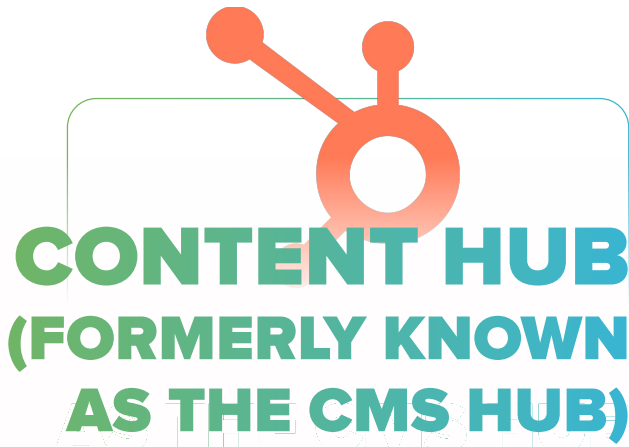


# Content Management Face-Off: All-New Content Hub vs. WordPress



VS



## Can You Personalize Content and Integrate Seamlessly with CRM Tools?

### YES

Content Hub goes beyond traditional content management systems (CMS) by harnessing the power of HubSpot's CRM foundations. This integration allows you to create hyper-personalized content experiences for each visitor, transforming your CRM data into personalized content journeys. It tailors web pages, CTAs, and recommendations to each visitor, nurturing leads with targeted automation for higher engagement and conversions.

### LIMITED PERSONALIZATION, PLUGINS REQUIRED

While WordPress offers a drag-and-drop builder, personalization requires extra plugins. These plugins may not connect smoothly with your CRM, creating data silos and hindering personalization efforts.

## Is Intelligent Optimization and Complete Reporting Available?

### INCLUSIVE

Content Hub simplifies content analysis with AI insights, SEO tools, and built-in A/B testing. Generate custom reports to measure ROI and make data-driven content decisions - no extra plugins needed.

### ADD-ONS REQUIRED

WordPress analytics follows a "piecemeal" approach. This means that gaining insights on WordPress requires extra plugins for advanced reporting and A/B testing, leading to a disjointed analytics experience.

## How Scalable is the CMS and its Management Tools?

### VERY SCALABLE

Content Hub is tailored for effortless scalability, including premium hosting, advanced content management tools like content staging and memberships, and robust security, all in one package.

### DEPENDENT ON PLUGINS

WordPress can be expanded to meet increasing demands but often requires additional plugins and does not include hosting or security.

## Does the CMS Offer AI-Assisted Content Creation?

### YES

Content Hub features an AI-powered Content Assistant that streamlines content creation with AI suggestions for topics, headlines, copy, and even images. It also has a Content Remix feature that allows you to repurpose content across different channels and formats.

### THIRD-PARTY AI

WordPress has no native AI capabilities; it relies on external plugins to provide similar features.

## What is the Total Cost of Ownership and Level of Support?

### COMPLETE & TRANSPARENT PRICING

Content Hub offers a comprehensive package with no hidden costs, including customer support, an array of community support, and resources like HubSpot Academy.

### ADDITIONAL COSTS POSSIBLY REQUIRED

Initial low cost potentially offset by expenses for hosting, plugins, and specialized support services.