



Navigating CRM Realities:

Unpacking Team Structures and Total Cost of Ownership in Salesforce and HubSpot





Foreword:

As the corporate landscape continues to evolve rapidly, the role of Customer Relationship Management (CRM) systems in shaping organisational efficiency and customer satisfaction has become more crucial and more central to growth than ever before.

This report presents an in-depth analysis of two leading CRM platforms, Salesforce and HubSpot, focusing on their staffing requirements and the total cost of ownership. The findings offer insights for businesses on the cusp of deciding which CRM solution aligns best with their strategic goals and operational dynamics.

The report begins by examining the scalability of teams within organisations using Salesforce and HubSpot. Salesforce, known for its robust and feature-rich platform, requires a larger team size as companies grow. This necessitates a strategic approach to resource allocation, ensuring that the expanding functionalities and complexities are well-supported. On the other hand, HubSpot, with its user-friendly interface and streamlined operations, maintains a more compact team size across the full range of company sizes, underlining its efficiency and ease of use.

A significant discovery in our research is the increasing demand for specialised architectural roles in larger organisations using Salesforce. This trend highlights the need for dedicated expertise to manage and optimise the sophisticated Salesforce ecosystem, a requirement less pronounced in HubSpot-using companies. The delineation of these roles in Salesforce and their absence in HubSpot provides a clear indicator of the differing approaches and complexities inherent in each platform.

In contrast, the dynamics of engineering teams in companies employing HubSpot do not show a consistent increase with company size, suggesting that the platform's maintenance and customisation may require less engineering support than Salesforce. This finding is particularly relevant for smaller companies or those with limited technical resources.

Another critical aspect of our study is the total cost of ownership, particularly personnel costs. Salesforce, especially in larger organisations, incurs significant personnel expenses, which can be a substantial financial consideration. Conversely, HubSpot demonstrates a high degree of cost-effectiveness, with low or zero median personnel costs, making it an attractive option for businesses mindful of budget constraints.

This report not only highlights these key differences but also delves into the implications of these findings for businesses. It provides a roadmap for organisations to align their CRM strategy with their staffing capabilities, financial resources, and long-term objectives. Whether a company is in a growth phase, undergoing a digital transformation, or seeking to optimise customer engagement, the choice between Salesforce and HubSpot has far-reaching consequences.

In conclusion, this research offers a comprehensive and nuanced understanding of Salesforce and HubSpot, equipping businesses with the knowledge to make informed decisions. By considering factors like team size, specialised roles, platform complexity, and total cost of ownership, organisations can strategically select a CRM platform that not only meets their current needs but also supports their future growth and success.

We hope you enjoy the report.

Richard Wood | CEO, Six & Flow

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Key Findings

Strategic Team Scaling with Company Growth:

When opting for Salesforce, headcount grows steadily with company expansion, reflecting strategic alignment amid rising complexities. Salesforce teams show consistent growth in size as the company scales, underscoring the necessity for strategic expertise to extract maximum value. In contrast, businesses leveraging HubSpot witness a more dynamic, non-linear headcount growth, demonstrating that their needs are effectively met without linear scaling.

Architectural Roles – A Key Consideration for Larger Organisations:

Salesforce users see a significant increase in architects in larger companies, highlighting the growing demand for architectural roles. This emphasises the importance of investing in specialised expertise to ensure the stability, security, and continuous improvement of the Salesforce platform.

Efficiency and Cost-Effectiveness in HubSpot Teams:

In contrast, HubSpot teams, on average, maintain a more compact size across various company sizes. This speaks to the efficiency and cost-effectiveness inherent in HubSpot's team structures. Unlike Salesforce, maintaining a lean HubSpot team is common across diverse company sizes, showcasing the platform's streamlined approach to CRM management and customer engagement.

Engineering Team Dynamics in HubSpot:

Unlike Salesforce, HubSpot engineering team size doesn't linearly scale with company size. In scenarios involving HubSpot app development, there's a notable increase in development roles. This indicates a demand for HubSpot developers, especially for businesses with complex ongoing needs and constant communication requirements.

Consistency in HubSpot CRM Team Size:

The size of CRM teams using HubSpot remains consistent across different company sizes, suggesting that HubSpot users maintain lean and efficient teams. This aligns with HubSpot's positioning statement of "crafted not cobbled," emphasising their carefully designed and efficient CRM functionality.

