B2B marketing automation comparison brief

Compare HubSpot Marketing Hub specifically with Salesforce Account Engagement. Do not treat the entire Marketing Cloud portfolio as one product.

Project / team: _____ Owner: _____
Date / edition: _____ Must-have outcome: _____

Requirement / test	Marketing Hub	Account Engagement
Lead capture: form, matching and source context		
Leading record: field ownership and sync conflict behaviour		
Qualification: fit separate from engagement and explicit intent		
Nurturing: entry, suppression, exit and re-entry		
Handover: owner, relevant context and expected response		
Reporting: campaign activity linked to meaningful pipeline stages		
Cost: edition, contacts, sending, users and implementation		

For comparisons: use 0 = not met, 1 = partial, 2 = met, 3 = strong fit. Record evidence and edition dependencies; scores are your assessment, not a vendor rating.

Validate before you commit

Use one realistic scenario and one exception. Note the actual evidence, not only whether the connector or platform reports success.

[ ] The exact Salesforce product and edition are identified.

[ ] A known contact can submit a new request without duplication.

[ ] A demo request receives priority over an unrelated nurture step.

[ ] Customer/open-opportunity exclusions are defined.

[ ] Communication eligibility follows the approved framework.

[ ] Sales receives a useful reason for qualification.

[ ] An administrator and marketing owner can maintain the process.

Critical blocker / missing evidence

Next action / responsible person

Decision / next review date

Reference / Referenz: https://help.salesforce.com/s/articleView?id=001496483&language=en_US&type=1

Implementation guidance, not a performance guarantee. Verify current product scope and requirements before purchase or rollout.