When to Use HubSpot Business Units, Domains, and Multiple Accounts.

Consider the following decision tree as you chart your path:

Start

1 Do you need to manage multiple brands within a single organization?

- **YES** — Proceed to the next question.
- **NO** — A single HubSpot account without additional Business Units or domains is likely sufficient.

2 Do these brands need completely separate databases and operational management?

- **YES** — Opt for multiple accounts/portals.
- **NO** — Proceed to the next question.

3 Is there a need for separate billing and subscription management for each brand?

- **YES** — Opt for multiple accounts/portals.
- **NO** — Proceed to the next question.

4 Do the brands share the same ownership and strategic direction?

- **NO** — Opt for multiple accounts/portals.
- **YES** — Proceed to the next question.

5 Do the brands share the same ownership and strategic direction?

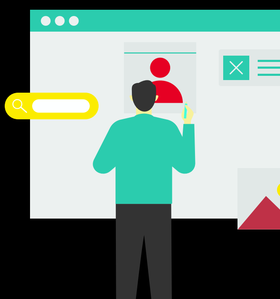
- **YES** — Proceed to the next question.
- **NO** — A single HubSpot account or a Business Unit may suffice.

6 Do your brands require separate marketing communication strategies (e.g., distinct email subscription preferences)?

- **YES** — Opt for Business Units.
- **NO** — Proceed to the next question.

7 Are shared marketing assets and campaigns across brands sufficient?

- **YES** — Opt for domains.
- **NO** — Opt for Business Units.



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