



The Buyer's Guide to Marketing Automation Software

Direct from the Perspectives of End-Users

#forusersbyusers

Curated from End-User Reviews on:

trustradius

First Published April 16, 2014

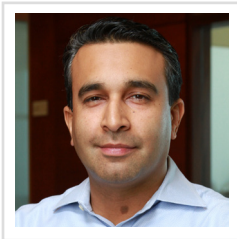
© 2014 TrustRadius. All rights reserved. Reproduction or sharing of this publication in any form without prior written permission is strictly prohibited.

Table of Contents

Introduction.....	3
The State of Marketing Automation.....	5
Achieving Success with Marketing Automation.....	7
The Best Marketing Automation Products by Market Segment.....	11
The Best Marketing Automation Products for Small Businesses (<50 employees).....	13
The Best Marketing Automation Products for Mid-Size Companies (51-500 employees).....	15
The Best Marketing Automation Products for Enterprises (>500 employees).....	17
Product Ratings & User Feedback.....	19
Act-On.....	19
Adobe.....	22
CallidusCloud Marketing Automation (formerly LeadFormix).....	24
eTrigue DemandCenter	26
HubSpot.....	28
IBM.....	30
Infusionsoft	31
Marketo	33
Oracle Eloqua	35
Pardot	37
Silverpop Engage	39
Teradata Marketing Studio (formerly Aprimo Marketing Studio)	41
Trends in Marketing Automation.....	43
Further Resources for Your Evaluation	46

Introduction

Why You Should Read This Guide - Vinay Bhagat, Founder & CEO, TrustRadius



TrustRadius is excited to publish our first Buyer's Guide for the Marketing Automation software category. It follows our [Buyer's Guide to Social Media Management Software](#) published in October, 2013. This guide is based upon 400 in-depth reviews by authenticated end-users of Marketing Automation software, and over 10,000 comparisons performed by Marketing Automation software buyers on our site, www.trustradius.com. TrustRadius is the leading community for professionals who use business software to exchange candid insights to help each other make smarter product selection, implementation and usage decisions. Our mission is to help

software buyers cut through the noise, identify the best products for their use case and maximize their return on investment. I founded TrustRadius after witnessing first-hand the challenges in making sound business software purchasing and implementation decisions at my last company.

Marketing Automation is an exciting, fast-growing category; Google searches for "Marketing Automation" have increased about 50% over the last year. Most vendors are growing at a rapid pace, and the market has also seen several high-profile acquisitions. While there have been a number of published Marketing Automation whitepapers, we felt there was an opportunity to take create a more useful Buyer's Guide based upon the following principles:

Small businesses and billion dollar enterprises have completely different needs.

Technology analysts focus primarily on the needs of large enterprises, and their coverage aligns to products which serve those companies. However, Marketing Automation is beneficial for a diverse range of companies. In this guide we include a wide array of products ranging from those oriented towards SMBs and mid-market companies to those specifically designed for large enterprises. Unlike other software review sites, we do not try and compare products designed for different segments in a single grid. Instead we present these products by their focus on each market segment - small businesses, mid-size companies and enterprises – and how those customers rate them.

First-hand insights from users/buyers are incredibly valuable.

Many research reports are written by people who are not first hand-users of those products, but have gathered information from public sources, talking to vendors and perhaps surveying a few clients. We believe that the most practical insights come directly from users. This guide is based upon almost 400 in-depth reviews of Marketing Automation software products on TrustRadius, while also leveraging comparison & evaluation data from more than 10,000 software buyers on our site during Q1 2014.

Ratings are a guide for sentiment but should not drive your decision.

Marketing Automation software is a considered purchase, and it is critical to understand which product(s) are the best fit for your needs. User ratings indicate sentiment, but should not be the sole determinant for product selection. In addition to analyzing products by market segment, we provide a distillation of the pros and cons of each product as cited in reviews on TrustRadius. This provides a launch pad for you to do more in-depth research by reading full reviews, running comparisons, connecting with other users and engaging with key vendors.

Technology success encompasses much more than just technology selection.

Selecting the right product is important but does not guarantee your success. In fact, there are many examples of companies who make sound product selection decisions but fail to realize results because of poor planning or execution. In this guide we include key recommendations to maximize your chances of success based upon interviews with leading marketing consultants.

Markets and vendors are dynamic - understand the trends and strategies in context.

The Marketing Automation software segment has seen a lot of change in the last 5-10 years. Products have rapidly matured and expanded in capability. There have been multiple acquisitions. Partner eco-systems have also emerged. We believe that it is important for buyers to understand this context when making a decision, and we include a section on key market trends, as well as interviews with key management of covered products.

Last, but by no means least, I would like to thank our Research Director, Alan Cooke, for methodically reviewing every review and compiling the data that went into this report.

I would love to hear your feedback on this guide. Did you find it helpful? How can we improve it? Please email me at vinay@trustradius.com or find me on Twitter [@vinaybhagat](https://twitter.com/vinaybhagat).

About this Guide – Alan Cooke, Research Director, TrustRadius



This guide is based upon a distillation of 400 in-depth reviews of Marketing Automation software products contributed by end-users to TrustRadius. Those insights are augmented by interviews with highly regarded marketing consultants and senior executives from several major vendors.

All TrustRadius reviewers are authenticated via their LinkedIn profile. We check every review to make sure the submission is genuine and meets our stringent criteria for publication: the reviewer must have actually used the product (not just seen a demo);

the reviewer does not, and has not, ever worked for the vendor or its competitors; the product has been used in the last 6 months; the review is substantive and not simply an advertorial or an unhelpful, personal venting or vendetta.

This guide is divided into five major sections:

1. The State of Marketing Automation
2. Achieving Success with Marketing Automation
3. The Best Marketing Automation Products by Market Segment
4. Product Ratings & User Feedback
5. Trends in Marketing Automation

The State of Marketing Automation

What is Marketing Automation?

Marketing Automation software helps to automate and scale repetitive marketing tasks and the subsequent analysis of those efforts. Originally focused on email-based campaign management, Marketing Automation now refers to a broad range of automation and analytic tools for marketing.

While increasingly multi-channel, Marketing Automation products are largely centered on digital campaign execution, automation and measurement. The core concept is that leads in the marketing database can be nurtured through the buying process by providing them with relevant, personalized content until they are ready to purchase. Historically the primary channel was email, but today websites, mobile interfaces and social media are all integral to successful marketing efforts. Campaign workflow can be designed within the tool and then executed automatically; once a campaign has run its course, a range of analytic tools can measure its performance to understand what worked well and what did not.

Most Marketing Automation software products contain an email engine and abilities to create customized landing pages, score leads and analyze results, which provide a holistic view of the entire marketing funnel from visitor to customer. Beyond these core functions vendors tend to differentiate themselves on breadth or depth of offering, largely based upon current or historical market segment focus.

For example, at the high very end of the market some enterprise tools like Teradata's Integrated Marketing Management (formerly Aprimo Marketing Studio) and IBM Unica provide comprehensive Marketing Resource Management (MRM) functionality. This functionality focuses on internal marketing processes like budget and forecasting, project workflow management, asset management, brand management and spend management. Such capabilities have historically not been a focus for small business and mid-market enterprises, though some believe that MRM capabilities will become important for mid-market companies. Marketo recently added budget management and will be releasing a calendar feature.



"For marketing automation to move beyond demand generation to become the platform for marketing, MRM [Marketing Resource Management] is an area that they will have to include as part of their suites moving forward."

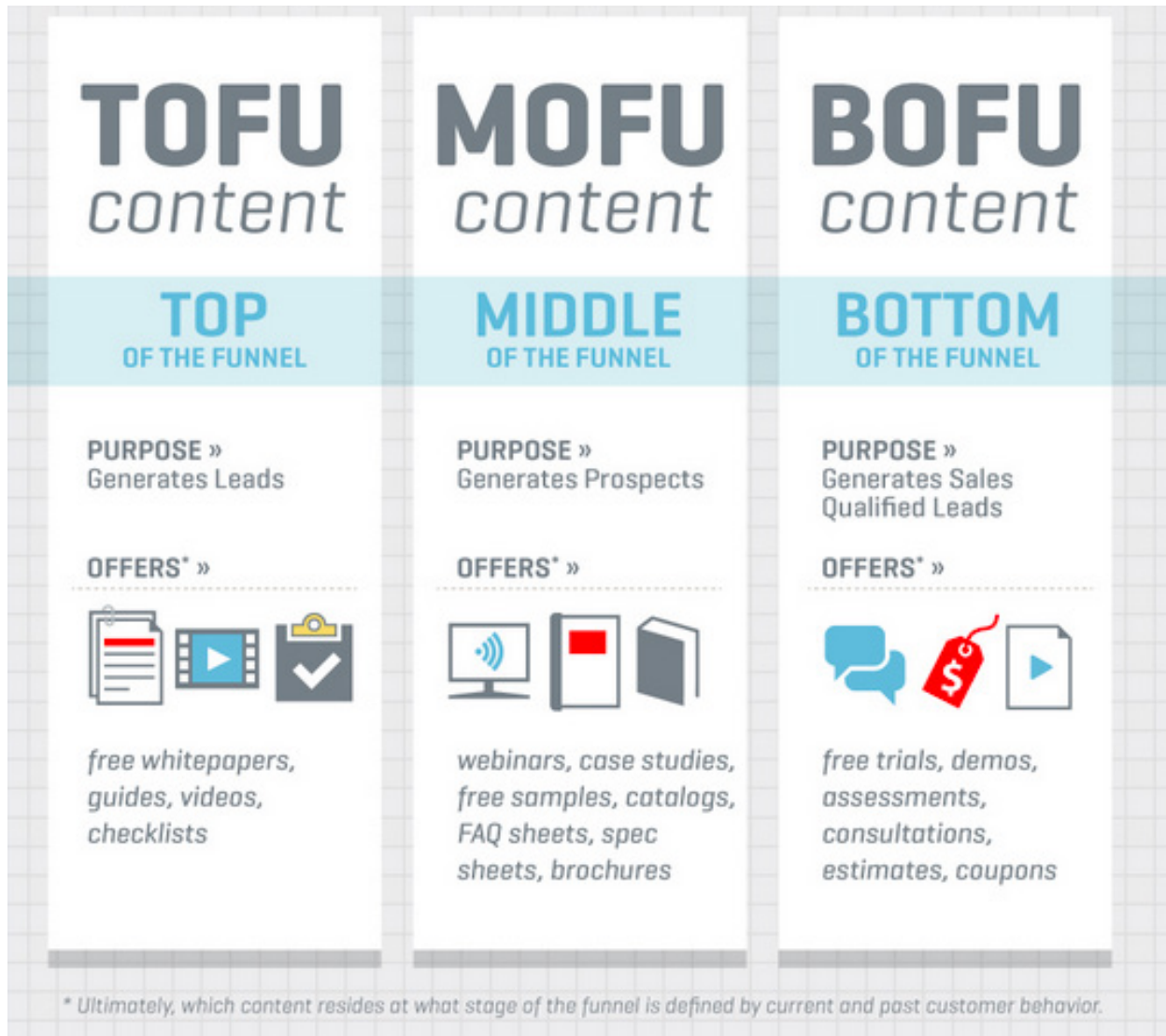
Craig Rosenberg - Co-founder, TOPO

At the small business end of the market, the emphasis is on providing a complete toolset of marketing capabilities, of which campaign management is just one element. These products are commonly referred to as "All-in-One Marketing Platforms," and typically include basic email, social media, search engine optimization (SEO) and blogging tools. Some products also include eCommerce and basic CRM capabilities.

