

Marketing Automation Software



How the market leaders measure up

NUMBER OF CUSTOMERS

97,000+



37,800+



19,500+



18,000+



11,000+



9,500+



3,700+



STRENGTHS / WEAKNESSES	KEY DIFFERENTIATOR	INTEGRATIONS CAPABILITIES	PRICE	REVIEWS
Easy-to-use interface Scalability	Customized content based on segmentation	<ul style="list-style-type: none"> GoTo Webinar Salesforce SurveyMonkey Eventbrite Wistia 	<p>PLANS START AT</p> <p>\$200/month</p>	HubSpot is easy to use and has a wide range of tools that make marketing easier.
Isn't as easy to use as other solutions	Fully integrated CRM	<ul style="list-style-type: none"> GoToWebinar Wistia WordPress ZenDesk 	<p>PLANS START AT</p> <p>\$99/month</p>	Limited integrations and difficulty of use make this one of the less desirable marketing automation solutions.
Drag-and-drop interface makes email design easy	Closed-loop marketing analytics	<ul style="list-style-type: none"> Microsoft Dynamics NetSuite Oracle Salesforce 	<p>PLANS START AT</p> <p>\$895/month</p>	While regular updates keep the software up to date, this can lead to frequent bugs and glitches.
Built-in list segmentation	Owned by Salesforce, a CRM leader	<ul style="list-style-type: none"> Microsoft Dynamics Netsuite Salesforce SugarCRM 	<p>PLANS START AT</p> <p>\$1,000/month</p>	Although its user base is still growing, Pardot offers excellent customer service.
Multiple tools are required to get the necessary features	Flexible platform	<ul style="list-style-type: none"> AWS Dropbox Oracle Sales Cloud ZenDesk 	<p>PLANS START AT</p> <p>\$2,000/month</p>	While the platform isn't the easiest to use, the integrations give it a level of flexibility others don't have.
Ease-of-use makes it popular with beginners	Dedicated support that doesn't expire	<ul style="list-style-type: none"> Microsoft Dynamics NetSuite Salesforce SugarCRM Infor 	<p>PLANS START AT</p> <p>\$900/month</p>	Act-On is easy to learn and use, but savvy marketers may eventually want to graduate to something more complex.
Simple user interface and B2B marketing capabilities	B2B marketing automation feature	<ul style="list-style-type: none"> Microsoft Dynamics NetSuite ReachDynamics Salesforce 	<p>PLANS START AT</p> <p>\$1,500/month</p>	Owned by IBM, Silverpop is a great tool, especially for B2B marketers.