The Buyer's Guide to Marketing Automation Software

2016 Edition
#forusersbyusers

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TrustRadius is excited to publish our second edition of the Buyer's Guide to Marketing Automation Software. The updated guide is a distillation of 1,647 ratings and in-depth reviews of 20 leading Marketing Automation (MA) software products on TrustRadius. All ratings were contributed by authenticated end-users, and many were written or updated in the last year. We believe that the most useful insights come from first-hand users, particularly in a category like Marketing Automation, where ease of use and sophistication of feature-set are equally important and at times in conflict. As always, each reviewer was vetted and validated by a TrustRadius team member. The result is a reliable, independent analysis, uninfluenced by vendors or anyone else with an agenda.

In this updated 2016 edition, we've also moved away from simple rating averages to the trScore, which is a weighted average that factors in review freshness, review source, and rating type, in order to accurately represent current customer sentiment. The trScore levels the playing field among vendors, and removes the positive bias that results from vendors inviting only known promoters to review them.

In addition to reading and distilling every single review, we spoke with vendors and experts to offer differing viewpoints on 2016 trends in marketing automation.

As with our other buyer's guides, we hope this report will help you select the Marketing Automation software that best fits your needs.

Megan Headley
Research Director,
TrustRadius

ABOUT TRUSTRADIUS

TrustRadius is the leading research platform for business software based on authentic, in-depth user reviews. We help users make better product selection, implementation, and usage decisions. Every reviewer is authenticated and every review vetted before publishing. Unlike simple rating sites, TrustRadius reviews are structured and substantive, averaging over 500 words. Reviewers can also update their reviews to keep them current. Founded by successful entrepreneurs and backed by the Mayfield Fund, TrustRadius is bringing transparency and efficiency to the $3.7 trillion business technology market. To learn more, visit www.trustradius.com.

About This Marketing Automation Guide: A Note from the Author

This guide covers 20 Marketing Automation products, 8 new to the 2016 edition, not all of which have precisely the same feature set. Some vendors offer a one-size-fits-all or sliding-price package; however, many vendors focus on a particular niche or segment. Typically, MA solutions allow users to create, automate and track campaigns—but the campaign scale, channel(s), complexity and degree of automation vary from product to product, as do the required skill sets. While some tools are designed for tech-savvy power users or companies with in-house IT support, others are designed for smaller companies with fewer technical resources.

Usability has been a pain point for Marketing Automation—across the category, usability, performance, and support are the attributes that receive the lowest ratings. This year we've seen easier to use tools quickly gaining traction, especially in the SMB sector (which vendors and experts have identified as a major growth opportunity for MA vendors). We've also seen developments in analytics, integration with sales, and content personalization. Company size, industry and use case continue to be important factors in determining the best-fit solution.

In addition to traditional Marketing Automation features, some products included here also contain significant Customer Relationship Management (CRM), Marketing Resource Management (MRM), eCommerce, Predictive Analytics, Sales Intelligence, Cross-Channel Campaign Management, Content Marketing, and/or Content Management capabilities. The dividing line between these categories is blurring as vendors make acquisitions and establish partner ecosystems, striving to offer a complete range of capabilities under one roof.

In the guide you will find:

» A primer on Marketing Automation software for those new to the field

» Tips for succeeding with Marketing Automation: planning before and beyond your software purchase

» A discussion of key market dynamics and trends in Marketing Automation for 2016

» TrustMaps™ showing the Top Rated tools for Small Businesses, Mid-Sized Companies and Enterprises based on user ratings & research frequency by prospective buyers on TrustRadius

» Detailed profiles of 20 Marketing Automation tools, including customer demographics and pros & cons as cited in 1,647 authenticated end-user reviews and ratings

As always, we'd love to hear your feedback on the guide.

Emily Sue Tomac
Research Associate,
TrustRadius

What is Marketing Automation?

Marketing Automation software helps to automate and scale repetitive marketing tasks and the subsequent analysis of those efforts. Software products focus on digital campaign planning, 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 analytics 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.

At the high end of the market some enterprise tools provide comprehensive Marketing Resource Management (MRM) functionality focused 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 MRM capabilities will become important for mid-market companies. For example, in the last year Marketo added budget management and released 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 "All-in-One Marketing Platforms" typically include basic email, social media, search engine optimization (SEO) and blogging tools. Some 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. 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. Many tools include a scoring system to track and distinguish MQLs vs. SQLs; some platforms allow users to customize and update this system.
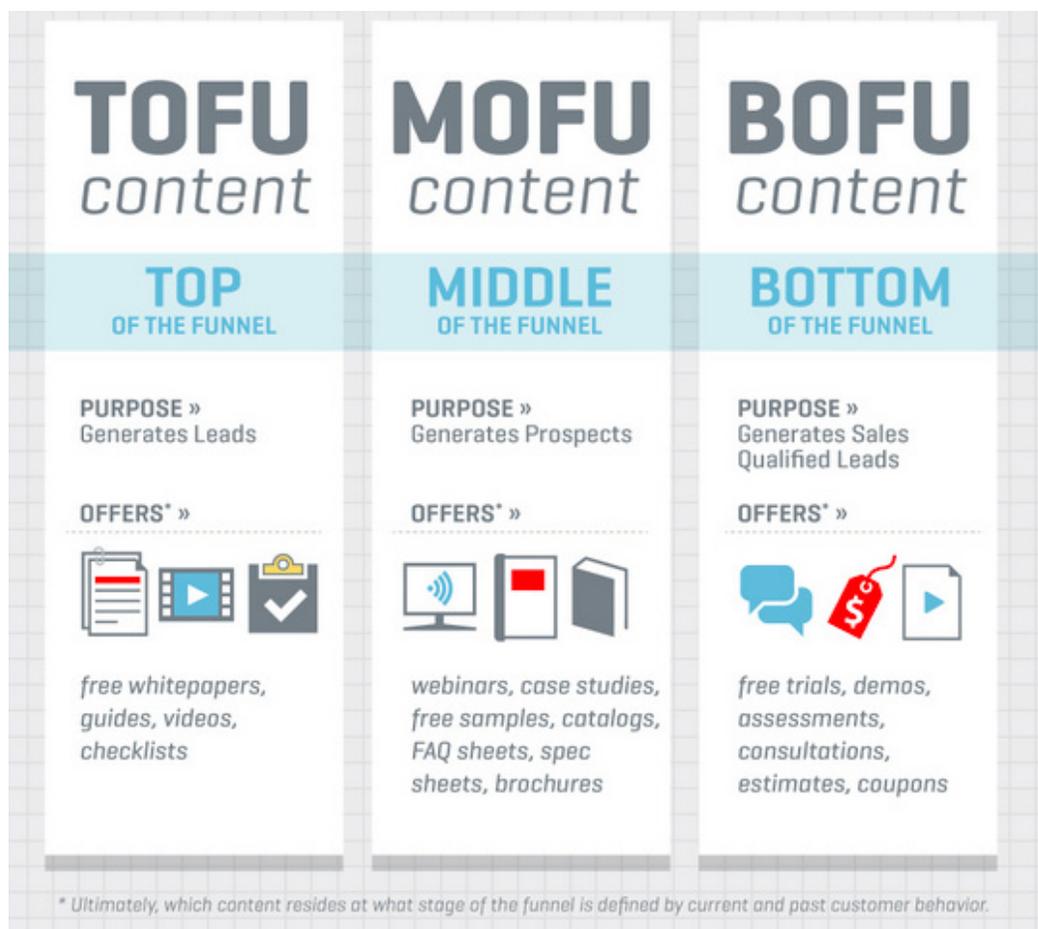
Source: Steven Shattuck, The Top 1 Ways to Fail at Content Marketing March, 2013

Tips from Marketing Automation Experts

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 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 a 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.

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

> **Content fuels marketing automation programs. Without content customers don't have any reason to discover and engage with any organization. A content strategy prevents random acts of marketing and identifies the information that educates and entertains a B2B audience at all stages of a buying journey.**

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

> **Modern marketers must capture and analyze the metrics that matter throughout a demand generation cycle. That means marketers must use marketing automation to measure attribution for revenue influence and pipeline contribution.**

Brian Hansford
Director of Client Services, Heinz Marketing

Today's Marketing Automation: Foundation & Context

Most people buying Marketing Automation software consider it a multi-year investment and strategy. Therefore, it is important to take a broad view of the space and its development. Several historical trends can help you better understand vendors' positioning, in context of how the Marketing Automation space has developed over time:

1. 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: CallidusCloud acquired LeadFormix

» 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. Among the many new entrants are Autopilot (2011), SharpSpring (2011), Hatchbuck (2012), LeadSquared (2012), Spokal (2012), inBoundio (2013), 7Sheep (2014), INBOX25 (2009) for Sugar CRM, Leadsberry (2010), Leadsius (2009), Target360 (for Microsoft Dynamics 2012), ClickDimensions (for Microsoft Dynamics 2010), Prospecteer which blends Content Marketing with Marketing Automation capabilities, and Engagio (2015), which brings Account-based Marketing capabilities to Marketing Automation.

2. Increasing product breadth through development, acquisition and integration

> **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

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. Pardot, Eloqua, HubSpot, Net-Results, 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, Marketo, and several other smaller vendors, including SharpSpring, have built their own direct 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; Adobe Campaign 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. Similarly, SharpSpring offers anonymous visitor identification with a feature called VisitorID, which uses reverse IP lookup to identify anonymous visitors that visit a website, including how they arrived at the site, the pages visited and how long they spent. SharpSpring also launched the ability to serve dynamic web content in 2015; this is done through integration to users' CMS.

» **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, 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 core requirement. 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 over 250 integrated partner companies and 550 total participating partner companies. Similarly, Oracle Eloqua has the App Cloud and Act-On has the Partner Exchange (APEX).

3. Emergence of enterprise and small business-focused 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.

Solutions focused on the other end of the spectrum have cropped up as well. Small businesses weren't originally Marketing Automation's target customers, since few had the budget and/or resources needed to support the software. However, in the past few years some vendors have shifted their growth focus down-market, offering basic packages for smaller databases and/or fewer users. For example, recently Marketo has grown its SMB customer base. In addition, new products designed for entrepreneurs or small teams on a budget have entered the market, like 7Sheep and Spokal. Small business-focused products are often all-in-one platforms that can include simple CRM and/or eCommerce capabilities. They tend to be highly rated for usability and implementation, but may not have all the bells and whistles of an advanced MA solution.

4. Creation of a 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.

Some vendors like Marketo, HubSpot, and Net-Results, have addressed this problem by building applications that are native to platforms like Salesforce. Salesforce itself says that it is addressing this problem by porting Pardot to the same underlying CRM database so that Marketing Automation becomes an extension of Salesforce automation. Although we're still hearing complaints about CRM integration from Marketing Automation users, the whole notion of a data sync may eventually be eliminated. Some SMB-focused vendors, like GreenRope and HubSpot, have also built their own CRMs designed to work with their Marketing Automation programs. Other marketing automation vendors have taken a combined approach. For example, SharpSpring describes itself as "CRM-agnostic": it offers a simple built-in CRM for free, direct integration with Salesforce, or connection to 3rd party CRMs through a Zapier integration or the SharpSpring open API.

The Future of Marketing Automation

To get a sense of what's currently underway in the space, we talked with Marketing Automation experts and vendors about some of this year's hot topics. Not everyone is in agreement about where Marketing Automation is headed, but they're on the same page in terms of what will be important. These trends and predictions are influencing product development, branding and the direction of the MA market right now:

1. New products, more vendors, more integrations: niche and best-fit solutions vs. one-size-fits-all

We already mentioned the macro trend towards consolidation (acquisitions, clouds, ecosystems and broad offerings) in the Marketing Automation space. But recently, the one-size-fits-all approach has been countered by vendors and products that cater to businesses of a specific size or industry. Some are all-in-one toolkits; for example, they might be optimized for eCommerce, including a shopping cart and payment system. Others are designed to connect to third-party software—like Spokal, specifically for teams of 1-5 to use with WordPress. Many vendors are reacting to the changing landscape by offering more and better integrations so that buyers can add integrations as new products spring up. Niche and best-fit solutions are rapidly becoming popular, but it remains to be seen whether diversification or consolidation will shape the market's long-term future.

> **I don't believe consolidation in this category is at an end, and one or two major transactions are still likely, but more generally, I do feel that the marketing technology space is becoming more fractured. There are so many point solutions coming into the market—predictive analytics, account-based marketing, programmatic advertising, et al —that users are more likely to adopt a "best of breed" approach vs. looking for one, "all in" solution. In my view, the Marketing Automation vendors who adopt an open platform approach, and facilitate integration with other point solutions, will be more successful in the long run.**

Howard J. Sewell
President, Spear Marketing Group

> " As Marketing Automation continues to evolve into a mainstay in all types of marketing departments, providers will make their solutions more robust and appealing for marketing teams of all sizes and types. The more sophisticated providers will continue to make enhancements that make their tools more scalable, and that also includes industry-specific functionalities. As the technology becomes more sophisticated and marketing departments become more powerful, marketers will be incorporating more, and all types of, data into their automation platform—delivering truly targeted and relevant messages across channels.

