

Sprout Social vs Hootsuite Evaluation Scorecard

Evaluator, role and date

Weights are editorial starting points, not benchmarks.

Legend

Score 1 = unmet; 3 = workaround; 5 = met. On cost rows, 5 = lowest cost or effort. Weighted = score multiplied by weight. Weight 3 = must-have; 2 = important.

Weighted scoring grid

Table 1 • Weighted scoring grid

Criterion	Weight	Sprout score	Sprout weighted	Hootsuite score	Hootsuite weighted
Approvals and multi-brand governance	3				
Customer care routing	3				
Leadership-ready reporting	3				
Listening depth and competitor benchmarking	2				
True per-seat cost at your team size	2				
Migration cost	2				
Contract and renewal terms	2				

Maximum weighted total: 85 per vendor.

Sprout Social weighted total Hootsuite weighted total

Quoted pricing

Sprout tier, price, profile limit

Sprout inclusions confirmed

Hootsuite tier, price, profile limit

Hootsuite inclusions confirmed

Note

List price excludes add-ons, taxes and negotiation.

Questions for each rep

1. Which tier includes social listening and competitor reporting, and what are the query, history and export limits?
2. How many profiles and logins are included, and what does each extra one cost?
3. Which add-ons, including API access, does our use case need, and at which tier?
4. How do approval workflows and care routing work across brands and regions?
5. What happens to our historical data and saved reports if we leave?
6. What are the renewal terms: price-increase cap, auto-renewal notice window and seat reductions?
7. What onboarding, implementation or migration fees apply?

Note answers by question number.

Sprout Social answers

Hootsuite answers

Recommendation for leadership

Platform or neither, reason and main risk

If staffing is the constraint, fix capacity first.

Source: <https://sociallyin.com/resources/sprout-social-vs-hootsuite/>