

# chatfunnels

VS.



## Account-Based Engagement Tool Comparison

### Overview

HubSpot and ChatFunnels both offer ABM and conversational marketing tools for marketers to better provide personalized experiences for their prospects. While HubSpot is an all-encompassing revenue platform, **ChatFunnels focuses solely on optimizing engagement for your potential buyers.** Here are a few of ChatFunnels' functionalities that their specialization has brought to the B2B marketplace:

### PlayRunner

ChatFunnels' PlayRunner is the first marketing orchestration tool to combine ABM and conversational marketing. Create marketing flows that are triggered by a web visitor's attribute(s) and start a sequence of chatbot fires, emails, contact lookups, etc.

### Account Identification

B2B website conversion rates typically lie around 5%, meaning that **95% of your website visitors remain unidentified.** ChatFunnels uses cutting-edge "dark funnel" technology to

identify potential accounts that are engaging with your site. These potential accounts can be added to segments, PlayRunner sequences, etc. to receive personalized experiences.

## A/B Testing for Chatbots

Marketers are always looking for ways to enhance their messaging. ChatFunnels offers a data-driven solution to optimizing your marketing language with their A/B Testing Platform. By iteratively changing elements of a bot flow, you can increase:

- email capture rates
- meeting booked rates
- your overall pipeline

ChatFunnels will identify which variant converts higher, and automatically update the bot flow with the better performer.

## Bot Builder

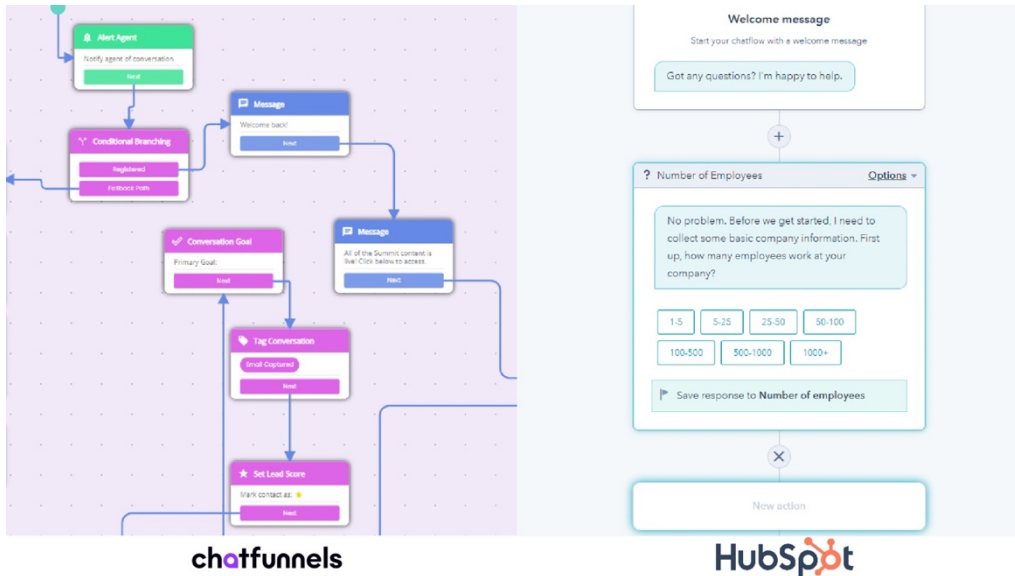
ChatFunnels and HubSpot share many basic similarities in their chatbot builders:

- calendar drops
- conditional branching
- CRM mapping
- audience parameters, and more

Here are a few functionalities in which they differ:

## Bot Builder Appearance

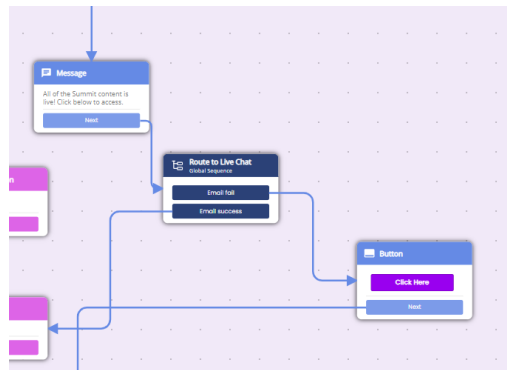
While HubSpot uses a static, vertically-aligned visualization of the bot flow, ChatFunnels allows users to freely drag-and-drop bot elements. This helps users to better utilize screen space and stay visually organized. Elements can be selected/moved in groups to allow for seamless restructuring of the bot tree. Each node type is color-coded, and each branch can be easily digested.