Total Cost of Ownership – Navigating Personnel Costs:

When evaluating the Total Cost of Ownership (TCO), personnel costs play a large factor. For Salesforce, especially in bigger companies, having a team of two administrators can cost \$250,000 a year. On the other hand, HubSpot is noted for being more cost-effective with significantly lower personnel costs in comparison.

Total Salesforce Talent Analysis

Salesforce, a robust CRM platform, significantly influences how companies organise themselves. It's a staple for go-to-market teams, shaping the entire functioning of businesses that adopt it.

Core Salesforce talent, including development teams, engineering and product leaders, architects, and Salesforce support teams, has become essential for any workforce utilising Salesforce Technology.

As companies using Salesforce grow, the demand for Salesforce talent increases. Let's explore the average team sizes across different company scales.

Average Total Salesforce Team Size Across Company Sizes:

The trend shows that as companies expand, so does their Salesforce team size. This scaling pattern reflects a strategic alignment of Salesforce talent with the growing complexities of customisation and management.

It emphasises the platform's adaptability, showcasing how companies tailor their Salesforce teams to address the evolving needs and challenges associated with their specific size and operational intricacies.

This scaling trend observed in total Salesforce team sizes not only indicates strategic adaptation to increasing complexities but also prompts a consideration of the associated costs.

51-200 Employees:

- Average Salesforce team size: 1.69
- 65.32% of companies in this size range have 0-1 Salesforce employees.

201-500 Employees:

- Average Salesforce team size: 1.99
- 54.26% of companies maintain 0-1 Salesforce employees.

501-1,000 Employees:

- Average Salesforce team size: 2.65
- 32.36% of companies have 0-1 Salesforce employees.

1,001-5,000 Employees:

- Average Salesforce team size: 3.75
- Larger teams gain prominence, with a decline in companies with 0-1 Salesforce employees.

5,001-10,000 Employees:

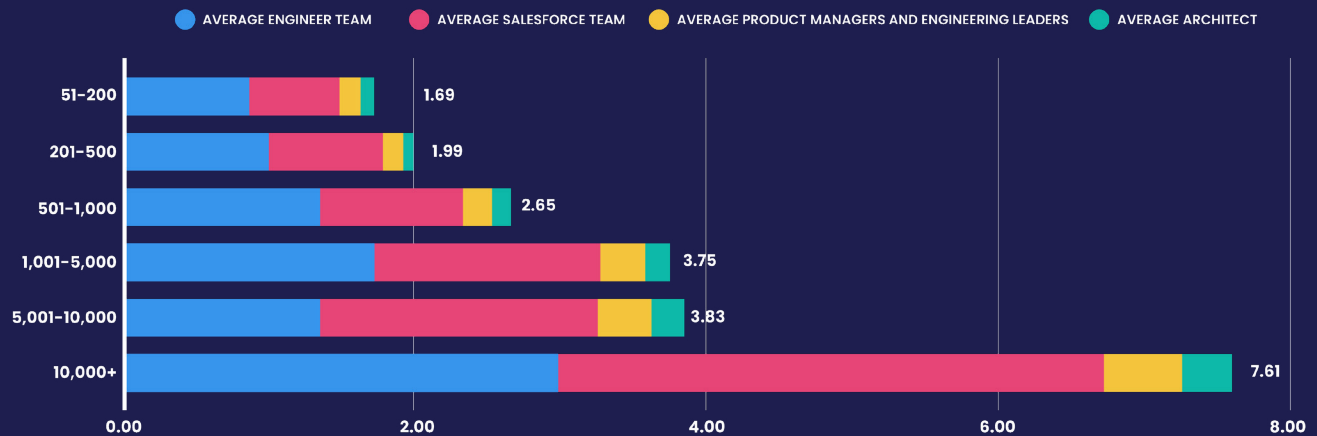
- Average Salesforce team size: 3.83
- Significant presence of companies with larger teams (16% having 4-5 Salesforce employees).

10,000+ Employees:

- Average Salesforce team size peaks at 7.61
- Many companies have larger teams, with only 28.27% having 0-1 Salesforce employees.

The data indicates a strategic adaptation to the increasing complexities of customisation and management as companies grow. It emphasises the need for a well-tailored Salesforce team to effectively navigate the challenges associated with different company sizes.

