ALLIED BizTech SOLUTIONS

FIELD GUIDE · 2026

Rebuild HubSpot Marketing yourself. *The plan we follow.*

For B2B SaaS marketing teams on 50K to 500K contacts who want to own their email, nurture flows, landing pages, lead scoring and CRM, and stop paying a tax on every lead they store.

- → Is it worth it, at your size
- → What to rebuild and what to drop
- → The architecture, in three layers
- → Migration and go-live checklists
- → The data model
- → A week-by-week build plan
- → Deliverability, scoring, attribution
- → Where teams get stuck

HubSpot bills for every lead you keep. *AWS bills for what you send.*

Marketing Hub charges by marketing contacts, by contract minimums and by the tier upgrade that unlocks each feature. Each axis grows with you. A rebuild replaces them with AWS SES at about $0.10 per thousand emails, Postgres and hosting.

LIST	HUBSPOT A YEAR	REBUILT: YEAR ONE / AFTER	SAVED IN YEAR ONE
Starter · 10K contacts	~$2,400	~$22,300 / $2,400	Stay on HubSpot
Pro · 50K contacts	~$36,000	~$24,700 / $4,800	~$11,300
Pro · 200K contacts	~$72,000	~$42,900 / $8,000	~$29,100
Enterprise · 50K contacts	~$72,000	~$27,900 / $8,000	~$44,100
Enterprise · 250K + add-ons	~$160,000+	~$55,900 / $21,000	~$104,100

HubSpot list prices, May 2026, Marketing Hub only. "Rebuilt" runs AWS SES, Postgres on RDS or Supabase and a custom workflow engine, plus our fixed build price: $19,900 up to 100K contacts, $34,900 (the top of the $26,600–$34,900 scale tier) from 100K to 500K. If your own team builds it, put your engineering cost in that place.

THE RULE OF THUMB

On Starter, stay on HubSpot: the build does not pay back. **At 50K contacts on Pro, the rebuild saves ~$11K in year one, ~$31K a year after, ~$73K over three years.** On Enterprise, year one alone saves $40K or more.

Who you need

- **A senior full-stack engineer** at home with Postgres, a job queue, AWS SES and email authentication. Our team ships this in 5–7 weeks; one engineer working between other priorities should plan for longer.
- **Your marketing ops lead**, two hours a week: the workflows and reports that matter, the pilot nurture flow, the cutover call.
- **An owner after launch**: deliverability, bounces and complaints, the Salesforce sync, monthly updates.

02 · SCOPE

Rebuild the 14 features in daily use. *Drop the rest.*

Marketing Hub ships 200+ features. A growth team uses about 14 every day. Those are the project; the long tail exists to justify Enterprise pricing.

REBUILD ONE FOR ONE

- **Email campaigns and nurture flows**: visual editor, scheduling, A/B testing, one-off broadcasts
- **Workflow engine**: if/then branches, delays, webhook actions
- **Landing pages and forms**: drag-drop builder, A/B tests, personalisation tokens
- **Lead scoring and lifecycle**: your rules on form fills, page views, downloads and account fit; stage transitions
- **Segmentation**: behavioural, static and dynamic lists of contacts and companies
- **Salesforce sync**: bidirectional, field-level, real-time
- **Reporting**: campaign ROI, attribution, funnel, the ~10 reports leadership reads
- **Forms, pop-ups and chat widgets** on your site: GDPR-compliant, rule-based routing to Slack

REBUILD, SIMPLER

- **Ad attribution**: Google Ads, Meta and LinkedIn direct, no per-account fee
- **Breeze AI**: Anthropic or OpenAI direct, ~80% cheaper
- **HubSpot CMS**: Webflow, Framer or Astro

DROP ON PURPOSE

- **Predictive ML scoring**: rules instead; MadKudu for ML
- **SEO suite**: Ahrefs or Semrush
- **Sales and Service Hub**: separate rebuilds
- **Academy**: record training for your workflows

ADD WHAT PER-CONTACT PRICING DISCOURAGES

- No contact tax: 500K stored leads cost ~$0
- SQL access to your CRM, no rate limits
- Custom logic and sync, no Operations Hub

Three layers. *All commodity parts.*

Email, a CRM, a workflow engine and landing pages, as one marketing app on one Postgres database, with shared analytics and shared sign-in. Salesforce-compatible if you have it; a standalone CRM if you don't.

