

 RICOCHET ASSOCIATION MARKETING PLATFORM Feature Comparison			
	Mailchimp	HubSpot	
EMAIL DESIGN			
Inbox preview	★★	★★★★	HubSpot provides unlimited previews; Mailchimp is 25 previews/month.
Drag-and-drop editor	★★★★	★★★★	HubSpot and Mailchimp both offer modern visual builders.
Personalized content	★★	★★★★	HubSpot personalizes using CRM and behavior data; Mailchimp includes some behavior support.
Custom CSS/HTML	★★★★	★★★★	HubSpot and Mailchimp allow full custom HTML and CSS.
Design platform embedding	★★★★	★★★★	HubSpot and Mailchimp embed Canva, Shutterstock, and AI design; HubSpot adds Adobe Express.
EMAIL OPTIMIZATION			
List segmentation	★★★★	★★★★	HubSpot and Mailchimp segment across CRM and behavior.
Sender reputation monitoring	★★	★★★★	HubSpot has a self-serve health dashboard; Mailchimp provides overall reporting capability.
Transactional email	MAILCHIMP ADD-ON	HUBSPOT ADD-ON	HubSpot and Mailchimp both send transactional email (receipts, confirmations) as an add-on.
Automated send time	★★★★	★★★★	HubSpot and Mailchimp predict best per-recipient send times (HubSpot within a 7-day window, Mailchimp within 1-day).
Multivariate testing	★★★★	★★★★	HubSpot and Mailchimp both support true multivariate testing.
Account-based marketing (ABM)	—	★★★★	HubSpot offers company-level target lists and scoring.
CAMPAIGN AUTOMATION			
Automated and triggered sequences	★★	★★★★	HubSpot automates across the full CRM; Mailchimp offers multi-branch journeys with conditional logic.
Conversational campaigns	★★	★★	HubSpot and Mailchimp can both create conversational campaigns driving to different landing pages, similar to PropFuel.
Behavior triggers	★★	★★★★	HubSpot triggers actions from email, site, app, and behavior across the full CRM; Mailchimp triggers on email, site, and some data.
ANALYTICS			
Standard reporting	★★	★★★★	Both platforms report opens, clicks, and bounces; HubSpot adds cross-object and campaign analytics.
Benchmark comparisons	★★★★	★★★★	HubSpot and Mailchimp show industry benchmarks.
Cross-channel reports	★★	★★★★	HubSpot unifies all channels in one attributed campaign report; Mailchimp reports channels in silos.
Revenue attribution	★	★★★★	HubSpot delivers multi-touch revenue attribution; Mailchimp offers attribution for connected Shopify/WooCommerce stores.
ARTIFICIAL INTELLIGENCE			
AI email subjects/copy	★★★★	★★★★	HubSpot is CRM-grounded; Mailchimp is purpose-built.
AI lists/segments	★★★★	★★★★	HubSpot and Mailchimp build AI/predictive segments.
AI campaign creation	★★	★★★★	HubSpot builds full campaigns from prompting; Mailchimp works best with template updates.
AI agents	★	★★★★	HubSpot offers many agents that consume HubSpot Credits; Mailchimp has analytics agents.
AI assistant	★	★★★★	HubSpot AI is CRM-aware; Mailchimp is a general model.
AI content reformatting	—	★★★★	HubSpot repurposes one asset into multiple formats and channels ("Content Remix").
WEB MARKETING			
Web forms	★★	★★★★	HubSpot forms create and update CRM records and trigger workflows; Mailchimp forms trigger automations.
Web pop-ups	★★	★★★★	HubSpot offers native CRM-connected pop-up forms; Mailchimp has a built-in pop-up builder.
Answer engine optimization (AEO)	—	★★★★	HubSpot optimizes web content for AI and answer engines.
Search engine optimization (SEO)	—	★★★★	HubSpot provides web SEO guidance and topic recommendations.
OMNICHANNEL MARKETING			
Social media	★★	★★★★	HubSpot is a full publish/monitor/report suite; Mailchimp does organic scheduling.
Landing pages	★★	HUBSPOT ADD-ON	HubSpot Content Hub offers personalized content and A/B testing; Mailchimp offers basic pages without personalization.
Surveys and polls	★★	HUBSPOT ADD-ON	HubSpot Service Hub has dedicated NPS/CSAT surveys; Mailchimp has built-in surveys.
Online advertising	★★	★★★★	HubSpot manages multi-platform ads; Mailchimp runs Meta/Google retargeting ads.
SMS marketing	MAILCHIMP ADD-ON	HUBSPOT ADD-ON	HubSpot and Mailchimp offer SMS as a paid add-on.
Ringless voicemail	THIRD PARTY ADD-ON	THIRD PARTY ADD-ON	HubSpot adds ringless voicemail via pre-connected marketplace apps (most commonly Drop Cowboyz); Mailchimp requires Zapier integration.
Sales automation	—	HUBSPOT ADD-ON	HubSpot Sales Hub provides robust pipelines, sequences, and deal automation.
Service/help desk automation	—	HUBSPOT ADD-ON	HubSpot Service Hub includes full ticketing, knowledge base, and customer portal.
INTEGRATIONS AND ACCESS			
AMS integrations	RICOCHET ADD-ON	RICOCHET ADD-ON	HubSpot and Mailchimp use the Ricochet AMS Connector for multi-daily or real-time sync.
Third-party integrations	★★	★★★★	HubSpot's 1,500+ marketplace is largest; Mailchimp has some coverage.
Developer access	★★	★★★★	HubSpot offers full API, official CLI, and first-party MCP; Mailchimp has strong APIs, community MCP only.
Relational database	—	★★★★	HubSpot natively links people, organizations, and activity in one connected view; Mailchimp is flat lists.
SUPPORT AND PRICING			
Customer support	★★	★★★★	HubSpot and Mailchimp both offer 24/7 live support plus AI assistance.
Fees	\$	\$\$\$	HubSpot and Mailchimp fees scale by tier and contact count.
Nonprofit discount	✓	✓	HubSpot and Mailchimp non-profit discounts are for 501(c)3 organizations; discounts are often honored for 501(c)6 associations.
Ricochet client additional discount	✓	✓	Ricochet client discount requires initial HubSpot or Mailchimp outreach through a Ricochet consultant, not by the client.
— Not available ★ Limited / Basic ★★ Good / Solid capability ★★★★ Excellent / Full feature set			
HubSpot features require Marketing Hub Pro or Marketing Hub Enterprise plans unless otherwise noted. Mailchimp features require the Standard or Premium plan unless otherwise noted. Software features may change at any time.			
www.ricochetadvice.com			