Ellen Valentine
Strategic Marketing Evangelist, IBM Silverpop

> " That's right, there has been a lot of consolidation. But how much are customers really benefitting? [...] That's why this whole open marketing ecosystem is very important to us. It's the lynchpin of our strategy. You, Mr. Marketer, you need to have the flexibility to go buy anything that you want. There are so many new marketing technologies coming out, things that new entrepreneurs are creating. Our approach is: hey, marketers need to have the flexibility to go get anything they think works best. And they don't have to get it all from Act-On. We want to focus on a best-of-breed Marketing Automation system, so we're not going to try to build everything.

Atri Chatterjee
CMO, Act-On Software, Inc.

> " There's been a lot of M&A in the space, but we have not seen any of that M&A really affect our sales process. So, we haven't seen a whole lot of changes because of Pardot being part of Salesforce, or Eloqua being part of Oracle. We still have lots of people signing up for HubSpot that use Salesforce as a CRM, for instance. They really are a platform company, and they want to allow customers to choose the best solution. So we haven't really seen any of those developments change the landscape a ton.

Kipp Bodnar
CMO, HubSpot

> " With the rapid proliferation of marketing technology, the concept of one suite providing everything a marketer needs is pretty impractical. We're committed to offering an open marketing automation platform coupled with a robust partner ecosystem that enables companies to create a complete, flexible marketing solution.

Chandar Pattabhiram
GVP Product & Corporate Marketing, Marketo

2. Pricing pressure is making Marketing Automation more affordable.

In the past price has been an issue for Marketing Automation, especially for uptake in the SMB sector. But, recent analyst reports suggest that most users think Marketing Automation is ultimately worth the price tag, and on average that cost has been declining over the past ten years. Driving factors include: the emergence of new vendors and new tools, a market focus on solutions for smaller and mid-sized companies, and users' self-awareness about specific needs as they become more mature MA-wise. These combined forces are causing vendors to deliver a better value for the cost. In some cases, this means smaller price tags or basic package options. In other cases, it means more features per dollar.

> **With SMBs realizing the importance of Marketing Automation, more players are joining the market with lower-cost solutions to fit the increasing need... Lower-cost solutions are beginning to cause enough disruption that the bigger players are starting to rethink their pricing models, or including a lower tier of pricing in order to remain competitive.**

Rick Carlson
President, SharpSpring

> **Two simple facts are driving increased pricing pressure on MA vendors: 1) more solutions in the marketplace competing for the same customers (especially in the mid-market), and 2) a transition from selling to early adopters (who are generally less price-sensitive) to the broader market. Costs will continue to decline, in my view—if not on the pricing sheet, then at least in the actual costs that customers are able to negotiate. In turn, MA vendors will look to derive additional revenue from professional services and add-on products.**

Howard J. Sewell
President, Spear Marketing Group

> **Overall pricing has decreased, but buyers need to remain vigilant to vendors that opt for onerous upcharges and add-on pricing in order to make the systems useful.**

Tony Tissot
Senior Director of Marketing, eTrigue

> **People are willing to pay for value, and you don't have wide discrepancies in pricing anymore. The user experience is a lot more geared toward marketers. From our perspective it's been great! Over time the price point of the Act-On system has gone up and it will continue to as we add more value. That's our experience. Someone else has "paid the price," and I think it's those over-priced solutions that were hugely expensive during the early days of the market.**

Atri Chatterjee
CMO, Act-On Software, Inc.

> **Marketers from growth companies don't seek solutions that use price alone as a main differentiator. They look for solutions that provide the most value for the price they paid—solutions that maximize their external engagement, internal efficiencies, and drive rapid growth.**

Chandar Pattabhiram
GVP Product & Corporate Marketing, Marketo

3. Design is becoming more friendly, convenient and focused on user experience.

Usability has become crucial for Marketing Automation vendors who want to stay competitive. For example, new adopters are less willing to put up with confusing UIs and non-visual campaign management tools, and they're less willing to jump through hoops during implementation, which has been a pain point in the category. This is clear from ratings and reviews, as well as product development initiatives. As adoption in mid- and down-market sectors takes off, vendors and experts are recognizing the importance of cutting out implementation and integration headaches. Some say the expectation for users to rely on IT support or even MA administrators is becoming outdated, since many SMBs don't have those kind of internal resources. However, for larger and more complex companies, customization needs compete with user-friendly experience, especially in terms of implementation. Up-market tools may find it more difficult to find a balance between convenience and sophistication.

> **I definitely foresee the emergence of SMB solutions that are more plug and play and don't require the kind of implementation required for more full-featured products. But therein lies the trade-off: implementing technology of any sophistication will always require some degree of implementation.**

Howard J. Sewell
President, Spear Marketing Group

> **"**
> The more traditional Marketing Automation vendors, particularly the big ones, have approached this as an IT problem. If you don't approach this as an IT problem you say, 'I want to enable people to point-and-click integrate.' If something is needed throughout the platform, why not embed it in so that people don't have to worry about integration? It just walks you through a little wizard that tells you what fields you want to synchronize, and there you are! We have to do that, with the market we go after.

Atri Chatterjee
CMO, Act-On Software, Inc.

> **"**
> My guess is that people will talk about integration needing to improve until the end of time. My goal [with Pardot and Salesforce] is that someone doesn't know where one product starts and the other ends.

Adam Blitzer
CEO, Pardot

4. The buzz about predictive analytics

Some say the new wave in Marketing Automation is predictive analytics: tools that use statistical modeling and machine learning to automatically personalize content and optimize campaign decisions. Others say that (so far) only high-end companies are ready for predictive analytics; it's a cutting-edge technology that's still too advanced for most marketing teams. This split is partly driven by confusion about what the term actually means. Does it refer to technology that uses third-party predictors, or are predictions based only on data collected within the Marketing Automation platform? Is the technology visible and actively operated by users, or does it work behind-the-scenes to provide actionable tips? Depending on the answers, predictive capabilities could make things simpler and easier by cutting out the guesswork, or it could open a rabbit-hole of data insight, valuable only for users who can interpret the data themselves. So be excited and beware, because vendors and experts may have very different visions of what "Predictive Analytics" does and how it works.

> "Amongst our client base, mainly high-tech companies, we find that most B2B marketers aren't yet mature enough in their demand generation processes to where predictive analytics makes sense. However, there are situations— for example, where a company is generating a volume of leads well beyond what the sales team can effectively process—where predictive is a great fit. More generally, however, many more companies just aren't there yet. For example, in lead scoring—where predictive can add an entirely new level of sophistication—many companies are functioning with lead scoring models that are barely beyond a very basic structure. Those companies can do much more with their existing MA solutions before it makes sense to add predictive to the mix."

Howard J. Sewell
President, Spear Marketing Group

> "'Predictive' and 'cognitive' analytics capabilities are very exciting technologies, however marketers need to be careful not to get tricked into thinking they represent an 'easy out.' For marketers to be successful with these powerful analytics tools, they need to be layered on top of good, sophisticated automated programs. Before a marketing team implements predictive or cognitive analytics, they really need to think through and map out customer journeys, define buyer personas and examine all of the technologies they already have in place. The key to marketing success is to take things one step at a time—and always keeping the customer and what's most essential to business goals at the center of marketing efforts."

Ellen Valentine
Strategic Marketing Evangelist, IBM Silverpop

> "Our approach to Predictive Analytics is to build it into our system. The way we see it is: well, I want to have better ways to understand what's happening with my information, and I want to find better ways for the system to be able to tell me what to do better, but I don't want to know about all that technology underneath there. [...] At some level it will be useful for all our customers. [...] We would fail if we don't make these types of technologies available to all marketers who use our system, versus only the high end of them. Obviously the higher-end customers may have more specific requirements. They may have more reasons to try to tune things. They may want to input data from other places. And those are all valid needs, but some version of this technology needs to go into our entire system."

Atri Chatterjee
CMO, Act-On Software, Inc.

> **❝** I think what the mid-market customers are ready for and interested in is something that makes lead scoring simpler, not necessarily something that adds a bunch of whiz-bang technology behind the scenes. We see interest in that more advanced predictive lead scoring with maybe the top third of our customer base. For those folks, we have the partnership with Infer.
>
> But there is a lot of buzz and a lot of chatter about it. To be honest, it's still less about company size and more about whether they're a technology company with venture capital financing or not. But I'm not sure that stuff has really jumped out of the Silicon Valley bubble very much.

Kipp Bodnar
CMO, HubSpot

5. Social and mobile expectations

Social media networks integrations and mobile functionality haven't traditionally been considered core Marketing Automation functionalities. But a growing number of vendors offer these features, and users are starting to expect more in the way of social and mobile. For example, some products have SMS messaging and Facebook integrations for capturing leads, while others have more advanced features for publishing and reporting on content across Facebook, blogs, Twitter, LinkedIn, etc. Globalization is contributing to the interest in mobile, as some sectors of the global market have a primarily mobile online presence. Global marketers may be interested in features like testing and optimization for mobile website views, forms, and landing pages, etc. Products geared towards global marketing, sharing engagement data across departments (with Sales and Customer Services, for example), and/or cross-channel campaigns are developing mobile marketing apps and adding social media management features. Vendors like HubSpot address social natively, while others, like Marketo, integrate with social media management tools like Sprinklr and Hootsuite.

> **❝** Another [trend] that's interesting is globalization. It's been hot for a while, but with Google incorporating mobile ranking as an algorithm, we're seeing more customer traction with people who have used other systems and are now realizing that their landing pages are not mobile-optimized. To get a mobile-optimized landing page with a lot of other Marketing Automation systems is actually quite hard. With them it can require a lot of custom coding, whereas all of our content tools, including email templates, are mobile-optimized from the ground up. Mobile traffic has been growing a lot B2B, and especially with the bigger impact of the deal right now a lot of people have started to worry about it more, and rightfully so.

Kipp Bodnar
CMO, HubSpot

> **Mobile is [now] a given and is core to inbound landing page and email usability. It's critical to know how users reach you and consume information, and to optimize accordingly.**
>
> **The interest in social features is maturing. Paid placements are overtaking organic. Customers want integration with highly-capable social solutions and tools from specialists, rather than 'almost-useful' tools. Despite over-hyping of social for the B2B world, social networks are finding their rightful places as additional channels. Each channel has its own unique capabilities, which changes and falls in and out of fashion. The specialists are able to keep their main focus on keeping the tools current and valuable.**

Tony Tissot
Senior Director of Marketing, eTrigue

6. B2B and B2C marketing tactics are converging

B2C marketers are starting to utilize the relationship marketing tactics long employed by B2B marketers. Relationship marketing, or engagement marketing, involves strategic multi-touch engagement with contacts. Whereas in the past B2C has tended to rely more on batch-and-blast email marketing, B2C marketers are now utilizing rule-based email logic and multi-channel campaign features to more effectively build relationships with consumers. Accordingly, vendors are developing marketing automation tools aimed at B2C marketers, although the foundations of the tools and direction of development differ. For example, Salesforce purchased ExactTarget, a B2C email marketing tool, and has integrated the tool into the Salesforce Marketing Cloud; it is now called Salesforce Marketing Cloud Email, and includes more complex marketing automation features to enable relationship marketing to consumers. Meanwhile, Marketo, a leader in B2B marketing automation, is currently focused on expanding its B2C customer base. As B2C marketers adopt engagement marketing from B2B, so too are B2B marketers learning from B2C. B2B marketers are beginning to utilize ad serving & retargeting software in order to intelligently advertise to leads and accounts as part of their cross-channel engagement campaigns (particularly with the rise of Account-based Marketing). They are taking cues from B2C marketers, who already have advanced strategies and technologies in place for targeting ads to consumers. Although the convergence of B2B and B2C tactics is a larger trend across MarTech, it has big implications for marketing automation. We expect to see vendors developing more features for B2C use cases, as well as features or integrations to address targeted advertising (paid media) as part of B2B marketing campaigns.

