# MARKETING AUTOMATION SOFTWARE

*How the market leaders measure up*

| NUMBER OF USERS | | STRENGTHS / WEAKNESSES | KEY DIFFERENTIATOR | INTEGRATIONS CAPABILITIES | PRICE | REVIEWS |
|---|---|---|---|---|---|---|
| 300,000+ | HubSpot | Easy-to-use interface Scalability | Customized content based on segmentation | • GoToWebinar<br>• Salesforce<br>• SurveyMonkey | PLANS START AT **$200/month** | HubSpot is easy to use and has a wide range of tools that make marketing easier. |
| 60,000+ | eloqua | Multiple tools are required to get the necessary features | Flexible platform | • AWS<br>• Dropbox<br>• Oracle<br>• Sales Cloud<br>• ZenDesk | PLANS START AT **$2,000/month** | While the platform isn't the easiest to use, the integrations give it a level of flexibility others don't have. |
| 40,000+ | Marketo® | Drag-and-drop interface makes email design easy | Closed-loop marketing analytics | • Microsoft Dynamics<br>• NetSuite<br>• Oracle<br>• Salesforce | PLANS START AT **$895/month** | While regular updates keep the software up to date, this can lead to frequent bugs and glitches. |
| 12,000+ | Infusionsoft | Isn't as easy to use as other solutions | Fully integrated CRM | • GoToWebinar<br>• Wistia<br>• WordPress<br>• ZenDesk | PLANS START AT **$199/month** | Limited integrations and difficulty of use make this one of the less desirable marketing automation solutions. |
| 2,500+ | act|on | Ease-of-use makes it popular with beginners | Dedicated support that doesn't expire | • Microsoft Dynamics<br>• NetSuite<br>• Salesforce<br>• SugarCRM | PLANS START AT **$600/month** | Act-On is easy to learn and use, but savvy marketers may eventually want to graduate to something more complex. |
| 1,500+ | SILVERPOP | Simple user interface and B2B marketing capabilities | B2B marketing automation feature | • Microsoft Dynamics<br>• NetSuite<br>• ReachDynamics<br>• Salesforce | **Plan pricing not disclosed** | Owned by IBM, Silverpop is a great tool, especially for B2B marketers. |
| 1,000+ | salesforce pardot | Built-in list segmentation | Owned by Salesforce, a CRM leader | • Microsoft Dynamics<br>• Netsuite<br>• Salesforce<br>• SugarCRM | PLANS START AT **$1,000/month** | Although its user base is still growing, Pardot offers excellent customer service. |