



# Why choose Zoho CRM over Salesforce

## 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.

For the last 15 years, we have invested extensively in product R&D, resulting in a mature, enterprise-grade software solution. We put security and privacy at the heart of everything we do. We offer flexible contracts, zero hidden costs, 24/7 enterprise support and also the fastest implementation in the enterprise CRM market. Thanks to Zoho CRM, businesses can now bring the very best of their customer-facing teams and deliver success.



[zoho.com/crm](https://zoho.com/crm)

## **\*\*Disclaimer\*\***

- The information provided in this CRM comparison sheet is intended to be a helpful, informative resource. It is based on publicly available data and is not intended to endorse or criticize any particular product or service.
- While every effort has been made to ensure the accuracy of the information presented, we cannot guarantee its completeness or applicability to your specific business needs. The features and capabilities of CRM systems can vary greatly, and some may have been updated or changed since the time of our research.
- We recommend conducting your own due diligence and consulting with a CRM specialist or vendor directly before making any purchasing decisions. We are not responsible for any decisions made based on the information provided in this comparison sheet.



# Does Salesforce have all that you need?

Salesforce approached the CRM market with a top-down ideology and built their solutions for enterprises in mind from the beginning. They have more recently started to provide SME-oriented solutions. As a result, the end user experience is often disjointed. The user interface is overloaded, lacks the modern touch users have come to expect of SaaS programs, and requires a lot of customization to use it effectively. You can only make the most out of Salesforce if you have a dedicated implementation team in your organization.

Zoho CRM—with its broad coverage, deep features, and intuitive UI—can go head to head against any other big brand name when it comes to technology and functionality. For the last 15 years, Zoho CRM has invested extensively in product R&D, resulting in a mature, enterprise-grade software solution. While other companies have spent their earnings to continuously promote their products, we've invested the majority of our profits in the core principles of software development, deepening our CRM feature set as well as leveraging functionality from the larger Zoho ecosystem. This truly robust offering empowers our customers to flexibly scale and adapt as they react to an evolving global market.

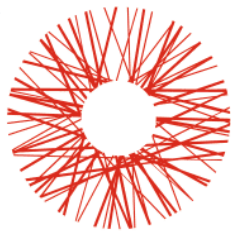


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## **Visionary in 2022 Magic Quadrant™ for Sales Force Automation Platforms**

Gartner named Zoho a Visionary in its 2022 Magic Quadrant for Sales Force Automation. Zoho CRM has been a consistent part of this Gartner MQ for several years, which we believe is thanks to the robust feature set, exceptional customer experience, and wide market presence.



**NUCLEUS  
RESEARCH**

## **Nucleus Research - Leader CRM Technology Value Matrix**

Nucleus Research creates the Value Matrix based on in-depth interviews with end users and customers, vendor participation, and extensive ROI assessments of technology deployments. Assessed within the context of the CRM market today, Zoho is placed as a leader in the 2022 CRM Technology Value Matrix.



## **PCMag - Winner, Customer's Choice and Editor's Choice**

Zoho CRM has received the Editors' Choice award for Best CRM Software for four years in a row - from 2019 to 2022.



**Gartner Peer Insights:  
Customer Choice Awards  
for B2B Marketing Automation  
Platform, 2022.**



**Paul Greenberg's CRM Watchlist,  
2022 - Winner with distinction.  
(Highest Score)**



**SoftwareWorld, Top Rated Online  
CRM Software, 2022.**

## The Zoho CRM Family



**The sales teams now enjoy a better grip on their day-to-day activities which are planned centrally instead of being spread across various disparate tools/apps. Teams have also pivoted to a more formal method of reviews via Zoho. All in all, it has been a worthwhile investment.**



