

Marketing Automation Analysis

Which marketing automation solution is right for your business?

Synopsis:

Over the last year Marketing CoPilot has been doing research on marketing automation in order to better serve our clients and help our community. We have used, integrated and demo'd many automation solutions and want to share with you what we have found.

We have compiled an extensive marketing automation comparison chart for you to use in your solution analysis.



Top solutions in comparison

HUBSPOT is an inbound marketing software platform that helps companies attract visitors, convert leads, and close customers.

MARKETO provides easy and powerful marketing automation software with everything a marketer needs: email, social, analytics, lead management, and more.

PARDOT is a business-to-business marketing automation software provider.

ELOQUA is used by modern marketers to build customer obsessed cultures, create and manage ideal customers, and power revenue performance.

ACT-ON is a platform that provides you with key functionality for inbound, outbound, and advanced marketing automation capabilities.

LEADSIUS is dedicated to help Marketers turn their Marketing into a revenue driver, we designed a tool to optimize Marketing effectiveness. We made it easy to get started with and let Marketers decide when to add more functionality to fit their needs.

INFUSIONSOFT is a complete sales and marketing automation software for small businesses combining CRM, email marketing, lead capture and e-commerce.

OPEN SOURCE is a fully customizable system tool to affordably create a sales and marketing automation tool for their business. Target audience can be any sized company in any industry. Pricing ~\$1500/year.

FEATURES	HUBSPOT	MARKETO	PARDOT	ELOQUA	ACT-ON	LEADSIUS	INFUSIONSOFT
A/B Testing	•	•	•		•		
Automated drip marketing	•	•	•	•	•	•	•
Automated e-commerce tools							•
Email marketing	•	•	•	•	•	•	•
CRM integration	•	•	•	•	•		•
Email deliverability tools		•	•				
Event management	•	•		•	•		
Landing page and web form creator	•	•	•	•	•	•	•
Lead analysis and reporting	•	•	•	•	•	•	•
Lead management	•	•	•	•	•	•	•
Lead nurturing	•	•	•	•	•	•	•
Lead scoring	•	•	•	•	•	•	•
List management	•	•	•	•	•	•	•
MS Outlook integration			•	•	•		
Real-time sales alerts			•	•	•	•	•
Revenue cycle analytics		•		•			
Sales automation							•
SEO tools	•	•			•		
Smart lead capture forms	•	•	•	•	•	•	
Social media integration			•	•	•		
Web activity monitoring	•	•	•	•	•		•

TARGET AUDIENCE	HUBSPOT	MARKETO	PARDOT	ELOQUA	ACT-ON	LEADSIUS	INFUSIONSOFT
B2B companies	•	•	•	•	•	•	
B2C companies				•	•	•	•
Small businesses	•				•	•	•
Mid-market business	•	•	•	•	•	•	
Enterprise	•	•		•			
Focus on multi-step sales processes	•	•	•				•
Low cost alternative					•	•	•
Companies with no IT department					•		
Need to automate all business activities	•	•					•
Industry focus		Technology		Technology, media and professional services firms			E-commerce and online selling
Other notes	Works with eCommerce companies, non-profits and franchises	Offers tailored solution for just sales or marketing	Not used by B2C		Capabilities focused on small marketing team		

PRICING	HUBSPOT	MARKETO	PARDOT	ELOQUA	ACT-ON	LEADSIUS	INFUSIONSOFT
Price Range	\$200/month - \$2,400/month	\$895/month - \$3,195/month	\$1,000/month - \$3,000/month	\$2,000/month - \$3,000+/month	\$600/month - \$6,120/month	Free - \$1,195/month	\$199/month - \$379/month
Price dependent on	Number of contacts	Number of contacts	Number of contacts	Number of contacts	Number of contacts	Number of contact	Combo of number of contacts and number of emails
Setup and training fees	\$500 - \$2,000	Included	Included	~\$2,500	\$399 - \$2,499	Not included	\$2000
Other notes	Three packages increasing in features	Four packages increasing in features	Three packages increasing in features	Four packages increasing in features	All packages have same features only allow for more contacts	Ability to set up and use for free with under 2,500 contacts	Four packages increasing in features

CUSTOMER SUPPORT	HUBSPOT	MARKETO	PARDOT	ELOQUA	ACT-ON	LEADSIUS	INFUSIONSOFT
Customer Support Rating	9.6/10	8.1/10	9.2/10	8.0/10	9.5/10	N/A	8.2/10
24/7 Customer Support	•	•	•	•	•		
Email Support	•	•	•	•	•		•
Phone Support	•		•	•	•		•
Live Chat	•		•		•		•
Community Forum	•	•			•	•	•
Free Resources (guides, how-to's)	•	•	•	•	•	•	•
Other notes	All tickets addressed within 24 hours	Access to many more support features for a price	Each client is assigned an account manager	Ability to hire an Eloqua expert on-demand basis	Professional services team available if necessary	Email support and prioritized support available with paid packages	Goal to answer every call and chat within two minutes

DIFFERENTIATORS	HUBSPOT	MARKETO	PARDOT	ELOQUA	ACT-ON	LEADSIUS	INFUSIONSOFT
	Cross-channel communications with triggered responses Multichannel marketing Easy implementation and integration Mobile responsive	Out-of-the box integration with CRM systems Enhanced scalability “Sandbox” application for testing, development and training purposes A process-driven automated campaign builder	Desktop application that provides real-time alerts to sales and marketing representatives Free iPhone app for customers No contract, pay-as-you-go monthly pricing API for custom CRM system integrations	“One click” CRM integration Multi-channel marketing management Marketing event and budget management “Sandbox” application for testing, development and training purposes	Funnel reports Responsive design content management editor Customizable user interface and dashboard Integration with Google Analytics	Free package for companies with up to 2,500 contacts No charges for set up, integration or training	Multimedia marketing – create automated voice broadcasts, direct mail letters and social media posts Sales process management and automation Sell online with automated e-commerce tools