



Why pricing stability matters when you choose a CRM

Picture this: You invest in a CRM, integrate it into your business, train your team—only to find that a year later, the license price has skyrocketed. Sound familiar? When businesses face unexpected price hikes from their CRM providers, they are forced to adjust budgets or downgrade features. But what if your CRM could offer predictable, stable pricing without compromising on features?

About Zoho CRM

Zoho CRM empowers a global network of over 250,000 businesses in 180 countries to convert more leads, engage with customers, and grow their business. Zoho CRM—with its broad coverage, advanced features, and intuitive UI—can go head-to-head against any other big brand name when it comes to technology and functionality.



zoho.com/crm

The Numbers Don't Lie. Here's the Cost of Choosing the Competition.

Zoho CRM's Modest Adjustment:

From 2014 to 2020, Zoho CRM Enterprise stayed steady at \$35/month. In 2021, we adjusted to \$40/month, that's an increase of 14.3% over 7 years. The license cost has been hiked by just \$5 in over a decade!

Salesforce's Steep Climb:

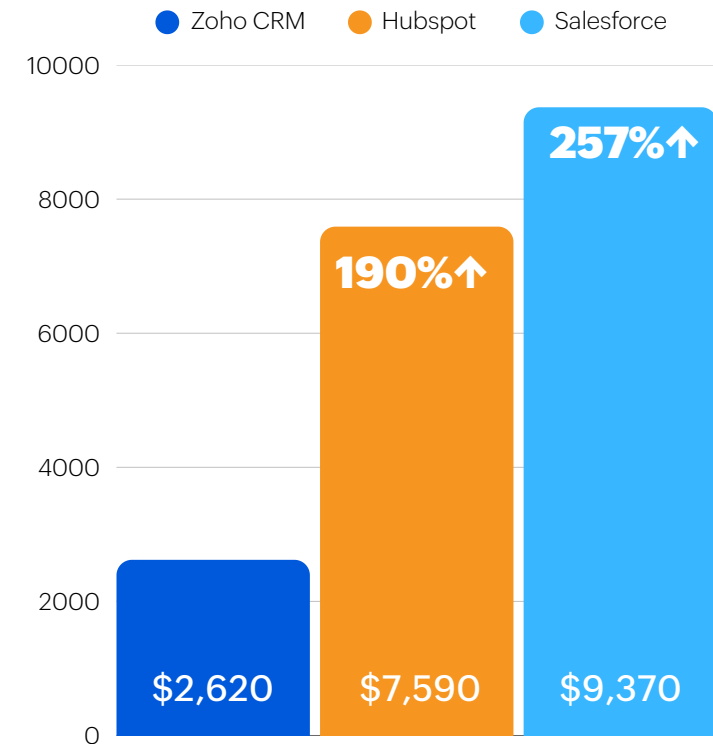
Salesforce Sales Cloud Enterprise started at \$125/month in 2014, jumped to \$150/month in 2017 (a 20% increase in just 3 years), \$165/month by 2024 (another 10% increase) and finally \$175/month in 2025. That's a staggering 40% total increase—or \$50/month more than 2014. Over 12 years, that's an extra \$3,600 paid just for price hikes for a single user!

HubSpot's Sneaky Surge:

HubSpot Sales Hub Enterprise held steady at \$120/month until 2023, but in 2024, it spiked to \$150/month—a 25% increase in one year!

