

Marketing

- Lead generation
- Drip marketing
- Website integration
- Campaign management
- Campaign Testing
- Marketing automation
- Email marketing
- Mobile messaging
- Social media Marketing
- Digital advertising
- Consumer interactions
- Consumer segmentation
- Campaign Optimization
- Content management
- Journey management

Sales

- Lead management
- Account management
- Pipeline management
- Contact management
- Configure, price, quote
- Territory management
- Social network integration
- Personalization
- Partner management
- Forecasting
- High velocity Sales
- Order management
- B2B Commerce
- Customer segmentation
- Product management
- Search engine optimization
- Payment
- Shipping Management
- Budget & Buying authority

Service

- Case & incident Mgmt
- Knowledge Base
- Phone integration
- Live website chat
- Social network integration
- Social integration
- Omni-Channel routing
- Marco automation
- Asset Management
- Field service

Communities

- Self-service community
- Plus community
- Merchant Communities
- ISV community
- User Community

IoT & AI

- Marketing intelligence
- Connected Assets
- Large Scale ingestion
- Rule based actions
- Predictive insights
- Analytics & reporting
- Sales Einstein
- Community Einstein
- Service Einstein
- Commerce Einstein

Analytics

- Service Analytics
- Analytics templating
- Sales & merchants analytics
- Marketing analytics
- Security & auditing analytics
- Finance
- Service analytics
- ISV Performance analytics
- Geo data mapping

App Ecosystem

- Sales apps
- Customer service apps
- Marketing apps
- IT & administration apps
- Human resources apps
- Finance apps
- Enterprise Resource Planning
- Collaboration apps
- Analytics apps
- Sector accelerator apps

Support

- Community Support
- Salesforce Basic success
- Salesforce Premiere success
- Advisory Services
- Trailhead free online training
- Trailhead classroom training
- Global World Tour Events
- Dreamforce Annual Salesforce Event
- Partner Community Support
- Trailblazer User Community
- Local user Communities
- Webinars

Platform

- Click Config Development
- Security
- Salesforce to Salesforce
- Coding & Unit testing
- Availability & Scalability
- Surveys
- Workflow management
- Disaster Recovery
- Big data
- Auditing & logging
- Integration
- ISV / App Packaging
- Development Management
- Dashboards & reporting
- Scheduled Jobs
- File & Record Storage
- Integration
- Single Sign On
- AI Tooling
- Block Chain
- Platform Events
- Privacy & identity
- Integration
- Multi-language
- API

Integration

- Email
- Security
- External Files
- eCommerce
- Mobile applications
- Business Automations
- Process Orchestration
- Saas Integration
- App Network Visualizing
- Sharing & Discovery APIs
- Runtime Management
- AI Tooling
- Privacy & identity
- API

Marketing		Sales		Service	Operations	CMS	Commerce	Analytics	Support
Ad management	Shared inbox	Contact management	Account management	Shared inbox	Data Sync	Local website development	Invoices	Sales analytics	Community Support
Email marketing*	Email automation*	Pipeline management	Email templates	Ticketing	Programmable automation	Drag-and-drop editor	Payment links	Traffic Analytics	Hubspot knowledge base
Contact website activity	Live chat	Team email	Email Integration	Channel switching	Data Quality Automation	Premium hosting	Quotes	Contact analytics	Dedicated account manager
CTA'S	Cookie management Tools	Meeting scheduling	Conversation routing	Simple ticket automation	Scheduled workflows triggers	SEO console	Subscriptions	Service analytics	Hubspot Academy
Campaign management	Calculated properties	Sales automation	Sales goals	HubSpot-provided phone numbers	AI-powered data formatting recommendations	Dynamic personalization	B2B checkout	Revenue analytics	Webinars
Social media	Contact create attribution	Playbooks	Sequences	Handoffs	Snowflake data share	Adaptive testing	Product library	Deal journey analytics	
Multi-touch revenue attribution	Custom Events	Forecasting	Prospecting workspace	WhatsApp integration	Datasets	Additional root domains	E-signature		
Customer journey analytics	Predictive lead scoring	Handoffs	Deal splits	Customer portal		Web apps	Custom billing automation		
	Behavioral event triggers and reporting	Recurring revenue tracking		Ticket Routing			QuickBooks integration		
				Conversation intelligence					

Platform	List segmentation	File & Record Storage	Lifecycle management	Email reply tracking	Conditional options for properties	Workflow management	Calculated properties	Custom object
	Mobile app	Availability & Scalability	Disaster Recovery	App marketplace	AI Tooling	Surveys	Auditing & logging	Custom tabs middle column
	Custom properties	User management	Single Sign On	Multi-language	Privacy & identity	Security	Login as another user	Sandbox

Integration	Email	External Files	Mobile applications	Process Orchestration	AI Tooling	Privacy & identity
	Security	eCommerce	Business Automations	SaaS Integration	Sharing & Discovery APIs	Open API

- Free
- Starter
- Professional
- Enterprise

* Free tools are often limited