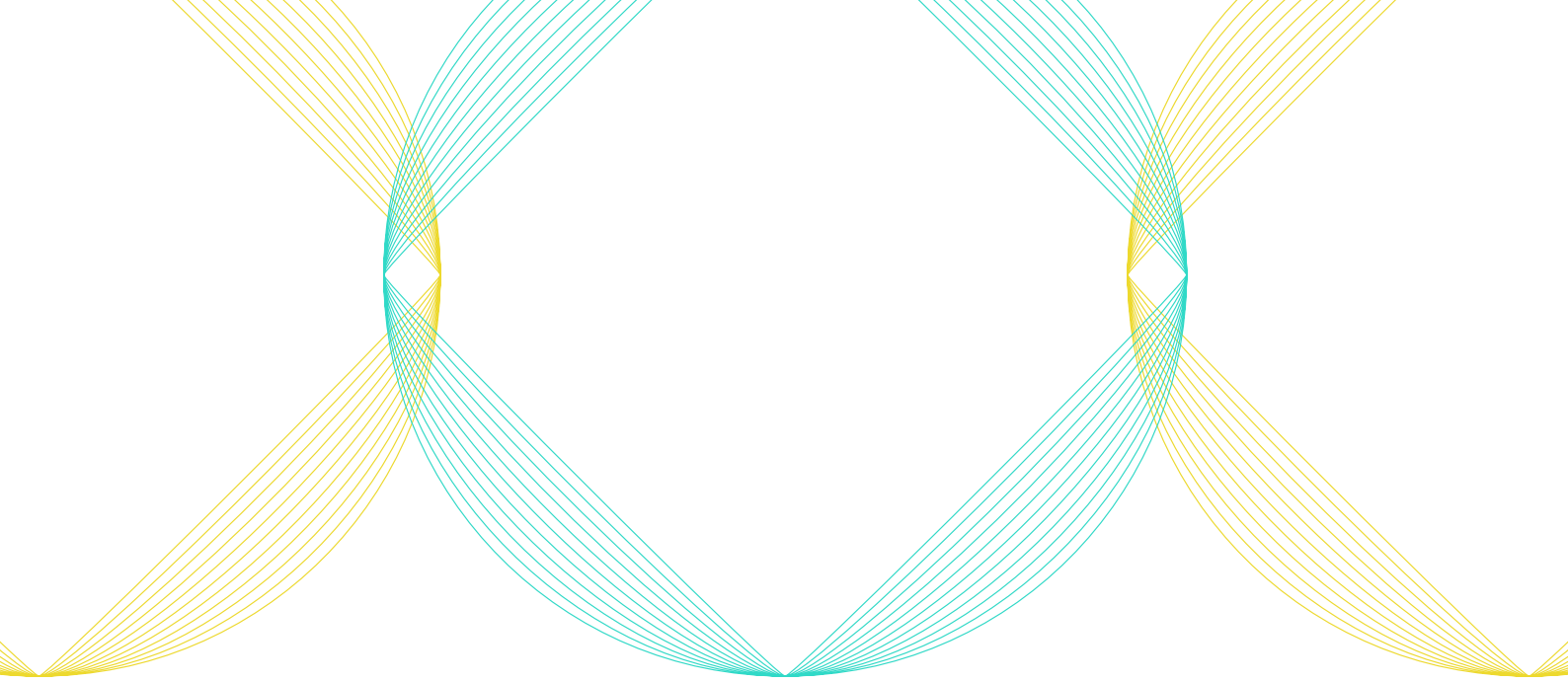# Marketing Automation Comparison Guide

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Today's consumers are spoilt for choice and the buying power is in their hands. To adapt to this shift, businesses are implementing multiple marketing and sales tactics to entice consumers. There's a lot in the marketing mix already, which means more things for marketers to keep an eye on.