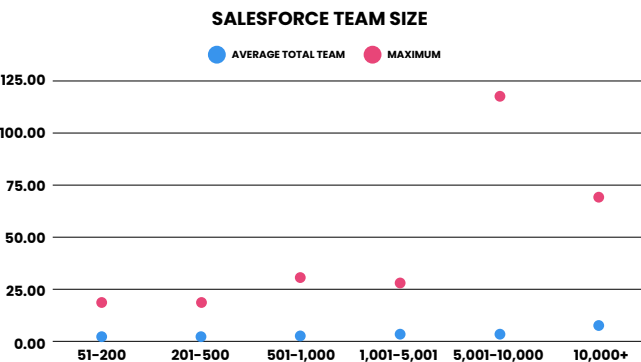
SALESFORCE TEAM COMPOSITION



Anomalies in the Data:

While our analysis highlights a trend of increasing average total Salesforce team sizes with the expansion of company headcounts, it's crucial to delve into the anomalies observed in the data.

These anomalies highlight instances where companies, regardless of size, demonstrate an intensified demand for Salesforce talent. This heightened demand may stem from the need to navigate the intricacies and nuances of their specific business processes.



Anomalies in the data often serve as indicators of companies engaged in intricate business processes, necessitating a more extensive and specialised Salesforce team. These outliers underscore the unique challenges certain companies face, prompting a deviation from the general scaling trend.

Managing Scale:

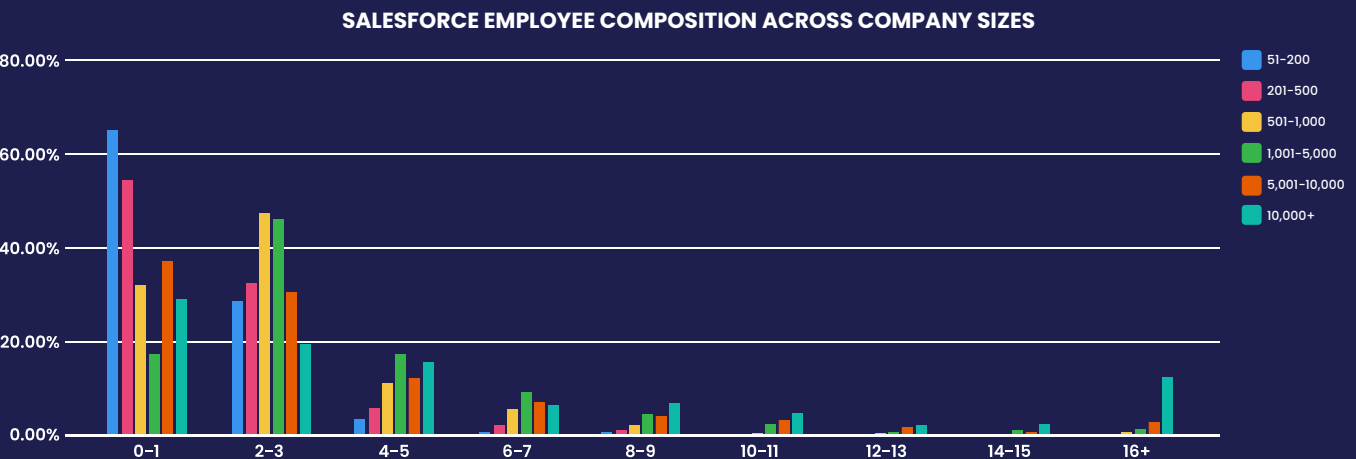
When examining the maximum total Salesforce team sizes, notable figures such as 19.00 for companies with 51-500 employees or 118.00 for those with 5,001 - 10,000 employees, reflect a deliberate strategy in managing scale and addressing industry-specific challenges inherent in larger organisations.

The larger team sizes observed in certain categories underscore the necessity for a robust and specialised workforce capable of handling the intricate process of Salesforce customisation and management.

This not only highlights the platform's adaptability but also emphasises the strategic need for companies to invest in and oversee a skilled Salesforce team.

The analysis indicates that Salesforce is an infrastructure that requires resourcing and necessitates a thoughtful approach to talent acquisition and management.

As companies grow, the strategic importance of Salesforce talent becomes increasingly pronounced, emphasising the need for specialised teams capable of navigating the platform's complexities.



Team Structures

The observed scaling trend in total Salesforce team sizes extends to individual team structures, providing a nuanced understanding of how companies tailor their Salesforce teams.