> **Marketing is shifting from a world where brands are talking at people to a world where brands are engaging each person in a deep personalized relationship. We are seeing a rapid trend in convergence of consumer and enterprise best practices to build these relationships in a meaningful way. Simply put, the future of marketing is not about B2B or B2C, it's about B2H—Business to Human.**

Chandar Pattabhiram
GVP Product & Corporate Marketing, Marketo

> **[In terms of the convergence of ad tech with marketing automation,] it definitely makes sense for the two to get closer together. Advertising feeds into the B2B marketing process. You now see interesting ways that it's being used in B2B. Some are similar to B2C, and some are more effective for B2B, e.g. clever uses of re-targeting, based upon a prospect browsing certain sections of site. We have an amazing advertising product called Active Audiences. It's part of the Marketing Cloud. Active Audiences is the best way to manage, segment, and synchronize your CRM in real-time with powerful advertising across Facebook, Twitter, and the mobile app ecosystem with Facebook Audience Network. We are tracking if someone came from an ad for ROI analysis, but we're not publishing [ads] as of yets.**

Adam Blitzer
CEO, Pardot

7. Account-based Marketing

Traditionally, marketing automation platforms have been built around the lead object. But increasingly, as marketers are implementing account-based marketing (ABM) strategies—which have been shown to have very high ROI, according to surveys conducted by ITSMA—marketing automation vendors will need to become flexible enough to support automation around account objects. Some vendors, like Engagio, Demandbase, and Terminus, are already offering solutions designed for account-based marketing. Engagio provides an ABM layer on top of marketing automation; Demandbase provides lead management and ad targeting with an account-based perspective; Terminus provides connectors to marketing automation, CRM, and ad serving to simplify and track account-based marketing initiatives.

> **I think the next phase for marketing automation is to be able to support account based marketing which they are not good at today, but the market is moving in that direction.**

Craig Rosenberg
Co-founder, TOPO

The Best Marketing Automation Software for Small Businesses

Marketing Automation Software TrustMap™
for Small Businesses (1-50 employees)

TOP RATED

eTrigue

leadsquared

7Sheep

Net-Results Marketing Automation

Marketo

hatchbuck

HubSpot

SharpSpring

salesforce pardot

GreenRope

ONTRAPORT *PLUG IN YOUR BUSINESS*

act-on

CallidusCloud

Infusionsoft.

tr Score

10.0
9.0
8.0
7.0
6.0
5.0

←Less   **Research Frequency**   More→

Based on 640 ratings and trailing 30 days of pageviews on TrustRadius.com through 11/3/2015.

trustradius™

LeadSquared, HubSpot, 7Sheep, Net-Results, Hatchbuck, Marketo, and eTrigue are the Top Rated Marketing Automation software for small businesses. eTrigue, LeadSquared, Marketo, and HubSpot all stand out as high scorers. HubSpot is the clear leader in terms of research frequency by prospective buyers. Given the increasing emergence of Marketing Automation options designed for small businesses, it's unsurprising that this TrustMap is more populated than the TrustMaps in other segments. As more small businesses adopt Marketing Automation and become mature users, we expect a few clear leaders to emerge.

The Best Marketing Automation Software for Mid-Sized Companies

Marketing Automation Software TrustMap™
for Mid-sized Companies (51-1,000 employees)

TOP RATED

trScore

Research Frequency

←Less   More→

Based on 441 ratings and trailing 30 days of pageviews on TrustRadius.com through 11/3/2015.

trustradius™
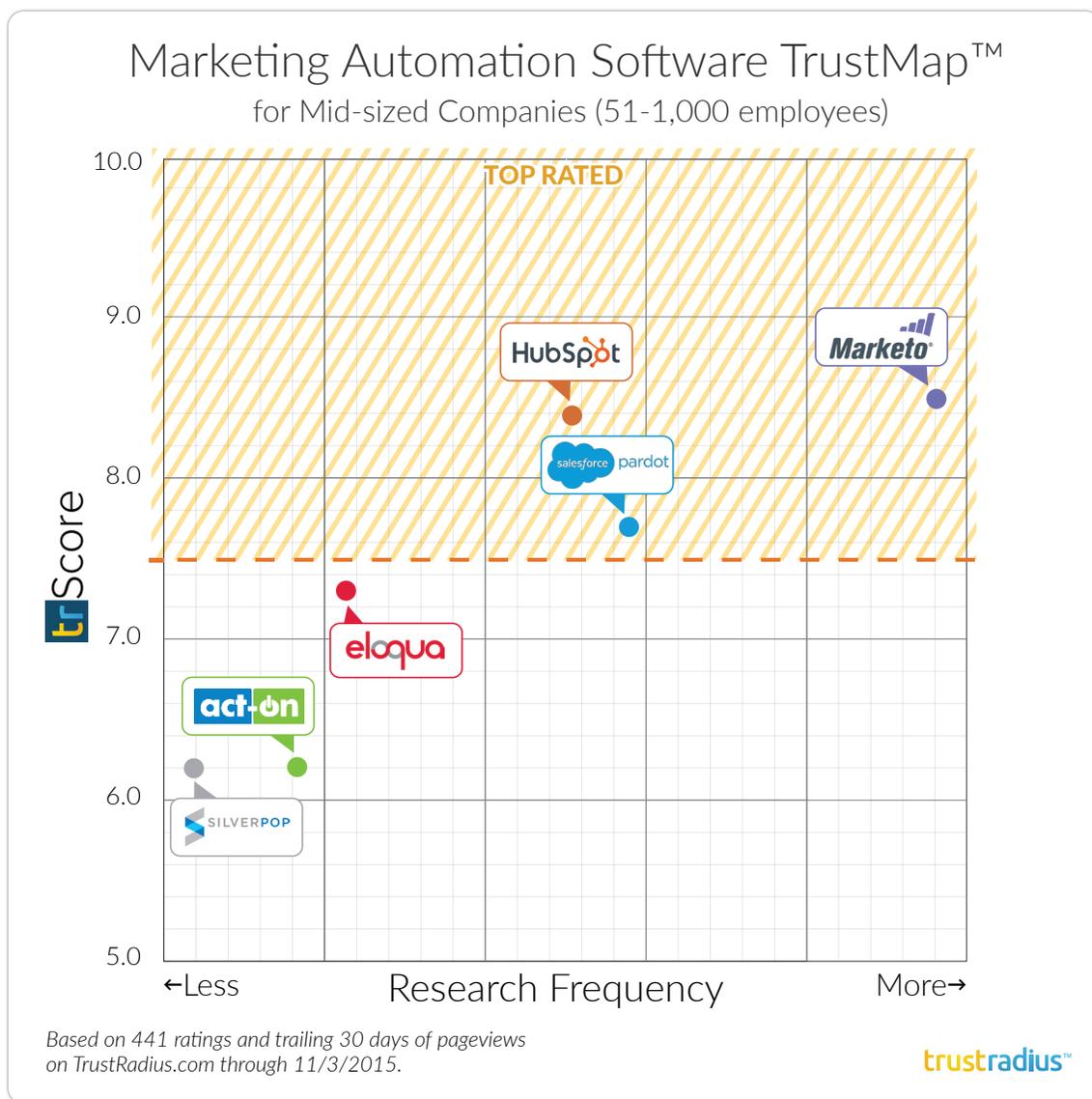
Marketo, HubSpot, and Pardot are the Top Rated solutions for mid-sized companies. Marketo is the highest-rated and most frequently researched among mid-sized companies, while HubSpot comes in as a close second. The mid-sized TrustMap is less crowded than its small business counterpart, possibly because the mid-market has been using MA tools for longer and clear leaders have had time to emerge. Many of the same vendors appear on both TrustMaps, suggesting those products might be designed for SMBs, or companies who want to grow across the two segments. Note that some products on the mid-sized TrustMap, like Act-On, Oracle Eloqua, and Silverpop Engage, score higher among other company-size segments.

The Best Marketing Automation Software for Enterprises

Marketing Automation Software TrustMap™
for Enterprises (1,001+ employees)

TOP RATED

trScore

Research Frequency
←Less   More→

Based on 130 ratings and trailing 30 days of pageviews
on TrustRadius.com through 11/3/2015.

trustradius™
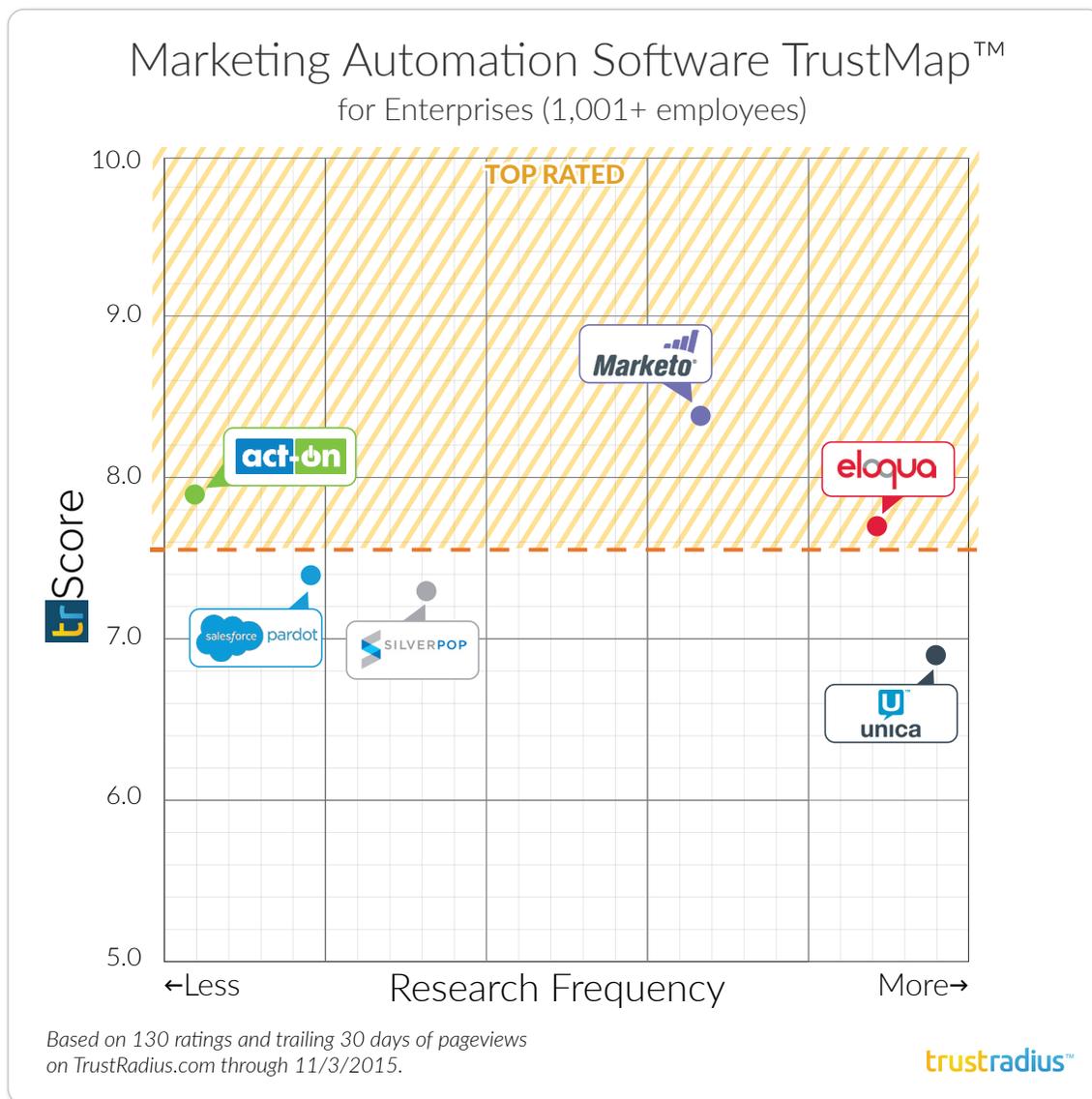
Marketo, Top Rated across the board, is the high-scorer for enterprises. Oracle Eloqua and Act-On are also Top Rated in the enterprise segment. Like the mid-sized TrustMap, the enterprise TrustMap is likely less crowded because the market in this segment is more mature and it is difficult for new entrants to compete with the well-established vendors offering advanced feature sets geared towards enterprise needs. Some enterprise solutions offer capabilities beyond core MA functionality, like MRM or predictive analytics features. Pardot (Salesforce), Adobe Campaign, IBM Unica, and Oracle Eloqua are part of marketing/sales clouds, enterprise toolkits owned by larger software companies.

Methodology

The TrustMaps compare Marketing Automation software products based on end-user satisfaction ratings and research frequency by prospective buyers.

To be included on a particular TrustMap, a product must have 10+ reviews and ratings overall, and 5+ in that segment. Most have many more.

We segment data by the size of the company using the product, based on number of employees. Our market segments are:

» Small Businesses: 1-50 employees

» Mid-Sized Companies: 51-1,000 employees

» Enterprises: More than 1,000 employees

We have created each TrustMap on two dimensions:

1. Overall trScore: The trScore is based on satisfaction ratings from end-users on a 10-point scale, and is calculated to accurately represent current customer sentiment. It is a weighted average that factors in review freshness, review source, and rating type. You can read more about how trScore is calculated here.