Inbound versus Outbound Marketing

An inbound marketing orientation focuses on the “top of the funnel,” i.e., generating new leads. Per the illustration below, primary inbound marketing tactics include publishing educational content (blogs, white papers, videos or any other content that draws people in), search engine optimization and social media.

Outbound (or mid-funnel) marketing focuses on nurturing and engaging existing leads with relevant content via email and social media, building calls to action (e.g., attending a webinar) and sending leads to personalized landing pages. As these leads become increasingly engaged, they become Marketing Qualified Leads (MQLs) and ultimately Sales Qualified Leads (SQLs) that are ripe for closing. Some marketing automation tools aim to cover the full funnel, while other tools emphasize individual stages.



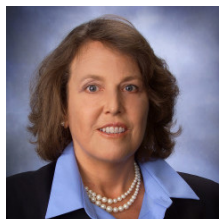
Source: Steven Shattuck, *The Top 1 Ways to Fail at Content Marketing* March, 2013

Achieving Success with Marketing Automation

Achieving success with Marketing Automation requires much more than selecting the right software product. We spoke with several leading marketing consultants to better understand the key success factors for any Marketing Automation project, and a few key themes emerged:

1. Define Your Marketing Strategy First

Companies are frequently too focused on picking technology. Before selecting a Marketing Automation platform, it's important to have a clear strategy in place as to how you will use it. Companies that fail to do this frequently get low mileage out of their Marketing Automation systems.



"All too often, people are doing it backwards. They're buying the technology then asking what's next. Technology is not a silver bullet without a strategy and plan."

Ardath Albee – CEO, Marketing Interactions

"By far the #1 issue we see with companies who invest in marketing automation is the lack of an overall plan or strategy. Too often companies make the assumption that simply the act of deploying a marketing automation platform will result in marketing efficiencies. Without at least the semblance of a plan or strategy for how the company plans to use the system, marketing automation is doomed to be little more than email software."

Howard J. Sewell – President, Spear Marketing Group



"The most successful companies with marketing automation have put in place a demand generation strategy. They have people that will actually own the success of not just the marketing automation, but the demand generation program – someone is on the line to deliver the metrics (MQLs, leads), and there's someone who will own the tool. In many small companies it's the same person. In larger companies, it's not."

Craig Rosenberg - Co-founder, TOPO

"It's critical to have a clear definition of your target customers, and understand what's interesting to them and how you can best reach them. Email is incredibly important in B2B – however, social is becoming much more important. Determine the cycle that your buyers go through to evaluate, consider and make a purchase decision. Then determine what the best content assets/stories are to share with them. It's also important to define the hand-off to sales. There's also a huge opportunity to continue to engage customers post-sale. It's not supposed to be easy, but you can break it into a crawl, walk and run approach."

Brian Hansford – Director of Client Services, Heinz Marketing



2. Align People to Processes

Marketing Automation is not just about the automation of existing marketing processes - it represents a new way to engage with prospective customers and align marketing activities much more closely to revenue generation. Engaging in Marketing Automation frequently does necessitate adding more resources, though there is generally a clearly achievable return on investment.

"There's a lot of strategic dialogue that needs to happen – ensuring sales and marketing are aligned on the definition of a MQL (Marketing Qualified Lead) and ensuring that the content team produces content aligned to a buyer's journey. If their marketing organization is not aligned and ready for the change to be a more modern marketing organization, then buying a tool is a real waste of money."

Lauren Goldstein – VP Strategy & Partnerships, Babcock & Jenkins



"I advise clients not to underestimate the amount of resources required to make the most of a marketing automation system. Again, this has less to do with managing the software per se, and much more to do with developing the campaigns, programs, strategies and content that are the fuel for a successful deployment. At a bare minimum, expect to dedicate one-half of a full-time employee (or the equivalent services from an outside firm) in order to get the most from your investment."

Howard J. Sewell – President, Spear Marketing Group

3. Integrate Systems

Marketing Automation systems cannot operate in a silo. At minimum they need to tie in to your CRM (Customer Relationship Management) system. All too frequently there is no clear plan for how the integration should proceed, what data should be exchanged, etc.

"One of the big misses is internal alignment for data integration and reporting. Your marketing automation solution is only as good as the data you put into it. Often when we're brought in, there's not been any conversation about integration or what will be the master database – the marketing automation system, another marketing database, or Salesforce.com."

Lauren Goldstein – VP Strategy & Partnerships, Babcock & Jenkins



4. Develop a Content Strategy

An effective demand generation strategy enabled through Marketing Automation usually requires a good volume of content. However, the content needs to be systematically designed based upon an assessment of the target buyer and aligned to the buyer's journey (how they buy). Content needs to be educational and not overly self-serving or promotional. Content production is a non-trivial problem but there are efficiency opportunities through atomization - breaking up existing content and repackaging it.



"The ability to produce content is tough – most companies don't have writers, or if they do, they have technical writers which is not the same skill set."

Ardath Albee – CEO, Marketing Interactions

"Content is often a roadblock to being successful. People buy marketing automation systems and they don't have anything to deliver. An enlightened company getting ready to embark on this journey will be preparing content well in advance. Many companies realize too late and they use marketing automation in a crude way, offering the same thing in the same way, or think about product-centric offers. You're in a battle for the mind of the customer."

Craig Rosenberg – Co-founder, TOPO



"The type of content that works best in the context of a lead nurturing or e-marketing program is usually informational 'thought leadership'-type content that speaks to best practices, strategies or techniques for solving the type of business problem that the marketer's product or service addresses. It's this type of content that will drive a higher level of engagement, build credibility and ultimately drive a dialogue with sales. Conversely (and counter-intuitively), content that overtly 'sells' a product or service, particularly early in the sales cycle, has a greater chance of alienating the reader. Not every piece of content has to be a new 12-page white paper, however. We advise clients to look at recycling or repurposing existing content. Perhaps an old white paper can see new life as a checklist, a Webinar/Slidecast, a series of short videos or an infographic."

Howard J. Sewell – President, Spear Marketing Group

"You need to define buyer personas in a deep way – not just who they are, but what the journey looks like for them. That helps you define what the questions need to be at each of those stages, and hence, what types of content should be developed. Volume of content is important, however quality and relevancy is most important. There are solutions for volume, e.g., content management tools like Kapost or content developed by agencies, including the 'atomization of content.' We look at how to do things in an efficient way, i.e., breaking one great asset into smaller snackable chunks."

Lauren Goldstein – VP Strategy & Partnerships, Babcock & Jenkins



"Mapping content to the stages of the buyer's journey is difficult – many companies get stuck in the white paper rut. There's not a lot of credibility with some B2B marketing orgs. They're looked at as an activity center versus one that supports the generation of revenue. This creates a challenge when motivating the rest of the organization to help with content strategy."

Brian Hansford – Director of Client Services, Heinz Marketing

5. Re-Think Your Metrics

Marketing organizations are often stuck in the past, concentrating on metrics like open and click rates for emails, but not tying their campaigns back to revenue. Beyond agreeing on the right metrics to track, it's also important to ensure there's consensus on their definition.



"Today, best-in-class organizations focus on MQLs and SALs, and look at velocity of movement and conversion rate in the funnel. It's all tied back to revenue."

Lauren Goldstein – VP Strategy & Partnerships, Babcock & Jenkins

"They have a hard time proving value, as they cannot tie to revenue. Many only can do last-touch attribution. They lose visibility once a lead moves into the sales realm. Marketing is often removed once it goes into sales, which is a mistake. There's no continuous thread."

Ardath Albee – CEO, Marketing Interactions



"The big thing is defining what a qualified lead is – MQLs and SQLs - if using the Sirius Decisions framework. These things are critical to success."

Craig Rosenberg – Co-founder, TOPO

"Because 67% of the purchase process happens before the buyer talks to a person, marketing needs to be able to measure and score leads, and understand attribution. Understanding what metrics to measure and data to track is important."

Brian Hansford – Director of Client Services, Heinz Marketing



The Best Marketing Automation Products by Market Segment

Included/Omitted Products

In this Buyer's Guide we include Marketing Automation tools that offer integrated capabilities for demand generation (including email campaign management, landing pages, lead scoring, etc.), and which have also been reviewed by end-users on TrustRadius.com. Some covered solutions (HubSpot and Act-On, for example) also include "inbound marketing" capabilities, such as support for SEO (search engine optimization), social media publishing, etc. One product, Infusionsoft, also includes basic CRM capabilities. Others (e.g., Aprimo, Unica) include capabilities for MRM (Marketing Resource Management).

We omit products that focus on one discrete aspect of marketing automation, e.g., just landing page management. We also omit products that have fewer than three reviews within a given market segment.

For a broader list of Marketing Automation products, [visit our Marketing Automation page](#) on TrustRadius.com.

Market Segmentation Approach

As Marketing Automation needs are quite diverse it does not make sense to compare all products in one chart. Historically, most Marketing Automation solutions have focused on different market segments most often defined by organizational scale and an associated complexity of requirements. Some vendors span segments or have distinct offerings for them, such as Marketo which targets its Spark offering to smaller businesses. Others (like Infusionsoft) are very focused on one market segment - small businesses.

TrustRadius segments the market by the size of the company that the product serves:

- » Small Businesses: 1-50 employees
- » Mid-Size Companies: 51-500 employees
- » Enterprises: >500 employees

Some smaller companies are exceptions to this segment generalization, and run complex demand generation programs that are usually associated with larger companies. Conversely, some larger organizations may have simpler needs that are easily addressed using products designed primarily for smaller companies. In some instances those solutions are utilized by a single department within a larger company.

Best Marketing Automation Products by Market Segment: Introducing the TrustMap™

“Best” is a highly subjective term. Selecting the right product requires prioritizing your requirements and determining which products address them. While ratings are a broad indicator of sentiment, it is critical to look beyond them to properly find the best match for your particular needs. When using product reviews as part of your evaluation focus on those users whose needs most closely mirror your own, learn about the context in which the product is being used and read multiple reviews to get a better idea of a product’s specific pros and cons. You can filter reviews on TrustRadius.com using variables such as company size, industry, role and more. You can also use our side-by-side comparison tool to easily view multiple user opinions on key questions.

The TrustMap™ quickly helps Marketing Automation software buyers at all levels - small businesses, mid-size companies and enterprises - identify the solutions most closely aligned to their needs and most highly rated by their direct peer group.

