

The CRM + Project Management Combo Picker

Pick your stack in 5 questions - prices checked August 2026

REAL PRICING, RECALCULATED (annual billing, Aug 2026)

Combo	Per user/mo	5 users/yr	10 users/yr	Free option
Freshsales + Trello	\$14	\$840	\$1,680	Both, limited
Zoho CRM + Projects	\$18	\$1,080	\$2,160	3 users each
HubSpot Free + Asana	\$10.99	\$659	\$1,319	HubSpot free
Insightly (native)	\$29-49	\$1,740-2,940	\$3,480-5,880*	No, 14-d trial
monday CRM + WM	\$29-40	\$1,740-2,400	\$3,480-4,800	WM only, 2 seats
Bitrix24 (flat/org)	flat	\$588 (<=5)	\$1,188 (<=50)	Unlimited users
Pipedrive Premium	\$59	\$3,540	\$7,080	No, 14-d trial
\$0 stack: HubSpot	\$0	\$0	\$0	Whole stack
Free + Trello Free				

* Insightly year 1 adds \$1,500 guided onboarding. monday: 3-seat minimum per product. Asana: 2-seat minimum.

PRICING TRAPS WE FOUND

- monday's "\$12 CRM" has no automations or email sync; the working plan is CRM Pro \$28 + WM Standard \$12 = \$40/seat.
- HubSpot's cliff: Starter \$15/seat, then Professional \$90/seat + \$1,500 onboarding. Stay on Free/Starter and pair a PM tool.
- Pipedrive Lite has no two-way email sync (Growth \$39 is the real entry). Insightly Plus has no workflow automation (Pro \$49).
- Bitrix24 raised Standard monthly +33% in July 2026. Rule: trial a full month before any annual commitment.

THE 5 QUESTIONS (score each 0-1-2)

Q1. How many people need both tools?

0 = 1-2 1 = 3-10 2 = 10-50

☐ 0 ☐ 1 ☐ 2

Q2. Does a won deal become a delivery project?

0 = no 1 = sometimes 2 = always

☐ 0 ☐ 1 ☐ 2

Q3. How active is your sales motion?

0 = light 1 = steady 2 = heavy

☐ 0 ☐ 1 ☐ 2

Q4. Real budget per user per month?

0 = \$0-10 1 = up to \$25 2 = whatever fits

☐ 0 ☐ 1 ☐ 2

Q5. One login or best-of-breed?

0 = either 1 = one vendor 2 = one login

☐ 0 ☐ 1 ☐ 2

Total: ____ / 10

YOUR VERDICT

Q4 = 0 / still proving the process

-> \$0 stack: HubSpot Free + Trello Free (or Zoho free x2)

Q4 = 1, simple sales motion

-> Freshsales + Trello (\$14/user) or Zoho CRM + Projects (\$18/user)

Q2 = 2 (deal -> delivery)

-> Insightly Professional (\$49/user) or monday CRM Pro + WM (\$40/seat)

Q3 = 2 (sales-first team)

-> Pipedrive Premium (\$59, Projects incl.) or Growth + Asana (~\$50/user)

Q1 = 2 + Q5 = 2 (one bill, 10-50)

-> Bitrix24 Standard (\$99/mo flat) or Zoho One (\$37/employee)

Inbound-led, wants polish cheap

-> HubSpot Free + Asana Starter (\$10.99/user)