**Suresh Iyer**  
Chief Information Officer, Blue Star



**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





## Zoho CRM vs Salesforce Sales Cloud

Features	Zoho CRM Professional	Sales Cloud Professional	Zoho CRM Enterprise	Sales Cloud Enterprise	Zoho CRM Ultimate	Sales Cloud Unlimited
<b>Pricing (per user/ month)</b>						
Billed Monthly	\$35	-	\$50	-	\$65	-
Billed Annually	\$23	\$80	\$40	\$165	\$52	\$330
<b>Sales Force Automation</b>						
Leads	✓	✓	✓	✓	✓	✓
Contacts	✓	✓	✓	✓	✓	✓
Accounts	✓	✓	✓	✓	✓	✓
Deals	✓	✓	✓	✓	✓	✓
Tasks, Events, Call Log, Notes	✓	✓	✓	✓	✓	✓
CRM Views	✓	✓	✓	✓	✓	✓
Sales Forecasting	✓	✓	✓	✓	✓	✓
BCC dropbox for email	✓	✓	✓	✓	✓	✓
Email insights	✓	✓	✓	✓	✓	✓
Macros	✓	✓	✓	✓	✓	✓
Multiple currencies	-	5 currencies	✓	30 currencies	✓	100 currencies
SalesSignals	✓		✓		✓	



## Zoho CRM vs Salesforce Sales Cloud

Features	Zoho CRM Professional	Sales Cloud Professional	Zoho CRM Enterprise	Sales Cloud Enterprise	Zoho CRM Ultimate	Sales Cloud Unlimited
Custom signals			✓		✓	
Advanced filters	✓	✓	✓	✓	✓	✓
Scoring rules	20 rules/module		30 rules/module		50 rules/module	
Assignment rules	✓	✓	✓	✓	✓	✓
Reminders	✓	✓	✓	✓	✓	✓
Email parser			✓		✓	
Email Association with Deals	✓	✓	✓	✓	✓	✓
Wizards			✓		✓	
Multiple Pipelines	✓		✓		✓	
<b>Product Customisation</b>						
Page Customisation	✓	✓	✓	✓	✓	✓
Rename tabs	✓	✓	✓	✓	✓	✓
Custom fields	✓	✓	✓	✓	✓	✓
Picklist history tracking			✓		✓	
Custom links	✓	✓	✓	✓	✓	✓
Web tabs	✓	✓	✓	✓	✓	✓
Custom modules	✓	✓	✓	✓	✓	✓
Custom buttons			✓		✓	





## Zoho CRM vs Salesforce Sales Cloud

Features	Zoho CRM Professional	Sales Cloud Professional	Zoho CRM Enterprise	Sales Cloud Enterprise	Zoho CRM Ultimate	Sales Cloud Unlimited
Sandbox			✓		✓	
Page layouts		✓	✓	✓	✓	✓
Canvas views			✓		✓	
Layout rules		✓	✓	✓	✓	✓
Validation rules	✓	✓	✓	✓	✓	✓
Subforms			✓		✓	
Translations			✓		✓	
Custom list views	Unlimited		Unlimited		Unlimited	
Tab groups	✓		✓		✓	
<b>Automation &amp; Process Management</b>						
Workflow rules	✓	✓	✓	✓	✓	✓
Approval Process			✓	✓	✓	✓
Schedules			✓		✓	
Review Process			✓	✓	✓	✓
Webhooks	✓		✓		✓	✓
CommandCenter			✓	✓	✓	✓
Blueprint	✓		✓	✓	✓	✓



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Features	Zoho CRM Professional	Sales Cloud Professional	Zoho CRM Enterprise	Sales Cloud Enterprise	Zoho CRM Ultimate	Sales Cloud Unlimited
<b>Prediction &amp; Artificial Intelligence (ZIA)</b>						
Lead Conversion Prediction			✓		✓	
Deal Closure Prediction			✓		✓	
Data Enrichment			✓		✓	
Zia Voice			✓		✓	
Zia Reminder			✓		✓	
Best time to contact			✓		✓	
Macro Suggestion			✓		✓	
Zia Intelligence for Automation	✓		✓		✓	
Prediction Builder			✓		✓	
Assignment Suggestions			✓		✓	
Workflow Suggestions			✓		✓	
AI for emails			✓		✓	
Image Validation			✓		✓	