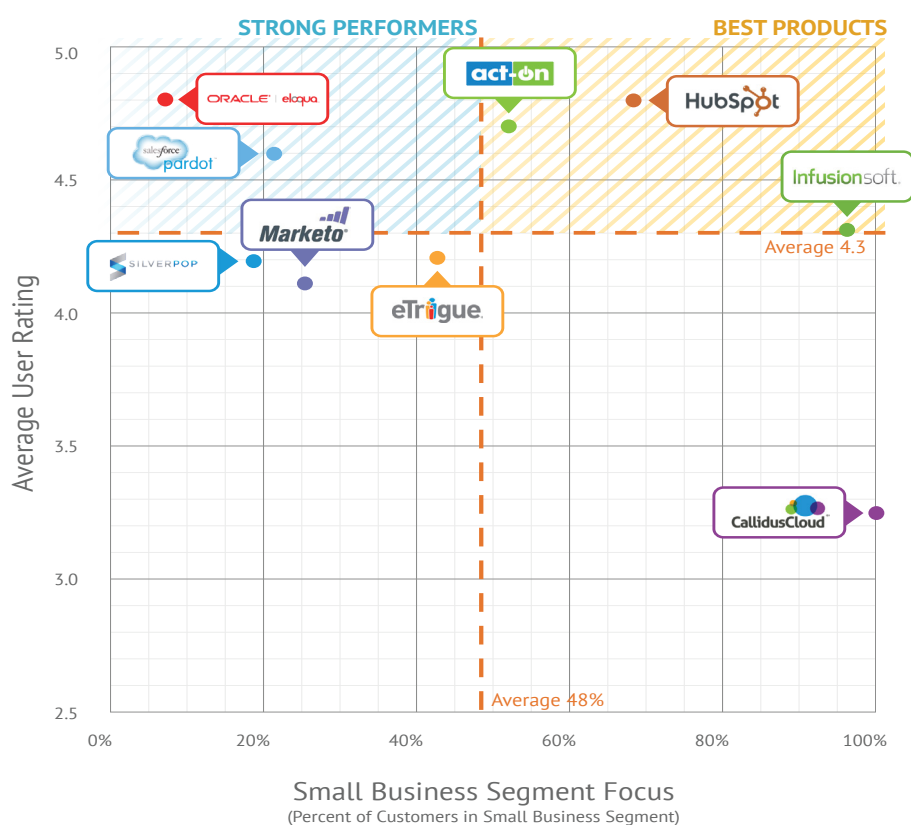
To help narrow your choices, we have created the TrustMap™ - a visual depiction of the best software products as rated by users within each market segment. The TrustMap™ quickly helps Marketing Automation software buyers at all levels - small businesses, mid-size companies and enterprises - identify the solutions most closely aligned to their needs and most highly rated by their direct peer group. Each TrustMap™ depicts Marketing Automation products on two dimensions:

1. User Ratings – based on the average “Likelihood to Recommend” score by customers within that company size segment. These ratings reflect user perception of the product as a whole and not to specific features. In this analysis we present user ratings on a 1-5 scale. All ratings and reviews come from authenticated end-users of the software.
2. Segment Focus – the percentage of customers within that segment band, derived from the mix of reviews on TrustRadius.com. While this is not a precise measure of a product’s user base, it can serve as a useful proxy for a product’s market focus. This approach penalizes companies with offerings that broadly span segments, so we also present estimated customer counts by segment, derived again based upon their review mix and publically available data or estimates of total customer counts. Products with fewer than three reviews in a given segment are excluded.

We also draw lines for the average User Rating and Segment Focus within that segment in order to create a quadrant. We designate products in the upper right hand side of the quadrant that are at or above average for both User Rating and Segment Focus as “Best Products” for that segment. Products that have a User Rating at or above the average for the segment but a below-average Segment Focus are labelled “Strong Performers”.

The Best Marketing Automation Products for Small Businesses (<50 employees)

Marketing Automation TrustMap™ for Small Businesses



trustradius™

Most Marketing Automation products are quite positively rated by small businesses (receiving at least a 4 out of 5 rating). The average User Rating for Marketing Automation solutions in the small business segment is 4.3 out of 5, which is higher than the average in the small-medium enterprise and large enterprise segments.

The average Segment Focus among vendors serving small business segment is 48%, and there are 4 vendors at or above this level - CallidusCloud Marketing Automation (formerly Leadformix), Infusionsoft, HubSpot and Act-On.

Factoring these two attributes **The Best Marketing Automation Products for Small Businesses** are:

PRODUCT	AVG. SMALL BUSINESS RATING	SMALL BUSINESS FOCUS*	SMALL BUSINESS CUSTOMER ESTIMATE
HubSpot	4.8	69%	7,311
Act-On	4.7	53%	1,166
Infusionsoft	4.3	96%	18,240

*Percent of clients that are small businesses as indicated by the mix of reviews on TrustRadius

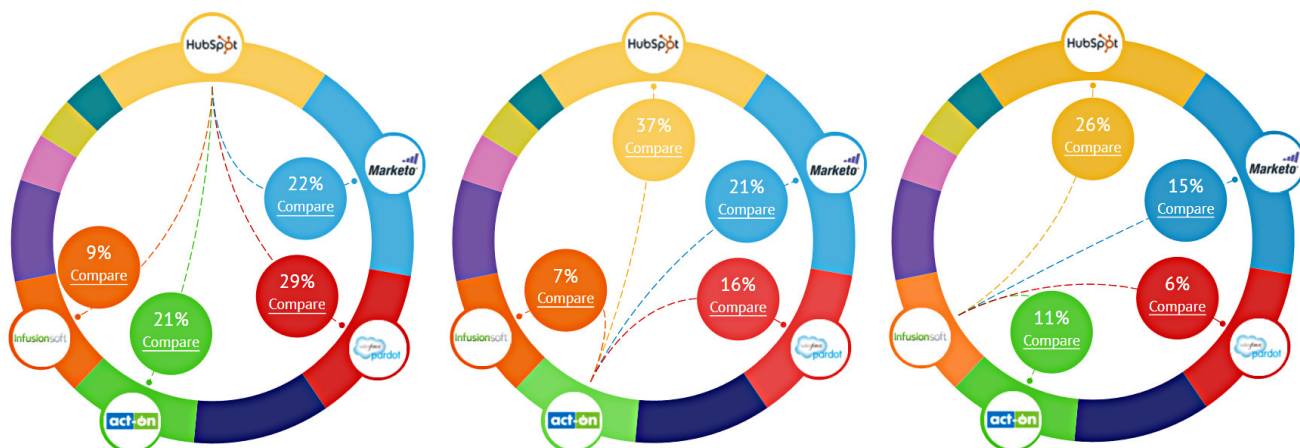
The choice of which solution is right for you is highly dependent on what is most important for you. For example, while Infusionsoft receives a lower average user rating than HubSpot and Act-On, it is unique because it incorporates light-weight CRM and e-commerce capabilities. For more information, visit the individual product sections of this guide and read reviews for each product on TrustRadius.

There are a number of positively rated Marketing Automation products that don't have quite the same focus on the Small Business segment. These are designated as (Strong Performers in Marketing Automation for Small Business on the TrustMap™:

PRODUCT	AVG. SMALL BUSINESS RATING	SMALL BUSINESS FOCUS*	SMALL BUSINESS CUSTOMER ESTIMATE
Pardot	4.6	21%	315
Oracle Eloqua	4.8	6%	92

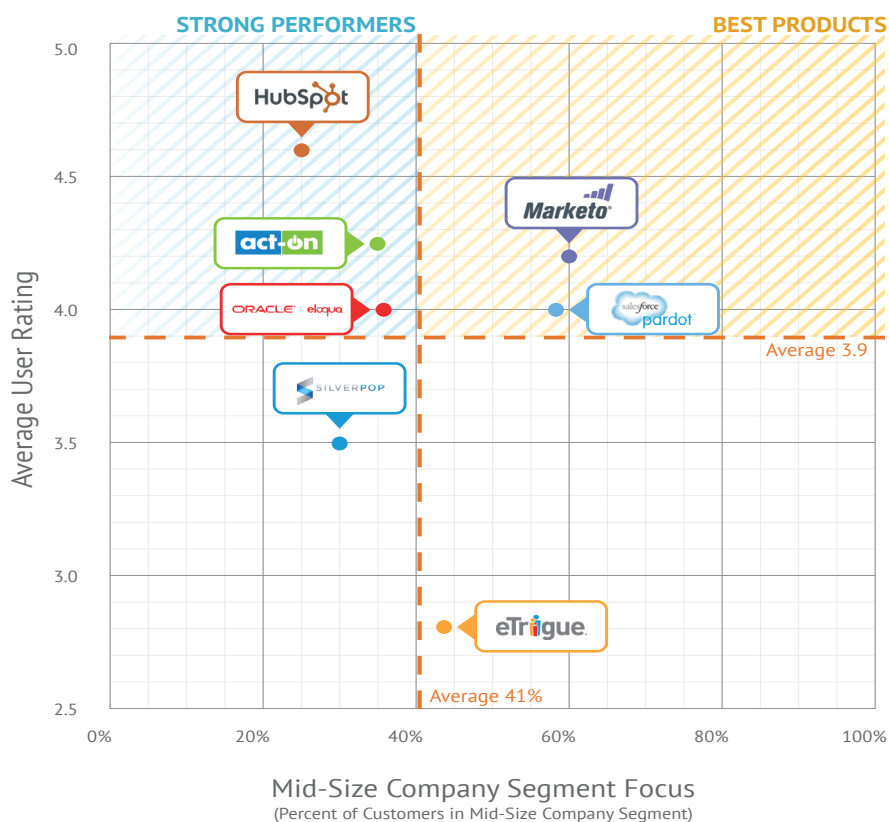
When you find a product that closely aligns with your needs, it's easy to evaluate and compare it to its top competitors in the market with the TrustRadius Comparison Ring. These suggestions are based on over 10,000 individual comparisons made by Marketing Automation software buyers on TrustRadius.com.

Comparison Rings of the Best Marketing Automation Products for Small Businesses



The Best Marketing Automation Products for Mid-Size Companies (51-500 employees)

Marketing Automation TrustMap™ for Mid-Size Companies



trustradius™

The average rating for Marketing Automation products in the Mid-Size Company segment is 3.9 out of 5 (versus 4.3 out of 5 for the Small Business segment). This pattern fits within a larger trend that we often see on TrustRadius.com - as you move up-market and solutions become more complex and user requirements more demanding, average ratings tend to decline.

