

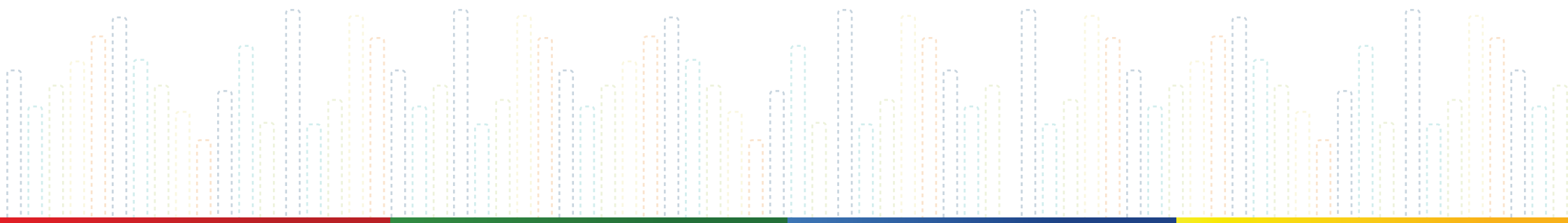


Why choose Zoho CRM over Pipedrive CRM

Zoho CRM builds successful sales teams by helping managers and CXOs make informed business decisions that impact the growth of their organization.

With over 12 years of CRM expertise, we put security and privacy at the heart of everything we do. We've designed state-of-the-art and secure data centers, sophisticated network security protocols, and infrastructure to offer secure and uninterrupted services.

With flexible contracts, comprehensive analytics, and 24/7 enterprise support, sales reps adopt Zoho CRM quickly and continue using it day in and day out. Thanks to Zoho CRM, sales reps can now make more meaningful customer connections across multiple channels.





Zoho CRM vs Pipedrive CRM

Edition Comparison

FEATURE	Zoho CRM Standard	Pipedrive Essential	Zoho CRM Professional	Pipedrive Advanced	Zoho CRM Enterprise	Pipedrive Professional	Zoho CRM Ultimate	Pipedrive Enterprise
PRICING (per month)								
Billed Annually	\$14	\$9.90	\$23	\$19.90	\$40	\$39.90	\$52	\$59.90
Billed Monthly	\$20	\$11.90	\$35	\$24.90	\$50	\$49.90	\$65	\$74.90
SALES FORCE AUTOMATION								
Leads	✓	✓	✓	✓	✓	✓	✓	✓
Contacts	✓	✓	✓	✓	✓	✓	✓	✓
Accounts	✓	✓	✓	✓	✓	✓	✓	✓
Deals	✓	✓	✓	✓	✓	✓	✓	✓
Tasks, events, call log, and notes	✓	✓	✓	✓	✓	✓	✓	✓

FEATURE	Zoho CRM Standard	Pipedrive Essential	Zoho CRM Professional	Pipedrive Advanced	Zoho CRM Enterprise	Pipedrive Professional	Zoho CRM Ultimate	Pipedrive Enterprise
CRM views	✓	✓	✓	✓	✓	✓	✓	✓
Sales Forecasting	✓	✓	✓	✓	✓	✓	✓	✓
BCC dropbox for email	✓	✓	✓	✓	✓	✓	✓	✓
Email insights	✓	-	✓	✓	✓	✓	✓	✓
Macros	-	-	✓	-	✓	-	✓	-
Multiple currencies	-	✓	-	✓	✓	✓	✓	✓
Contextual custom related lists	-	-	-	-	✓	-	✓	-
SalesSignals	-	-	✓	-	✓	-	✓	-
Advanced filters	✓	✓	✓	✓	✓	✓	✓	✓
Scoring rules	10 rules/module	-	20 rules/module	-	30 rules/module	-	50 rules/module	-
Reminders	✓	✓	✓	✓	✓	✓	✓	✓
Email parser	-	-	-	-	✓	-	✓	-
Email Association with Deals	-	✓	✓	✓	✓	✓	✓	✓

