WHICH MARKETING AUTOMATION SYSTEM (MAS) IS RIGHT FOR YOU?

CAMPAIGN CREATORS

	HUBSPOT PRO	HUBSPOT ENTERPRISE	KLAVIYO	PARDOT *(Also called Marketing Cloud Account Engagement)*	MARKETING CLOUD	MARKETO ENGAGE
Who is it best for? *You don't want to purchase a marketing automation system that either has too little or too many features, you want just the right amount for your company.*	Small to mid-size B2B companies	Mid-size to large B2B companies	eCommerce companies	Small to large B2B Companies using Salesforce CRM	Cloud based digital marketing platform, linked with Salesforce. Best suited for B2C marketing.	B2B / Account Based Marketing companies
Primary Function *Does the market automation system's primary function(s) align with your company's primary focus?*	Lead Generation Lead Nurturing Customer Service Lead Management		Email Nurturing	Lead Generation Lead Nurturing Customer Service	Marketing automations	Lead nurturing and scoring
User Interface *How accessible/intuitive a marketing automation system is.*	Intuitive with clear navigation and contextual help information about use of the tool integrated within the interface.		Unfortunately, Klaviyo is initially intimidating and takes some getting used to. There is some contextual information regarding the product, but you may need to venture outside the company's website to find more in-depth information about some of its features.	Less than intuitive UX. Difficult to navigate until you have become fully acquainted with the program and very little in app guidance.	Users familar with Saleforce will feel comfortable with the design. Overall this feels like a simplified version of Salesforce with room for customization. Organization and folder structure may be intimidating for new users.	Looks simple, but can be challenging to understand folder structure and programs
Learning Curve *How easy or difficult is it to get started using the marketing automation system, if it is user-friendly, intuitive, easy-to-learn, etc.*	Relatively easy to get started with the basics, however, the sheer magnitude of features means it takes more time and training to become adequate at using, let alone mastering them all.	Relatively easy to get started with the basics, however, the sheer magnitude of features means it takes more time and training to become adequate at using, let alone mastering them all. Onboarding is highly recommended, perhaps even required.	After a somewhat steep initial learning curve (due to the lack of contexual help cues), the limited number of features are easy to master with repetition rather quickly.	Steep. Most need a consultant to get started, and, unfortunately, integration with its proprietor, Salesforce, is clunky and makes learning the system even more difficult. However, with prior experience with a MAS the learning curve isn't as steep.	Getting started guides and videos available through the Salesforce Trailhead website. It's recommend to start testing the tools using a custom business unit, as a sandbox environment is not currently available.	Marketo Academy has been adding video trannings and help documentation. The content can be dry, and it may help to research online for help videos on YouTube. There is a steep learning curve. Seek guidance from someone already familiar with these tools, before starting on your own.
Flexibility *A flexible marketing automation system is one that can be personalized for a specific business' needs.*	High	High	Limited due to the focused nature of the platform.	Moderate flexibility. Updating the look and feel of emails & landing pages requires HTML + CSS knowledge.	Very customizable	Highly customizable
Features *The scope of what a marketing automation system is capable of. You want to be sure the features you need to run your marketing and sales department are provided by the platform.