The average segment focus among vendors serving the Mid-Size Company segment is 41%. Factoring both user ratings and market focus, the **Best Marketing Automation Products for Mid-Sized companies** are:

PRODUCT	AVG. MID-SIZE COMPANY RATING	MID-SIZE COMPANY FOCUS*	MID-SIZE CUSTOMER ESTIMATE
Marketo	4.2	60%	1,801
Pardot (Salesforce)	4.0	58%	864

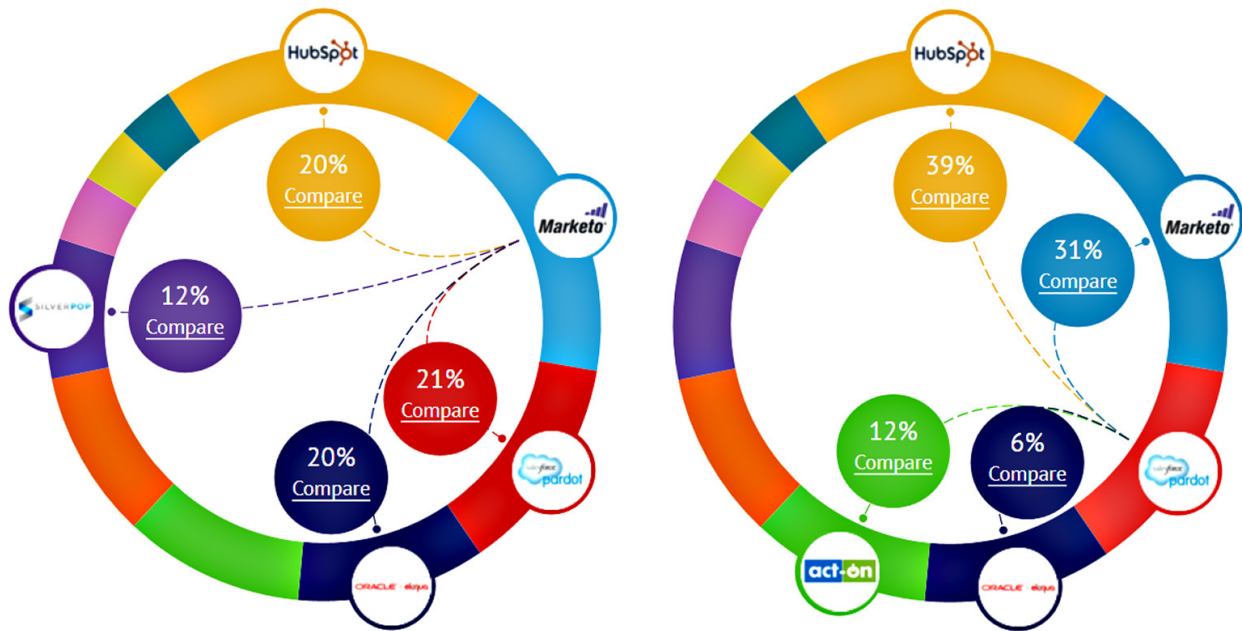
*Percent of clients that are Mid-Sized Companies as indicated by the mix of reviews on TrustRadius

Additionally, the following vendors are Strong Performers in Marketing Automation for Mid-Size companies: highly rated yet have a below average concentration of customers in the Mid-Size Company.

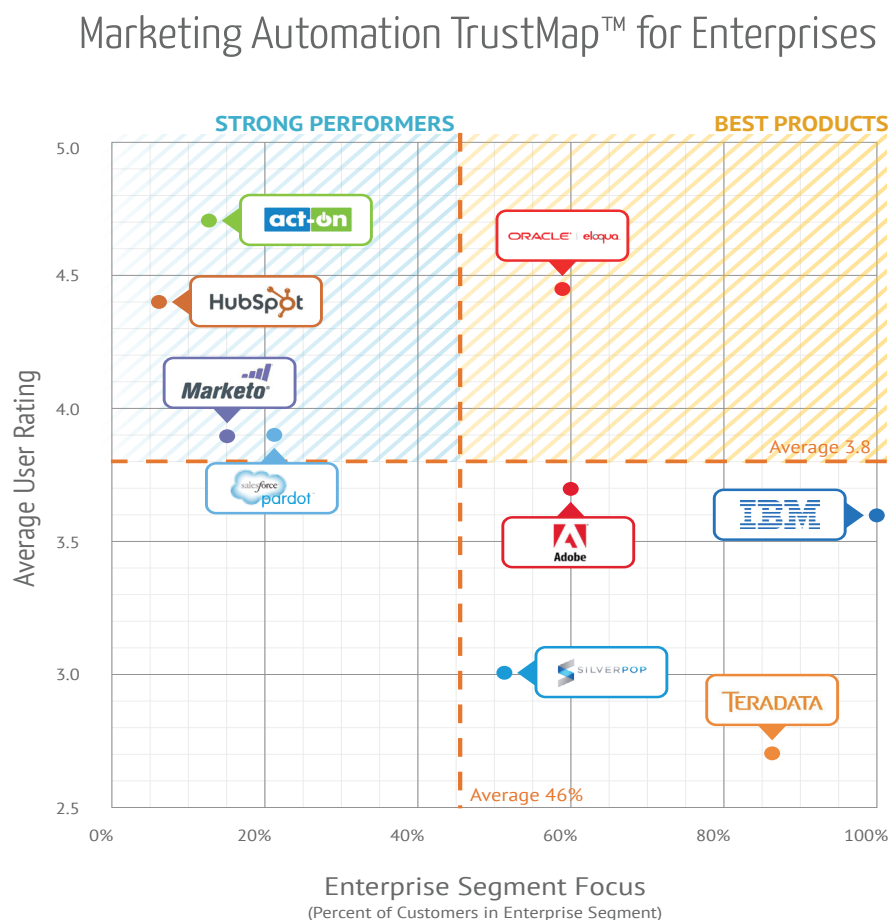
PRODUCT	AVG. MID-SIZE COMPANY RATING	MID-SIZE COMPANY FOCUS*	MID-SIZE CUSTOMER ESTIMATE
Act-On	4.3	35%	770
Eloqua	4.0	35%	525
HubSpot	4.6	25%	2,679

When you find a product that closely aligns with your needs, it's easy to evaluate and compare it to its top competitors in the market with the TrustRadius Comparison Ring. These suggestions are based on over 10,000 individual comparisons made by Marketing Automation software buyers on TrustRadius.com.

Comparison Rings of the Best Marketing Automation Products for Mid-Size Companies



The Best Marketing Automation Products for Enterprises (>500 employees)



The average rating for Enterprise Marketing Automation products is 3.8 out of 5 (compared to 3.9 for Mid-Size Companies and 4.3 for Small Businesses). The average enterprise customer focus is 46%. There are several solutions designed exclusively or largely for large enterprises, and among them all Oracle's Eloqua is the clear winner and the **Best Product for Enterprise Marketing Automation**:

PRODUCT	AVG. ENTERPRISE RATING	ENTERPRISE FOCUS*	ENTERPRISE CUSTOMER ESTIMATE
Oracle Eloqua	4.4	59%	870

*Percentage of Enterprise clients as indicated by the mix of reviews on TrustRadius

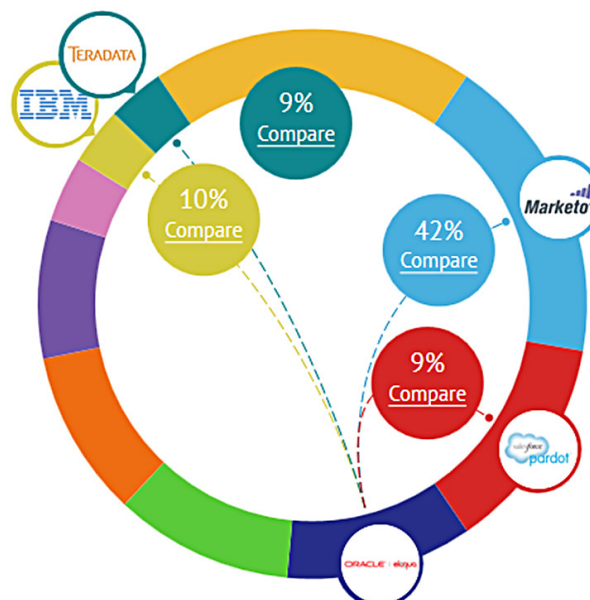
There are four Strong Performers in the Enterprise segment (highly rated by customers, but with smaller proportions of them in the Enterprise segment) that are worth evaluating depending on your requirements:

PRODUCT	ENTERPRISE RATING	ENTERPRISE FOCUS	ENTERPRISE CUSTOMER ESTIMATE
Pardot (Salesforce)	3.9	21%	318
Marketo	3.9	15%	450
Act-On	4.7	13%	282
HubSpot	4.4	6%	609

- » **Pardot** - Any company that is heavily reliant on Salesforce.com as a CRM would be wise to also evaluate Pardot, given their recent acquisition by Salesforce.com. Pardot scores quite favorably among Enterprise customers, although its campaign management feature set is not as robust as those of Eloqua or Marketo. Read more about the pros/cons of Pardot and a management interview about their plans for integration with Salesforce.com in the Pardot product section.
- » **Marketo** is rapidly building additional enterprise-oriented capabilities including Marketing Resource Management (MRM). We have also heard from several consultants serving large accounts who have seen success with Marketo. It is the most frequently compared product with Eloqua, with 59% of those evaluating Eloqua also evaluating Marketo (see Comparison Ring below).
- » **Act-On** is used by a number of large Enterprises most often as a departmental solution. It is generally not considered a suitable choice for centralized marketing operations at a large enterprise.
- » **HubSpot** also has a large number of Enterprise accounts and is very positively rated within this segment. In some cases HubSpot is used in conjunction with other marketing automation solutions like Marketo.

When you find a product that closely aligns with your needs, it's easy to evaluate and compare it to its top competitors in the market with the TrustRadius Comparison Ring. These suggestions are based on over 10,000 individual comparisons made by Marketing Automation software buyers on TrustRadius.com.

Comparison Ring for Eloqua – Best Product in Enterprise Marketing Automation



Product Ratings & User Feedback

Act-On Ratings & User Feedback



Act-On provides a cloud-based, integrated Marketing Automation platform that enables small to medium sized businesses and departments of large enterprises to effectively acquire customers, build loyalty and expand their relationships with these customers. Act-On's technology features an intuitive user interface and includes an email engine with integration to leading web conferencing and CRM solutions; tools for website visitor tracking, lead scoring, lead nurturing and social media prospecting; design tools for web forms, landing pages and emails; inbound tools for SEO; Google AdWords tracking; and blog integration. Act-On is a privately held company and has raised \$74 million in venture capital to date including \$42 million announced on April 15th, 2014. Act-On's Founder/CEO was the co-founder and CTO of the marketing solutions provider Responsys.

Company status	Private
2013 revenue estimate	\$31 million*
Growth 2012-13	215%**
Customers	2,200**
Employees	261***

*2012 revenue \$10m (<http://www.forbes.com/companies/act-on-software/>); interview with TrustRadius indicated growth of 215%.

** Interview with TrustRadius

*** LinkedIn employees listed

Aggregate User Ratings on TrustRadius

Act-On scores well above the Marketing Automation average. Its scores are strong across the board and indicate generally high product and vendor satisfaction.

	ACT-ON	MARKETING AUTOMATION AVERAGE
Likelihood to recommend	9.1	8.4
Likelihood to renew	9.0	8.3
Product usability	8.8	8.3
Performance and reliability	9.1	8.8
Support rating	9.2	8.3
Training satisfaction	9.0	8.6
Implementation satisfaction	9.2	8.5

Source: (40) in-depth [end-user reviews of Act-On](#) on TrustRadius

Summary of Review Feedback

Act-On scores well above the Marketing Automation average. Its scores are strong across the board and indicate generally high product and vendor satisfaction.

STRENGTHS	AREAS FOR IMPROVEMENT
Customer Support <ul style="list-style-type: none">» Support team is considered highly responsive and very effective at troubleshooting problems.	Template/Form Customization <ul style="list-style-type: none">» Difficult to make comprehensive changes to templates using the HTML editor.
Salesforce Integration <ul style="list-style-type: none">» Integration is generally considered to be seamless and allows sales teams to prioritize based on lead scores.	Reporting <ul style="list-style-type: none">» Could be stronger – in particular, no way to share reports with others.
Usability <ul style="list-style-type: none">» Product is intuitive, particularly for email automation and landing page templates.	Lead scoring <ul style="list-style-type: none">» Easy to use, but not very sophisticated.

