

The HubSpot → Salesforce Phrasebook

What your words are called on the other side, in Pardot and in Marketing Cloud Next, and where they don't translate.

HubSpot	Pardot	Marketing Cloud Next	Watch out
Contact	Prospect	Lead or contact, joined in Data 360 as a unified individual	A Pardot prospect is its own record. It syncs to the lead or contact in Salesforce.
Company	Prospect account	Account	The account itself lives in Salesforce. Pardot only groups prospects by it.
Deal	Opportunity, in Salesforce	Opportunity	Deals belong to sales in Salesforce, not to the marketing tool.
Active list	Dynamic list	Data 360 segment	HubSpot now calls its lists "segments", active or static.
Static list	Static list	A list of leads or contacts	For a one-time pull, Pardot has segmentation rules.
Workflow	Engagement Studio, automation rules, completion actions	Flow	A workflow doesn't move. It gets rebuilt.
Marketing email	List email	Email content, built in the email editor	Templates get rebuilt in the new editor too.
Subscription types	Public lists and the email preference center	Communication subscriptions and a preference page	Bring every opt-in with its date, not just the list.
Smart content	Dynamic content	Rule-based dynamic content	Plan to rebuild the rules in the new tool.
Form	Form, or form handler	Form on a landing page, or embedded	A form handler keeps your website's own form.
HubSpot score	Score and grade	Scoring models for engagement and fit	Pardot keeps interest (score) and fit (grade) apart. Sales will like that.
Campaign	Salesforce campaign	Salesforce campaign	On a Pardot prospect, "campaign" means the first touch, not the whole initiative.
Tracking code	Tracking code on your tracker domain	Salesforce Interactions SDK, sending to Data 360	Both wait for consent if you set them up to. Plan it with your banner.
Sequence	⊗ none	⊗ none	Sales sequences are a Sales Cloud topic, not a marketing one.



Axel's tip

Translate the process, not the field list. Ask "what do we want to happen when someone downloads the whitepaper?" and build that.

Moving for Real?

We move teams from HubSpot to Pardot or Marketing Cloud Next.

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