This is where marketing automation platforms can help. Although a saturated market, their value is immense and having them a part of your marketing strategy is non-negotiable. That's why we've decided to compare four of the most popular vendors out there, to help you find the best platform which suits you and your company's needs.

What's HubSpot?

HubSpot is an all-in-one inbound marketing platform. This means you can create web pages, blogs, emails, check analytics, upload your customer database and much more. Unlike other platforms, HubSpot offers a specialised approach to writing content (blogs, landing pages, forms, emails etc.) and analytics.

What's Marketo?

Marketo is a marketing automation platform focusing on account-based marketing, providing personalised solutions for specific industries. A few examples include healthcare, technology, financial services, manufacturing, media and higher education.

What's Keap?

Rebranding from Infusionsoft, Keap is all about making those repeatable sales processes automatic. Their focus continues to be small businesses and its facelift has some nifty features.

What's Pardot?

Pardot is a B2B marketing automation platform created by Salesforce. It offers an automation solution that aims to improve the quality of leads for sales and assists marketing by improving ROI.

	HubSpot	Marketo	Keap	Pardot
Free trial	✓		✓	✓
Free version	✓			
Built-in CRM	✓	✓	✓	✓
Design templates	✓	✓	✓	✓
Suitable for publishing	✓			
Social media marketing	✓	✓	✓	✓
WYSIWYG editor	✓	✓	✓	
Content personalisation/ dynamic content	✓			✓
Smart CTAs	✓	✓		✓
Smart forms	✓		✓	✓
Closed-loop reporting	✓	✓		✓

	HubSpot	Marketo	Keap	Pardot
Open source software	✓	✓	✓	✓
Page content management	✓		✓	
Doesn't need a team of developers	✓		✓	
Plugin marketplace	✓		✓	
Built-in reporting tools/analytics	✓ (Available for Basic+ packages)	✓ (Add on bundle)	✓ (Add on)	✓ (Add on)
Advanced user management	✓	✓		
eCommerce handling	✓		✓	
Integration with other platforms	✓	✓	✓	✓
Support team	✓	✓	✓	✓
Free training	✓	✓		✓
Responsive templates template marketplace.	✓	✓	✓	✓

	HubSpot	Marketo	Keap	Pardot
People tracking (not just numbers)	✓		✓	✓
IP tracking	✓	✓	✓	✓
PPC management	✓	✓		✓
SEO analysis and optimisation tools	✓	✓		✓
A/B testing	✓	✓		✓
Lead scoring	✓ (Predicitve)	✓ (Manual)	✓ (Manual)	✓ (Manual)
Lead and traffic analytics	✓	✓	✓	✓
Secure Page Services (SSL)	✓	✓		✓
Landing Pages	✓	✓	✓	✓

Ultimately, your choice will boil down to what your team needs. But here's a breakdown of the rivals and what they bring to the marketing automation arena.

HubSpot

HubSpot is a great platform for businesses of all sizes as they have products at all levels - Free, Starter, Pro and Enterprise. It has all the tools you need in one central location to succeed in your marketing efforts. As your requirements and contacts grow, so does the cost.

HubSpot ticks all the right boxes. Its dynamic and data-driven tools stand out from the crowd, making prospects and customers come back. After all, HubSpot is the all-in-one inbound marketing software that can streamline your strategies and improve your results.

It's big win over the other is usability with power. While other platforms also have serious power they feel clunky and outdated compared to HubSpot. Which is why the reviews stand out from the crowd.

Marketo

Marketo is great for enterprise-level businesses who have outgrown their marketing automation platform. Our main con to Marketo is you need a team of developers to build any integration to third-party applications. They also don't offer a free trial which means trying before you buy isn't an option.

Marketo's CRM integrations are advanced and may offer more in-depth coverage, but HubSpot is undoubtedly more user-friendly.

Keap

Keap offers a robust email campaign automation feature and is quite simple to use. Its simplicity can be pegged down because of its lack of comprehensive CMS but is useful for small marketing teams.