2. Research Frequency: This metric reflects how often a product is researched by prospective buyers on TrustRadius. Products with large installed bases or those experiencing significant growth momentum are researched more frequently.

The red dotted line depicts the median trScore. All products above the red line are classified as "Top Rated". Products further to the right on the graphic are those products that are most frequently searched for on TrustRadius. High search volumes may indicate either positive or negative sentiment—people evaluating a product either to select or replace.

Beyond ratings

Satisfaction ratings are one factor to consider in your search for a Marketing Automation solution. It's also important to consider your feature requirements and the particular strengths and weaknesses of each product. The rest of this report provides an evaluation of each software product, including pros and cons, customer demographics, and other insights gleaned from end-user reviews on TrustRadius.

7Sheep

★★★★☆ (22) tr Score 8.1 out of 10

7Sheep is a new entrant to the Marketing Automation scene. It is an international Marketing Automation suite for small marketing teams/SMBs, allowing users to launch segmented multi-lingual campaigns and then monitor the compiled responses in one place. They offer a free 30-day trial. 7Sheep scores above average in "likelihood to recommend" (8.1), "likelihood to renew" (8.2) and support (8.2). Users have not yet provided ratings for other Marketing Automation attributes, but its high ratings in key satisfaction metrics suggest overall user satisfaction. 7Sheep is among the Top Rated Marketing Automation products for small businesses.

Company status	Private
Customers	N/A
Employees	4*
Location	Vienna (headquarters) and Sunnyvale, CA
Founded	2014
Integrations	None native; REST API enables CRM and other integrations (with help from Support)
Most compared to**	HubSpot, Marketo, Hatchbuck
Best fit for***	Solo marketers or small teams at B2B or B2B/B2C companies who have under 25,000 global contacts and data security concerns, and who don't mind working with Support to customize the instance.

*Listed on LinkedIn
**Based on comparisons run by visitors on TrustRadius
***Based on (22) User reviews of 7Sheep on TrustRadius

7Sheep Customer Demographics*

Company Size

■	Small
■	Mid-size
■	Enterprise

100%

B2B or B2C?

■	B2B
■	B2C
■	Both

53% **42%** **5%**

Number of Contacts (List Size)

71%

24%

5%

■	<10k
■	10k-25k
■	25k-100k
■	100k-250k
■	250k-1m
■	1m-5m
■	>5m

<10k   10k   25k   100k   250k   1m   >5m
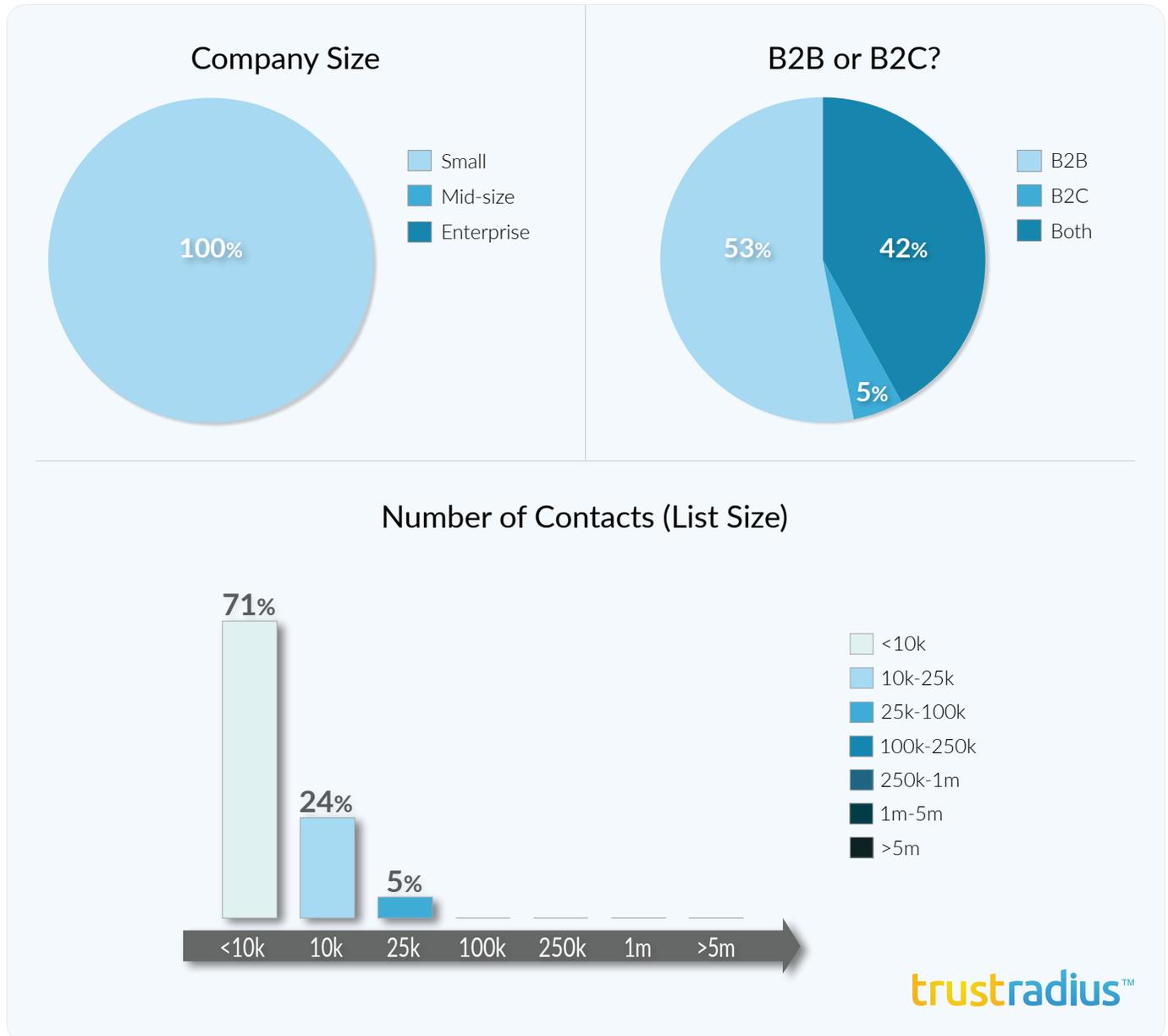
trustradius™

*Customer demographics data is drawn from user profiles and User reviews of 7Sheep on TrustRadius. Data may not be available for all reviewers.

Summary of 7Sheep Software Reviews

| 7SHEEP PROS	7SHEEP CONS
Well suited to small teams » Many said 7Sheep was great for solo marketers or small teams, because it is affordable, easy to implement and easy to use without internal IT support. » Some also liked that they weren't committed to an annual contract. » However, a few said it was inconvenient that they couldn't set up different user roles, which might be a problem if their marketing team were to grow.	
Customer support » Users agreed the responsive, creative, personal support team is a strength. » Several said they didn't like that users can't do everything themselves; some set-up tasks for customization and integration can only be done by the support team.	
Database organization » Very flexible; no limits on the structure of the contact database. Users liked the way 7Sheep allowed them to collect and organize different types of contacts in one place.	**Integrations** » Although some users said support was able to help them set up integrations to other applications, 7Sheep does not come with any integrations out of the box.
Form-builder » Easy to design complex surveys, questionnaires, and registration forms, which can be sent out in emails or incorporated onto the company website.	**Campaign visualization** » Users would like to see a visual representation of the campaign overview, and have a visual tool for scheduling/workflow design.
European server storage » European and international users said 7Sheep helped them comply with data protection laws, since 7Sheep is a European-based company and can store their data on servers in Europe.	**Import** » Data import is slow. Recent reviews said this is improving, but could be better.

Source: (22) User reviews of 7Sheep on TrustRadius, all updated or written in the last year

Aggregate User Ratings of 7Sheep Software on TrustRadius

Overall Experience

		MA Average
Overall Rating	8.1	7.5
Likelihood to Recommend	8.1	7.8
Likelihood to Renew	8.2	8.0

Client Services

		MA Average
Support	8.2	7.2

Source: trScores based on end-user reviews and ratings on TrustRadius

trustradius™
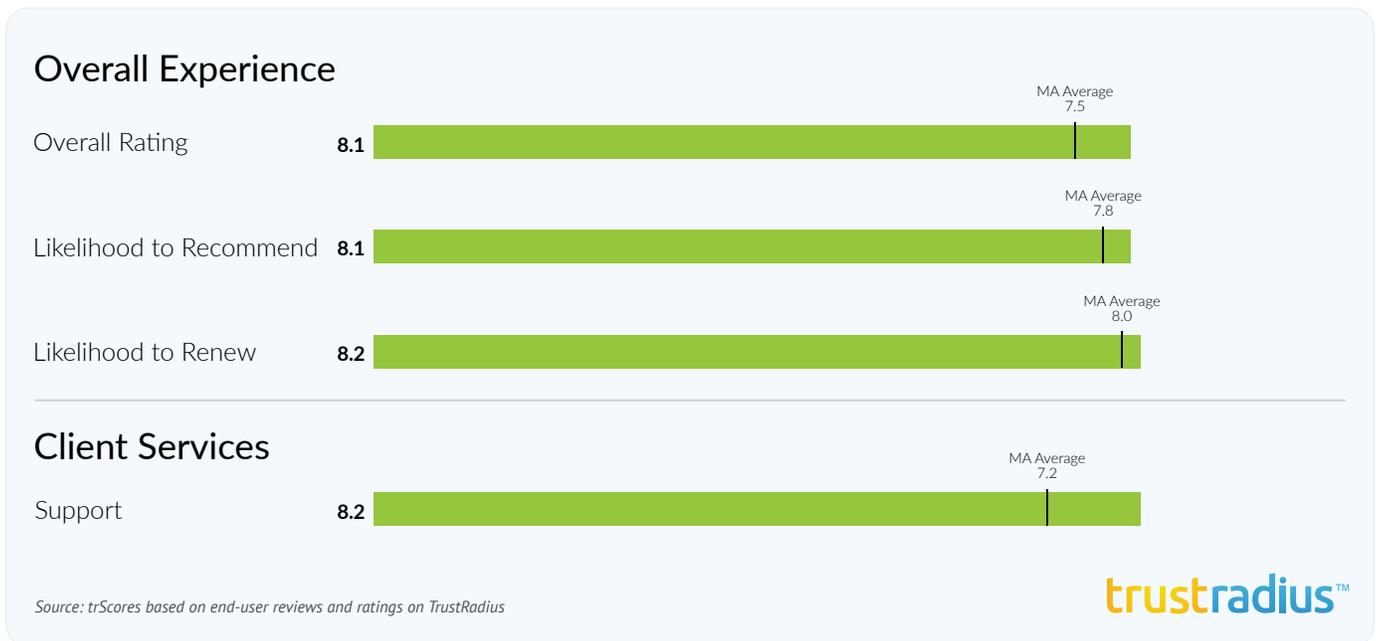
7Sheep Response to Reviewer Feedback

7Sheep is the ideal marketing automation solution for smaller teams—we strip away the feature bloat of other tools to make an accessible, easy to use and affordable application.

We also give you the power to translate all your forms so you can give your users a multi-lingual experience without you having to store contacts in different lists.

Regarding European server storage, given European data privacy rules, European customers often request that their data remain inside the EU. On request, we will store a customer's data in either the US or the EU.

7Sheep plans have been built on the principle that users pay for support, not data. Every account comes with limitless numbers of contacts and excellent support. Although out-of-the-box integration is not covered, we currently support the integration of Close.io, Base CRM and Salesforce.

New features we recently rolled out have included another improvement in the import wizard, which now sees 10,000 contacts imported within minutes, and a new dashboard for users to visualize performance metrics.

Act-On

★★★☆☆ (154) **tr**Score 7.0 out of 10

Act-On provides scalable, easy-to-use Marketing Automation for a variety of company sizes, with tools for both inbound and outbound campaigns. Act-On scores slightly below average in key satisfaction metrics such as overall rating (7.0) and "likelihood to recommend" (7.6), and in online training (8.3), but it scores above average for all other attributes. Act-On scores highest in availability (8.9), overall support (8.8), in-person training (8.7), and implementation (8.7), suggesting that product maintenance and professional services are a strength. Act-On is a Top Rated Marketing Automation product in the enterprise segment. It is aimed at non-tech B2B companies, and is most commonly used in the mid-market or at departments of larger enterprises.

