

WHICH MARKETING AUTOMATION SYSTEM IS RIGHT FOR YOU?

CAMPAIGN CREATORS	HUBSPOT STARTER	HUBSPOT PRO	HUBSPOT ENTERPRISE	PARDOT	KLAVIYO
WHO IS IT BEST FOR? <i>You don't want to invest in a system that doesn't match your needs.</i>	<ul style="list-style-type: none">StartupsSmall B2B companies	<ul style="list-style-type: none">Small to mid-size B2B companiesSmall to mid-size B2C companies with complicated products or longer sales cycles	<ul style="list-style-type: none">Mid-size to large B2B companiesSmall to mid-size B2C companies with complicated products or longer sales cycles	Small to large B2B companies using Salesforce CRM	Ecommerce companies
PRIMARY FUNCTION <i>Do the system's primary functions align with your company's primary focus?</i>	<ul style="list-style-type: none">Lead Management (CRM)Lead Generation	<ul style="list-style-type: none">Lead Management (CRM)Lead GenerationLead NurturingSalesCustomer Service	<ul style="list-style-type: none">Lead Management (CRM)Lead GenerationLead NurturingSalesCustomer Service	<ul style="list-style-type: none">Lead GenerationLead Nurturing	Email Nurturing
USER INTERFACE <i>How easy or difficult will it be for you to get started using the system.</i>	Intuitive with clear navigation and contextual help information about use of the tool integrated within the interface.			Less than intuitive UX. Difficult to navigate until you have become fully acquainted with the program. Very little guidance within the interface.	Initially intimidating. Some contextual information provided, but you need to venture outside the company's website to find more in-depth information about many features.
LEARNING CURVE <i>How easy or difficult will it be for you to get started using the system.</i>	The limited number of features lends itself to relatively quick mastery of the system.	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.		Steep, most need a consultant to get started. Integration with its proprietor, Salesforce, is clunky and makes learning the system even more difficult. With prior experience with a MAS the learning curve isn't as steep.	After a somewhat steep initial learning curve (due to the lack of contextual help cues), the limited number of features are easy to master with repetition.
FLEXIBILITY <i>Can the system be personalized to meet your specific business' needs.</i>	Limited due to the scope of features included.	High	High	Moderate but requires additional skillsets such as HTML + CSS.	Limited due to the focused nature of the platform.
FEATURES <i>You want to make sure the scope of a system's capabilities covers everything your team needs to be successful.</i>	<div>Lead Generation:<ul style="list-style-type: none">FormsFacebook Lead AdsLead Capture Pop-UpsLive ChatReporting Dashboards</div> <div>Lead Nurturing:<ul style="list-style-type: none">Email MarketingEmail PersonalizationLead Qualification BotsSegmentationMobile Email OptimizationProspect Tracking</div> <div>Sales:<ul style="list-style-type: none">Deal PipelineEmail SchedulingEmail Templates & SequencesEmail Tracking & NotificationsMeeting Booking BotsMeeting SchedulingTasksTeam Email</div> <div>Customer Service:<ul style="list-style-type: none">Conversation RoutingEmail & Chat to TicketTicketingTicket Creation Bots</div> <div>Lead Management:<ul style="list-style-type: none">Contact ManagementCompany RecordsContact & Company InsightsGmail & Outlook Integration</div>	HubSpot Starter Features + <div>Lead Generation:<ul style="list-style-type: none">A/B Testing (Email, CTA, Landing Page)Blog & Content CreationCalls-to-ActionLanding PagesSEO & Keyword ResearchPersonalized Content & CTAsSocial Media Management</div> <div>Lead Nurturing:<ul style="list-style-type: none">Advanced SegmentationAdvanced Analytics (Web, Email, Blog, Campaign, Landing Pages)Attribution ReportingBlog & Content CreationEmail AutomationGoal-Based NurturingManual Lead ScoringMarketing AutomationDynamic ContentVideo Hosting & Management</div> <div>Sales:<ul style="list-style-type: none">1:1 Video CreationMultiple Deal PipelinesMultiple CurrenciesSales AutomationSmart Send TimesTeams</div> <div>Customer Service:<ul style="list-style-type: none">1:1 Video CreationCustomer Service AutomationCustomer Feedback SurveysCustomer Resource BaseMultiple Ticket PipelinesSupport Bots</div>	HubSpot Pro Features + <div>Lead Generation:<ul style="list-style-type: none">CMS MembershipFacebook Messenger ToolsA/B Testing (Website Pages)</div> <div>Lead Nurturing:<ul style="list-style-type: none">Contacts ReportingCompany ReportingEmail Frequency SafeguardsEvent-based SegmentationCustom Revenue ReportingPredictive Lead ScoringSingle Sign-onMulti-touch Attribution</div> <div>Sales:<ul style="list-style-type: none">Call & Transcription ReportingCustomer Analytic ViewseSignatureQuote ApprovalsRecurring Revenue TrackingSingle Sign-on</div> <div>Customer Service:<ul style="list-style-type: none">Service Related Goal Tracking</div>	<i>*Pardot Plus Package</i> <div>Lead Generation:<ul style="list-style-type: none">Custom FieldsFormsLanding PagesSEO Keyword MonitoringMultivariate Landing Page TestingSocial Media Management</div> <div>Lead Nurturing:<ul style="list-style-type: none">Advanced Email AnalyticsAdvanced SegmentationEmail AutomationManual Lead ScoringProspect TrackingEmail MarketingEmail A/B TestingGoal-based NurturingMarketing AutomationMulti-touch Attribution</div> <div>Sales:<ul style="list-style-type: none">Social Profiling & Lookups</div> <div>Lead Management:<ul style="list-style-type: none">Lead Deduplication</div>	Lead Generation: <ul style="list-style-type: none">Facebook Lead AdsSignup Forms and Popups <div>Email Nurturing:<ul style="list-style-type: none">Email A/B TestingAdvanced SegmentationAbandoned Cart SeriesWelcome Email SeriesOrder Follow-upsEmail TemplatesEmail NewslettersTriggered EmailsProduct RecommendationsDrag-and-drop Email DesignSmart SendingCustom FieldsCustomer ProfilesCustom IntegrationsOne-click IntegrationsAutomated List ImportsPre-built AutorespondersROI ReportingReal-time Tracking</div>
NATIVE INTEGRATION <i>You want to make sure your new system can easily communicate with technologies you are already using.</i>	<ul style="list-style-type: none">DrupalEventbriteG SuiteGoogle CalendarGoToWebinarMailChimpOutlookShopifySlackSurveyMonkeyWeeblyWordPressZapier	HubSpot Starter integrations + <ul style="list-style-type: none">AdRollAutomate.ioGoogle CalendarHotjarPandaDocPerfectAudiencePureChatReadyTalkSalesforceSEMRushTeamworkUberflipUnbounceVidyardWistiaZendesk +78 more		<ul style="list-style-type: none">AddThisbit.lyData.comEventBriteFullContactGoogle AdWordsGoogle AnalyticsGotoWebinarOlark Chat IntegrationReadyTalkSalesforceTwilioWebEx	<ul style="list-style-type: none">ConvertfulConvertProDeskGetSiteControlHelpScoutKickofflabsOlarkOptinmonsterSalesforceSumoTypeformUnbounceViralSweepWisePopsWufooZendeskZoho +33 more
OPEN API <i>Open Application Program Interface allows programs to interact with software without the need for a developer's code.</i>	Yes	Yes	Yes	Yes, but there are many complaints about difficulties integrating softwares with the system.	Yes
CUSTOMER SUPPORT <i>You want to receive the best help possible if you're unfamiliar with the system.</i>	<ul style="list-style-type: none">Community forum	<ul style="list-style-type: none">Community forumHelp documentation & trainingPhone & email supportPremium support packages (Additional cost)	<ul style="list-style-type: none">Community forumHelp documentation & trainingPhone & email supportPremium support packages (Additional cost)	<ul style="list-style-type: none">Ongoing technical support via emailVirtual office hours and strategy sessions with Pardot's Success Specialist team	<ul style="list-style-type: none">Help documentationEmail supportLive chat during business hoursDedicated agent (Large accounts only)