Source: (40) in-depth [end-user reviews of Act-On](#) on TrustRadius

Excerpts from Interview with Atri Chatterjee, CMO



On market focus: *"In product and business terms, we are firmly focused on mid-market firms or departments of larger enterprises. These can range from \$10 to \$500 million in revenue. If you want a company focused on the mid-market and enterprise departmental solutions, that's us."*

On industry trends: *"We are seeing more emphasis on mobile and social. The issue is becoming how can I organize, track and use these different channels in a cohesive way. We are building out our social capabilities further as we see this as a key component of digital marketing. We already support mobile by focusing on allowing marketers to build campaigns, landing pages and email templates that work best on mobile devices."*

On Marketing Automation beyond lead management: *"We are seeing that marketing automation can be used beyond the lead to revenue optimization path, but can also be used for retention and expansion. This is an area that most marketers have not done much thinking about, but it is important to do a better job, for example, of profiling the customer base."*

Adobe Neolane Ratings & User Feedback

The Neolane platform comprises not just lead management and campaign management, but also social marketing and marketing resource management (MRM) capabilities. These MRM features, designed to manage resource allocation and budgets, are important for enterprise customers. Neolane was founded in France in 2001 and raised over \$35m before being acquired by Adobe for \$600m in June 2013. They have a large presence in Europe and over 400 clients worldwide. Although they have some marquee clients in the US, their presence is still limited.



Company status	Owned by Adobe (Public)
2013 revenue estimate	\$75m*
Growth 2011-2012	40%*
Customers	400**
Employees	300**

* Estimate based upon 2012 revenue and assumption of 30% growth. Generated \$58m in 2012 and grew 40% per <http://www.reuters.com/article/2013/02/05/ma-neolane-idUSnBw9Rgjsya+120+BSW20130205>

** <http://www.bizjournals.com/boston/blog/startups/2013/02/neolane-marketing-software-ipo-waters.html?page=all>

Aggregate User Ratings on TrustRadius

A small number of reviews does not allow for meaningful analysis of overall scores compared to the average, but usability is an issue, while support appears to be a strength.

	ADOBE NEOLANE	MARKETING AUTOMATION AVERAGE
Likelihood to recommend	7.2	8.4
Likelihood to renew	8.6	8.3
Product usability	6.0	8.3
Performance and reliability	7.0	8.8
Support rating	8.5	8.3
Training satisfaction	8.0	8.6
Implementation satisfaction	8.0	8.5

Source: (5) In-depth end-user reviews of Adobe Neolane on TrustRadius

Summary of Review Feedback

STRENGTHS	AREAS FOR IMPROVEMENT
Campaign Automation <ul style="list-style-type: none">» Campaign automation and segmentation are very strong.	UI Design <ul style="list-style-type: none">» The user interface is not intuitive and there is a steep learning curve.
Integration <ul style="list-style-type: none">» Integration with Adobe's SiteCatalyst is important. Also integrates with CRMs.	Error Message Handling <ul style="list-style-type: none">» Error messages are very vague and difficult to interpret.

Source: (5) In-depth [end-user reviews of Adobe Neolane](#) on TrustRadius

CallidusCloud Marketing Automation (formerly LeadFormix) Ratings & User Feedback



CallidusCloud Marketing Automation markets itself as Marketing Automation 2.0, by which they mean that in addition to the standard marketing automation toolbox, they also provide tools to help salespeople close leads. The platform can analyze the web content that site visitors consume, and can identify the company that web visitors are from based on IP address. Leadformix was acquired by CallidusCloud in 2012 for \$9m in cash.

Company status	Part of CallidusCloud (Public)
2012 revenue estimate	\$7 million**
Growth 2011-2012	N/A
Customers 2011	680***
Employees	600*

*CallidusCloud has over 600 employees including all product lines. LinkedIn lists 63 for Leadformix

** <http://customerexperiencematrix.blogspot.com/2012/01/calliduscloud-buys-marketing-automation.html>

*** CallidusCloud relayed to us that 40% of their customer base of 1,700 customers uses marketing automation

Aggregate User Ratings on TrustRadius

CallidusCloud scores below the category average with a particularly low “Likelihood to Recommend” score. It should be pointed out that most reviewers are primarily reviewing the email capabilities, and there is some dissatisfaction due to scheduling limitations which pushes scores down.

	CALLIDUSCLOUD	MARKETING AUTOMATION AVERAGE
Likelihood to recommend	6.5	8.4
Likelihood to renew	6.9	8.3
Product usability	N/A	8.3
Performance and reliability	N/A	8.8
Support rating	N/A	8.3
Training satisfaction	N/A	8.6
Implementation satisfaction	N/A	8.5

Source: (8) In-depth end-user reviews of CallidusCloud on TrustRadius

Summary of Review Feedback

STRENGTHS	AREAS FOR IMPROVEMENT
Email Marketing <ul style="list-style-type: none">» Straightforward email marketing platform that allows campaigns to be stored and shared.	Scheduling <ul style="list-style-type: none">» The system will only send to one list per hour which is not efficient (vendor disputes this).
Reporting <ul style="list-style-type: none">» Reports are easy to understand, especially the Daily Visitor report.	Templates <ul style="list-style-type: none">» Email design WYSIWYG editor needs additional work.

Source: (8) In-depth [end-user reviews of CallidusCloud](#) on TrustRadius

Excerpts from Interview with Giles House, CMO at CallidusCloud



On market focus: “Many marketing automation products are used primarily by the marketing team, and the sales team never gets to see them at all. Marketing automation is traditionally anti-Sales. But Sales needs marketing tools to do their job – it’s not just a matter of following up on leads thrown over the fence by marketing...This is our fundamental premise. The product must be easy enough to use for a sales team to be able to use it independently.”

On differentiation: “The core functionality of the product is exposed via the API so that agencies and partners can have access to the platform and build out custom applications on the platform as they see fit. This is a good opportunity for agencies, and we are growing fast through this channel.”

eTrigue DemandCenter Ratings & User Feedback



eTrigue grew out of a demand generation agency in Silicon Valley and was founded in 2005 as a lead-generation platform aimed at small and medium sized businesses. Today, the majority of their 400 customers are in the small business and SME segments. The eTrigue platform is built around core lead generation capabilities like email marketing and campaign management. Their strategy is to partner with 3rd parties for non-core functionality like social and event management. The entire platform is available to all customers, and pricing varies with database size.

Company status	Private
2012 revenue estimate	N/A
Growth 2012-2013	N/A
Customers	400*
Employees	53* (verifying)

*Source: Interview with eTrigue management – 15 LinkedIn employees listed

Aggregate User Ratings on TrustRadius

eTrigue currently scores below the average. Reviews are polarized with mostly excellent reviews and a couple of very negative ones bringing down the average.

	ETRIGUE	MARKETING AUTOMATION AVERAGE
Likelihood to recommend	7.4	8.4
Likelihood to renew	6.4	8.3
Product usability	N/A	8.3
Performance and reliability	N/A	8.8
Support rating	N/A	8.3
Training satisfaction	N/A	8.6
Implementation satisfaction	N/A	8.5

Source: (7) In-depth end-user reviews of eTrigue DemandCenter on TrustRadius

Summary of Review Feedback

STRENGTHS	AREAS FOR IMPROVEMENT
Customer support <ul style="list-style-type: none">» Customer support is very good. Highly responsive and helpful. The team is also very open to user feedback.	Reporting <ul style="list-style-type: none">» Several people found the report design functionality difficult to use. Introduction of pre-packaged “Marketing Effectiveness” reports has helped.
Email and landing page editors <ul style="list-style-type: none">» Easy to design pages with no knowledge of HTML required.	CRM integration <ul style="list-style-type: none">» Integration with Salesforce has been a significant issue for some.

Source: (7) In-depth [end-user reviews of eTrigue DemandCenter](#) on TrustRadius

Excerpts from Interview with Jim Meyer, VP and General Manager



On target market: “We do tend to focus on firms who have limited marketing resources, are very nimble and need to get a lot done. These are either small companies who want to look like large companies, or large companies with very few marketing resources. We have many customers who switch to us because of low utilization rates on other products.”

On differentiation: “We decided to build a campaign manager that’s so easy to use that anyone in the organization can use it. It doesn’t need an expert to run it. We provide 80% of the most used functionality. Many companies are coming to realize that this is really all they need. For anything outside our core competency, like social and surveys, we will partner and integrate.”

HubSpot Ratings & User Feedback



HubSpot is an “all-in-one” marketing platform that includes functionality like blogging, SEO, social media, website content management and email marketing. HubSpot was founded in 2006 with a focus on inbound marketing for small businesses but has expanded its offering and market focus over time. In 2011 HubSpot acquired Marketing Automation vendor Performable, and this is the basis of their lead management and email capabilities. HubSpot pricing starts at \$200/month.

Company status	Private
2013 revenue	\$77.6m*
Growth 2012-2013	50%*
Customers	10,595*
Employees	790**

* HubSpot revenue – <http://blog.hubspot.com/marketing/hubspot-2013-year-in-review-hspr>

** LinkedIn employees listed

Aggregate User Ratings on TrustRadius

HubSpot’s ratings are very strong in all areas. The focus on making customers successful is certainly a component in building these high levels of customer satisfaction.

	HUBSPOT	MARKETING AUTOMATION AVERAGE
Likelihood to recommend	9.4	8.4
Likelihood to renew	9.2	8.3
Product usability	9.3	8.3
Performance and reliability	9.4	8.8
Support rating	8.7	8.3
Training satisfaction	9.5	8.6
Implementation satisfaction	9.0	8.5

Source: (89) In-depth end-user reviews of HubSpot on TrustRadius

Summary of Review Feedback

STRENGTHS	AREAS FOR IMPROVEMENT
All-In-One Platform <ul style="list-style-type: none"> » Multiple capabilities built into a single platform obviates the need for additional tools. 	Integration With Other Products <ul style="list-style-type: none"> » Outside of the Salesforce integration, some users have struggled with integrations.
Customer Success Programs <ul style="list-style-type: none"> » HubSpot is very focused on the success of its users through coaching, training, weekly blog posts, user conference, customer support, etc. 	Landing Page Customization <ul style="list-style-type: none"> » Although customers generally like the speed of basic landing page creation, creating more customized pages can be difficult.
Analytics/Closed Loop Reporting <ul style="list-style-type: none"> » Analytics gets good grades along with the closed-loop marketing concept, allowing users to tie revenue to marketing efforts. 	Social Capabilities <ul style="list-style-type: none"> » Some quibbles about the built-in social media capabilities.
CMS/COS <ul style="list-style-type: none"> » In 2013 HubSpot replaced their CMS platform with the Content Optimization System, which allows users to customize the web experience for website visitors. Users had many issues with the CMS, but expect the COS to be a better solution. 	