LAYER 1 · MARKETERS USE

The marketing app

- Campaign and nurture-flow editor
- Landing page and form builder
- Workflow editor (if this, then that)
- Contact and company segments
- Lead scoring and lifecycle stages
- Analytics dashboard

LAYER 2 · THE CRM

Postgres-backed

- Contacts, companies, deals
- Custom objects and fields
- Activity timeline: emails, page views, form submits
- Salesforce sync, if you use it
- Stripe or billing integration
- Attribution: UTMs, first and last touch

LAYER 3 · YOU RUN

Direct providers

- **AWS SES**: bulk email, ~$0.10 per 1K
- **Postmark**: transactional email
- **Postgres** on RDS or Supabase
- **Cloudflare Workers**: landing pages
- **S3**: uploads and assets

Decisions to make in week one

DECISION	OUR DEFAULT	WHY
Where it runs	Your AWS account	Contacts and sending reputation stay yours
Sending	SES with a dedicated IP for marketing, Postmark for transactional	A marketing send never delays a password reset
Source of truth	Salesforce if you have it; Postgres if not	One system owns each field; the sync never fights itself
Workflow engine	Durable jobs in Postgres, one worker pool	A three-day delay has to survive a deploy
Sign-in	Your SSO from day one	Offboarding happens where it already does

Consent: store how and when each contact opted in, and honour unsubscribes on every send.

Ten tables *carry the whole product.*

Model these before writing any screen. Keep HubSpot's ID, and Salesforce's where you sync, on every imported row, so the import can run twice and every record traces back to its source.

TABLE	KEY COLUMNS
`contacts`	id, hubspot_id, sfdc_id, email, name, company_id, lifecycle_stage, lead_score, owner_id, consent (jsonb), properties (jsonb), created_at
`companies`, `deals`	id, hubspot_id, sfdc_id, domain, name, fit fields; deals: company_id, stage, amount, close_date
`events`	id, contact_id, type (page_view, form_submit, email_open, click, download), properties (jsonb), utm_source, utm_medium, utm_campaign, occurred_at
`lists`	id, name, kind (static, dynamic), filter (jsonb); members of static lists in `list_members`
`emails`, `sends`	email: id, subject, body, variant; send: email_id, contact_id, ses_message_id, status (sent, delivered, bounced, complained, opened, clicked), at
`suppressions`	email, reason (unsubscribed, hard bounce, complaint), source, at
`workflows`	id, hubspot_id, trigger, steps (jsonb: branches, delays, actions, webhooks), version, status
`enrollments`	workflow_id, contact_id, step, next_run_at, status (active, waiting, done, exited), enrolled_at
`score_rules`	id, kind (fit, behaviour), condition (jsonb), points, decays_after_days
`touches`	contact_id, deal_id, channel, campaign, ad platform click ID, touch (first, last, assist), at

TWO RULES THAT SAVE A REBUILD

Check suppressions at send time, every time: a list built yesterday must never mail someone who unsubscribed this morning. **Write every touch as an event and compute from it**: the score, lifecycle stage and attribution are all re-derivable, so a changed rule is a re-run, not a lost history.

Seven weeks, *pilot included.*

This is the order we build in. The sending IP starts warming in week one, each week ends with something your marketing ops lead can try, and the last two run one real nurture flow before cutover.

WEEK	BUILD	DONE WHEN
1	**Export, model, authenticate.** The ten tables. Contacts, companies and deals out of HubSpot's API into staging. SPF, DKIM and DMARC on your domain; the dedicated SES IP requested and warming.	Counts in staging match HubSpot; DMARC reports arriving
2	**Email and content.** Workflows, lists, emails and landing pages exported. The composer, templates, SES and Postmark sending, bounce and complaint handling into suppressions.	A test send lands in the inbox, authenticated
3	**Workflows and segments.** The workflow engine with branches, delays and webhooks. Static and dynamic lists. The top workflows rebuilt.	A workflow runs end to end on test contacts
4	**Pages, tracking, Salesforce.** Landing pages and forms on Cloudflare Workers, the tracking script, the activity timeline. Salesforce sync tested; behavioural data backfilled.	A form fill reaches Salesforce with its source
5	**Scoring, attribution, reports.** Your scoring rules and lifecycle stages, ad-platform links, first-, last- and multi-touch attribution, the ~10 reports leadership reads.	Scores and reports match HubSpot's on the same data
6–7	**Pilot and cutover.** One nurture flow runs live for two weeks. A delta export, then forms, tracking and every workflow switched over.	Parity is green on the pilot flow

AFTER CUTOVER

Keep HubSpot **read-only until your renewal date**, then cancel. Old campaign history stays one click away while the team settles in, and nobody is in a hurry.