LEARNING RESOURCES <i>What resources are available to help get you started or progress in your utilization of the platform.</i>	Extensive and free, including local user groups, HubSpot Academy certifications, 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.			Moderate, including a Knowledge Base, webinars, eLearning module, training videos, downloadable Guides, Pardot Certification (Registration fee of 200 USD, retake fee of 100 USD)	Limited, including a help documentation center, daily webinars, and Q&A sessions during business hours.
USER-BASE <i>The size of a system's user-base can indicate its success and the success of its users.</i>	41,500 customers			> 150,000 customers (<i>as an integration of Salesforce's Sales Cloud</i>)	> 5,500 customers
BASE PRICE <i>(Determine, based on the size of your business and affordability, which MAS package is best for you.)</i>	\$113/month (1,000 contacts)	\$1,200/month (1,000 contacts)	\$3,600/month (10,000 contacts)	\$1,250/month (10,000 contacts)	\$25/month
PRICING STRUCTURE <i>These 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.</i>	Base price (1,000 contacts) <ul style="list-style-type: none">1,001-10,000: \$15/1k contacts10,001-20,000: \$7.50/1k contacts20,001-50,000: \$6/1k contacts50,001-100,000: \$4.50/1k contacts100,001+: \$3/1k contacts	Base price (1,000 contacts) <ul style="list-style-type: none">+ \$37.50/month per 1,000 additional contacts	Base price (1,000 contacts) <ul style="list-style-type: none">+ \$7.50/month per 1,000 additional contacts	Each plan has up to 10,000 contacts <ul style="list-style-type: none">Pardot Growth - \$1,250/monthPardot Plus - \$2,500/monthPardot Advanced - \$4,000/monthConnect with Salesforce Engage - \$50/month/per user	Free (250 contacts, 500 email sends, Klaviyo branding + double opt-in required) <ul style="list-style-type: none">251-500: \$25/month (Unlimited email sends, Email + Chat Support)501-1,000: \$50/month1,001-1,500: \$75/month Pricing based on # of contacts, up to 150,000 contacts.
SET UP/ ONBOARDING FEE <i>Depending on the platform, the size of it and its features, onboarding can be helpful or even required.</i>	Remote Onboarding - \$300	Remote Onboarding - \$300	Advanced Onboarding <ul style="list-style-type: none">Remote - \$8,000On-Site - \$15,000	Three options available <ul style="list-style-type: none">Bronze program (included)Silver program - \$2,500Gold program - \$5,000	Free
CONTRACTS & BILLING <i>How long of a commitment are you willing to make to a MAS?</i>	Monthly subscription, charged when payment information is entered, and billing cycle closes on the same day of month as first payment.	Annual contract required, billed annually	Annual contract required, billed annually	Annual contract required, billed annually	No contract needed, billed monthly
G2 CROWD RATING <i>G2 is a trustworthy source, which encourages peer reviews/ratings of business products.</i>	4.3/5 stars (3,085 reviews)			4/5 stars (1,345 reviews)	4.4/5 stars (96 reviews)
MARKETERS TAKE AWAY <i>Our well-researched, honest opinion.</i>	The best option for a small company looking to get started with lead generation and simple email marketing at a low cost. Unlike other low-cost options on the market, this platform can grow with you.	Great for small to medium-size teams looking to optimize their workload and deliver better results with limited human capital as well as seamlessly 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.	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 many complain about issues with that integration, so I would seriously consider other platforms that also integrate with Salesforce CRM.	Perfect for email heavy eCommerce companies looking for email attribution reporting and micro-segmentation based on store activities.

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PARDOT

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KLAVIYO

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None of these options seem to be the right fit?
Our Marketing Technologists will help you find the best marketing automation platform for your business. **Speak to a Technologist**