FEATURE	Zoho CRM Standard	Pipedrive Essential	Zoho CRM Professional	Pipedrive Advanced	Zoho CRM Enterprise	Pipedrive Professional	Zoho CRM Ultimate	Pipedrive Enterprise
PRODUCT CUSTOMIZATION								
Page customization	✓	✓	✓	✓	✓	✓	✓	✓
Rename tabs	✓	✓	✓	✓	✓	✓	✓	✓
Custom fields	✓	✓	✓	✓	✓	✓	✓	✓
Custom modules	-	✓	-	✓	✓	✓	✓	✓
Custom buttons	-	✓	-	✓	✓	✓	✓	✓
Canvas view	-	-	-	-	3 views/user/module/	-	5 views/user/module	-
AUTOMATION & PROCESS MANAGEMENT								
Workflow Rules	✓	-	✓	30 workflows	✓	60 workflows	✓	100 workflows
Active Blueprints	-	✓	✓	✓	✓	✓	✓	✓
Webhooks	-	✓	✓	✓	✓	✓	✓	✓
Emails per day	5000 emails/day	-	10,000 emails/day	-	25,000 emails/day	✓	50,000 emails/day	✓
PREDICTION AND ARTIFICIAL INTELLIGENCE (ZIA)								
Lead Conversion Prediction	-	-	-	-	✓	-	✓	-
Deal Closure Prediction	-	-	-	-	✓	-	✓	-

FEATURE	Zoho CRM Standard	Pipedrive Essential	Zoho CRM Professional	Pipedrive Advanced	Zoho CRM Enterprise	Pipedrive Professional	Zoho CRM Ultimate	Pipedrive Enterprise
Data Enrichment	-	-	-	✓	✓	✓	✓	✓
Zia Voice	-	-	-	-	✓	-	✓	-
Zia Reminder	-	-	-	-	✓	-	✓	-
Best time to contact	-	-	-	-	✓	-	✓	-
Macro suggestion	-	-	-	-	✓	-	✓	-
Zia Intelligence for Automation	✓	-	✓	-	✓	-	✓	-
Assignment suggestion by Zia	-	-	-	-	✓	-	✓	-
Workflow suggestions by Zia	-	-	-	-	✓	-	✓	-
AI for emails	-	-	-	-	✓	-	✓	-
REPORTS								
Standard reports	✓	✓	✓	✓	✓	✓	✓	✓
Custom reports	100	-	Unlimited	-	Unlimited	✓	Unlimited	✓
Schedule reports	✓	-	✓	-	✓	-	✓	-

FEATURE	Zoho CRM Standard	Pipedrive Essential	Zoho CRM Professional	Pipedrive Advanced	Zoho CRM Enterprise	Pipedrive Professional	Zoho CRM Ultimate	Pipedrive Enterprise
ANALYTICS AND MEASUREMENT								
Charts	✓	✓	✓	✓	✓	✓	✓	✓
KPI	✓	✓	✓	✓	✓	✓	✓	✓
Target Meter	-	-	-	-	✓	✓	✓	✓
Comparator	-	-	-	-	✓	-	✓	-
Cohorts	-	-	-	-	✓	-	✓	-
Quadrants	-	-	-	-	✓	-	✓	-
Anomaly Detectors (Powered by Zia)	-	-	-	-	✓	-	✓	-
Standard dashboards	✓	✓	✓	✓	✓	✓	✓	✓
Custom dashboards	10 Dashboards	1 dashboard	Unlimited	1 dashboard	Unlimited	Unlimited	Unlimited	Unlimited
SOCIAL								
Enrich data with Twitter profile	✓	-	✓	✓	✓	✓	✓	✓
Enrich data with Facebook profile	✓	-	✓	✓	✓	✓	✓	✓
Social tab	✓	-	✓	-	✓	-	✓	-