A key consideration for Keap is you'll need to factor in the cost of buying other tools to plug the gaps presented in Keap. Not everything you need is in one place, which can be frustrating for marketers looking for holistic data and a marketing ecosystem.

Pardot

Being a creation of Salesforce, the integration between the two is excellent. However, Salesforce is a native integration with HubSpot, so this advantage isn't exclusive to Pardot.

While Pardot has offered some useful new automation features, HubSpot has made significant strides so far in 2020.

Want a third-party perspective?

So this piece is just our opinion, right? Not really. G2 Crowd, the world's best known software review platform, has collected thousands of real user feedback and scores on all marketing automation software. They paint a pretty clear picture too:
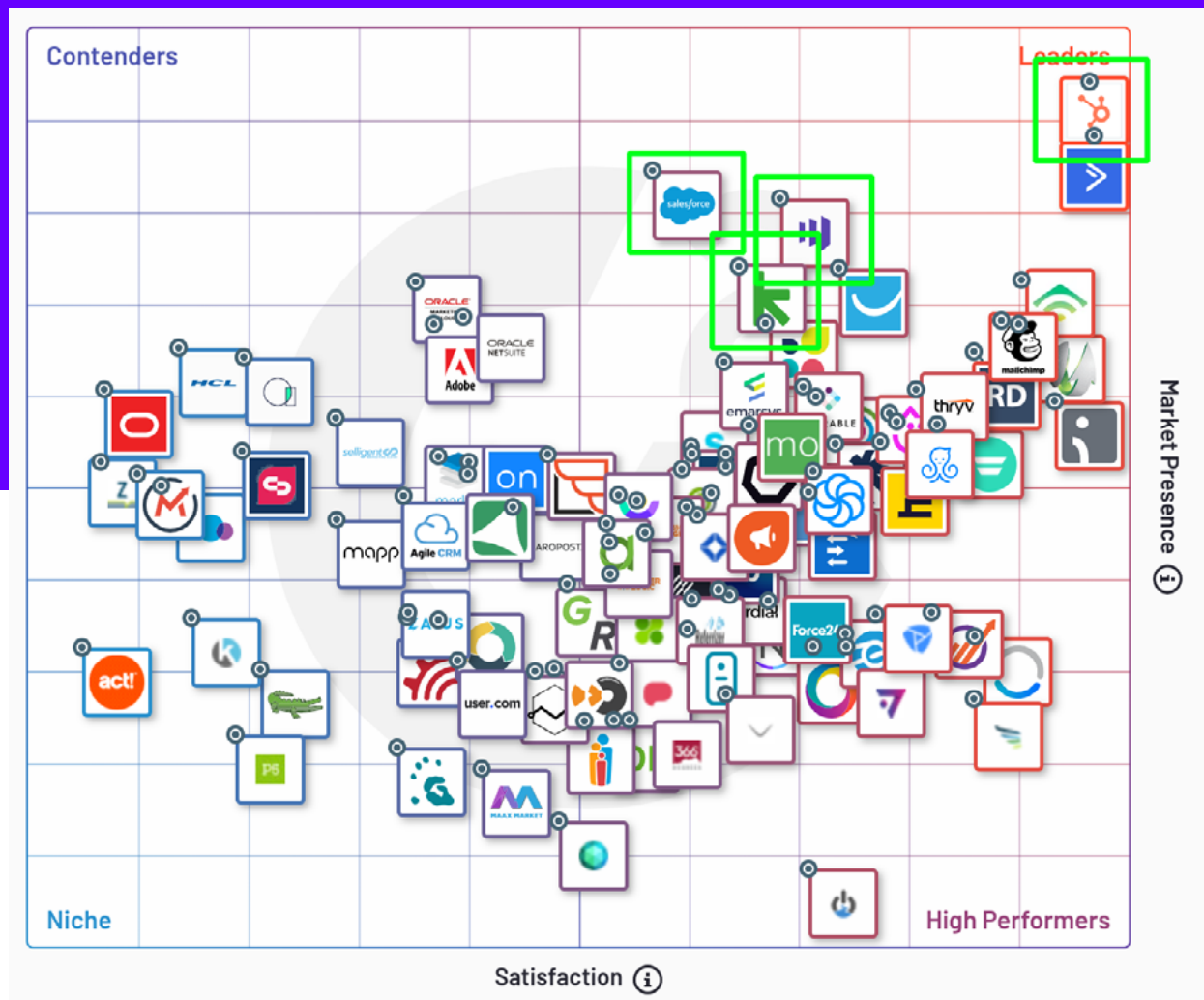
As you can see, all the ones we reviewed were the best of the best. However, HubSpot is head and shoulders above the others from the perspective of thousands of real users too. They rate them:

