

MARKETING AUTOMATION Software Comparison Infographic

The success of your digital marketing program depends on your ability to deliver precision-targeted content to your prospects, automate your most intricate and complex marketing processes, and analyze advanced performance data in real time.

In order to accomplish all that, you're going to need to invest in marketing automation software. But with so many options available, how do you choose the platform that's right for your organization? The following comparison chart should help you get a better idea of the benefits and functionality that each of the top four marketing automation software programs offer.



ABOUT	HubSpot	Pardot, by Salesforce.com	Eloqua	Marketo
ABOUT	HubSpot's vision is to provide a powerful, ready-to-use marketing application and great advice to businesses of all sizes, enabling them to leverage the disruptive effects of the internet and "get found" by more prospects shopping in their niche, convert a higher percentage of prospects into customers and analyze the results to figure out what works for their target audience.	Pardot, by Salesforce.com, offers a software-as-a-service marketing automation application that allows marketing and sales departments to create, deploy and manage online marketing campaigns to increase revenue and maximize efficiency.	Eloqua is an SaaS-based company that is part of the Oracle Marketing Cloud. Eloqua is designed to help companies transform the way they market, sell, support and serve their customers.	Marketo is a fully customizable platform built by marketers for marketers. It combines everything you need to manage demand generation campaigns and generate quality sales leads – including email marketing, lead nurturing and lead scoring – with analytics to measure marketing ROI and forecast marketing's impact on revenue.
BUSINESS SIZE	<ul style="list-style-type: none"> • Small Business • Mid-Sized Companies • Enterprise 	<ul style="list-style-type: none"> • Mid-Sized Companies • Enterprise 	<ul style="list-style-type: none"> • Enterprise 	<ul style="list-style-type: none"> • Small Business • Mid-Sized Companies • Enterprise
PRICE PER MONTH	Starting at \$200	Starting at \$1,000	Starting at \$2,000	Starting at \$1,195
PROS	<ul style="list-style-type: none"> • Google Analytics and AdWords integrate nicely along with other analytics software. • ROI analyzing aligns marketing and sales, allowing for smarter marketing investments. • Lots of top-of-the-funnel tools and strategies with strong middle-of-the-funnel tactics. • Offers a WYSIWYG blog and email design interface and 16 pre-built template designs with multiple variations within the templates. • Workflow management with time interval functions and auto responders for email marketing. • SEO, CMS and social media tools that are easy to use. • Offers an excellent 17-point enterprise-level package, providing an advanced system for marketing teams in large organizational settings. • Includes built-in free CRM software, simplifying contact management for both marketing and sales. 	<ul style="list-style-type: none"> • Offers good integration of Google Analytics and AdWords. • Has ability to integrate with major CRMs including, Salesforce.com. • Lead searches and traffic conditions can be synced into the lead page and actual ROI can be effectively computed with up-to-date click-through rates and keyword costs. • Offers a variety of middle-of-the funnel capabilities, such as lead management, with some top-of-the-funnel functions. • Offers a WYSIWYG email design interface and 36 pre-built template designs. 	<ul style="list-style-type: none"> • Robust email platform with a variety of standard templates and customization. • Landing page creation uses drag-and-drop design, pre-designed templates, form customization and, for even more impact, the Eloqua Hypersite feature, which provides a personalized greeting for the visitor. • Offers native integration syncs with Salesforce.com, Microsoft Dynamics CRM and Oracle/Siebel CRM On Demand. • Social media capabilities allow migration of social content onto landing pages as well as data apps that grab and manipulate social data and social measurement tools. • Integrated and customizable reporting and analytical tools for prospect quality measurement. 	<ul style="list-style-type: none"> • Creating quality designed emails does not require HTML skills and is based on timing, actions or set steps. • Landing pages can be created from a variety of templates with a progressive profiling feature for data collection and easy A/B testing features. • CRM offers native integration with Salesforce.com and Microsoft Dynamics, which allows for coordinated data entry from both marketing and sales input. • Can score leads with countless criteria standards. • Social media capabilities provide sharing, engagement and promotion. • Offers performance reports for email, landing pages, web activity, campaigns and revenue modeling.
CONS	<ul style="list-style-type: none"> • Offers fewer customization options for the advanced developer. • Pricing structure is based on certain account parameters that should be discussed with a HubSpot Partner Agency. 	<ul style="list-style-type: none"> • Does not support events management automation. • Facilities management, attendee limits, RSVP, wait lists and scheduling all require the help of a third party. • Only offers basic lead nurturing and limited lead sourcing, making duplicate lead tracking difficult. • Limited to no SEO functionality. 	<ul style="list-style-type: none"> • Too expensive for smaller businesses. • Requires a lot of technical resources to make it work well. • Powerful but extremely complex and frustrating, with a steep learning curve. • Some applications still rely on an older, outdated methodology. 	<ul style="list-style-type: none"> • Expensive, with very little flexibility. • Complicated integrations that will require technical assistance for full functionality. • Customer service rating is relatively poor with slow reactions and directions to "help articles" that are not very useful. Third-party expertise is often required.

FEATURES BREAKDOWN

★★★★ EXCELLENT ★★★ GOOD ★★ AVERAGE ★ POOR

CRM Integration
Landing Pages
Lead Nurturing
Email
Social Media
SEO
Analytics
Customization
Usability

★★★★	★★	★★★★	★★★★
★★★★	★★	★★★★	★★★★
★★★★	★	★★★★	★★
★★★★	★★	★★★★	★★
★★★★	★	★★★★	★★
★★★★	★	★★★★	★★
★★★★	★★★	★★★★	★★★
★★	★	★★★★	★★★
★★★★	★★★	★	★

HubSpot is a comprehensive, easy-to-use, **all-in-one inbound marketing automation software package** offering low-maintenance accessibility and seamless integration capabilities.

Pardot may be the software of choice for **organizations with big budgets** that want to customize their inbound marketing solutions and have what it takes to pull together complex integration packages that require more training, expertise and maintenance.

Eloqua's longer development path produces an **inherent level of difficulty that requires considerable technical knowledge** to implement successfully day in and day out. **Although a powerful tool**, frustration levels for the smaller user are high.

Marketo targets **larger users with larger budgets using integrations that are complicated**, sometimes causing duplicative efforts in providing its marketing solutions options.

HubSpot, Pardot, Eloqua and Marketo are all considered leaders in marketing automation software development. It is important that you determine your own capabilities and requirements first, then decide if you need a system that is easier to use or perhaps one that is more complex but offers a broader range of inbound marketing solutions.



READY TO GET STARTED SELECTING THE BEST MARKETING AUTOMATION SOLUTION FOR YOUR BUSINESS?

Schedule a 30-minute marketing automation consultation with a technology specialist at Square 2 Marketing.

Our team of marketing and sales technology experts will help you evaluate your needs and select the marketing automation system best suited for your marketing and sales goals.

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SOURCES:

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