Company Size	Engineering Team	Salesforce Support Team	Product Managers & Engineering Leads	Architects	Avg Total Team Size
51 - 200	50%	37%	9%	4%	1.69
201 - 500	50%	39%	7%	4%	1.98
501 - 1,000	51%	37%	8%	5%	2.64
1,001 - 5,000	46%	41%	8%	5%	3.75
5,001 - 10,000	34%	50%	10%	6%	3.83
10,000+	40%	48%	9%	3%	7.76

Team Composition:

As companies grow, our analysis highlights that the ratio of engineering, platform support, product managers and engineering leads, and architect team members does not. This means that irrespective of company size, you will be required to increase the number of talent within roles.

Salesforce Support Team Emphasis in Larger Companies:

The data accentuates the pivotal role of an expansive Salesforce support team in larger enterprises, constituting over 48% of the workforce in companies with more than 5,001 employees. This emphasis underscores the correlation between larger investments in Salesforce and the need for a proportionally larger infrastructure to ensure the team's success.

In essence, as companies scale, the commitment to Salesforce should align with building a robust support framework, acknowledging the critical role of a dedicated support team in maintaining operational efficiency.

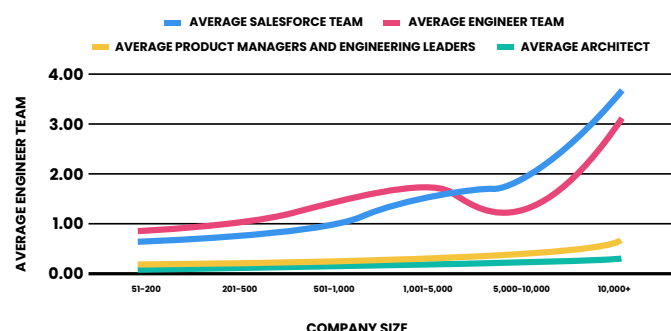
Consistent Architect Presence:

Architect roles remain relatively stable across all company sizes, recognising the need for ongoing support and maintenance resources. These teams play a vital role in ensuring the stability, security, and continuous improvement of the Salesforce Platform.

A comprehensive approach to resource allocation, considering the nuances of strategic projects, ongoing support, and enablement, is pivotal for organisations leveraging Salesforce.

In summary, the evolution of team dynamics as companies grow underscores the need for strategic investment in support structures, particularly in the Salesforce support team, and the consistent presence of architects. This approach ensures not only the effective implementation of Salesforce but also its continual enhancement and optimisation in alignment with the organisation's evolving needs.

TEAM STRUCTURE ACROSS VARIOUS COMPANY SIZES



Total Cost of Ownership

Successfully navigating Salesforce initiatives requires an understanding of the Total Cost of Ownership (TCO), a metric that extends beyond software licensing. A significant contributor to TCO is the compensation of personnel involved in the CRM implementation and ongoing management, encompassing diverse roles crucial for effective Salesforce implementation.

Our research in team structures has highlighted the diverse landscape of Salesforce-related roles across varying company sizes. For our analysis, we grouped job functions into four distinct categories: Engineering Team, Salesforce Support Team, Engineering Leaders & Product Managers, and Architects.

Based on The [Careers and Hiring Guide 2022-23](#), we've outlined compensation for key roles in USD:

Engineering Team: Salesforce Developer

- Junior: \$116,000.00
- Senior: \$155,125.00

Salesforce Team: Analyst

- Junior: \$116,000.00
- Senior: \$144,750.00

Engineering Team: Admin

- Junior: \$103,375.00
- Senior: \$131,750.00

Salesforce Team: Consultant

- Junior: \$130,750.00
- Senior: \$155,750.00

Architects: Solution Architect

- Senior: \$175,000.00

Architects: Technical Architect

- Senior: \$200,000.00

How organisations structure their Salesforce teams depends on various factors, including total Company Size, Salesforce Products Purchased, App Developments, Regulatory Compliance, Integrations, Customisation Complexity, and more.