🐼 ChatFunnels Advantage: **more intuitive bot building interface**

## ChatFunnels Sequences

Often times, you will want to reuse a certain branch or sequence of a bot flow. ChatFunnels allows such sequences to be templated and saved globally. This allows for consistency across your bot roster and **saves your marketing team hours of manual work**. Sequences can be seamlessly integrated with the rest of your custom bot flow, as seen below.

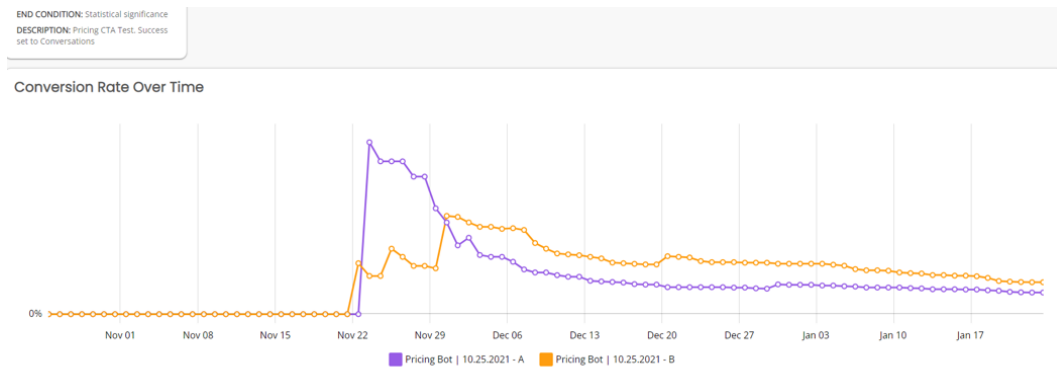


HubSpot's chat platform does not have this functionality, and every repeated sequence must be reconstructed by hand.

🐼 ChatFunnels Advantage: **save time with reusable sequences**

# A/B Testing

While HubSpot offers A/B testing capabilities for landing pages, email, etc., you are unable to test a bot flow. With ChatFunnels, you can optimize chatbot messaging to increase email capture rates, meeting booked rates, or any other goal you desire.



The test can be configured to automatically promote the winning variant upon test completion. Depending on your plan, several A/B tests can be conducted at the same time throughout your bot roster.

🚀 ChatFunnels Advantage: A/B testing for bot flows

## ABM and Account-Based Engagement

### ABM Dashboard

HubSpot's ABM features are quite similar to ChatFunnels'; although HubSpot does not include ABM in their basic Live Chat package (a pricing comparison is included later). Both platforms show current accounts and their engagement behaviors.

A key differentiator, however, is that ChatFunnels has the ability to identify accounts that have not previously engaged with you (as mentioned in the Overview, this is also known as Dark Funnel Identification). These accounts can be used in further personalization efforts detailed throughout this comparison.

The HubSpot Dashboard focuses more on the bottom of funnel metrics for accounts. ChatFunnels' Dashboard view focuses specifically on the account's engagement activities

on your website. It also assigns an 'ABE Score' to each account. This indicates their overall engagement level with your website and is indicative of intent and buying ability.

ChatFunnels also includes a 'Sales View', where a rep can see a filtered view of their target accounts, alongside agent performance metrics, etc. HubSpot has the ability to filter by team/owner, but the dashboard view remains the same.

ChatFunnels also offers the ability to filter results by Customer, Competitor, Prospect, etc.