FEATURE	Zoho CRM Standard	Pipedrive Essential	Zoho CRM Professional	Pipedrive Advanced	Zoho CRM Enterprise	Pipedrive Professional	Zoho CRM Ultimate	Pipedrive Enterprise
Automated Lead Generation from social media	✓	-	✓	-	✓	-	✓	-
Social interaction with leads/contacts	✓	-	✓	-	✓	-	✓	-
Social Lite	✓	-	✓	-	✓	-	✓	-
MARKETING AUTOMATION								
Email templates	100	-	Unlimited	✓	Unlimited	✓	Unlimited	✓
Email opt-out	✓	-	✓	✓	✓	✓	✓	✓
Website visitor tracking	✓	-	✓	-	✓	-	✓	-
Mass email (0-100 users)	✓	-	✓	-	✓	✓	✓	✓
Marketing campaigns	✓	-	✓	-	✓	✓	✓	✓
Auto-responders	-	-	-	-	✓	-	✓	-
Zoho CRM for Google Ads	-	-	✓	-	✓	-	✓	-
WEB FORMS								
Web-to-lead form	✓	✓	✓	✓	✓	✓	✓	✓
Web-to-contact form	✓	✓	✓	✓	✓	✓	✓	✓

FEATURE	Zoho CRM Standard	Pipedrive Essential	Zoho CRM Professional	Pipedrive Advanced	Zoho CRM Enterprise	Pipedrive Professional	Zoho CRM Ultimate	Pipedrive Enterprise
Web-to-case form	-	-	✓	-	✓	-	✓	-
Notify owner	✓	-	✓	-	✓	-	✓	-
INVENTORY MANAGEMENT								
Products	-	-	✓	-	✓	-	✓	-
Price books	-	-	✓	-	✓	-	✓	-
Sales quotes	-	-	✓	-	✓	✓	✓	-
Sales orders	-	-	✓	-	✓	✓	✓	-
Invoices	-	-	✓	-	✓	-	✓	-
Vendors	-	-	✓	-	✓	-	✓	-
Purchase orders	-	-	✓	-	✓	✓	✓	-
DOCUMENT LIBRARY								
Folder sharing	✓	-	✓	-	✓	-	✓	-
Attach documents	✓	-	✓	-	✓	-	✓	-
File versioning	✓	-	✓	-	✓	-	✓	-
Reviews	✓	-	✓	-	✓	-	✓	-

FEATURE	Zoho CRM Standard	Pipedrive Essential	Zoho CRM Professional	Pipedrive Advanced	Zoho CRM Enterprise	Pipedrive Professional	Zoho CRM Ultimate	Pipedrive Enterprise
SECURITY ADMINISTRATION								
Profiles	✓	✓	✓	✓	✓	✓	✓	✓
Organizational hierarchy (Roles)	✓	✓	✓	✓	✓	✓	✓	✓
Groups	✓	-	✓	-	✓	✓	✓	✓
Record-level sharing	-	-	-	✓	✓	✓	✓	✓
Territory management	-	-	-	-	150 territories	-	250 territories	-
Audit Logs	✓	✓	✓	✓	✓	✓	✓	✓
Allowed IPs	✓	✓	✓	✓	✓	✓	✓	✓
GDPR Compliance	✓	✓	✓	✓	✓	✓	✓	✓
ADD-ONS & INTEGRATIONS								
ONLINE MEETING PROVIDERS								
GoToMeeting for Zoho CRM	✓	-	✓	-	✓	-	✓	-
Zoom for Zoho CRM	✓	-	✓	-	✓	-	✓	-
Join.me for Zoho CRM	✓	-	✓	-	✓	-	✓	-
BlueJeans for Zoho CRM	✓	-	✓	-	✓	-	✓	-

FEATURE	Zoho CRM Standard	Pipedrive Essential	Zoho CRM Professional	Pipedrive Advanced	Zoho CRM Enterprise	Pipedrive Professional	Zoho CRM Ultimate	Pipedrive Enterprise
Teamviewer for Zoho CRM	✓	-	✓	-	✓	-	✓	-
Integration with Zoho Meeting	✓	-	✓	-	✓	-	✓	-
TEAM COLLABORATORS								
Google Drive	✓	✓	✓	✓	✓	✓	✓	✓
Dropbox	✓	✓	✓	✓	✓	✓	✓	✓
Zoho CRM for IBM Notes	✓	-	✓	-	✓	-	✓	-
Slack Integration	-	✓	-	✓	✓	✓	✓	✓
Zoho Workdrive for Zoho CRM	✓	-	✓	-	✓	-	✓	-
Integration with Zoho Projects	✓	-	✓	-	✓	-	✓	-
Integration with Zoho Cliq	✓	-	✓	-	✓	-	✓	-
PRODUCTIVITY								
Zapier for Zoho CRM	✓	✓	✓	✓	✓	✓	✓	✓
Zoho Mail Add-on	✓	-	✓	-	✓	-	✓	-
Zoho Writer Add-on	-	-	✓	-	✓	-	✓	-
Zoho Flow for Zoho CRM	✓	-	✓	-	✓	-	✓	-