Company status	Private ($74 million in 5 rounds from 5 investors)
Customers	3,000
Employees	400
Location	Beaverton, OR (headquarters); Roseville and San Mateo, CA; Scottsdale, AZ; Chicago; Burlington, MA; Spokane Valley, WA; Bangalore; Reading, UK
Founded	2008
Acquisitions	2011: Marketbright (Marketing Automation)
Integrations	GoToMeeting, WebEx, Microsoft Dynamics CRM, NetSuite, Salesforce.com, SugarCRM
Most compared to*	HubSpot, Pardot, Marketo
Best fit for**	B2Bs with under 100,000 contacts who want to use an MA in conjunction with Salesforce and/or a webinar platform

*Based on comparisons run by visitors on TrustRadius
**Based on (112) User reviews of Act-On on TrustRadius

Act-On Customer Demographics*
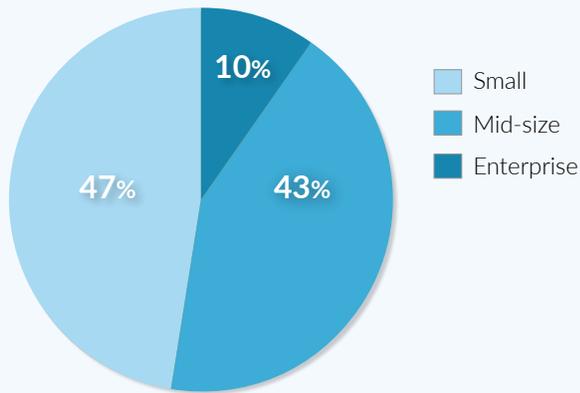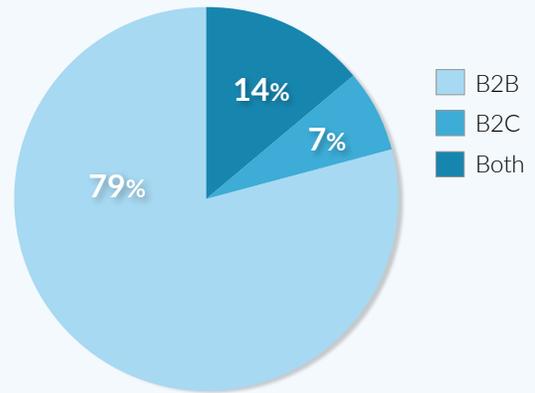
Company Size

- 10% Enterprise
- 47% Small
- 43% Mid-size

Legend:
- Small
- Mid-size
- Enterprise

B2B or B2C?

- 14% Both
- 7% B2C
- 79% B2B

Legend:
- B2B
- B2C
- Both

Number of Contacts (List Size)

- <10k: 22%
- 10k: 27%
- 25k: 41%
- 100k: 8%
- 250k: 3%
- 1m
- >5m

Legend:
- <10k
- 10k-25k
- 25k-100k
- 100k-250k
- 250k-1m
- 1m-5m
- >5m
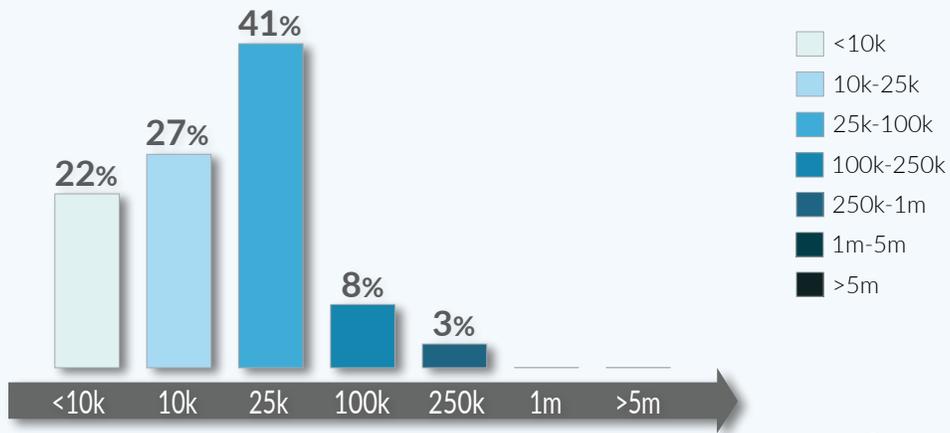
trustradius™

*Customer demographics data is drawn from user profiles and User reviews of Act-On on TrustRadius. Data may not be available for all reviewers.

Summary of Act-On Reviews

| ACT-ON PROS	ACT-ON CONS
Customer support » Support team is considered highly responsive and very effective at troubleshooting problems.	**Customization/Flexibility** » Size-wise, users said that Act-On was scalable. » Content-wise, users said customization was tricky and time consuming.
Cost-effective » Good feature set for the price point.	**Social integration** » Not fully fleshed out yet. Multi-channel scheduling and publishing could be more robust.
Salesforce integration » Integration is generally considered to be seamless and allows sales teams to prioritize based on lead scores.	**User interface** » Easy to use, but some said it could be updated/ more visually appealing.
Usability » Product is simple, intuitive and easy to implement.	
Webinar management » Helpful for planning webinar events and following up with contacts after events. Integrates well with WebEx and GoToMeeting.	
Updates » The Act-On team is responsive to customer feed-back in making improvements to the software.	
Tracking and reporting » Timeline reporting for individual leads and email campaigns were considered strong. Recent users said reports had good visibility, and could be automatically sent to higher-ups. » More advanced reports (such as SEO or historical) could be stronger.	
Design tool » New, simple design tool makes it easy to build emails, landing pages, and forms without HTML fluency. However, some users said they would like to see more templates, and more options for including things like pictures or RSS feeds in-line. Other users find the new design tool too simple, and said that under-the-hood CSS customization options were limited.	

Source: (112) User reviews of Act-On on TrustRadius, (54) written or updated in the last year

Aggregate User Ratings of Act-On

Overall Experience
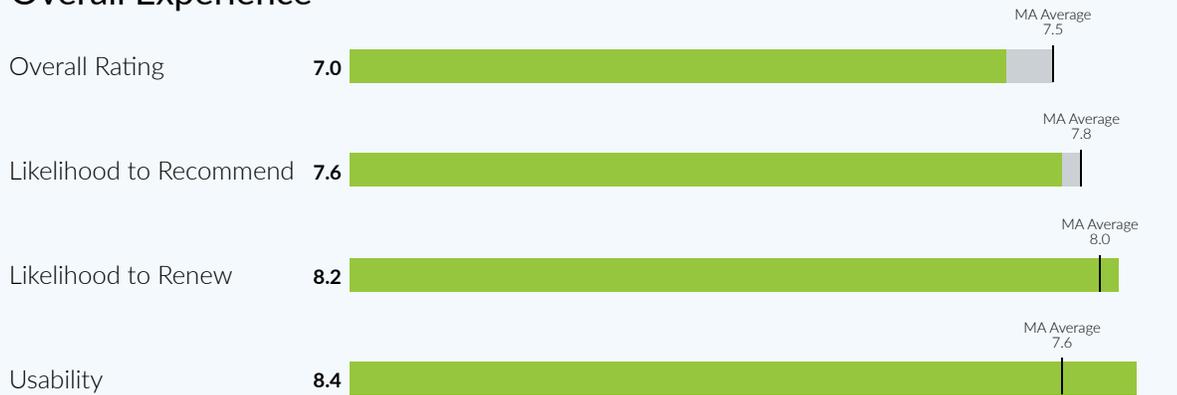
Overall Rating — **7.0**
MA Average 7.5

Likelihood to Recommend — **7.6**
MA Average 7.8

Likelihood to Renew — **8.2**
MA Average 8.0

Usability — **8.4**
MA Average 7.6

Reliability

Availability — **8.9**
MA Average 8.4

Performance — **8.1**
MA Average 7.4

Client Services

Support — **8.8**
MA Average 7.2

In-Person Training — **8.7**
MA Average 8.6

Online Training — **8.3**
MA Average 8.6

Implementation — **8.7**
MA Average 8.3

Source: trScores based on end-user reviews and ratings on TrustRadius

trustradius™

Act-On Response to Reviewer Feedback

Thanks for taking the time to provide your feedback. Your feedback helps us improve our product and service. As a fast growing company in a dynamic industry, we are constantly tracking new trends and developments in the market, processing feedback from users like you and consistently improving on the experience. Innovation is part of our DNA, making upgrades and enhancements to the platform on a monthly basis to continuously meet the evolving needs of our customers.

Customer service is our middle name and we take pride in offering concierge level support with designated customer success teams assigned to accounts. All our customers get phone support, email support and most importantly a customer success professional that is a member of a team designated to that customer's account and familiar with the account history. We encourage our customers to reach out to their customer success team whenever they need help or want to provide us feedback.

Adobe Campaign (formerly Neolane)

⭐⭐⭐☆☆ (16) trScore 6.2 out of 10

Adobe Campaign (formerly Neolane) provides cross-channel campaign management across online and offline channels with campaign, offer, and personalization management capabilities for sophisticated automation and execution of marketing programs. As part of the solution, Adobe Campaign offers marketing resource management functionality including asset management, spend/financial management, workflow management and calendaring. These MRM features, designed to manage resource allocation and budgets, are important for enterprise customers. It also has strong analytics capabilities and integration with enterprise CRM systems as well as with Adobe Marketing Cloud. Neolane was founded in France in 2001 and raised over $35m before being acquired by Adobe for $600m in June 2013. In terms of overall rating (6.2), Adobe Campaign scores below average. However, satisfaction ratings contributed by reviewers are above average for "likelihood to recommend" (8.3) and "likelihood to renew" (8.4). Typically, overall rating, which includes simple one-click ratings, tends to encapsulate a broader, more balanced sense of user sentiment, but in this case the quality of the product seems unclear based on our limited data. In the future, we hope to collect more ratings and reviews of Adobe Campaign, in order to get a clearer sense of users' experiences with the product. Note that Adobe Campaign is a complex platform designed for enterprises with advanced needs, who are looking to design sophisticated and personalized journeys for leads and prospects.

Company status	Public
Customers	N/A
Employees	13,000+
Location	San Jose, CA (Adobe headquarters)
Founded	2001 (Neolane)
Acquisitions	Neolane was acquired by Adobe in June 2013
Integrations	Salesforce.com, Oracle, Microsoft SQL Server, PostgreSQL, Greenplum, Teradata, DB2, MySQL, InfinitiDB, Netezza, AsterData, SAP Hana, Adobe Analytics, Adobe Target, Adobe Experience Manager, and Adobe Audience Manager
Most compared to*	Salesforce Marketing Cloud, IBM Unica, Marketo
Best fit for**	MA- and tech-savvy enterprise marketers who want to manage custom cross-channel marketing campaigns.

*Based on comparisons run by visitors on TrustRadius
**Based on (5) User reviews of Adobe Campaign on TrustRadius

Adobe Campaign Customer Demographics*

Company Size

- Small — 13%
- Mid-size — 47%
- Enterprise — 40%
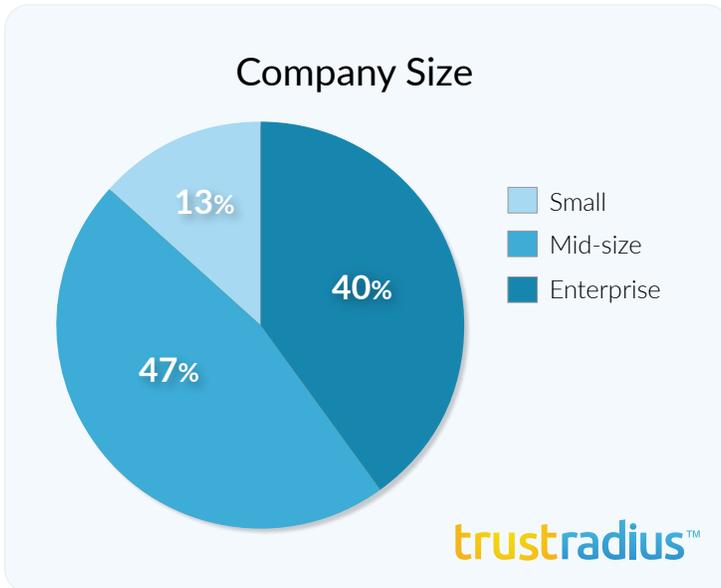
trustradius™

*Customer demographics data is drawn from user profiles and User reviews of Adobe Campaign on TrustRadius.
Data may not be available for all reviewers.

Summary of Adobe Campaign Reviews

ADOBE CAMPAIGN PROS	ADOBE CAMPAIGN CONS
Integration » Integration with Adobe's SiteCatalyst (now Adobe Analytics) is important. » Also integrates with CRMs. *Note: The vendor says that Adobe Campaign natively supports online and offline channels.*	**UI design** » The user interface is not intuitive and there is a steep learning curve.
Customization/Flexibility » Many features (such as storage and user roles) can be customized to fit the needs of a particular organization.	**Troubleshooting** » Software is buggy and troubleshooting is difficult, especially for non-technical users. Error messages are very vague and hard to interpret.
Campaign management » Campaign automation and management across platforms (SMS, social media, email, direct mail, etc) are strong.	