ChatFunnels Dashboard						HubSpot Dashboard					
288 TOTAL ACCOUNTS		74 ENGAGED ACCOUNTS		\$16,706 ACTIVE PIPELINE		53 Total chosen companies		46 87% of target accounts		\$124M Avg \$1.8M per deal	
Trending Accounts						Accounts with Open Deals					
ACCOUNT	CONVERSATIONS	MEETINGS	NEW CONTACTS	OPP STATUS	ABE SCORE	COMPANY	CONTACTS	OPEN DEALS	DEAL VALUE	LAST TOUCH	LAST ENGAGEMENT
OpenTable	1	1	1	✓	52	Xuatico	213	2	\$1.8M	3 days ago Ethan Kopit called	1 hour ago Opened email from Ethan Kopit
SharpSpring	1	0	0	---	49	A2 Robotics	57	1	\$900k	5 weeks ago Nate Lacy sent email	2 days ago Opened email from Nate Lacy
Ava Security	1	0	1	---	40	Wash Plus	83	2	\$6M	1 day ago Nate Lacy called	5 days ago Opened email from Nate Lacy
SalesReach	0	0	0	✓	36	Root Legal	17	1	\$2.4M	1 week ago Ethan Kopit sent email	2 days ago Visited website
B'Zoe Homecare	1	0	0	✓	35	Webb Appliances	22	0	---	4 days ago Nate Lacy sent email	3 weeks ago Opened email from Nate Lacy
Adobe	1	0	1	---	35	LD Associates	291	1	\$1.5M	2 weeks ago Nate Lacy sent email	2 months ago Visited website

chatfunnels

HubSpot

 ChatFunnels Advantage: more robust and flexible dashboard

## ABM Orchestration

### HubSpot ABM Workflows

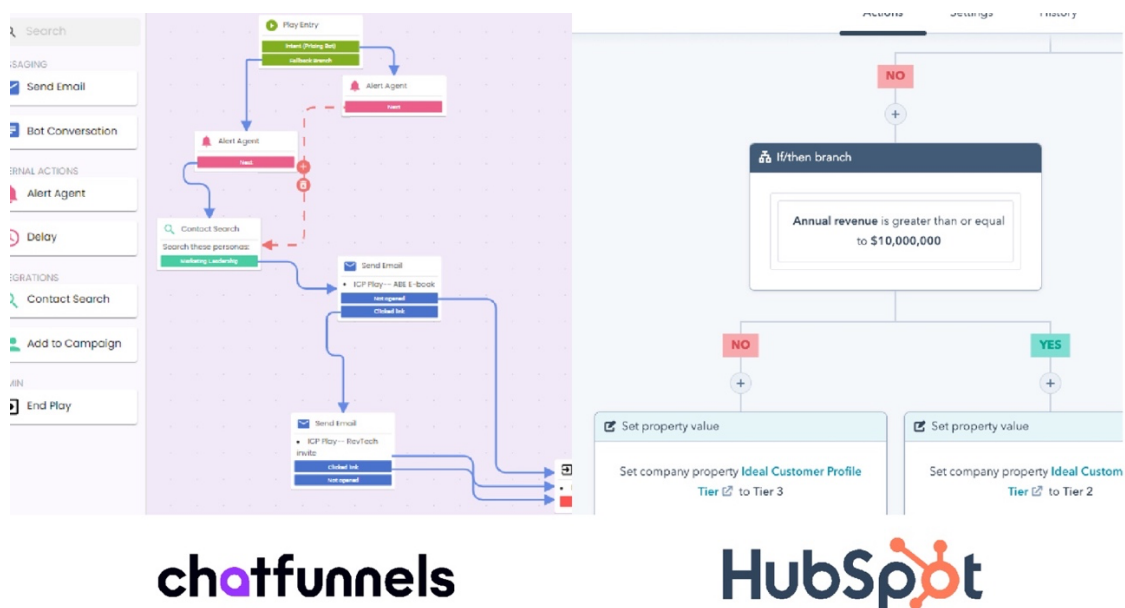
HubSpot's Workflow builder is a powerful tool for ABM orchestration. Because users typically use HubSpot's other tools alongside it, actions can be taken across various marketing and sales channels. Workflow actions include enrolling in email campaigns, creating sales tasks, setting contact attributes, setting follow-up alerts, and more.

### ChatFunnels PlayRunner

Just like ChatFunnels' bot builder, PlayRunner is a drag-and-drop, free-form design tool. The key difference between PlayRunner and HubSpot Workflows is that HubSpot's triggers are based on changing contact attributes, lead stages, email engagement, etc. while a PlayRunner flow will always be triggered by a website visit.

This is deliberate; PlayRunner aims to create personalized experiences as close to the customer's engagement as possible. Because these flows are activated for current site visitors, PlayRunner has the capability to fire chatbots from within the flow. This is critical for interacting with live visitors, as they often have the highest intent of all your prospects. PlayRunner also has traditional "drip marketing" functionalities, like sending emails and setting contact attributes.

Another ChatFunnels-specific feature is that a PlayRunner flow can have multiple entry points. If, for example, you only wanted an account segment to receive the emails in the second half of the play, you could add a second "Play Entry" node (bright green above) later in the bot flow to give those visitors a different experience.