*	**All HubSpot Starter features +** **Lead Generation:** A/B Testing Facebook Lead Ads Instagram Lead Ads Personalized Content & CTAs **Lead Nurturing:** Advanced Segmentation Blog & Content Creation Tools Goal-Based Nurturing Prospect Tracking **Customer Service:** Knowledge Base Live Chat Phone Support Smart Content (alters content displayed, depending on viewer) **Lead Management:** Analytics Dashboard Attribution Reporting Contact & Company Insights Documents Teams *+48 more*	**All HubSpot Professional features +** **Lead Generation:** Sales Automation SEO & Content Strategy **Lead Nurturing:** Email Frequency Safeguards Lead Scoring Quotes & Approvals **Customer Service:** Call & Transcription Reporting Custom Bots Custom Fields Support Bots Ticketing 1:1 Video Creation & Hosting **Lead Management:** Customer Analytic Views eSignature Lists Multiple Currencies Prospect Tracking Records Single Sign-on Traffic and Conversion Analytics *+53 more*	**Email Nurturing:** A/B Testing Abandoned Cart Series Advanced Segmentation Automated List Imports Custom Fields Custom Integrations Customer Profiles Drag-and-drop Email Design Dynamic Data Blocks Email Newsletters Email Templates Facebook Lead Ads Forms One-click Integrations Order Follow-ups Pop-Ups Pre-built Autoresponders Product Recommendations Email Tracking ROI Reporting Smart Sending Triggered Emails Website Tracking Welcome Email Series	**Lead Generation:** A/B Testing Custom Objects Email Marketing Forms Landing Pages **Lead Nurturing:** Advanced Email Analytics Advanced Segmentation Lead Scoring Prospect Tracking **Customer Service:** Automation Rules Custom Fields On-demand Training Videos User Forum User Management *+20 more*	Audience Segmentation Personalized Messaging Campaign Performance Tracking Lead Engagements Real Time Insights Drag and Drop Editors Server Side Javascript Automation Landing Page and Form Builder Content Builder Transform and Combine Import Data SQL Queries Journey Builder for Organized Interactions A/B Testing	Lead Management Lead Nurturing Lead Scoring Bi-directional CRM synching Email Marketing Consumer Marketing Website Personalization Web Activity Tracking Customer Base Marketing Mobile Marketing Search Engine Optimization Social Marketing CRM Integration Campaign Dashboards and Reports Marketing Calendar Digital Ads Program and Campaign Analysis Anonymous Retargeting Opportunity Influence Modeler Advanced Report Builder Revenue Attribution
Native Integrations *You want to make sure your new marketing automation system can easily communicate with the other technologies you are already using as a busniess.*	**All HubSpot Starter native integrations +** Wistia GoToWebinar SurveyMonkey Zapier WordPress Google Calendar HubSpot Sales Calling Eventbrite UberConference Google Chrome Facebook Ads eCommerce Websites for $50-$100/mo (Magento, BigCommerce, Shopify, Custom integrations) *+119 more*	**All HubSpot Professional native integrations +** Sprout Social Vidyard GoToWebinar Salesforce Automate Databox MagneticOne Slack Zendesk Hotjar Unbounce PandaDoc Teamwork Zerys PieSync *+175 more*	Salesforce Zoho Desk HelpScout Olark Zendesk Convertful ConvertPro GetSiteControl Kickofflabs Optinmonster Sumo Typeform Unbounce ViralSweep WisePops Wufoo *+33 more*	bit.ly Pro Connector EventBrite Integration Google AdWords Integration Native CRM Integration Olark Chat Integration Webinar Integration	**Native Integrations with:** Salesforce Marketing Cloud Engagement (ExactTarget) Marketing Cloud Personalization (Evergage) Marketing Cloud Account Engagement (Pardot) Salesforce Data Cloud (Salesforce CDP) Marketing Cloud Intelligence (Datorama) *+490 others via App Exchange*	Oktopost - B2B Social Media Management Movable Ink Studio Firework Shoppable Live Video Smartling Connector for Adobe Marketo Engage M-Clean: Real-time DeDupe App for Marketo Engage RingLead Data Orchestration Platform TwentyThree for Adobe Marketo Engage Automated Blog and RSS Emailing Cloudwords for Marketo Engage - global made easy Stensul - Email Creation Platform CData Marketo Engage Connectors *+33 more* *++ Many 3rd party integrations available*
Open API *Open Application Program Interface allows programs to interact with software without the need for a developer's code.*	Yes	Yes	Yes	Yes, but there are many complaints about difficutlies integrating softwares with the system.	Yes	Yes
Customer Support *You will want to receive the best help possible, especially if you're new or unfamiliar with marketing automation systems.*	Knowledge Base Phone & email support Community forum Help documentation & training Premium support packages (Additional cost)		Help documentation Email support Live chat during business hours Dedicated agent (Large accounts only)	Available via Salesforce's tiered support system		Tiered support. Premier offering the most personalized service, with phone support. Then online support via email or chat, as well as "self-paced" learning with the community forum.