Source: (5) User reviews of Adobe Campaign on TrustRadius, (3) written or updated in the last year

Aggregate User Ratings of Adobe Campaign

Overall Experience

		MA Average 7.5
Overall Rating	**6.2**	

		MA Average 7.8
Likelihood to Recommend	**8.3**	

		MA Average 8.0
Likelihood to Renew	**8.4**	
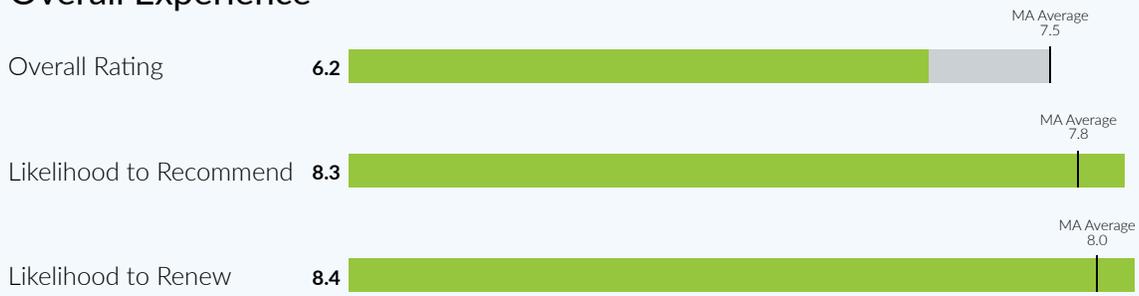
Source: trScores based on end-user reviews and ratings on TrustRadius

trustradius™

Adobe Response to Reviewer Feedback

N/A

CallidusCloud Marketing Automation (formerly LeadFormix)

★★★☆☆ (13) **tr**Score 5.6 out of 10

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. CallidusCloud scores far below the benchmark in key satisfaction metrics like overall rating (5.6), "likelihood to recommend" (5.8) and "likelihood to renew" (4.7), indicating general user dissatisfaction.

Company status	Public, part of CallidusCloud (CALD)*
Customers	4,400+
Employees	850
Location	Dublin, CA (CallidusCloud headquarters);* other offices in Mexico City; London; Frankfurt; Serbia; Hong Kong; Japan; Australia; Hyderabad; Bangalore; Singapore
Founded	LeadFormix was founded in 2008; CallidusCloud was founded in 1996*
Acquisitions	Acquired by CallidusCloud Jan. 2012*
Integrations	Salesforce, Microsoft Dynamics, Netsuite, Zoho, SugarCRM
Most compared to**	HubSpot, Act-On, Marketo
Best fit for***	Entry-level Marketing Automation users with small contact databases, who are focused on email marketing and looking for a budget option

*From CrunchBase https://www.crunchbase.com/organization/leadformix and https://www.crunchbase.com/organization/callidus-software
**Based on comparisons run by users on TrustRadius
***Based on (10) User reviews of CallidusCloud Marketing Automation on TrustRadius

CallidusCloud Marketing Automation Customer Demographics*

Company Size

100%

- Small
- Mid-size
- Enterprise
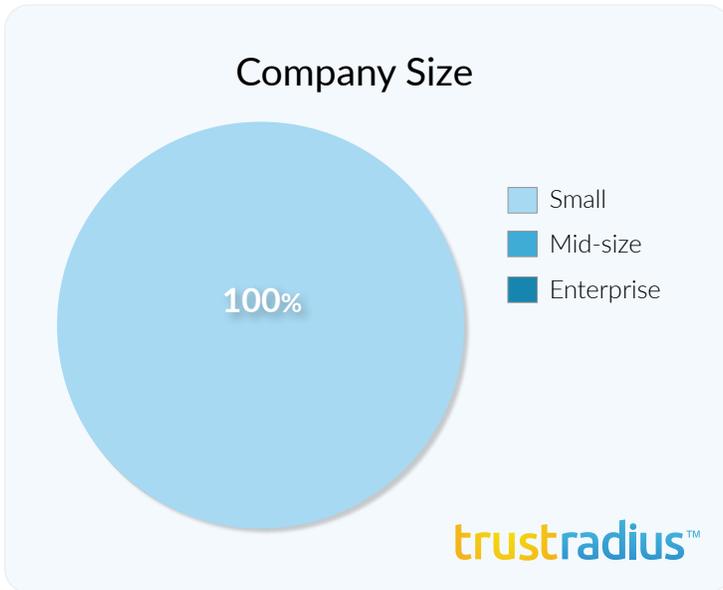
trustradius™

*Customer demographics data is drawn from user profiles and User reviews of CallidusCloud Marketing Automation on TrustRadius. Data may not be available for all reviewers.

Summary of CallidusCloud Marketing Automation Reviews

CALLIDUSCLOUD MARKETING AUTOMATION PROS	CALLIDUSCLOUD MARKETING AUTOMATION CONS
Email marketing » Straightforward email marketing platform that allows campaigns to be stored and shared.	**Scheduling** » The system will only send to one list per hour, which is not efficient (vendor disputes this).
Salesforce integration » Ability to "push" leads' contact information into Salesforce is convenient.	**Templates** » Some users found email/landing page design editor hard to customize and troubleshoot.
Reporting » Reports are easy to understand, especially the Daily Visitor report. » Some users have had issues with report inaccuracy and slow report speeds.	

Source: (10) User reviews of CallidusCloud Marketing Automation on TrustRadius, (2) written or updated in the last year

Aggregate User Ratings of CallidusCloud Marketing Automation

Overall Experience

		MA Average
Overall Rating	5.6	7.5
Likelihood to Recommend	5.8	7.8
Likelihood to Renew	4.7	8.0
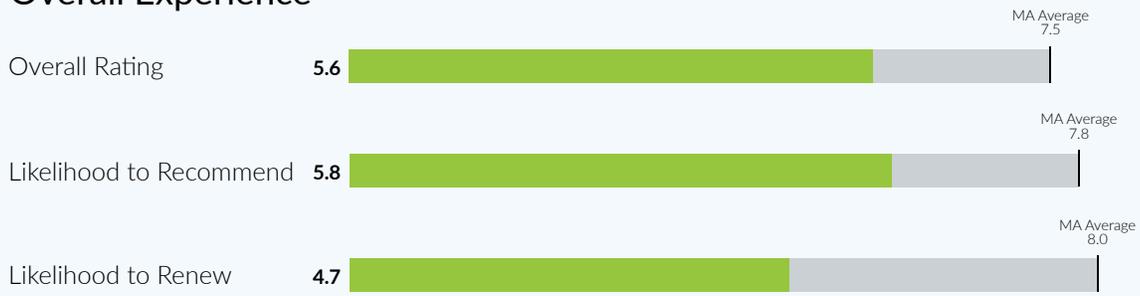
Source: trScores based on end-user reviews and ratings on TrustRadius

trustradius™

CallidusCloud Response to Reviewer Feedback

N/A

Oracle Eloqua

★★★☆☆ (104) **tr** Score 7.4 out of 10

Eloqua, one of the big names in enterprise Marketing Automation, is now part of the Oracle Marketing Cloud. Commonly called Oracle Eloqua, it is now officially labeled Oracle Cross Channel Marketing to Businesses. It forms the B2B Marketing Automation piece of the Oracle marketing stack. Despite its stronghold in the category, users rate Eloqua poorly in some areas. Eloqua scores below the category average for most attributes; however, it is important to note that Eloqua is fully focused on the enterprise, and enterprise ratings are generally lower because users' demands are more complex. Its ratings are particularly low for "likelihood to renew" (7.0), performance (6.7), and overall support (3.0). Eloqua's overall rating (7.4) and "likelihood to recommend" (7.5) scores approach the average, and in areas like usability (8.0) and implementation (8.8) Eloqua's scores rise above average. It remains a Top Rated Marketing Automation product in the enterprise segment, possibly because the product is so well established and functions as one piece of a larger complex marketing ecosystem.

Company status	Public (ORCL)*
Customers	N/A
Employees	120,000 (Oracle)
Location	Redwood Shores, CA (Oracle headquarters)
Founded	1999 (Eloqua)*
Acquisitions	Acquired by Oracle in Dec. 2012. Notable recent acquisitions include Maxymiser, BlueKai, Responsys, Datalogix, Front Porch Digital, TOA Technologies, MICROS Systems, LiveLOOK and GreenBytes.
Integrations	Demandbase, Get Smart Content, Microsoft Dynamics CRM, Oracle Siebel Enterprise Marketing Suite, Radian6, Salesforce, GoodData, Cero, Attentive.ly, etouches Event Management Platform
Most compared to**	Marketo, Oracle Responsys, Salesforce Marketing Cloud Email, Salesforce, Adobe Campaign
Best fit for***	B2B enterprise companies with over 1 million contacts and a strong marketing plan.

*From CrunchBase https://www.crunchbase.com/organization/eloqua#/entity
**Based on comparisons run by visitors on TrustRadius
***Based on (66) User reviews of Eloqua on TrustRadius

Oracle Eloqua Customer Demographics*
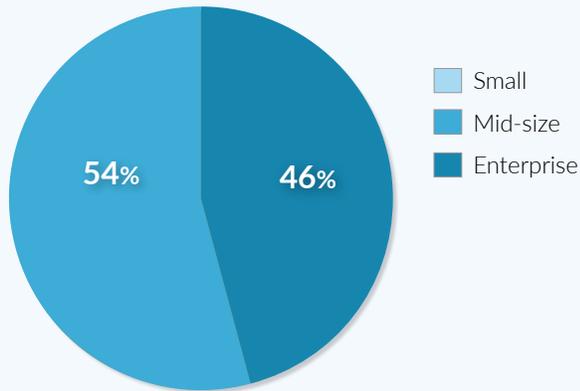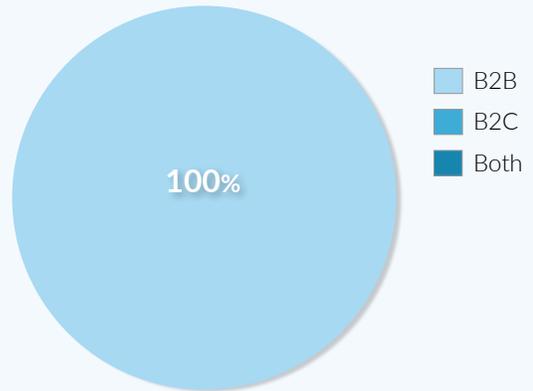
Company Size

- Small
- Mid-size
- Enterprise

54%
46%

B2B or B2C?

- B2B
- B2C
- Both

100%

Number of Contacts (List Size)

- <10k
- 10k-25k
- 25k-100k
- 100k-250k
- 250k-1m
- 1m-5m
- >5m

47%

20%

7%

13%

13%

<10k   10k   25k   100k   250k   1m   >5m
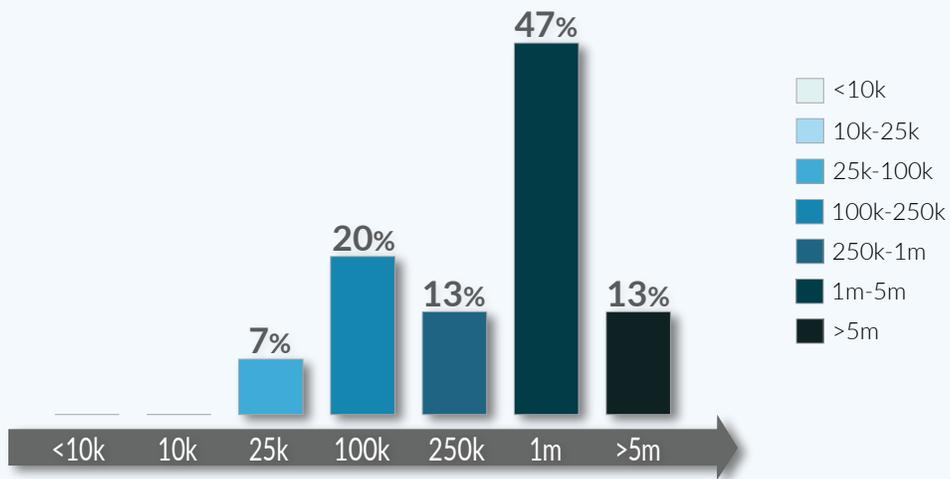
trustradius™

*Customer demographics data is drawn from user profiles and User reviews of Eloqua on TrustRadius. Data may not be available for all reviewers.