Source: (89) In-depth [end-user reviews of HubSpot](#) on TrustRadius

Excerpts from Interview with Mike Volpe, CMO

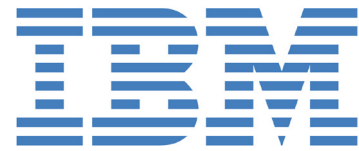


On market focus: “When we first got started years and years ago, there was a focus on B2B and the smaller end of mid-sized companies, but today our focus is really broad. We still have a lot more B2B than B2C – it’s about a 70/30 split. We are strongest in what I’d term the mid-market - defined broadly as 10 to 2,000 employees.”

On all-in-one systems: “When you think about integration for marketing, it’s much more than having all the tools in one place behind one log-in, or one phone number to call when you need help. The real core is that you can do things that are more powerful, e.g., allowing sales reps to listen to tweets from their leads. You can’t do that if you’re trying to use Act-On and HootSuite together. The way that we think about it is that we want to be the best place to run inbound marketing campaigns.”

On social capabilities: “Social is just another form of communication with your customers. Everyone wants that 360 degree view of the customer and social is a huge, huge channel... We have both listening and publishing. We do not have analytics, e.g., sentiment or brand mentions. We do have analytics to tie back into revenue, e.g., for each tweet how many people click, and performance of messages you publish.”

IBM Unica Ratings & User Feedback



Unica is a marketing management product suite designed for large enterprises. It includes an email marketing engine, campaign management, web optimization, lead management and marketing resource management (MRM) capabilities. The company was founded in 1992 and was acquired by IBM in 2010. It is now part of IBM's Enterprise Marketing Management division.

Company status	Owned by IBM (Public)
2012 revenue estimate	\$100m*
Growth 2012-2013	N/A
Customers	1000**
Employees	597**

** <http://www.marketwatch.com/story/ibm-to-buy-tech-ad-firm-unica-for-480-million-2010-08-13>

** http://en.wikipedia.org/wiki/Unica_Corporation indicated 1500 customers; assume 1000 for their campaign product line.

Aggregate User Ratings on TrustRadius

The small number of reviews for Unica does not allow for meaningful analysis of overall scores compared to the average, but some users are looking for alternatives.

	IBM UNICA	MARKETING AUTOMATION AVERAGE
Likelihood to recommend	7.1	8.4
Likelihood to renew	7.3	8.3
Product usability	N/A	8.3
Performance and reliability	N/A	8.8
Support rating	N/A	8.3
Training satisfaction	N/A	8.6
Implementation satisfaction	9	8.5

Source: (8) In-depth [end-user reviews of Unica](#) on TrustRadius

Summary of Review Feedback

STRENGTHS	AREAS FOR IMPROVEMENT
Predictive Analytics » The Predictive Insights module is powerful and effective.	UI Design/Complexity » The user interface is dated and the overall product design is very complex and requires extensive training.
Campaigns » Unica Campaign is effective for list pulls, segmentation and scheduling.	Web Analytics » The NetInsight module is dated and less effective than some competing tools.

Source: (8) In-depth [end-user reviews of Unica](#) on TrustRadius

Infusionsoft Ratings & User Feedback



Infusionsoft is a small business-focused, comprehensive sales and marketing solution which includes basic CRM, e-commerce and Marketing Automation capabilities. Marketing Automation functionality includes email marketing, campaign management, landing pages and analytics. Infusionsoft, which is based in Chandler, Arizona, was founded in 2001 and has raised \$71 million in capital, including a recent \$54 million financing by investment bank Goldman Sachs. Infusionsoft recently acquired GroSocial, a social media promotions tool, which is offered as a stand-alone or integrated component.

Company status	Private
2013 revenue estimate	\$61m*
Growth 2012-2013	58%*
Customers	19,000**
Employees	478***

* Reported \$39m for 2012 (<http://blog.infusionsoft.com/company-news/top-2013-predictions-for-infusionsoft/>) and grew customer base 58% 2012-2013. Grew revenue 53% 2011-2012.

** As of December 2013, as shared in TrustRadius interview: 19,000 customers, 350 employees and 12,000 customers in 2012.

*** LinkedIn employees listed

Aggregate User Ratings on TrustRadius

Infusionsoft's scores are strong in all areas and exceed the Marketing Automation average, particularly for likelihood to renew, system performance and reliability and customer support.

	INFUSIONSOFT	MARKETING AUTOMATION AVERAGE
Likelihood to recommend	8.7	8.4
Likelihood to renew	9.2	8.3
Product usability	8.3	8.3
Performance and reliability	9.4	8.8
Support rating	9.0	8.3
Training satisfaction	9.2	8.6
Implementation satisfaction	8.9	8.5

Source: (28) In-depth end-user reviews of Infusionsoft on TrustRadius

Summary of Review Feedback

STRENGTHS	AREAS FOR IMPROVEMENT
Email Marketing/Segmentation <ul style="list-style-type: none">» Email automation and list segmentation are easy to manage.	Learning Curve <ul style="list-style-type: none">» Because Infusionsoft is such a broad tool, some users struggle with learning how to use its full capabilities.
Campaign Builder <ul style="list-style-type: none">» Drag-and-drop tool allows users to build an end-to-end sales and marketing process.	Buggy or unstable software <ul style="list-style-type: none">» While system reliability is a strength, software quality control is identified as an issue by some.
Shopping Cart <ul style="list-style-type: none">» The shopping cart allows customers to sell products directly from their website and send personalized emails triggered by purchases.	Onboarding/Training <ul style="list-style-type: none">» Training is rated well overall, but some reviews cited onboarding challenges.

Source: (28) In-depth [end-user reviews of Infusionsoft](#) on TrustRadius

Excerpts from Interview with Rebecca Sprynczynatyk, Senior Director of Communications



On market focus: “We are the sales and marketing platform for small businesses. We serve exclusively companies less than 25 employees, and many of our customers are less than five employees. We seek to dominate the ‘all-in-one’ for small business category.”

On product usage: “Of our customer base, 50% have direct sales capabilities and 50% sell through their website. All customers use contact management and marketing automation (lead capture, scoring, email marketing, and triggers) and 50% use sales automation, with the other 50% using e-commerce.”

On development focus: “We are concentrating on training and a system usability score. A good usability score is 70 and our goal is to achieve 82.5 for every facet of the platform.”

Marketo Ratings & User Feedback



Marketo is a Marketing Automation platform with a range of editions offering different capabilities spanning small business to enterprise. Most customers are B2B firms with complex sales cycles, though B2C made up 12% of bookings in Q4-2013 and is a growth segment for the company. Marketo's small business options begin with Spark at \$1,195/ month and offers email marketing, drip nurturing, landing pages and lead scoring. Other options include the Standard and Select packages which offer additional features. The enterprise version offers increased scalability and security options, as well as the Revenue Cycle Analysis module that provides sales cycle modeling and revenue forecasting.

Marketo became a public company in 2013. It has completed two acquisitions – Crowd Factory, a social media incentive tool, and most recently Insightera, a reverse IP/ website content personalization platform. Marketo is currently not profitable as it is investing heavily in sales and marketing for growth.

Company status	Public
2013 revenue	\$95.9 million*
Growth 2012-2013	64%*
Customers	3,001*
Employees	663**

* <http://www.marketo.com/about/news/press-releases/marketo-announces-revenue-growth-of-64-to-95-9-million-for-2013.php>

** LinkedIn employees listed

Aggregate User Ratings on TrustRadius

Marketo generally scores well across the board, though slightly below the Marketing Automation average. When assessing these scores, it should be noted that many Marketo users are quite sophisticated and demanding of their solution. Marketo's scores are relatively similar to Eloqua, its most direct competitor, but both usability and implementation satisfaction are rated higher for Marketo. While Marketo's customer support rating is quite strong, it is lower than the rest of its ratings, which suggests room for improvement in that area.

	MARKETO	MARKETING AUTOMATION AVERAGE
Likelihood to recommend	8.3	8.4
Likelihood to renew	8.2	8.3
Product usability	8.2	8.3
Performance and reliability	8.4	8.8
Support rating	7.7	8.3
Training satisfaction	8.1	8.6
Implementation satisfaction	8.2	8.5

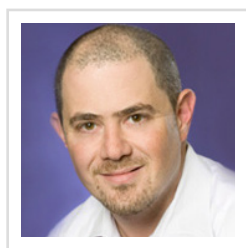
Source: (40) In-depth end-user reviews of Marketo on TrustRadius

Summary of Review Feedback

STRENGTHS	AREAS FOR IMPROVEMENT
Usability <ul style="list-style-type: none"> » General perception that landing page design, lead nurturing and scoring are easier to use than other products, particularly Eloqua. 	Reporting <ul style="list-style-type: none"> » Many feel that the out-of-the-box reporting capabilities and dashboards are too basic. » Some users resent having to upgrade to the Revenue Optimizer module.
Salesforce Integration <ul style="list-style-type: none"> » Since the program is built on the Force.com platform, integration is simple to set up and real-time. 	Sales Insight Reporting <ul style="list-style-type: none"> » A few reviewers mentioned this as a shortcoming. Can see clicks and opens, but no aggregate reporting.
Comprehensive Feature Set <ul style="list-style-type: none"> » In addition to a powerful email engine, strong capabilities around landing page creation, nurture/drip campaigns, lead scoring and social integration. 	System Responsiveness/Speed (historically) <ul style="list-style-type: none"> » Although database size is a factor, even standard implementations have some responsiveness issues. » Marketo has since re-architected the product to be a lot faster.

Source: (40) In-depth [end-user reviews of Marketo](#) on TrustRadius

Excerpts from Interview with Jon Miller, Co-founder and VP Marketing



On market focus: “We believe it’s a fallacy to focus on a specific segment...we fervently believe that we can effectively serve a broad spectrum of clients with the lowest end being a company with a single dedicated marketer on staff.”

On product breadth: “All the Marketing Automation vendors are building some form of partner ecosystem. Marketo LaunchPoint has more than 250 companies in it. The more open you can be to have other companies plugged in, the better you’ll serve the needs of your customers. Breadth of ecosystem is becoming another element of competition.”

On market education: “Marketing automation is a hard discipline. The biggest constraint on success and growth is people who can sit down and figure out how to be successful. Often when companies do not succeed, it’s not because they chose the wrong tool, it’s because they don’t know how to use it to drive better marketing.”

On thoughts for the future: “Buyers are increasingly omni-channel. Marketing automation needs to be more omni-channel, too. There needs to be more incorporation of listening, i.e., behavioral context data from more places and also more interaction via different channels.”

Oracle Eloqua Ratings & User Feedback

Eloqua is a Marketing Automation platform largely focused on the B2B market. Many customers are large enterprises, but they also have many smaller ones among their 1,500+ customers. They offer three separate packages (Basic/Standard/Enterprise) for different size customers. Pricing starts at \$2,000/month for 10 marketing users. The sales plug-in called Plug-in Cloud Service for Salesforce is an add-on at all pricing levels.



Eloqua was founded in 2000, became a public company in August 2012, and was acquired by Oracle in December 2012 for \$810 million.

