DIGITAL REACH
ONLINE SOLUTIONS

Understanding Marketing Contacts In HubSpot

MARKETING CONTACTS vs NON-MARKETING CONTACTS

What's the difference?

MARKETABLE

Marketing contacts are the contacts you actively intend to market to via email marketing (including emails from workflows), paid ads, and other initiatives.

NON-MARKETABLE

Non-marketing contacts are contacts you do not intend to market to, and will not receive any marketing-related communications. They remain in your CRM, however.

Do they affect my subscription price?

YES

Marketing contacts are the only contacts that affect the cost of your subscription. This means HubSpot will only bill you for contacts you market to. You could have 10,000 total contacts in your CRM but only 1,000 on a list that you market to and you'll only be billed for those 1,000 marketing contacts.

NON-BILLABLE

Non-marketing contacts don't count toward your contact tier, and you're not charged for them. This means your sales team, for example, can add as many non-marketing contacts to the company CRM as they want without adding to the marketing contacts threshold or adding extra cost to your subscription.

Can I move contacts between the two groups to control costs?

YES

If you're no longer sending a contact emails via HubSpot, you can un-mark them as a marketing contact and still keep the historical data in the CRM. You can easily automate this process with workflows, so think about this for contacts that return email bounces, clients who have churned, those who have unsubscribed from all marketing emails (unless you want to target them with Ads tools), and more.

YES

If you want to start marketing to contacts who had previously been marked as non-marketing contacts, you can manually change their classification, or you can set up a workflow to do it for you. This is particularly helpful for consent-based marketing (if a non-marketing contact has given you permission to send them marketing emails) or re-engagement campaigns where you are interested in learning from a non-engaged list of contacts to see if they're still interested in hearing from you.

What tools and forms of communication can I use?

MARKETING

Only marketing emails, including follow-up emails after form submissions, contact list audiences in the ads tool, marketing actions in workflows, such as "Send email" and "Add to or Remove from ads audiences" can be used for marketing contacts.

NON-MARKETING

All other contacts can still receive communications from your team using the other tools that you have access to in HubSpot, such as sales one-to-one emails, sequences, customer feedback surveys, and transactional emails. Remember, just because a contact is marked as non-marketing doesn't mean you can't communicate to them as a business!

If I move a contact between the two groups, when does my pricing change?

IMMEDIATE

You can change non-marketing contacts to marketing contacts whenever you'd like, but it updates your pricing immediately if that change ends up pushing you to a different tier.

THE NEXT MONTH

If you mark a marketing contact as a non-marketing contact, the ensuing billing update will take effect on the first of the next month.