PlayRunner also has the ability to search for contacts related to the current visitor. If the visitor who enters the flow works at Company A, ChatFunnels will search for other relevant contacts at Company A and add them to an email campaign. This feature is highly customizable, and users can fine-tune which types of contacts will be searched for.

While both ABM orchestration tools have robust offerings, PlayRunner emphasizes the personalization of live engagement on your website.

**ChatFunnels Advantage: better campaign personalization**

## Account Segments

Both platforms offer the ability to group accounts/prospects in segments for personalization purposes. Account Segments in ChatFunnels, however, can be leveraged in unique ways.

While HubSpot can trigger a chatbot based on audience parameters, it cannot create branches within the bot flow based on predefined segments. In ChatFunnels, these segments are stored globally, and bot actions can differ throughout the bot flow depending on which segment they belong to.

For example, if you created a ChatFunnels chatbot on your pricing page, you could have a demo booked with a Junior Sales Rep if they are in a high-intent segment, or a demo booked with a Senior Sales Rep if they are in a lower-intent segment.

## ICP Creation

Often times, marketers will create a segment or persona to replicate their Ideal Customer Profile (ICP). ChatFunnels allows you to globally define your ICP based on Industry, Location, Company Size, and Revenue. Any new accounts that fit your criteria will be added to your ICP dynamically. Your ICP has all of the functionality as any other segment you define, and can be added to bot flow branching, PlayRunner plays, alerts, etc.

**Ideal Customer Profile for ChatFunnels:**

- Industry**  
computer software, computer & network security
- Location**  
United States, Canada
- Annual Revenue**  
\$1M - \$500M
- Employee Count**  
20 - 500

**ICP Accounts** 42 accounts

Company
A Archive360
B Bigtincan
B Blizzabo
BL Blanc Labs
B BoomTown - Real Estate
BM Bright Machines
B Briostack
CC CEIPAL Corp.

 **ChatFunnels Advantage: smarter account segmentation**

## Live Engagement

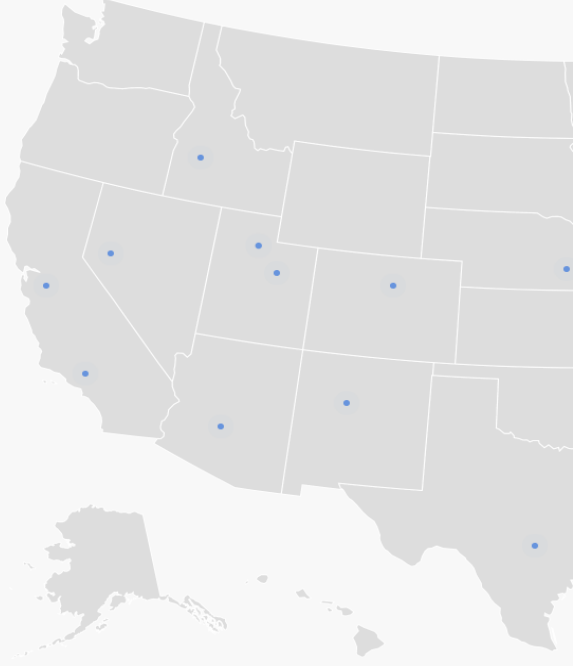
While ABM and drip marketing sequences are crucial to a B2B marketing strategy, it is best to engage with prospects while they are still browsing your website. The most proactive way of doing this is by having your reps send messages to visitors before they even engage with a chatbot. This is a key focus of the ChatFunnels Platform.

### Live View


Similar to the Realtime view in Google Analytics, ChatFunnels users can see how many visitors are on their site(s) and view their geographical distribution. From this view, reps can proactively start conversations with prospects, and view any contact information if the visitor has engaged previously. Such a view is unavailable in HubSpot.

← BACK TO CHAT

● 20 Visitors Online



Live Chat

 Josh Frederickson

Company

Title

Current Page

Time on Site

Total Pages Viewed

Conversations to Date

Total Visits

First Visit

Traffic Source

Location

Pricing Page

28 min

1

0

1

02/02/2022

Mount Laurel Township, NJ

Hey Josh! What can I help you with?

SEND

 ChatFunnels Advantage: see & engage visitors in real time

## ABE Alerts

With ChatFunnels, agents can be immediately notified of target account activity via email, SMS, or desktop notification.

