



HubSpot Ranks #1 in Sales and Marketing in G2's 2024 Best Software Awards

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Sales Hub and Marketing Hub both ranked at the top of their categories, and are even better when used together.

We're excited to share that HubSpot recently received a number of top honors in G2's annual Best Software Awards, including Sales Hub taking the [#1 Sales Product](#) and Marketing Hub the [#1 Marketing and Digital Advertising Product](#). At a time when B2B customers are [increasingly](#) turning to reviews to inform their software decisions, these top rankings from G2 showcase the strength of HubSpot's offerings across the front office.

The #1 Sales Product ranking comes on the heels of our [recent launch](#) of the all-new Sales Hub. The new Sales Hub features are a game-changer for our customers, and include: a new prospecting workspace, advanced lead management and reporting, AI-powered deal management and forecasting, and an expanded relationship with LinkedIn.

As we continue to build Marketing Hub capabilities to help customers operate in an omnichannel reality, earning the top spot from G2 illustrates how our tools help marketers adapt and thrive. Taking the #1 spot in this year's Best Marketing and Digital Advertising category follows Marketing Hub's top ranking on [G2's Winter 2024 Reports](#).

"Everything we do at HubSpot is based on a simple but powerful principle: solve for the customer" said Andy Pitre, EVP of Product at HubSpot. "That's why these G2 awards—which are driven by customer feedback—are so motivating for our team. With Sales Hub and Marketing Hub earning the top spots this year, we're even more excited to continue building best-in-class products across our unified customer platform—all in the name of helping our customers realize even more growth."

We're also proud to be ranked #2 on the list of [Global Software Companies](#). Additionally, G2's [Best Software for Small Business](#) list includes three Hubs in the top 10, with Service Hub at #2, Marketing Hub at #6, and Sales Hub at #9. Marketing Hub is also ranked as the #6 [Best Products for Mid-Market](#) and Service Hub #7 on the list of [Best Customer Service Products](#).

Here are a few recent HubSpot reviews from real customers that contributed to this year's G2 leadership rankings:

- *"What I appreciate most about HubSpot Marketing Hub is its comprehensive integration capabilities. It allows us to seamlessly merge all our marketing channels into a single, unified platform. This integration has significantly streamlined our marketing processes, making it easier to manage everything from email campaigns to social media, SEO, and content management. The user-friendly interface and robust analytics tools have been instrumental in enhancing our decision-making process, providing us with clear insights to optimize our strategies. Moreover, its automation features have saved us considerable time, allowing our team to focus more on creative and strategic tasks rather than getting bogged down in routine operations."* —[Santiago A.](#), Mid-Market (51-1000 emp.)
- *HubSpot Sales Hub simplifies my sales life! From organizing leads to automated emails and insightful analytics, it's an all-in-one platform. Seamless integration with CRM ensures a smooth workflow, boosting my productivity and helping me close deals faster.* —[Gulam G.](#), Small-Business (50 or fewer emp.)
- *I've managed several CRM programs as an admin, and HubSpot is my top choice. It offers a prompt support crew, an excellent knowledge base, and ease of use. The adaptability of HubSpot in the areas of sales, marketing, and customer success is revolutionary. I couldn't perform my job without it; I rely on it every day. Meetings may be easily logged into HubSpot records thanks to pre-built interfaces and workflows, which are invaluable.* —[Winston A.](#), Mid-Market (51-1000 emp.)

[Learn more](#) about what real users have to say about HubSpot on G2.

HubSpot (NYSE: HUBS) is the customer platform that helps businesses connect and grow better. HubSpot delivers seamless connection for customer-facing teams with a unified platform that includes AI-powered engagement hubs, a Smart CRM, and a connected ecosystem with over 1,500 [App Marketplace](#) integrations, a community network, and educational content. Learn more at www.hubspot.com.

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