## Zoho CRM vs Salesforce Sales Cloud

Features	Zoho CRM Professional	Sales Cloud Professional	Zoho CRM Enterprise	Sales Cloud Enterprise	Zoho CRM Ultimate	Sales Cloud Unlimited
<b>Reports</b>						
Standard Reports	✓	✓	✓	✓	✓	✓
Custom Reports	✓	✓	✓	✓	✓	✓
Schedule Reports	✓	✓	✓	✓	✓	✓
<b>Analytics</b>						
Charts	✓	✓	✓	✓	✓	✓
KPIs	✓	✓	✓	✓	✓	✓
Funnels	✓	✓	✓	✓	✓	✓
Target Meters	✓	✓	✓	✓	✓	✓
Comparators	✓	✓	✓	✓	✓	✓
Cohorts			✓		✓	
Quadrants			✓		✓	
Wave charts	✓	✓	✓	✓	✓	✓
Anomaly Detectors (Powered by Zia)			✓		✓	
Standard dashboards	✓	✓	✓	✓	✓	✓
Custom dashboards	✓	✓	✓	✓	✓	✓
Webform Analytics			✓		✓	

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Features	Zoho CRM Professional	Sales Cloud Professional	Zoho CRM Enterprise	Sales Cloud Enterprise	Zoho CRM Ultimate	Sales Cloud Unlimited
Webform A/B Testing			✓		✓	
Analytics Mobile App	✓		✓		✓	
Workflow Reports			✓		✓	
<b>Social Media</b>						
Enrich data with Twitter profile	✓		✓		✓	
Enrich data with Facebook profile	✓		✓		✓	
Social tab	✓		✓		✓	
Automated lead generation from Social media	✓		✓		✓	
Social interaction from CRM	✓		✓		✓	
Social Lite*	✓		✓		✓	
<b>Marketing Automation</b>						
Email templates	✓	✓	✓	✓	✓	✓
Email opt-out	✓	✓	✓	✓	✓	✓
Website visitor tracking	✓		✓		✓	

\*Lite edition of Zoho Social bundled for free with paid Zoho CRM plans. For more information - visit <https://zoho.to/YRo>



## Zoho CRM vs Salesforce Sales Cloud

Features	Zoho CRM Professional	Sales Cloud Professional	Zoho CRM Enterprise	Sales Cloud Enterprise	Zoho CRM Ultimate	Sales Cloud Unlimited
Mass email	✓	✓	✓	✓	✓	✓
Email relay	✓	✓	✓	✓	✓	✓
Email Authentication	✓	✓	✓	✓	✓	✓
Marketing campaigns	✓	✓	✓	✓	✓	✓
Customer Segmentation			✓		✓	
Marketing attribution			✓		✓	
Auto-responders	✓	✓	✓	✓	✓	✓
Zoho CRM for Google Ads	✓		✓		✓	
<b>Web Forms</b>						
Web-to-lead form	✓	✓	✓	✓	✓	✓
Web-to-contact form	✓	✓	✓	✓	✓	✓
Web-to-case form	✓		✓		✓	



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Features	Zoho CRM Professional	Sales Cloud Professional	Zoho CRM Enterprise	Sales Cloud Enterprise	Zoho CRM Ultimate	Sales Cloud Unlimited
<b>Team Collaboration</b>						
Gamescope	✓		✓		✓	
Calendar	✓	✓	✓	✓	✓	✓
Calendar sync through CalDAV	✓		✓		✓	
Calendar Booking	✓		✓		✓	
Status Updates	✓		✓		✓	
Direct Messages	✓		✓		✓	
Attach files to feeds	✓	✓	✓	✓	✓	✓
Follow-up rules	✓		✓		✓	
Groups for team collaboration	✓		✓		✓	
Tagging	✓		✓		✓	
<b>Inventory Management</b>						
Products	✓	✓	✓	✓	✓	✓
Price books	✓		✓		✓	
Sales quotes	✓	✓	✓	✓	✓	✓
Sales orders	✓	✓	✓	✓	✓	✓



## Zoho CRM vs Salesforce Sales Cloud

Features	Zoho CRM Professional	Sales Hub Starter	Zoho CRM Enterprise	Sales Hub Professional	Zoho CRM Ultimate	Sales Hub Enterprise
Invoices	✓	✓	✓	✓	✓	✓
Vendors	✓		✓		✓	
Purchase orders	✓	✓	✓	✓	✓	✓
<b>Customer Support</b>						
Cases	✓	✓	✓	✓	✓	✓
Solutions	✓		✓		✓	
Business hours	✓		✓		✓	
Case escalation rules			✓		✓	
<b>User Portal</b>						
Portals			✓		✓	
<b>Document Library</b>						
Folder sharing	✓	✓	✓	✓	✓	✓
Attach documents	✓	✓	✓	✓	✓	✓
File versioning	✓	✓	✓	✓	✓	✓
Reviews	✓		✓		✓	