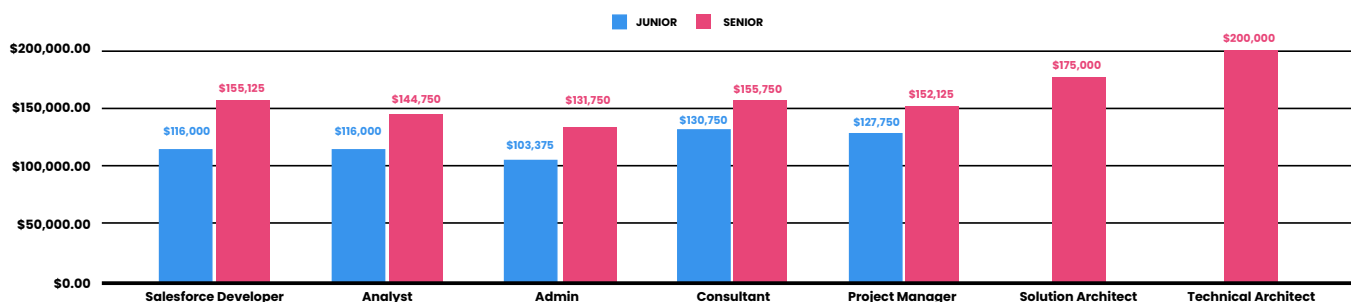
Random Sample Analysis

We conducted a random sample analysis for a company with a size falling within the 201 - 500 employee range. The Salesforce Team structure for this company comprises 1X Senior Administrator and 1X Senior Analyst. Based on the USD averages provided, this company would be paying a total of \$276,500 per year in personnel compensation.

The figures highlighted underscore the financial commitment required for skilled professionals in Salesforce implementing and maintaining the infrastructure on an ongoing basis.

Organisations must factor in these costs to make informed decisions, aligning their Salesforce team structure with their unique operational needs, strategic goals, and budget considerations.

AVERAGE SALESFORCE SALARIES 2023 – JUNIOR & SENIOR ROLES



Total HubSpot Talent Analysis

HubSpot, an emergent force in the CRM market, has swiftly ascended to the forefront, positioning itself as a key player in empowering go-to-market teams.

While standing shoulder-to-shoulder with industry stalwarts like Salesforce, HubSpot distinguishes itself through its agility, user-centric design, and a comprehensive strategy towards customer engagement.

HubSpot's customer platform caters to a wide spectrum of go-to-market teams, offering a versatile toolkit designed to integrate seamlessly across marketing, sales, and customer service functions.

Our examination of the composition of HubSpot teams indicates that the user-friendliness of HubSpot does impact how organisation's structure their teams, in that fewer CRM-related roles are required to manage the platform, compared to what is frequently observed with Salesforce.

Average Total HubSpot Team Size Across Company Sizes:

On average, we see a marginal increase in total HubSpot Team size as company sizes grow. This increment, while observable, remains modest.

This marginal increase in total HubSpot team size is tied to an upward trend in the presence of product managers and engineering leaders.

As organisations delve into more sophisticated HubSpot packages, there is demand for leadership roles that oversee the strategic customisation and optimisation of the platform.

51 - 200 Employees:

- The average HubSpot teams 1.00
- 100% of these smaller companies maintain a compact team structure, with all having 0-1 HubSpot team members.

201 - 500 Employees

- The average total HubSpot team size increases to 1.26.
- A significant majority (84.78%) still maintains a lean team structure with 0-1 HubSpot employees.

501 - 1,000 Employees

- The average total HubSpot team size slightly decreases to 1.15
- 85.00% continue to operate with 0-1 HubSpot employees.

1001 - 5,000 Employees

- The average total HubSpot team size experiences a modest increase to 1.67.
- The majority (71.43%) still keeps a lean structure with 0-1 HubSpot employees.

5,001 - 10,000 Employees

- The average total HubSpot team size slightly decreases to 1.25.
- The majority (75%) maintains a lean structure with 0-1 HubSpot employees.

10,000+

- We witnessed the most substantial increase with the average total HubSpot team size reaching 2.67.
- 77.78% keeps a lean structure with 0-3 HubSpot employees.



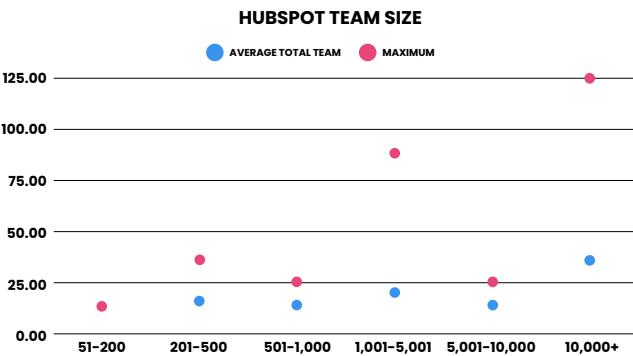
HUBSPOT TEAM COMPOSITION



Anomalies in the Data:

While our in-depth exploration of HubSpot team sizes reveals a general trend towards modest and efficient structures, it is essential to scrutinise anomalies in the data.