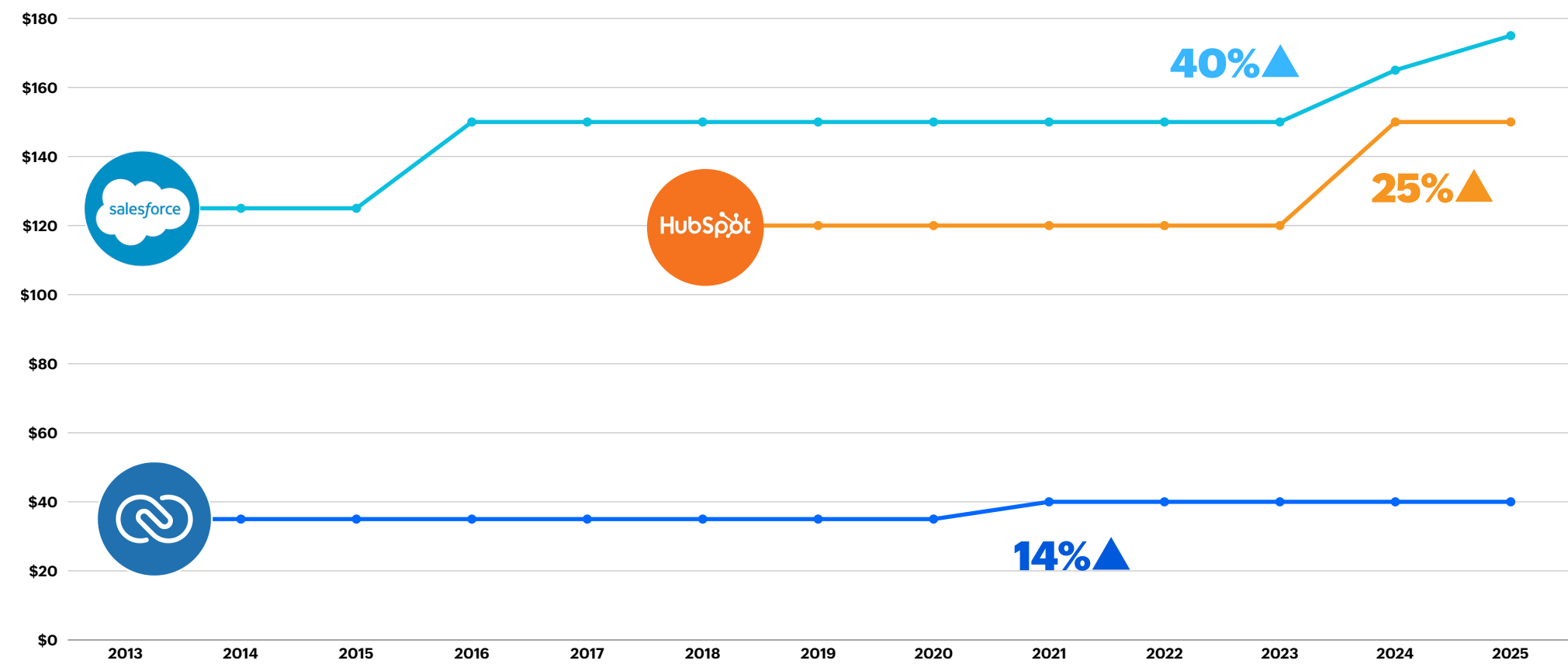
TOTAL COST COMPARISON

(2020-2025, 1 user)



Zoho CRM: Over A Decade of Stable, Affordable Pricing

We believe that a CRM is a long-term investment, not a one-time purchase. Unstable pricing disrupts financial planning and growth. Unlike other CRM providers that frequently hike their prices, Zoho CRM has remained true to its mission—delivering powerful solutions at a fair price.



Total price hikes of Salesforce Sales Cloud Enterprise, HubSpot Sales Hub Enterprise and Zoho CRM Enterprise over a span of 12 years.

Here are the pricing changes over the years

	Zoho CRM Enterprise	Salesforce Sales Cloud Enterprise	HubSpot Sales Hub Enterprise
2014	\$35	\$125	\$120
2015	\$35	\$125	\$120
2016	\$35	\$125	\$120
2017	\$35	\$150▲	\$120
2018	\$35	\$150	\$120
2019	\$35	\$150	\$120
2020	\$35	\$150	\$120
2021	\$40▲	\$150	\$120
2022	\$40	\$150	\$120
2023	\$40	\$150	\$120
2024	\$40	\$165▲	\$150▲
2025	\$40	\$175▲	\$150

How Zoho CRM Delivers Value Without Price Surprises

At Zoho, we save a great deal of money by declining to engage in aggressive marketing (and that might be one reason why we've flown under the radar for so long). We believe that if we build products with real value, our customers will take care of the sales and marketing for us. This is why we don't push our salespeople to constantly upsell to you.

Zoho has sought to change this from the day we started writing software. We hold fast to the idea that the sales and marketing budget of a tech company shouldn't outpace its allocation for product development. So we put a majority of our revenue back into product development. These saved costs are passed on to you, our customer, in terms of real value. These aren't just empty words.

27%
Increased
productivity
Do more in less time



50%
Faster
implementation
Get started in no time



71%
Saved on
licensing fees
Big savings for a lifetime



Here's what our customers say

Salesforce does a nice job of making people think all other CRMs lack functionality. We checked out Zoho and found that not only did it have all of the functionality Salesforce has, but the interface was much more thoughtful and well-designed. Bernard Health's bottom line has improved significantly since switching to Zoho.



Alex Tolbert
CEO, Bernard Health



Zoho had all of the functionality that we could ever need, at a fraction of the cost of Salesforce. It felt much more intuitive, and I was sure we would be very happy moving forward with Zoho. In less than a year, The NetMen Corp has witnessed an increase of repeat customer sales from 20 percent up to 40 percent, as well as an overall increase in net income.



Ignacio Galarraga
CEO, The Netman Corp



Take control of your CRM Costs. Switch your CRM.

It's time to stop overpaying for your CRM. Take a stand —not for businesses built purely on popularity, but for those that focus on delivering real value and nurturing lifelong customer relationships. Choose a CRM that puts your business first.

[**GET A FREE TRIAL**](#)

[SEE PLANS AND PRICING](#)

[COMPARE WITH OTHER CRMS](#)



NUCLEUS
RESEARCH

Why Zoho CRM wins over Salesforce

Nucleus Research, a global provider of ROI-focused technology research, outlines factors to determine why SMBs and enterprises opt for Zoho CRM in lieu of Salesforce.

[Read the report here](#)

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Z O H O

Zoho CRM is a cloud-based software for managing your customer relationship in a better way. It helps streamline your organization-wide sales, marketing, customer support, and inventory management functions in a single system. We are light on your pocket and the features and integrations we give you are unmatched.

www.zoho.com/crm

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