Company status	Owned by Oracle (public)
2013 revenue estimate	\$123 million*
Growth 2011-12	34%
Customers (as of EO 2012)	1,500+**
Employees	312***

* 2012 revenue was \$94.8 million (<http://www.biia.com/eloqua-fourth-quarter-revenues-up-34-full-year-2012-revenues-up-27>) and grew 34% 2011-2012. Assume grew 30% 2012-2013.

** Customers reported as 1200, January 2013, assume 30% growth since then - <http://www.bloorresearch.com/analysis/oracle-acquires-eloqua-affect-marketing-automation/>

*** LinkedIn employees listed – was 400 at time of acquisition

Aggregate User Ratings on TrustRadius

Eloqua scores just above the Marketing Automation average for likelihood to recommend and for likelihood to renew. Its average scores for usability, support, training and implementation are below the benchmark. However, it should be noted that Eloqua is a complex application designed to serve large companies with sophisticated requirements, so it's not surprising to see lower scores in some areas.

	ELOQUA	MARKETING AUTOMATION AVERAGE
Likelihood to recommend	8.6	8.4
Likelihood to renew	8.4	8.3
Product usability	7.7	8.3
Performance and reliability	8.5	8.8
Support rating	7.3	8.3
Training satisfaction	7.4	8.6
Implementation satisfaction	7.4	8.5

Source: (49) In-depth [end-user reviews of Eloqua](#) on TrustRadius

Summary of Review Feedback

STRENGTHS	AREAS FOR IMPROVEMENT
User Community/Topliners <ul style="list-style-type: none"> » Many users cite the excellent Topliners user community and Eloqua University as a significant competitive advantage. 	Product Complexity/UI Design <ul style="list-style-type: none"> » The product is complex and has a complex user interface; some improvements in this area in E10.
Ease of Campaign Building <ul style="list-style-type: none"> » The Campaign Canvas for building campaigns introduced in E10 gets high marks. 	Reporting <ul style="list-style-type: none"> » Standard reporting could be better and report customization requires an Analyzer license.
Bridging Gap between Marketing & Sales <ul style="list-style-type: none"> » Tools allowing the sales team to engage with best prospects are broadly appreciated. 	Release Quality/Bugs <ul style="list-style-type: none"> » New releases not adequately tested and are buggy.
Salesforce Integration <ul style="list-style-type: none"> » Integration with Salesforce is often cited as a strength, but there are also some complaints regarding difficulty of set-up and slow data sync. 	

Source: (49) In-depth end-user reviews of Eloqua on TrustRadius

Excerpts from Interview with Kevin Akeroyd, General Manager/SVP Oracle Marketing Cloud



On market focus: “Marketing owns revenue and customer experience like never before. They have to manage from awareness to consideration to conversion. Where MA used to be just forms and email - prospects to initial conversion - now it’s the whole thing from awareness to advocacy and all the marketing channels that impact the process. MA is at the heart of it.”

On best-of-breed versus integrated platforms: “It’s not by accident that our content marketing system (Compendium), our social marketing assets, our marketing automation tool (Eloqua) and most recent acquisitions, Responsys and BlueKai, are deeply integrated and sold as the Oracle Marketing Cloud. UI, workflow, reporting and data integration - there’s real value to the customer to have that all tightly integrated.”

On the marketing brain: “We believe it’s the Universal Customer Profile. It has to have all the digital body language – all social activity, all mobile activity, my web surfing, ads I’ve responded to, what I might have responded to in email, etc. If you’re going to do this, plus span the entire lifecycle, the logical place is the marketing database.”

Pardot Ratings & User Feedback (from Salesforce.com)



Pardot's Marketing Automation system offers marketing campaign management tools designed for small and medium size businesses. The company was acquired by ExactTarget in October, 2012 for \$95.5m after which it continued to operate as a separate business unit/product line. ExactTarget was subsequently acquired by Salesforce.com in July, 2013. ExactTarget is being integrated as part of the Salesforce.com Marketing Cloud. Pardot is being incorporated into the Sales Cloud.

Company status	Entity within public company
2012 revenue estimate	\$11m*
Growth 2011-2012	44%
Customers	1,500**
Employees	191***

* <http://customerexperiencematrix.blogspot.com/2012/10/exacttarget-acquires-pardot-great-exit.html>

** Pardot indicates that this is the last publically available number. As part of a public company they no longer break out numbers separately, but the current employee number is somewhat higher.

*** LinkedIn employees listed

Aggregate User Ratings on TrustRadius

Pardot scores close to the category average in most areas, with the exception of performance/reliability and implementation satisfaction where they don't score as well. They beat the average slightly in two categories - usability and support, but lag slightly below the average for "likelihood to recommend" and "likelihood to renew".

	PARDOT	MARKETING AUTOMATION AVERAGE
Likelihood to recommend	8.2	8.4
Likelihood to renew	8.2	8.3
Product usability	8.4	8.3
Performance and reliability	8.2	8.8
Support rating	8.6	8.3
Training satisfaction	8.4	8.6
Implementation satisfaction	7.8	8.5

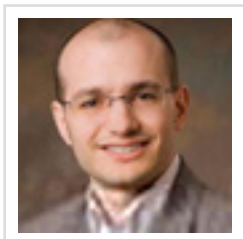
Source: (33) In-depth end-user reviews of Pardot on TrustRadius

Summary of Review Feedback

STRENGTHS	AREAS FOR IMPROVEMENT
<p>Ease of Use</p> <ul style="list-style-type: none"> » Pardot is frequently praised for usability. The product is easier to use than both Eloqua and Marketo. 	<p>Email/Landing Page Editor</p> <ul style="list-style-type: none"> » Editor is buggy and hard to use. However, Pardot has recently made significant improvements in this area.
<p>Customer Support</p> <ul style="list-style-type: none"> » Very strong endorsements of the quality of customer support. 	<p>Reporting</p> <ul style="list-style-type: none"> » GoodData OEM is valuable only to highly technical users.
<p>Strong integrations with 3rd party products</p> <ul style="list-style-type: none"> » In addition to CRMs, integrates with many other tools including social networks. 	<p>Needs folder organizational structure</p> <ul style="list-style-type: none"> » Lack of folders to store marketing assets has been an issue for some but is currently being addressed (we've heard that functionality has just been released to address this issue).
<p>Salesforce integration has both plusses and minuses</p> <ul style="list-style-type: none"> » Integration is obviously expected to improve now that Pardot is part of the Salesforce family, but it gets mixed reviews today. 	

Source: (33) in-depth [end-user reviews of Pardot](#) on TrustRadius

Excerpts from Interview with Adam Blitzler, Co-founder, VP & GM Pardot



On market focus: “We were doing well in the SMB space and wanted to enter the enterprise market. Acquisition by ExactTarget in 2012 gave us a large company infrastructure with sales engineers, and a large geographic footprint that could help us sell into large accounts.”

On acquisition by Salesforce: “The acquisition of ExactTarget by Salesforce in 2013 is a fantastic opportunity for Pardot. For B2B marketing automation vendors, the prospect and client base is primarily Salesforce customers. We estimate that the market is currently

only 5% penetrated with marketing automation solutions and we are ideally placed to capture those prospects. It is entirely logical for Pardot to be a part of the Sales Cloud and that lead scoring/lead nurturing capabilities will reside on that platform with no back and forth syncing required.”

On Salesforce.com integration: “Salesforce integration issues will obviously go away completely as we port the product to the Salesforce platform.”

Silverpop Engage (Now Owned by IBM)

Ratings & User Feedback



Silverpop was founded in 1999 as an email marketing platform and it remains better known as such today. Silverpop acquired its marketing automation capabilities through the acquisition of Vtrenz in 2007; these new capabilities were simply added to the existing Engage platform. In 2012 Silverpop acquired CoreMotives, a Marketing Automation solution that operates entirely within Microsoft Dynamics CRM. A high proportion of customers are B2C but Silverpop reports that they too are using sophisticated marketing automation features. IBM announced their acquisition of Silverpop on April 10th, 2014. The rumored purchase price is \$270 million, or about 3x revenue.

Company status	Acquired by IBM
2013 revenue estimate	\$80m*
Growth 2011-2012	40%**
Customers	2,000***
Employees	500***

* <http://www.bizjournals.com/atlanta/print-edition/2013/05/03/e-marketing-firm-silverpop-mulls-ipo.html?page=all>

** <http://marketingland.com/silverpop-snaps-25-million-in-new-funding-to-fuel-growth-41337>

***Reported by Silverpop

Aggregate User Ratings on TrustRadius

Silverpop's scores are somewhat below the average, with the lowest scores for "likelihood to recommend" and "likelihood to renew" indicating some dissatisfaction.

	SILVERPOP ENGAGE	MARKETING AUTOMATION AVERAGE
Likelihood to recommend	6.7	8.4
Likelihood to renew	6.6	8.3
Product usability	6.3	8.3
Performance and reliability	7.3	8.8
Support rating	7.4	8.3
Training satisfaction	9.0	8.6
Implementation satisfaction	7.8	8.5

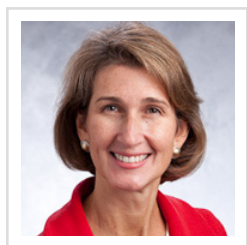
Source: (27) in-depth end-user reviews of Silverpop on TrustRadius

Summary of Review Feedback

STRENGTHS	AREAS FOR IMPROVEMENT
Email Marketing <ul style="list-style-type: none">» Strong email capabilities reflect the product's legacy as an email marketing platform.	User Interface <ul style="list-style-type: none">» User interface is dated and needs an upgrade.
Application Programming Interface (API) <ul style="list-style-type: none">» API is generally considered effective.	Account Management <ul style="list-style-type: none">» Although clients like having an account manager, client services is uneven.
Lead Scoring <ul style="list-style-type: none">» Lead scoring module is relatively sophisticated.	Miscellaneous <ul style="list-style-type: none">» Onboarding» Email sending delays» Reliability

Source: (27) in-depth [end-user reviews of Silverpop](#) on TrustRadius

Excerpts from Interview with Laurie Hood, VP Product Marketing



On differentiation: “Silverpop has a diverse client base with numerous industries and company sizes represented. The majority of our customers are B2C, but both our B2C and B2B customers take advantage of our marketing automation tools, such as personalization, landing pages, content marketing, web tracking programs and scoring. We were the first vendor in the space to meet the marketing automation needs of both B2B and B2C companies, and we have worked with our customers to help them take advantage of this shift in feature adoption. We expect others in the industry to follow our lead in this area.”

On competition: “We compete most often with Marketo, Eloqua and ExactTarget. In some cases customers want a tool that caters to ease of use and in other cases they are most interested in more sophisticated features. We are best suited for professional marketers and provide exceptional lead scoring, drag-and-drop campaign editing, personalization and behavior-based functionality.”

On user interface: “We have paid careful attention to feedback on our user interface and have tried to strike a balance between making it more intuitive and continuing to deliver sophisticated, behavior-based features. In 2013 we launched significant enhancements to our send experience and will be dedicating time to additional user experience enhancements in our major releases this year, as well.”

Teradata Marketing Studio (formerly Aprimo Marketing Studio)

Ratings & User Feedback



Aprimo was founded in 1998 and acquired by Teradata for \$525m in 2011. One year later Teradata also acquired email vendor eCircle. The Marketing Studio platform today contains functionality from all three vendors. Pre-acquisition, Aprimo had steadily moved its platform from an installed license model to a cloud subscription model, which now accounts for a majority of its revenue.