This marginal increase in total HubSpot team size is intricately tied to an upward trend in the presence of senior leadership as team size grows.



Navigating Specialised Business Processes:

Notably, in companies with 51-200 employees, the data unveils a striking anomaly where 100% of them have a HubSpot team size of 0-1. This uniformity suggests a common trend of smaller companies relying on minimal HubSpot-specific roles, possibly leveraging the platform's user-friendly features without the need for dedicated teams.

Across various company sizes (201-500, 501-1000, 1,001-5,000, and 10,000+), the consistent presence of companies with HubSpot team sizes of 0-1 emerges as a notable anomaly. This points to a trend where a significant proportion of companies, irrespective of their size, rely on lean HubSpot teams, suggesting that once HubSpot has been implemented, limited management is required.

In the largest companies (10,000+ employees), the anomaly lies in the consistent presence of companies with 0-1 HubSpot employees, standing at 38.89%. This raises questions about the extent to which these large enterprises rely on HubSpot for specific functions or whether they allocate HubSpot-related tasks to multifunctional teams.

In the 10,000+ employees range, we see the maximum team size reported is 10. Here, senior leadership roles emerge as global companies likely use business units to manage global needs.

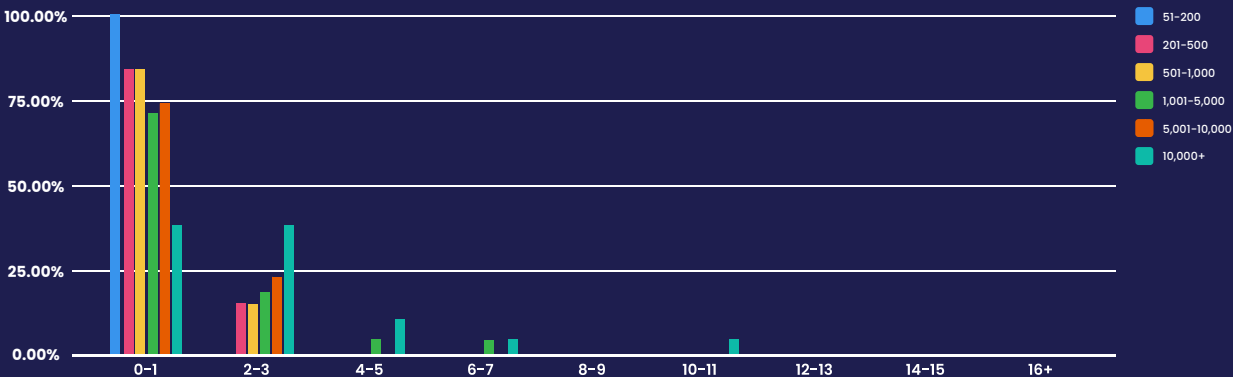
Implications for Team Structures:

One noteworthy implication of this trend is that, for companies embracing more advanced HubSpot functionalities, the need for creating entirely new team structures is typically circumvented. The existing team configurations, augmented by the inclusion of product managers and engineering leaders, prove to be resilient and adaptable to the elevated demands of a sophisticated HubSpot implementation. This strategic approach allows organisations to leverage the enhanced features of the CRM platform without incurring the potentially disruptive effects associated with significant structural changes.

In essence, the marginal increase in total HubSpot team size, driven by the strategic introduction of leadership roles, signifies a nuanced and thoughtful approach by organisations.

It exemplifies a capacity to navigate the evolving landscape of CRM management without unnecessary upheaval, showcasing the flexibility and scalability inherent in HubSpot's integration

HUBSPOT EMPLOYEE COMPOSITION ACROSS COMPANY SIZES



Team Structures

Unlike the fluctuating team sizes witnessed in Salesforce, HubSpot teams exhibit a notable consistency, suggesting a focused approach to team composition irrespective of the company's growth trajectory.

Company Size	Engineering Team	CRM Support Team	Product Managers & Engineering Leads	Architects	Avg Total Team Size
51 - 200	20%	9%	69%	2%	1.00
201 - 500	22%	7%	71%	0%	1.26
501 - 1,000	17%	9%	74%	0%	1.15
1,001 - 5,000	11%	14%	74%	0%	1.67
5,001 - 10,000	20%	20%	60%	0%	1.25
10,000+	4%	17%	79%	0%	2.67

HubSpot team structures show consistent stability in composition as companies grow. From SME to large enterprises, the core HubSpot teams remain remarkably consistent.