Summary of Oracle Eloqua Reviews

| ORACLE ELOQUA PROS	ORACLE ELOQUA CONS
Online training/Topliner user community » Many users cite the excellent Topliners users community and Eloqua University as a significant competitive advantage.	**Licensing** » Hidden costs due to restricted permissions on important actions like training and reporting.
Campaign building and management » Campaign Canvas (introduced in E10) gets high marks.	**Release quality/Bugs** » New releases are not adequately tested and are buggy.
Integrations » Generally, reviewers liked using Eloqua with a CRM (often Salesforce), and found the integrations available through the app cloud helpful. » Custom integrations were often described as time-consuming but worthwhile.	**Customer support** » Responsive, but quality of support has declined since the acquisition by Oracle. Some reviewers said that this might be a temporary effect of the transition.
Bridging gap between Marketing and Sales » Creates a more efficient, higher quality lead pipeline. » Facilitates collaboration between departments, enabling a closed loop marketing strategy.	

Reporting
» Standard reporting has improved, but still has room to grow. Report customization requires an Analyzer license.

UI design/Product complexity
» The product is complex and has a complex user interface.
» UI is cleaner and simpler in E10, but power-user and admin functionality is limited and some say it's still hard to navigate.

Program Builder
» Many liked this sophisticated yet flexible tool. Some found it powerful but not user-friendly, and said documentation should be improved.

Source: (66) User reviews of Eloqua on TrustRadius, (28) written or updated in the last year

Aggregate User Ratings of Oracle Eloqua

Overall Experience

		MA Average
Overall Rating	**7.4**	7.5
Likelihood to Recommend	**7.5**	7.8
Likelihood to Renew	**7.0**	8.0
Usability	**8.0**	7.6

Reliability

		MA Average
Availability	**7.2**	8.4
Performance	**6.7**	7.4

Client Services

		MA Average
Support	**3.0**	7.2
In-Person Training	**7.3**	8.6
Online Training	**7.6**	8.6
Implementation	**8.8**	8.3
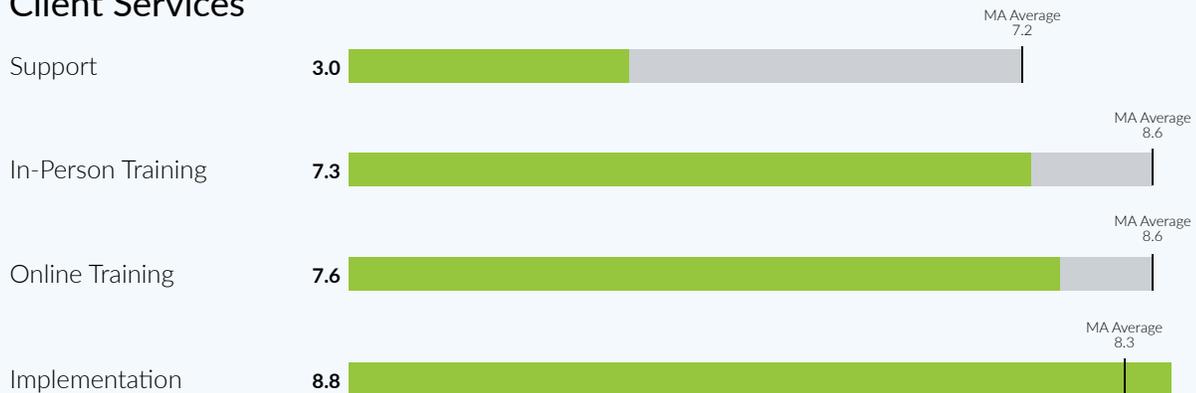
Source: trScores based on end-user reviews and ratings on TrustRadius

trustradius™

Oracle Response to Reviewer Feedback

N/A

eTrigue DemandCenter

★★★☆☆ (24) tr Score 7.4 out of 10

eTrigue DemandCenter is a real-time sales acceleration SaaS solution designed for sales and marketing teams. It allows users to dynamically manage inbound and outbound marketing campaigns, making changes on the fly. Although eTrigue rating information is not available for availability, performance, and training, in other categories eTrigue scores well—around or above the Marketing Automation average. Support (9.1), usability (9.1), and implementation (8.9) ratings are well above the benchmark, while overall rating (7.4), "likelihood to recommend" (7.5), and "likelihood to renew" (8.2) fall right around the Marketing Automation average. eTrigue is Top Rated in the small business segment; usability and support, clear strengths of eTrigue, are often two of the most important considerations for users at this company size.

Company status	Private
Customers	N/A
Employees	19*
Location	San Jose, CA (headquarters) and London
Founded	2011*
Integrations	Salesforce, WebEx Meetings, GoToWebinar, AdWords, Microsoft Dynamics CRM
Most compared to**	HubSpot, Pardot, Marketo, SharpSpring
Best fit for***	Companies that want to automate email campaigns in a simple and dynamic way without the need for dedicated Marketing Automation administrators.

*Listed on LinkedIn
**Based on comparisons run by users on TrustRadius
***Based on (23) User reviews of eTrigue DemandCenter on TrustRadius

eTrigue DemandCenter Customer Demographics*

Company Size

100%

- Small
- Mid-size
- Enterprise

B2B or B2C?

25%

75%

- B2B
- B2C
- Both

Number of Contacts (List Size)

17% **17%** **25%** **25%** **17%**

<10k   10k   25k   100k   250k   1m   >5m

- <10k
- 10k-25k
- 25k-100k
- 100k-250k
- 250k-1m
- 1m-5m
- >5m
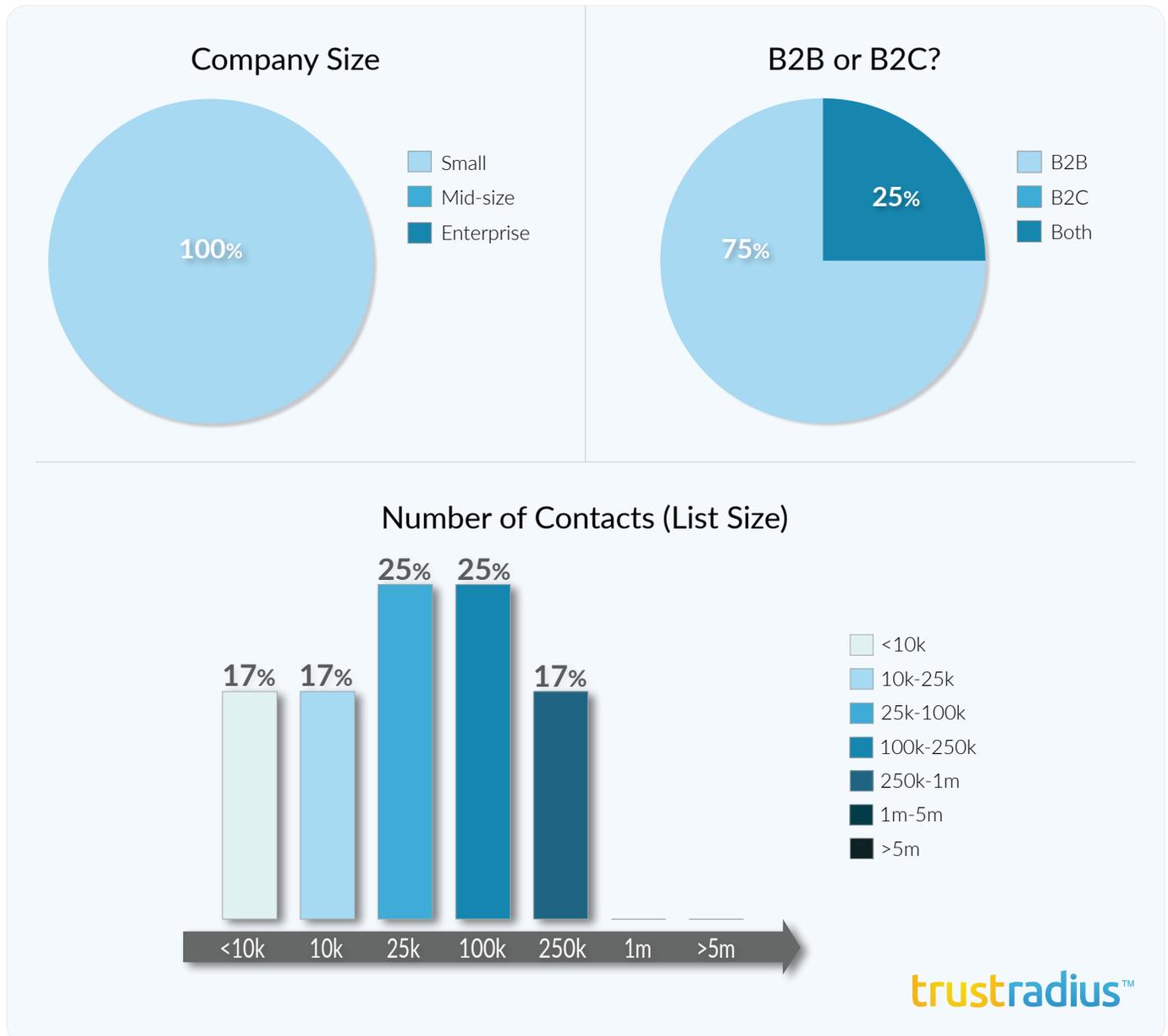
trustradius™

*Customer demographics data is drawn from user profiles and User reviews of eTrigue DemandCenter on TrustRadius. Data may not be available for all reviewers.

Summary of eTrigue DemandCenter Reviews

ETRIGUE DEMANDCENTER PROS	ETRIGUE DEMANDCENTER CONS
Usability » Intuitive; requires minimal training and IT support. » Users said eTrigue's easy implementation and ability to adjust workflows on the fly give it a significant competitive advantage.	**Very basic** » Lacks the bells and whistles of other MA solutions. » Works for simple needs, but may not be a suitable tool for complex marketing strategies/operations.
Lead alerts » Real-time alerts allow sales teams to follow up on leads with a better contact success rate.	
Email campaigns » DemandCenter's email and landing page editors and drag-and-drop storyboard layout make campaigns easy to design and update.	
Customer support » Fast response from a friendly team who are genuinely concerned. Many felt they were getting premium support at no extra cost.	
Reporting » Reports are easy to generate and simple to understand. » Advanced reporting has improved in recent releases, but custom reporting options still have room to grow.	
Integration » Users liked the native integration to online webinar tools such as GoToWebinar and WebEx. » While a few users had problems with CRM integration, others found it quick and painless. » Some users said they would like to see eTrigue integrations/support for their email platforms.	

Source: (23) User reviews of eTrigue DemandCenter on TrustRadius, (18) written or updated in the last year