**Edit Alert**

**Account Alert**  
Configure which types of triggers will alert you, and/or your teammates.

Alert Name

Account Prospects

This name will be used in the body of the notifications you'll receive once an alert is triggered.

Description

An account or opp has a prospect on the website

**Triggers**

Trigger an alert when...

Filter Criteria

Website visits ▾

Comparison

greater than ▾

0

Additionally, filter on an account segment (Optional):

Select a Segment

Sf Account Prospects

**Notifications**

Who would you like to send the alerts to?

Alex Durrant, Mike Nash , Pete Ketchum, Ron... ▾

How would you like to receive alerts?

☒ In-App

☒ Email

These alerts can be configured based upon custom triggers and can be applied to specific account segments if need be. Once notified, the user can start a conversation with the visitor, or join in on any current conversation. In HubSpot, similar notifications can be sent based on page visit, but must be built inside an external workflow.

🔗 ChatFunnels Advantage: **universally available alerts**

# Other ChatFunnels-specific features

## Conversational Content pages

Using whitepapers, studies, and e-books as marketing offers? Create a webpage that displays a PDF file beside a chatbot so that prospects can still engage with your team when viewing content.

## URL fragment/anchor triggering

Fire a bot when a specific fragment exists in the URL; this makes it easy to fire a bot upon button click or other browser action

## Customizable chat window size

Modify the size of the chat window when it is triggered. Useful for mobile-specific bots and gives flexibility for longer or shorter CTAs. This can be changed at the global level and the bot level

## Confirmation email in bot flow

Send a one-time transactional or confirmation email within the logic of the chatbot. This can be sent with ChatFunnels' native email tools or can be sent via an email integration. The user can create reusable email templates within ChatFunnels, each with their own sender settings.

## Calendar drop routing

In HubSpot, a meeting can only be booked with a single rep's calendar that is defined within the node. ChatFunnels allows for meetings to be booked based on ownership, team membership, round robin, etc.

## CRM Integrations (HubSpot, Salesforce, etc.)

Seamlessly integrate with your CRM to send/receive crucial account and activity data. By syncing your CRM to ChatFunnels, your Dashboard will contain up-to-date data about trending accounts. ChatFunnels also sends data to your CRM such as conversations, meetings, new leads and custom fields.

These integrations include highly customizable field mappings, routing hierarchies, etc. that will mitigate any concerns about data loss or tech stack synchronization.

# Other HubSpot-specific features

## Direct CRM Integration

If you are using HubSpot as your CRM and marketing automation tool, all of your ABM and chat data will exist in the same system.

## Webhook/Custom Code Triggering

Within any bot flow, webhook requests and custom code snippets can be triggered to send/receive external data.


## Ticket submission

If your HubSpot plan includes Service Hub, a support ticket can automatically be created from a bot flow. This is essential for more support-driven chatbots.

# Pricing

<b>chatfunnels</b> Team Plan	<b>chatfunnels</b> Company Plan	<b>HubSpot</b> Professional Plan
<b>\$400/month</b>	<b>\$800/month</b>	<b>\$800/month</b>
Includes everything above except: <ul style="list-style-type: none"><li>- ABE Alerts</li><li>- Daily Summary Emails</li><li>- Conversational Content Pages</li></ul> <hr/> 20,000 monthly visitor identifications	Includes everything above plus: <ul style="list-style-type: none"><li>+ Extra Integrations</li><li>+ Extra visitor identifications</li></ul> <hr/> 40,000 monthly visitor identifications	Cheapest plan that includes ABM <hr/> Can only store 2,000 contacts at base price

# Comparison Table

	chatfunnels	HubSpot 
Live chat	X	X
Audience parameters	X	X
Drag-and-drop bot builder	X	
FAQ bot/knowledge base	X	X
Conditional branching	X	X
Send email from bot flow	X	
Calendar drop routing	X	
Custom webhook triggers		X
URL fragment triggers	X	
Automated support tickets		X
Bot sequences	X	
A/B testing for bot flows	X	
ABM dashboard	X	X
New Visitor Identification	X	
Account Engagement Score	X	
Opportunity info on ABM dashboard	X	X
Daily ABM email summaries	X	
Account segment branching	X	
Live visitor view, alerts, and engagement	X	

Sales rep booking pages	X	
Automated contact lookup	X	
ICP tracking	X	
Conversational Content pages	X	
Directly integrated w/ CRM		X