Land in the inbox. *Score and credit what you can prove.*

Sending email is easy. Sending it to the inbox, scoring the people who answer and crediting the campaign that brought them is the real work. On HubSpot your reputation is pooled with every other sender; on your own IP it is yours, and so is the care of it.

1. **Authenticate first.** SPF, DKIM and DMARC on your sending domain before the first send. Start DMARC at monitoring, read the reports, then tighten it.
2. **Warm the IP for 2–4 weeks.** Begin with your most engaged contacts and raise the daily volume step by step. Cut over only once the IP carries your full volume.
3. **Suppress automatically.** SES bounce and complaint notifications go straight into suppressions. A hard bounce or a complaint never gets another email. Every marketing email carries one-click unsubscribe.
4. **Score from events, with rules you can read.** Fit points for the account, behaviour points for form fills, page views, time on site and downloads, decaying with age. Replay the last 90 days and check the same contacts cross your MQL line as on HubSpot.
5. **Capture the source at the first click.** Store UTMs and each ad platform's click ID on the first visit, keep first and last touch on the contact and every touch in between. Pull spend from Google Ads, Meta and LinkedIn to report campaign ROI.

You own the model

On HubSpot, HubSpot controls the attribution model. Yours is a query on your own data: first touch, last touch or multi-touch, with the data in your database for your BI tool.

Measure the saving

Track inbox placement, bounce and complaint rates, MQLs a month and sourced pipeline next to the AWS bill. Those numbers prove the rebuild works and show where to look first.

Move it, launch it, *run it.*

Migration

- ☐ Export twice: everything in week one, the changes since at cutover
- ☐ Keep HubSpot's ID, and Salesforce's, on every row
- ☐ Recreate properties and lifecycle stages before importing contacts
- ☐ Import every unsubscribe, bounce and complaint before the first send
- ☐ Move static lists as members, dynamic lists as filters
- ☐ Rebuild only the workflows that enrolled anyone in the last 90 days
- ☐ Redirect every landing-page URL (301)
- ☐ Check counts, then replay 50 contacts through scoring

Go-live

- ☐ SPF, DKIM and DMARC passing; the IP warm
- ☐ Forms and tracking swapped on every site
- ☐ Salesforce sync running both ways
- ☐ Bounces and complaints landing in suppressions
- ☐ Backups proven by a restore
- ☐ Rollback ready: HubSpot forms one deploy away

Running it

- ☐ **Always on:** bounce, complaint and sync-error alerts, security patches
- ☐ **Weekly:** deliverability report to marketing ops
- ☐ **Monthly:** workflow review, scoring against closed-won deals, updates
- ☐ **Quarterly:** cost review, AWS against the HubSpot bill you replaced
- ☐ **Yearly:** a restore drill, an access review, a consent audit

Who owns it

Name one person before launch. The app is small, but your sending reputation is a company asset: someone has to answer when bounces spike or the Salesforce sync stops.

Five ways a rebuild *stalls.*

1. Switching vendors and calling it a saving

Marketo costs about what HubSpot Enterprise does, and its migration alone is 4–6 months. ActiveCampaign is cheaper at small lists; above 100K contacts the gap closes. Customer.io and Pardot still bill per contact. The vendor changes; the margin stays.

2. The cheap build

$15K on Upwork gets you email and a CRM. The workflow engine, attribution, lead scoring, Salesforce sync and deliverability, the parts HubSpot charges for, are still on you.

3. A cold IP on cutover day

A new IP sending your full list on day one lands in spam. Start the warm-up in week one, so the IP is ready when the pilot ends.

4. Rebuilding everything

Marketing Hub has 200+ features. Rebuild the 14 in daily use and keep a phase-two list; most of it never gets asked for.

5. Skipping the pilot

One nurture flow for two weeks finds what a test plan misses: the hidden branch, the report the CMO reads on Mondays.

And one that is not a mistake: negotiating

Vendr and Tropic typically negotiate HubSpot down 15–25%. Do it if the rebuild is a year away; it captures less than a quarter of what a rebuild does.

RATHER HAVE IT BUILT?

We build this exact plan. *Fixed price.*

The same scope, architecture and seven weeks, delivered by a senior team that has shipped 250+ products.

$19,900 fixed up to 100K contacts, $26,600–$34,900 from 100K to 500K, agreed before we start

Live in 5–7 weeks, with a two-week pilot on one nurture flow first

Everything moves: contacts, workflows, lists, emails and landing pages

90-day warranty, and the code is in your GitHub from day one

We can run it for $2,400 a year: hosting, monitoring, monthly updates, deliverability ops

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