## Zoho CRM vs Salesforce Sales Cloud

Features	Zoho CRM Professional	Sales Cloud Professional	Zoho CRM Enterprise	Sales Cloud Enterprise	Zoho CRM Ultimate	Sales Cloud Unlimited
<b>File Storage</b>						
Free storage/org	1 GB		1 GB		5 GB	
Free storage/user license	512 MB	3 GB	1 GB	10 GB	2 GB	15 GB
Additional file storage	\$4/month/5 GB		\$4/month/5 GB		\$4/month/5 GB	
<b>Data Administration</b>						
Import data (records/batch)	✓	✓	✓	✓	✓	✓
Export module data	✓	✓	✓	✓	✓	✓
Free data backup	✓	✓	✓	✓	✓	✓
Additional data backup	\$5/request		\$5/request		\$5/request	
De-duplicate data	✓		✓		✓	
Import history	✓	✓	✓	✓	✓	✓
<b>Security Administration</b>						
Profiles	✓	✓	✓	✓	✓	✓
Organizational hierarchy (Roles)	✓	✓	✓	✓	✓	✓
Reporting Hierarchy			✓	✓	✓	✓
Field-level security	✓	✓	✓	✓	✓	✓





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Features	Zoho CRM Professional	Sales Cloud Professional	Zoho CRM Enterprise	Sales Cloud Enterprise	Zoho CRM Ultimate	Sales Cloud Unlimited
Data Encryption	✓	✓	✓	✓	✓	✓
Territory management		✓	✓	✓	✓	✓
Audit logs	✓	✓	✓	✓	✓	✓
Allowed IPs	✓	✓	✓	✓	✓	✓
GDPR Compliance	✓	✓	✓	✓	✓	✓
<b>Developer Tools</b>						
Mobile SDK			✓		✓	
Web Apps SDK			✓		✓	
Widgets			✓		✓	
Connections			✓		✓	
API	✓	✓	✓	✓	✓	✓
<b>Integration with Microsoft</b>						
Microsoft Outlook Plugin	✓	✓	✓	✓	✓	✓
Microsoft 365 Plugin	✓	✓	✓	✓	✓	✓



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Features	Zoho CRM Professional	Sales Cloud Professional	Zoho CRM Enterprise	Sales Cloud Enterprise	Zoho CRM Ultimate	Sales Cloud Unlimited
<b>Integration with Google Workspace</b>						
Zoho CRM contextual gadget for Gmail	✓		✓		✓	
Export events to Google Calendar	✓	✓	✓	✓	✓	✓
Export to Google Tasks	✓		✓		✓	
Zoho CRM web forms for Google Sites	✓		✓		✓	
Sync Google Calendar	✓	✓	✓	✓	✓	✓
Sync Google Contact	✓	✓	✓	✓	✓	✓

## Sales Enquiries



USA  
+1 877 834 4428  
+1 844 584 2497



MEXICO  
+52 5541640960



COLOMBIA  
+57 601 5188067



FRANCE  
+33 805542462



UK  
+44 (20) 35647890  
+44 8009177225



NETHERLANDS  
+31 707007083



GERMANY  
+49 8000229966



SWEDEN  
+46 201408150



ITALY  
+39 (0) 287103737



SPAIN  
+34 919 01 93 99



CHINA  
+8610  
82738868



SINGAPORE  
+65 6723 1040  
8001014255



INDIA  
1800 103 1123  
1800 572 3535



AUSTRALIA  
+61 2 80662898  
+61 1800570615



JAPAN  
0120-007-542



KSA  
800 3011 222  
800 8443 100



UAE  
800 044 44424  
+971 4 574 8400



BAHRAIN  
+973 1650 1904



SOUTH AFRICA  
+27 800 221 023



REST OF AFRICA  
+27 214268086



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](http://www.zoho.com/crm)

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