This steadfastness underscores a deliberate effort to maintain a balanced and effective team structure.

The average total team size to manage HubSpot remains small, highlighting how each go-to-market team can manage the customer platform, without the need for extensive platform-specific talent.

Emphasis on Product Managers and Engineering Leads

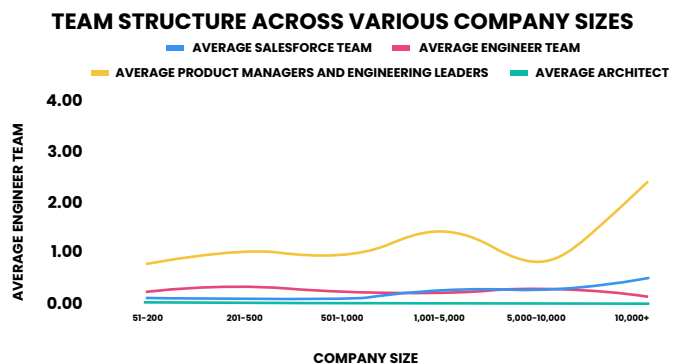
As the company size grows, a nuanced emphasis emerges on specific roles. Notably, product managers and engineering leaders become focal points, with an increase in their numbers mirroring the expanding complexity of business operations.

The Strategic Significance of Engineering Leadership

As companies grow, the demand for engineering leaders becomes more pronounced, aligning with the need for strategic guidance in complex technical landscapes.

Stagnancy in Architects

Conversely, architectural roles remain notably absent within the HubSpot ecosystem. Unlike Salesforce, where architects play a key strategic role, HubSpot's streamlined approach leans towards agility and efficiency without the need for such specialised roles.



Total Cost of Ownership

To comprehend the financial intricacies, we direct our attention to three tiers of Sales Hub (Starter, Professional, and Enterprise) and three tiers of Marketing Hub (Starter, Professional, and Enterprise).

The lens is set on the 90th percentile (representing the top 10% of costs), the 75th percentile, and the median, considering a two-year timeframe. Though public data on this subject is limited, insights from an internal HubSpot survey offer a unique perspective to analyse TCO.

Insights from Sales Hub TCO

Initiating with Sales Hub, the data uncovers compelling patterns. In the Starter tier, the first-year cost for the 90th percentile stands at \$8,750, yet a substantial 84% incurs no personnel expenses. This trend persists into the second year, with the 90th percentile cost dropping to \$2,400, and 88% incurring zero personnel costs. Notably, the median cost for personnel over two years is a striking \$0, highlighting the potential for businesses to leverage Sales Hub without significant personnel expenditure.

Moving to the Professional tier, a parallel narrative unfolds. The first-year 90th percentile cost is higher at \$38,140, but 79% bear no personnel costs. In the second year, the 90th percentile cost diminishes to \$2,350, with 76% reporting zero personnel expenses. Once again, the median cost over two years for personnel remains at \$0. The Enterprise tier echoes this trend, emphasising robust functionality with relatively modest personnel costs.

Patterns in Marketing Hub TCO

Shifting focus to Marketing Hub, in the Starter tier, the first-year 90th percentile cost is \$8,000, with 83% experiencing no personnel costs. Year two witnesses the 90th percentile cost dropping to \$700, and 85% incurring no personnel expenses. Once more, the median cost for personnel over two years is \$0.

Climbing to the Professional tier, the first-year 90th percentile cost is \$26,000, with 73% shouldering no personnel costs. The 75th percentile reports a cost of \$131. In the second year, the 90th percentile cost decreases to \$7,000, with 89% reporting no personnel expenses. The median cost over two years for personnel remains at \$0. The Enterprise tier mirrors this trend, showcasing high-tier functionality with varied personnel costs.

Deciphering the Significance

The prevalence of zero median costs for personnel underscores the economic strategies that organisations employ when tapping into HubSpot. Consistent high percentages of users reporting no personnel costs at both the 90th and median percentiles emphasise the platform's efficiency and cost-effectiveness.

In essence, the data provides a window into the economic landscape of HubSpot usage, highlighting the adaptability and financial prudence that organisations can exercise. The personnel-centric narrative aligns with the overarching theme of HubSpot as more than a tool – it's a strategic asset, enabling organisations to realise their goals efficiently and cost-effectively.

