



Easy to use & easy to buy

Seat Types

HubSpot Seat Types



View-Only Seat

Best for business leaders

View-only access of HubSpot features without edit access

- View reports
- View dashboards
- View lists
- View campaigns



Core Seat

Best for marketers, admins, developers, and ops professionals

Edit access to Smart CRM and any purchased Hub features

- Create/send marketing emails
- Oversee user/portal settings
- Edit CRM data/records
- Build website content & assets
- Manage workflows & integrations
- Generate reports, and more



Sales Hub & Service Hub Seat

Best for customer-facing reps, their managers, and enablement team

Everything included in a Core Seat plus additional Sales and Service features

- Set up lead rotation
- Send prospecting emails
- Create & use playbooks
- Submit & manage forecasts
- Manage ticket & conversation routing, and more

What seat do users need?

When deciding what seat type a user needs, reflect on the jobs they regularly perform within their role. Those jobs will require actions that map to a given seat. Let's look at some examples.

What seat types do users need?

“I am a marketer who approves and **sends marketing emails**, views website analytics, and **updates our web pages.**”



This user needs a **Core Seat**. While having to view analytics can be accomplished with a View-Only Seat, the majority of their tasks requires the edit access of a core seat.



What seat types do users need?

“I am a Sales Operations Analyst. While I don’t use them myself, **I need to create and manage the playbooks and email templates** our reps use for prospecting.”



This user needs a **Sales Seat**. While their role is primarily focused on management and reporting, they also need to create sales assets that are only available with a sales seat.

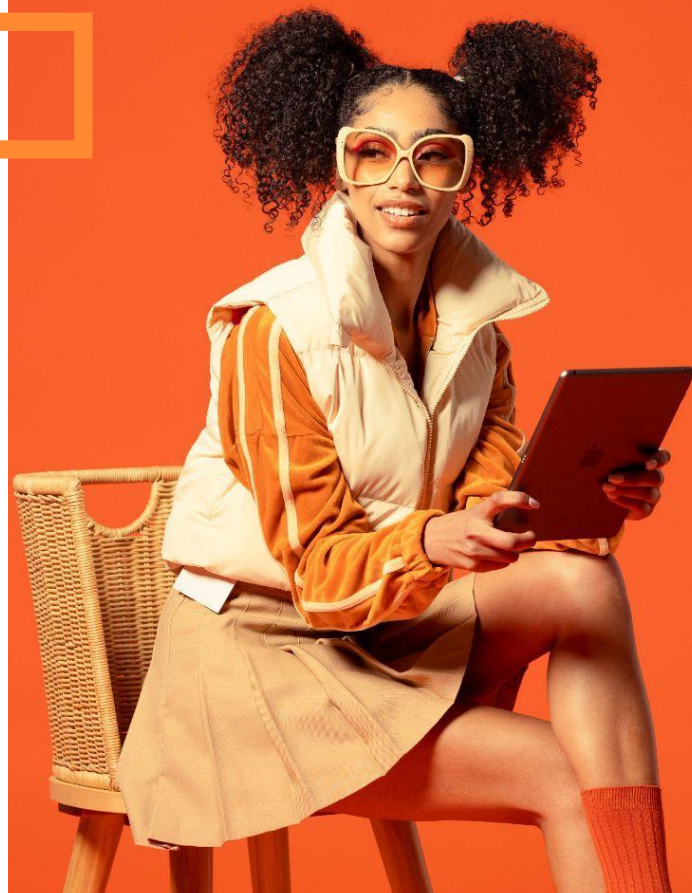


What seat types do users need?

“I am a member of our Inside Sales team. My primary focus is sourcing leads. I log all of my activities in the CRM, but **I don't reach out to leads directly.**”



This user needs a **Core Seat**. Despite being a member of the sales team, they are not customer-facing. As such they don't require the additional features that come with a sales seat.



What seat types do users need?

“I am a support rep. **My job involves communicating with customer across web, phone, and chat** to understand and solve their problems.”



This user needs a **Service Seat**. As a customer-facing support rep, they need the ability to make phone calls and send direct emails to customers.



What seat types do users need?

“I am the Director of Revenue Operations. I oversee all operational functions including **auditing, defining employee access,** and monitoring technologic opportunities.”



This user needs a **Core Seat**. They need the ability to assign user permissions, edit workflows, action data quality recommendations, and more.



What seat types do users need?

“I am the Chief Financial Officer. **I regularly review our core business KPIs** including lead conversion rates, deal close rates, and NPS.”



This user needs a **View-Only Seat**. They have no need to edit any data or change settings in HubSpot. They just need to be able to log in and locate key reports and dashboards.