FEATURE	Zoho CRM Standard	Pipedrive Essential	Zoho CRM Professional	Pipedrive Advanced	Zoho CRM Enterprise	Pipedrive Professional	Zoho CRM Ultimate	Pipedrive Enterprise
SALES								
Integration with Zoho Survey	✓	-	✓	-	✓	-	✓	-
Integration with Zoho Social	✓	-	✓	-	✓	-	✓	-
Integration with Zoho Forms	✓	-	✓	-	✓	-	✓	-
Integration with Zoho SalesIQ	✓	-	✓	-	✓	-	✓	-
Zoho Webinar Integration	-	-	✓	-	✓	-	✓	-
Zoho Backstage Integration	-	-	-	-	✓	-	✓	-
Integration with Zoho Creator	-	-	✓	-	✓	-	✓	-
Zoho SalesInbox	✓	-	✓	-	✓	-	✓	-
INTEGRATION WITH MICROSOFT								
Plug-in for Microsoft Outlook	-	✓	-	✓	✓	✓	✓	✓
Plug-in for Microsoft 365	-	-	✓	-	✓	-	✓	-
INTEGRATION WITH G-SUITE								
Contextual gadget for Gmail	✓	✓	✓	✓	✓	✓	✓	✓
Export events to Google Calendar	✓	✓	✓	✓	✓	✓	✓	✓











FEATURE	Zoho CRM Standard	Pipedrive Essential	Zoho CRM Professional	Pipedrive Advanced	Zoho CRM Enterprise	Pipedrive Professional	Zoho CRM Ultimate	Pipedrive Enterprise
Export to Google Tasks	✓	-	✓	-	✓	-	✓	-
Zoho CRM web forms for Google Sites	1/module	-	10/module	-	20/module	-	100/module	-
Synchronize Google Calendar	✓	✓	✓	✓	✓	✓	✓	✓
Synchronize Google Contact	✓	✓	✓	✓	✓	✓	✓	✓
DEVELOPER TOOLS								
Mobile SDK	-	-	-	-	✓	-	✓	-
Web Apps SDK	-	-	-	-	✓	-	✓	-
Widgets	-	✓	-	✓	✓	✓	✓	✓
Connections	-	-	-	-	✓	-	✓	-
API	✓	✓	✓	✓	✓	✓	✓	✓
Functions	-	-	-	-	200,000 credits/day/org (500/user license)	-	Unlimited (1000/user license)	-

✓ Indicates the feature is available in this version.

- Indicates the feature isn't available in this version.

§ Indicates that the feature is available as a paid add-on.

Sales Enquiries

 USA +1 877 834 4428 +1 615 671 9025	 UK +44 (20) 35647890 +44 8009177225		
 INDIA +91 (44) 71817070 +91 (44) 71817000	 FRANCE +33 805542462	 SWEDEN +46 201408150	 NETHERLAND +31 707007083
 GERMANY +49 8000229966	 ITALY +39 (0) 287103737	 SPAIN +34 918368598	 AUSTRALIA +61 2 80662898

Ready to try Zoho CRM for your team?

GET STARTED



sales@zohocorp.com | www.zoho.com/crm

Last updated on: June 21, 2022

The information contained in this document represents the current views of Zoho CRM as of the date of the publication. Zoho CRM cannot guarantee the accuracy of any information presented after the date of the publication. This document is for information only. Zoho CRM makes no warranties expressed or implied in this document. The names and logos for Zoho are trademarks of Zoho Corp.

© 2022, Zoho Corporation Pvt. Ltd. All rights reserved.