Learning Resources *What resources are available to help get you started or progress in your utlilization of the platform?*	Extensive, including local user groups, HubSpot Academy, community forum, idea center, resource center, and blog. Additionally, HubSpot's support staff is more than helpful when contacting them via phone about any queries.		**Limited, including:** A help documentation center &daily webinars Q&A sessions during business hours	Available via the Salesforce Trailhead website. Help documentation, quizzes, and videos.		Customized. Starting around $900 per month. Can vary based on database size.
User-base *The size of a marketing automation system's user-base can indicate its success and the success of its users.*	41,500 customers		>5,500 customers	>35,000 customers	Around 12,000	Around 30,000 customers
Base Price *Determine, based on the size of your business and affordability, which MAS/ package is best for you.*	$1,652/month (2,000 contacts	$5,158/month (10,000 contacts	$25/month	$1,250/month Growth Plan (10,000 contacts)	Starting at $1,250/month+ Journey builder starting at $4,200/month+"	$900/month+
Pricing Structure *Marketing automation systems' pricing structures can be complicated, as they offer many different products within themselves. The simpler a pricing structure is and where its information can be found, the better.*	Base price (2,000 contacts) +$250/month per 5,000 additional contacts	Base price (10,000 contacts) +$100/month per 10,000 additional contacts	**Free:** (250 contacts, 500 email sends, Klaviyo branding + double opt-in required) **251-500:** $25/month (Unlimited email sends, Email + Chat Support) **501-1,000:** $50/month **1,001-1,500:** $75/month *Pricing based on # of contacts, up to 150,000 contacts.*	**Basic Plans-** $1,250 mon:h Growth Plan (10,000 contacts) $2,750/month Plus Plan (10,000 contacts) **Plans with Automation:** $4,400/month Advanced Plan (10,000 contacts) $15,000/month Premium Plan (Up to 75k contacts)" **Additional costs:** Connect with Salesforce Engage - $50/month/per user	Pro, Corporate and Enterprise packaging Contact Salesforce for more information	Contact Marketo for more information
Set Up/Onboarding Fee *Marketing automation systems are extensive platforms that may need introductory guidance. Depending on the platform, the size of it and its features, onboarding can be helpful or even required.*	Remote Onboarding - $3,000	Advanced Onboarding (Remote) - $8,000 On-Site Onboarding - $15,000	Free	Salesforce offers various onboarding webinars, contact them directly for more information. Additional resources available on the Salesforce Trailhead Website	Contact Salesforce for more information	Pricing can vary, but there is a one time onboarding fee
Contracts and Billing *How long of a commitment are you willing to make to a MAS?*	Annual contract required, billed annually		No contract needed, billed monthly	Annual contract required, billed annually	N/A	N/A
G2 Crowd Rating *G2 is a trustworthy source, which encourages peer reviews/ratings of business products.*	4.4/5 stars (10,859 reviews on G2)		4.6/5 stars (1,033 reviews)	4.0/5 Stars (1,620 reviews)	4.4/5 stars (4,261 reviews	4.1/5 stars 2,480 reviews)
Marketers Take Away *Get a good, well-researched opinion straight from the source!*	**Great for small to medium-size teams looking to optimize their workload and deliver better results with limited human capital as well as seemlessly manage their marketing, sales and customer service within the same platform.**	**Perfect for medium to large-size companies looking to optimize workflows, report on email attribution, build deeper integrations, and want to manage and integrate their marketing, sales and customer service efforts in one platform.**	**Perfect for email heavy eCommerce companies looking for email attribution reporting and micro-segmentation based on store activities.**	**As a stand alone MAS, Pardot has no real leg up on the competition.** **It's really only best to use if you are already a user of its proprietor's software, Salesforce CRM, but even then that integration is via API so I would seriously consider other platforms that also integrate with Salesforce CRM.**	**Seems like a solid platform. Uses familiar parts of Salesforce for a targeted automation system for managing email and sms campaigns**	**Built for automation with account based marketing. Having a unique architecture can help with segmentation and campaign management.**

CAMPAIGN CREATORS

Our team will help you find the best marketing automation platform for your business.

campaigncreators.com | 858.774.7234 | bob@campaigncreators.com

LET'S TALK