Teradata's Marketing Studio combines traditional Marketing Automation functionality with operations marketing capabilities like resource and budget management. The platform also includes a workflow engine. The majority of the Teradata customer base is Business to Consumer (B2C).

Company status	Owned by Teradata (public)
2013 revenue estimate	\$100m*
Growth 2012-2013	N/A
Customers	N/A
Employees	442**

* Generated \$80m in 2010 at time of acquisition (<http://www.channelinsider.com/storage/Teradata-Aprimo-Acquisition-Aids-Expansion-to-Cloud-Software-Services/>) and was expected to grow in the high teens. Assuming 10% growth per year to \$106m revenue in 2013.

** LinkedIn employees listed

Aggregate User Ratings on TrustRadius

While the number of reviews is limited, Teradata Marketing Studio scores poorly across the board with the exception of "performance and reliability" and "implementation satisfaction".

	TERADATA MARKETING STUDIO	MARKETING AUTOMATION AVERAGE
Likelihood to recommend	5.7	8.4
Likelihood to renew	6.1	8.3
Product usability	5.5	8.3
Performance and reliability	9.0	8.8
Support rating	8.0	8.3
Training satisfaction	7.0	8.6
Implementation satisfaction	10.0	8.5

Source: (7) in-depth end-user reviews of Teradata Marketing Studio on TrustRadius

Summary of Review Feedback

STRENGTHS	AREAS FOR IMPROVEMENT
Reporting <ul style="list-style-type: none">» Standard SQL interface for reporting and seamless integration with Cognos.	Integration With Other Products <ul style="list-style-type: none">» This can be a challenge as there is no native integration interface.
Segmentation and Workflow <ul style="list-style-type: none">» Segmentation tool is very complete and ad-mins can build sophisticated workflows.	Difficult to Use and Learn <ul style="list-style-type: none">» The user interface is dated and the product is difficult to learn (although there are a couple of dissenting views).» Support is also lacking.

Source: (7) in-depth [end-user reviews of Teradata Marketing Studio](#) on TrustRadius

Trends in Marketing Automation

Most people buying Marketing Automation software consider it a multi-year investment and strategy to fully realize success. There are a number of macro trends to consider which could influence your investment decision:

1. Market consolidation
2. Increasing product breadth through development, acquisition and integration
3. Emergence of enterprise marketing offerings
4. Creation of a Marketing Database of Record and CRM integration

Market Consolidation

The last few years have seen very high levels of acquisition activity in the Marketing Automation space. Most of the acquisitions have been large enterprise software companies acquiring pure-play Marketing Automation providers. However, some Marketing Automation providers like Marketo have also been acquisitive. The following is a list of acquisitions that have occurred in the last few years:

- » 2010: IBM acquired Unica for \$480 million
- » 2011: Teradata acquired Aprimo for \$525 million
- » 2011: Act-On acquired the assets of Marketbright
- » 2011: HubSpot acquired Performable
- » 2012: Marketo acquired CrowdFactory, a social campaign platform.
- » 2012: Microsoft acquired MarketingPilot
- » 2012: Oracle acquired Eloqua for \$810 million
- » 2013: ExactTarget acquired Pardot for \$95 million
- » 2013: Salesforce acquired ExactTarget for \$2.5 billion
- » 2013: Adobe acquired Neolane for \$600 million
- » 2013: Marketo acquired Insightera for \$20 million
- » 2013: Oracle acquired Responsys for \$1.5 billion
- » 2013: Infusionsoft acquired GroSocial
- » 2014: Callidus Cloud acquired LeadRocket (formerly Genius)
- » 2014: IBM acquired Silverpop for an estimated \$270 million

There have also been a number of new entrants in the last few years, though none have yet risen to become substantial companies. Among the many new entrants are Autopilot (2011), inBoundio (2013), INBOX25 (2009) for Sugar CRM, WhatsNexx (2008), Leadsberry (2010), Leadsius (2009), Target360 (for Microsoft Dynamics 2012), ClickDimensions (for Microsoft Dynamics 2010) or Prospecteer which blends content marketing with Marketing Automation capabilities.

Increasing Product Breadth



"I don't think any solution, certainly not today, does it all. We have many clients who use Marketo and HubSpot side-by-side, for example. Or take a newer solution like Captora, who very specifically position themselves as feeding the top of the lead funnel at the same time that they trumpet their integration with more traditional marketing automation systems. I'd be very skeptical of any solution that claims to be an 'all-in-one' marketing system. And with today's cloud-based software and open architectures, there's little reason not to pursue a best-of-breed strategy."

Howard J. Sewell – President, Spear Marketing Group

As previously mentioned, small business-oriented Marketing Automation tools typically include inbound capabilities for blogging, SEO and social media publishing. Marketing Automation tools designed for larger organizations are also expanding their range of capabilities through product development, integration or acquisition. Here are some examples:

- » **Web Conferencing:** The ability to manage leads coming in from webinars makes these integrations essential. Marketo, Pardot, Eloqua, HubSpot and others achieve these integrations by partnering with 3rd-party vendors like ReadyTalk to build connectors that allow for invitations, registration tracking, reminders, etc. Act-On has built its own connectors to both WebEx and GoToWebinar.
- » **Dynamic Website/Progressive Profiling:** Understanding who is visiting the website without requiring the visitor to fill out a form is critically important to improve conversion rates. Once something is known about a visitor, the web browsing experience can be tailored with that information to provide a more customized experience. Silverpop, as a vendor with a large proportion of B2C customers, has recently developed "Visitor Insight" which does exactly that; Neolane and HubSpot both offer something similar, as well. Eloqua partners with Demandbase and Get Smart Content to offer this capability. Marketo acquired Insightera in December 2013 to add this increasingly important capability to its arsenal of tools.
- » **Marketing Resource Management:** These capabilities that have always been associated with high-end tools like Unica and Teradata (formerly Aprimo), are now starting to get some attention from other vendors, too. Marketo, for example, recently introduced Financial Management, which is designed for managing marketing budgets across marketing teams.
- » **Social Media Management:** Marketing Automation products have traditionally been focused on email, but the ability to include social capabilities within the workflow has become almost a given. Almost all vendors have made some progress in integrating social capabilities into their platforms. Silverpop does particularly well here with "Publish-to-Social", which allows marketers to send email and social updates at the same time. HubSpot also has strong capabilities in the social arena, offering both listening and publishing tools. Marketo acquired social marketing company Crowd Factory in 2012 to add social campaign capabilities to the platform.

Some vendors have decided to solve the problem of escalating breadth requirements by building partner ecosystems inspired by the Salesforce AppExchange. Best-of-breed point tools sometimes provide much better functionality than what can be built in-house. Marketo started LaunchPoint in 2012 and it currently has 200 participating partner companies. Similarly, Eloqua has the App Cloud and Act-On has the Partner Exchange (APEX).



"The more open you can be to have other companies plugged in, the better you'll serve the needs of your customers."

Jon Miller — Co-founder and VP Marketing, Marketo

Emergence of Enterprise Marketing Offerings

The large enterprise software companies like IBM, Oracle, Salesforce and Adobe have all made acquisitions of Marketing Automation platforms (Unica and Silverpop, Eloqua and Responsys, ExactTarget and Neolane respectively) as part of a larger vision to create enterprise marketing cloud offerings. These vendors are focused on building enterprise marketing cloud suites where Marketing Automation is just one component of a full suite of modern digital marketing tools. For example, Adobe's marketing cloud also includes web analytics, A/B testing, social listening, publishing & analytics and ad management.

Oracle's Kevin Akeroyd, GM of the Oracle Marketing Cloud, segments buyers into two tiers: 1) those looking solely for marketing automation solutions, and 2) those seeking a broader enterprise marketing offering. He states, "today tier one is 75% of the market, but the 25% of the market represented by marketing cloud solutions is growing much faster."

It's important to note that Salesforce is integrating ExactTarget into the marketing cloud. ExactTarget has classically served B2C customers and has been more of a high-volume, advanced email marketing platform vs. a Marketing Automation tool oriented for B2B-style campaign management. Pardot is becoming part of the SalesCloud.

Marketing Database of Record & CRM Integration

Historically, many enterprises have considered their CRM the database of record. Increasingly, marketing functions consider their Marketing Automation system their database of record - it contains all the data relating to lead generation and lead nurturing campaigns, customer communications and data across channels like social.

While smaller organizations do not have a marketing-led, sophisticated lead qualification process - they just hand the leads over to Sales to qualify - larger organizations tend to have lead scoring and qualification processes that make handover more complex. Many contacts (leads) in the marketing database have typically not yet reached the threshold where they become SQLs (Sales Qualified Leads) and are ready for a salesperson to follow up - the logical point to pass them to the CRM system. This typically occurs via a data sync between the two systems. The difficulty is that data syncs are inherently complex and are frequently a cause of customer dissatisfaction, as is attested to by the attention given to this topic in reviews of these products. More and more, customers want the integration between these systems to be real-time - sales wants the leads immediately with no waiting. In addition to sending leads to the CRM when they hit a pre-determined score, other data sync requirements are also becoming more common, making the process more complex. For example, the Marketing Automation application is required to send alerts to salespeople when a prospect performs an action such as visiting a web page, or leads must be automatically assigned to the right sales rep through territory mapping rules.

Further Resources for Your Evaluation

Some vendors like Marketo and HubSpot have addressed this problem by building applications that are native to platforms like Salesforce.com. Salesforce itself plans to solve this problem by porting Pardot to the same underlying CRM database so that, effectively, Marketing Automation becomes an extension of Salesforce automation and the whole notion of a data sync is eliminated.

The field of Marketing Automation has seen incredible growth in recent years. The volume of products and features has increased substantially, and so too has their complexity. The best way to research this vast landscape is to compare your needs with those of similar buyers. TrustRadius.com has hundreds of in-depth reviews of Marketing Automation software and several great tools to aid your evaluation.

- » **Review Filters** - The quickest and easiest way to find valuable reviews that are relevant to you and your specific needs. Filter reviews to quickly find ones in your industry, as well as those from similarly sized companies. You can also filter by the reviewer's department and even role to find those reviews that are as close as possible to your own perspective.
- » **In-Depth Structured Reviews** - Reviewers respond to a series of questions to create their reviews. This leads to rich, high-quality insights. It also makes it easier for you to compare one person's perspective to another's. Below is an example of a user who has taken the time to author a very helpful, in-depth review.
- » **Comparison Ring** - If you're looking at a particular product, find out which others it is most often compared with and see how they stack up against each other. In this example, the Comparison Ring shows the four products that are most often compared to Act-On, with HubSpot leading by a wide margin.
- » **Side-by-Side Comparisons** - This tool is especially helpful when you need to get specific and compare the same aspect from multiple points of view. Quickly flip through the same portions of different reviews to evaluate and compare how each product stacks up on usability, integration, training and much more.

We'd love to hear your opinion. When you're done reading reviews, let us know about your own experiences with the software that you know best. You'll help others who are in the same position as you.

TrustRadius - *the leading site for professionals to share candid insights about business software.*