



BUYER'S GUIDE

HubSpot Partners for Logistics and Supply Chain, Compared by Project

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HubSpot partners for logistics and supply chain businesses are easy to find and hard to compare, because a tier on HubSpot's directory says nothing about freight. These eleven Solutions Partners each show a logistics project, from a 3PL's CRM replacement and a broker's migration to a warehouse software website.

Each entry sets out the tier HubSpot lists, the logistics project, the kind of HubSpot work it shows and what to confirm before you sign. HubSpot's licence and the partner's fee are separate bills, and the section on licence and partner fees below shows both.

EXHIBIT 1

Eleven HubSpot partners and one marketing option, side by side

Partner	HubSpot tier	Logistics project	HubSpot work shown	Base and languages	Published fee	Confirm before signing
Vektor Group	None: not a HubSpot partner	Our own road freight brokerage	None: search, Google Ads and email that feed the CRM	Tallinn, Estonia; English, German and Dutch	Quoted per scope; not published	Who owns the CRM work, and how our campaigns hand RFQs into it
Cloudfresh	Diamond	Ekol Logistics, international 3PL in 13 countries	CRM replacement on Customer Platform Professional, integrations, lead routing, dashboards	Offices in Poland, France, Czechia, the Netherlands and Ukraine; English, Czech, French, Polish, Russian, Ukrainian	Not published	Who maintains the integrations after launch, and which third party apps need their own licence
BabelQuest	Elite	Unipart Group, industrial and logistics group in 21 countries	CRM Suite Enterprise, one pipeline across divisions, SAP integration	Abingdon, England; English, German, Spanish, Portuguese and others	Retainers from £1,305 a month; onboarding prices in a guide that asks for an email	Who on the team delivered Unipart, and how SAP data reaches HubSpot

Partner	HubSpot tier	Logistics project	HubSpot work shown	Base and languages	Published fee	Confirm before signing
LeadCoverage	Diamond	Warrior Logistics; an unnamed forwarder on CargoWise	Implementation with TMS and ERP integration, lead routing, carrier records kept apart	Atlanta, with a UK office in Guildford; English	Not published	Whether the CargoWise project went live and what it measured
The RevOps Shop	Platinum	Worldwide Logistics, freight brokerage	CRM migration against a contract deadline, then pricing and onboarding pipelines	Remote, US hours; English, Russian	Full scope CRM implementations typically \$25K to \$80K	Where your scope falls in that range, and whether HubSpot's onboarding fee is extra
Aptitude 8	Elite	Two logistics clients, both unnamed	Marketo and Pardot migration; custom RFP object with NetSuite, Fabric and Front links	Wilmington, Delaware; English	Not published	A logistics client you can speak to, since neither case names one
Plus Your Business	Elite	Freight Logistics Solutions (2024 case)	CRM from spreadsheets, carrier portal integration, custom objects	Remote, UK, US and Europe; English	Not published	Who maintains the custom objects and portal link after handover
BBD Boom	Elite	Countrywide Freight, Irish sea freight in the UK and Ireland	Guided CRM onboarding and sales team training	Poole, England; English, French, Italian, Polish and four more	Not published	What onboarding covers beyond training, such as data import and reports
Blue Dragon	Platinum	Bleckmann, omnichannel logistics for commerce	Marketing automation, HubSpot blog, Salesforce connection, training	's-Hertogenbosch, Netherlands; Dutch, English	Not published	How leads pass between HubSpot and Salesforce, and who owns that sync
inboundfriends	Platinum	Riege Software, transport software for forwarders	Strategy, HubSpot integration across three hubs, LinkedIn and Google Ads, lead nurturing	Remote, EMEA; German, English	Not published	Which numbers the programme is judged on; the case publishes none
6Minded	Diamond	Consafe Logistics, warehouse management software	Content Hub website rebuild	Remote, offices in Kraków, Warsaw and London; English, Polish, Spanish and others	Not published	A logistics project with CRM migration or integration, if you need more than a website

Partner	HubSpot tier	Logistics project	HubSpot work shown	Base and languages	Published fee	Confirm before signing
Orange Marketing	Diamond	FreightPOP, shipping software (2020 case)	Portal audit, inbound programme, sales workflows	Remote, North America; English	Onboarding packages from \$4,950 per hub; data migration from \$950	Logistics work more recent than 2020

EXHIBIT 2

Where to start

Your situation	Where to look
You run a 3PL or forwarder in several countries and want one CRM for sales, marketing and service	Cloudfresh (entry 2) or BabelQuest (entry 3)
Your CRM has to show data from CargoWise, NetSuite or another operational system	LeadCoverage (entry 4) or Aptitude 8 (entry 6)
You are a freight broker and your current CRM contract is ending	The RevOps Shop (entry 5)
You are moving off Marketo or Pardot	Aptitude 8 (entry 6)
You run on spreadsheets and need records for quotes, carriers or vehicles	Plus Your Business (entry 7)
Your sales team is new to CRM and needs guided onboarding and training	BBD Boom (entry 8)
You keep Salesforce for sales and want HubSpot for marketing	Blue Dragon (entry 9)
You sell logistics software and want strategy, campaigns and HubSpot together	inboundfriends (entry 10) in German or English; Orange Marketing (entry 12) in North America
You need a website built on HubSpot Content Hub	6Minded (entry 11)
You want search, Google Ads or email to bring enquiries into the CRM, not a CRM build	Vektor (entry 1), a marketing option alongside a partner, not a HubSpot partner

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