HubSpot - rating 4.3 out of 5

Marketo - rating 4.1 out of 5

Keap - rating 4.1 out of 5

Pardot - rating 3.9 out of 5   You can verify these results yourself here.

OK, hands up, we're biased here as a HubSpot agency. But here is why we think they're the undisputed champs...

Honestly, <u>there are many reasons why you should use HubSpot</u> and there are many reasons why you might use the other three too. It all depends on your business and its needs.

They each come with their own sets of remarkable features, some which overlap and others unique to their platform. They're designed to automate and optimise your online content so you can carry out your inbound marketing strategies more efficiently and effectively. But a platform built on the very bones of inbound marketing takes the cake.

How easy it is for you to get the information you need? The best software is supposed to just work. HubSpot's Marketing Hubs (in particular, the Professional and Enterprise) are built on exceptional user experience - from the interface to the support team, to the broader ecosystem of products, services and partnerships.

HubSpot's ease of use doesn't neglect bigger businesses either. With features like multi-touch revenue attribution, account-based marketing and partitioning, HubSpot works for even the most complex use cases. Here are some other reasons why we champion HubSpot's platform.

Unrivalled versatility and tool integration

HubSpot has a wonderful ecosystem that gives users the ability to create optimised content for blogs, web pages and emails - all based on customer data. It allows you to create reports, check analytics and more - same place, same price. There's also the option to integrate up to 1,000 external tools with HubSpot's app integration if you want to up your game even more.

Insight analytics and better data

HubSpot's built-in analytics tool allows you to analyse your website's performance using key metrics and track your marketing all the way from acquisition to close among other features. And better yet, you can access all of this from a single dashboard - making it simple for you and your team to become data-driven marketers who can make smarter marketing decisions.

That's where HubSpot's multi-touch revenue attribution comes in. With HubSpot's powerful attribution tool, you can quickly see the impact each marketing activity is having on your business, allowing you to make smarter decisions. Plus, it ensures your marketing team can get the credit they deserve for helping to drive business growth.

And the best part? There's no need to buy more software. It's all-in-one platform, right at your fingertips.

User experience is prioritised

Interested in getting the absolute most from HubSpot and inbound marketing as a whole? Speak to a member of our team today to see how we can help you to unleash the potential of inbound marketing.

HubSpot used to focus more on SMBs but now, armed with their addition of more powerful, enterprise features, they're beginning to cater to both audiences. This makes HubSpot a fantastic choice because you'll never have to uproot and replace your software due to your growth. It's a scalable option built with that in mind.

In short, if you're a small to mid-size business who's looking to attract and nurture leads without being affected by the high learning curve of complicated legacy software, HubSpot is the great all-in-one choice. It's victorious over a lot of the other platforms because it's constantly innovating and evolving to provide better experiences. To read our honest marketing review of HubSpot, click here.

Or, if you're interested in finding out a little more about the fantastically robust HubSpot platform and what all of the features can do for you in more detail, why not go ahead and give us a call?

We're excited to guide you on the right track to finding the right platform for your business' automation needs.

CONTACT US