	25th% lie		Median		75th% lie		90th% lie		% with no cost	
	Year 1	Year 2	Year 1	Year 2	Year 2	Year 2	Year 1	Year 2	Year 1	Year 2
Marketing Hub Starter	\$-	\$-	\$-	\$-	\$-	\$-	\$8,000	\$700	83%	85%
Marketing Hub Professional	\$-	\$-	\$-	\$-	\$131	\$-	\$26,000	\$7,000	73%	89%
Marketing Hub Enterprise	\$-	\$-	\$-	\$-	\$15,050	\$-	\$83,500	\$50,000	63%	77%
Sales Hub Starter	\$-	\$-	\$-	\$-	\$-	\$-	\$8,750	\$2,400	84%	88%
Sales Hub Professional	\$-	\$-	\$-	\$-	\$-	\$-	\$38,140	\$23,500	79%	76%
Sales Hub Enterprise	\$-	\$-	\$-	\$-	\$-	\$7,500	\$23,000	\$42,500	78%	67%



Conclusion

Both Salesforce and HubSpot offer infrastructures for you to run your go-to-market strategy on.

Salesforce stands out for its strategic scalability, while HubSpot shines in its ease of use.

The scaling trend in total Salesforce team sizes speaks to a deliberate alignment of talent with the mounting complexities of customisation and management.

The data presented in this report highlights that opting for HubSpot can result in reduced staffing requirements and less complexity in maintaining and supporting the system as your business expands. On the other hand, trends reveal that choosing Salesforce necessitates larger and more diverse teams as businesses scale up.

Larger enterprises, particularly those with 10,000+ employees, showcase more extensive leadership structures, underlining the pivotal role of leadership in steering Salesforce initiatives at scale. The increasing presence of architects in Salesforce teams as companies grow spotlights the strategic imperative for specialised roles. Anomalies in the data become signposts to companies navigating intricate business processes, necessitating more extensive and specialised Salesforce teams. As organisations expand, the strategic importance of Salesforce talent intensifies, accentuating the need for specialised teams attuned to the platform's intricacies and the associated costs.

Consistency is the hallmark of HubSpot teams, regardless of company size, showcasing a focused approach to team composition. The slight uptick in total HubSpot team size correlates intricately with the ascent of senior leadership as companies grow, reflecting a thoughtful approach. Lean team structures dominate HubSpot's landscape, with a notable trend where organisations, regardless of size, lean on minimal HubSpot teams, efficiently managing the platform with limited personnel. The unique aspect of HubSpot lies in the prevalence of zero median costs for personnel, emphasising its efficiency and cost-effectiveness in CRM management. Unlike Salesforce, architectural roles find little foothold in the HubSpot ecosystem, signalling a streamlined and efficient approach to CRM with minimal associated personnel costs.

About Six & Flow

Six & Flow is a Strategic GTM agency partnering with clients to deliver strategic marketing, data & technology and RevOps services.

With expertise in RevOps, strategic marketing, HubSpot implementation and integration, we work across a range of current and emerging digital channels to help businesses deliver the growth engines needed to support their businesses.

Hundreds of high-performing teams, from companies like The Canadian Red Cross, HostelWorld, and Smeg trust Six & Flow to help build them a go-to-market strategy that drives greater revenue using the HubSpot Platform.





Research Approach

Our research aimed to unravel key trends and dynamics in the Customer Relationship Management (CRM) landscape, focusing on prominent platforms like Salesforce and HubSpot. The methodology employed a targeted approach to ensure a comprehensive understanding of the evolving CRM ecosystem.

Data was collected from ZoomInfo and LinkedIn Sales Navigator. These platforms served as valuable sources, providing insights into organisational structures, team compositions, and trends in CRM adoption.

Our primary focus was on companies in North America and Europe, providing a geographically diverse perspective on CRM utilisation. To maintain data integrity, we intentionally excluded tech consultancies and major educational institutions from our analysis. This strategic decision aimed to prevent potential skewing of data and ensure that our findings accurately reflected trends within the target business landscape.

Recognizing the significance of both Salesforce and HubSpot in the CRM domain, our study acknowledged the differing availability of data for each platform. Consequently, a larger sample size of Salesforce-using companies was included to provide a more robust and comprehensive analysis.

For insights into the Total Cost of Ownership (TCO), we leveraged HubSpot's public reports and referenced data from Mason Frank's Careers and Hiring Guide 2022-23. This dual-source approach added depth and credibility to our understanding of the financial aspects associated with CRM implementation, personnel costs, and overall TCO.