

MARKETING AUTOMATION SOFTWARE

How the market leaders measure up

NUMBER OF USERS		STRENGTHS / WEAKNESSES	KEY DIFFERENTIATOR	INTEGRATIONS CAPABILITIES	PRICE	REVIEWS
300,000+		Easy-to-use interface Scalability	Customized content based on segmentation	<ul style="list-style-type: none"> GoToWebinar Salesforce SurveyMonkey 	PLANS START AT \$200/month	HubSpot is easy to use and has a wide range of tools that make marketing easier.
60,000+		Multiple tools are required to get the necessary features	Flexible platform	<ul style="list-style-type: none"> AWS Dropbox Oracle Sales Cloud 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+		Drag-and-drop interface makes email design easy	Closed-loop marketing analytics	<ul style="list-style-type: none"> Microsoft Dynamics NetSuite Oracle 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+		Isn't as easy to use as other solutions	Fully integrated CRM	<ul style="list-style-type: none"> GoToWebinar Wistia WordPress ZenDesk 	PLANS START AT \$199/month	Limited integrations and difficulty of use make this one of the less desirable marketing automation solutions.
2,500+		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 	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+		Simple user interface and B2B marketing capabilities	B2B marketing automation feature	<ul style="list-style-type: none"> Microsoft Dynamics NetSuite ReachDynamics Salesforce 	Plan pricing not disclosed	Owned by IBM, Silverpop is a great tool, especially for B2B marketers.
1,000+		Built-in list segmentation	Owned by Salesforce, a CRM leader	<ul style="list-style-type: none"> Microsoft Dynamics Netsuite Salesforce SugarCRM 	PLANS START AT \$1,000/month	Although its user base is still growing, Pardot offers excellent customer service.
500+		Full stack marketing automation for growing business	Flexible platform with all communication channels	<ul style="list-style-type: none"> Zoho Salesforce Netsuite GoToWebinar Wordpress 	PLANS START AT \$199/month	Aritic PinPoint is one of the best tools for marketing and sales team with great workflow, automation and complete lead management.