Aggregate User Ratings of eTrigue DemandCenter

Overall Experience

Overall Rating   **7.4** — MA Average 7.5

Likelihood to Recommend   **7.7** — MA Average 7.8

Likelihood to Renew   **8.2** — MA Average 8.0

Usability   **9.1** — MA Average 7.6

Client Services

Support   **9.1** — MA Average 7.2

Implementation   **8.9** — MA Average 8.3

Source: trScores based on end-user reviews and ratings on TrustRadius

trustradius™
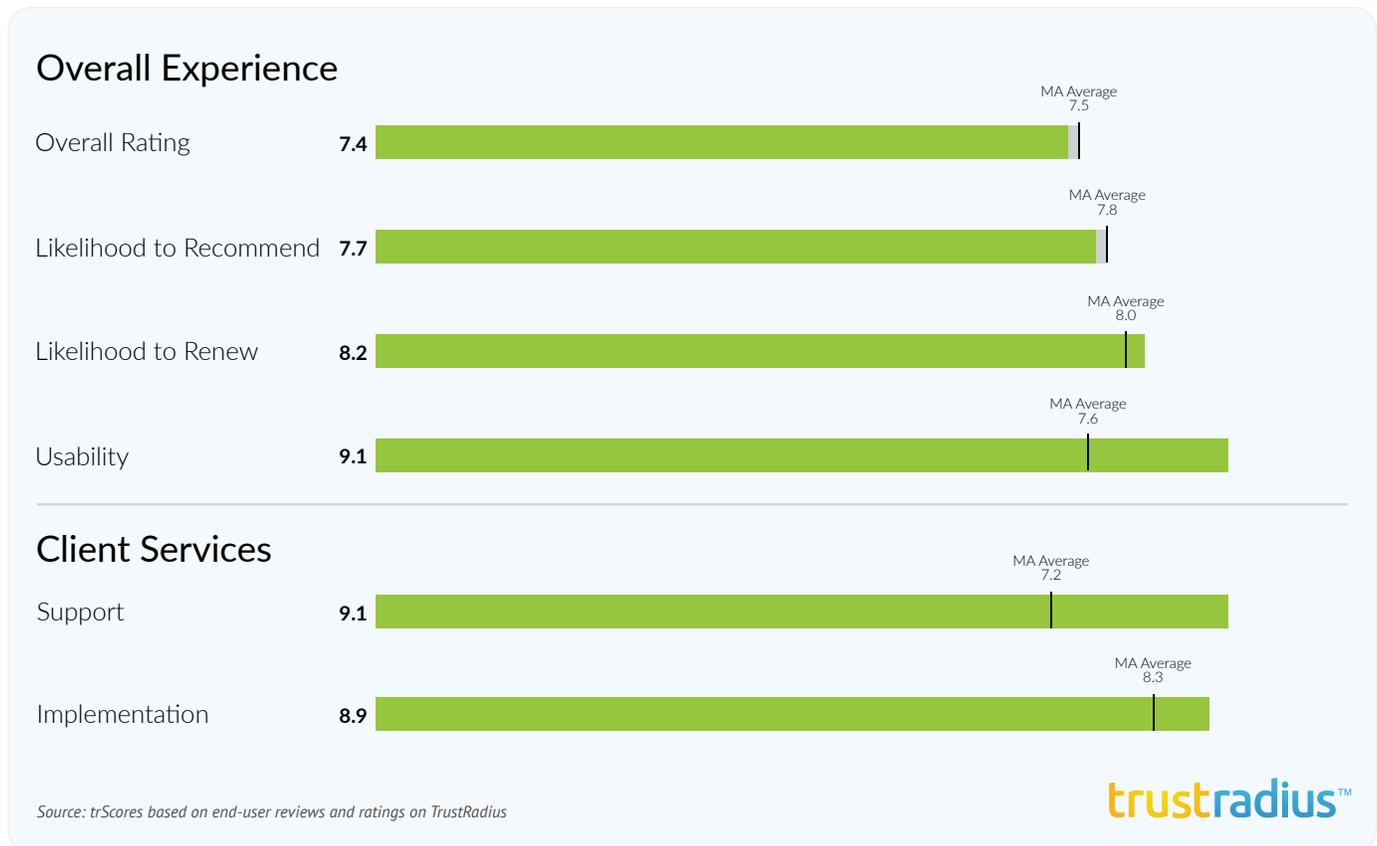
eTrigue Response to Reviewer Feedback

eTrigue was built to be intuitive—simple to run with minimal training. Anyone can effectively deploy the system without the need for IT support. Who has time to mess around with complex code and confusing settings just to get inbound and out bound marketing programs running?

Our goal is to keep this remarkable system easy-to-deploy and operate, and make sure that marketers can adjust workflows and assets on the fly. Need to change something? Make a mistake? You can start and stop campaigns and edit resources as needed.

Building segments and personas is a quick drag and drop operation. Creating complete campaigns in a snap with the drag and drop campaign builder. The logic built into each campaign allows for surprisingly sophisticated campaign works flows. We do build in the features that small to mid-market businesses use most often and most effectively, and integrate to other systems as well, including Litmus, GoToWebinar, WebEx, as well as Google AdWords and major CRM systems. We don't build in every conceivable feature into the system, but we do keep on the cutting edge with new usability.

eTrigue DemandCenter is cost-effective and easy to operate without the need for a full-time marketing automation staff. The "marketing automation" staff may be just one person who also

carries out a range of marketing functions for their organization. Departments and divisions within major enterprises also use DemandCenter, because they need to run their programs quickly without the long-lead times and delay inherent in many marketing automation systems in operation at larger enterprises.

eTrigue consistently receives high marks for ease-of-use and superior support.

GreenRope

★★★★☆ (19) trScore 8.0 out of 10

GreenRope is online CRM and Marketing Automation software for small businesses. It allows for unlimited users and emails per subscription, and offers event management, ecommerce and predictive analytics features. GreenRope scores above average in its overall rating (8.0), "likelihood to recommend" (8.0) and usability (7.9) scores, and scores exceptionally highly for "likelihood to renew" (8.8). A high "likelihood to renew" score can mean that users are happy with the product and therefore want to remain loyal; however, especially since GreenRope has CRM capabilities and is designed for small businesses on a budget, this high rating may also reflect the inconvenience of switching to a new system of record.

Company status	Private
Customers	N/A
Employees	21
Location	San Diego, CA (headquarters); other offices worldwide
Founded	2008
Integrations	Salesforce, WordPress, Outlook, Microsoft CRM, GoToMeeting, QuickBooks, Olark Live Chat, Magento, Gmail Gadget, Evernote
Most compared to*	Infusionsoft, Hatchbuck, Act-On
Best fit for**	Small businesses that want CRM and email Marketing Automation capabilities on a month-to-month subscription.

*Based on comparisons run by visitors on TrustRadius
**Based on (18) User reviews of GreenRope on TrustRadius

GreenRope Customer Demographics*

Company Size

100%

- Small
- Mid-size
- Enterprise
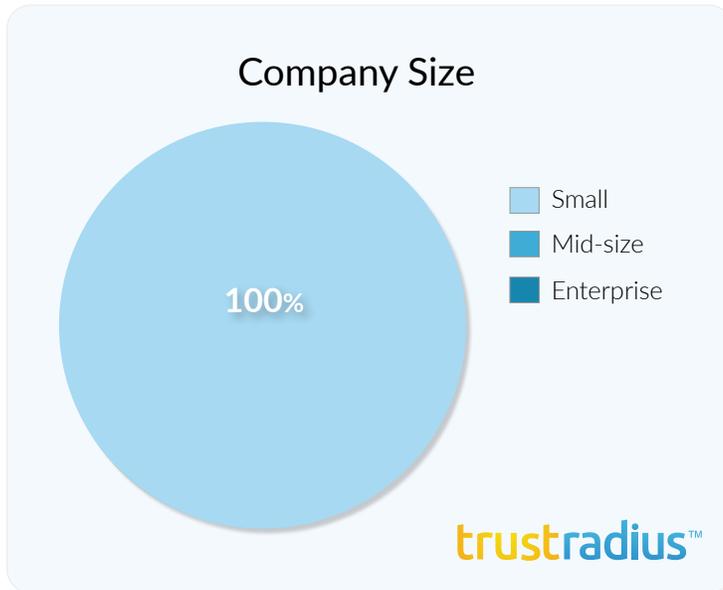
trustradius™

*Customer demographics data is drawn from user profiles and user reviews of GreenRope on TrustRadius. Data may not be available for all reviewers.

Summary of GreenRope Reviews

GREENROPE PROS	GREENROPE CONS
Email marketing » Users like the email marketing features of Green-Rope, including drip campaigns, list management, landing pages and web forms, and email tracking.	**Email templates** » Though the email marketing features are strong, users say the email templates are inflexible or difficult to customize. They would also like to see more template options.
CRM » Real-time alerts allow sales teams to follow up on leads with a better contact success rate.	**Minor UI issues** » While overall the software is easy to use, users had varying suggestions for minor improvements in the UI and workflow, such as the ability to perform certain tasks with fewer clicks and better menu options.
Email campaigns » GreenRope's email and landing page editors and drag-and-drop storyboard layout make campaigns easy to design and update.	
Customer support » Fast response from a friendly team who are genuinely concerned. Many felt they were getting premium support at no extra cost.	
Price » Users say the product is affordable, and like that it's month-to-month rather than an annual contract.	

Source: (18) User reviews of GreenRope on TrustRadius, all written or updated in the last year

Aggregate User Ratings of GreenRope

Overall Experience

		MA Average
Overall Rating	8.0	7.5
Likelihood to Recommend	8.0	7.8
Likelihood to Renew	8.8	8.0
Usability	7.9	7.6

Source: trScores based on end-user reviews and ratings on TrustRadius

trustradius™
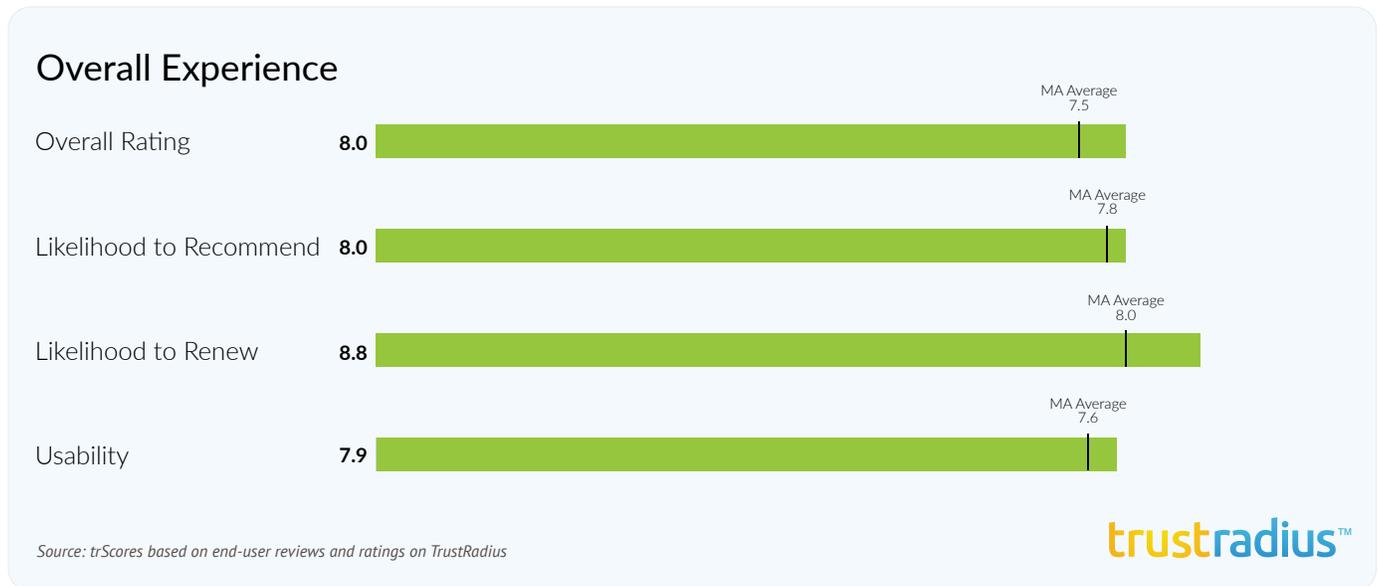
GreenRope Response to Reviewer Feedback

GreenRope is constantly taking user feedback to improve the system. In recent months we have been making substantial upgrades to the user interface to make GreenRope more intuitive and easy to navigate. We understand that work arounds are inefficient, which is why we have implemented new dashboard widgets, easier reporting, a system-wide action drawer, and much more to help teams become more productive in their processes. The automation manager helps visualize all of the automation you have setup in your GreenRope account, while the workflow manager lets users easily view all workflows setup in the system. GreenRope offers one-on-one training to get the users up and running with their account within 30 days, while support is available 24/7.

GreenRope is an out of the box system, however can also be fully customized to meet the needs of your team. Our email templates and landing page templates are designed to be fully customizable to meet each business' needs. However, we have plenty of pre-made responsive templates that are ready to be deployed, so that no advanced customization is needed. We are working on building more templates for our users, so they have a plethora to choose from. Unlike most traditional email providers, we give much more flexibility in template customization via dynamic data, mail merges, automatic actions, and more.

Hatchbuck

★★★★☆ (25) **tr**Score 8.3 out of 10

hatchbuck

**TOP RATED MARKETING AUTOMATION SOFTWARE** trustradius™ 2016

Hatchbuck is a basic all-in-one sales and marketing software that includes CRM, Marketing Automation, and email marketing tools for small businesses. Hatchbuck scores above average in its overall rating (8.3), "likelihood to recommend" (8.4), "likelihood to renew" (8.4), and usability (8.4), indicating good customer satisfaction. Ratings are not yet available for other Marketing Automation attributes. Hatchbuck is a Top Rated Marketing Automation product for small businesses.

Company status	Private (Most recent funding was $1.4 million in venture capital, September 2015)
Customers	1,000+
Employees	25
Location	St. Louis, MO
Founded	2012
Integrations	GoToWebinar, Paypal, Survey Monkey, Survey Gizmo, SumoMe, Eventbrite, Stripe and more through Zapier
Most compared to*	Infusionsoft, HubSpot, GreenRope, Jumplead, Spokal
Best fit for**	Small businesses looking to implement simple MA and CRM solutions. Some reviews suggested that Hatchbuck wasn't their favorite for lead generation, but was good for managing and nurturing leads coming in from elsewhere.

*Based on comparisons run by visitors on TrustRadius
**Based on (23) User reviews of Hatchbuck on TrustRadius

Hatchbuck Customer Demographics*

Company Size

100%

■ Small
■ Mid-size
■ Enterprise
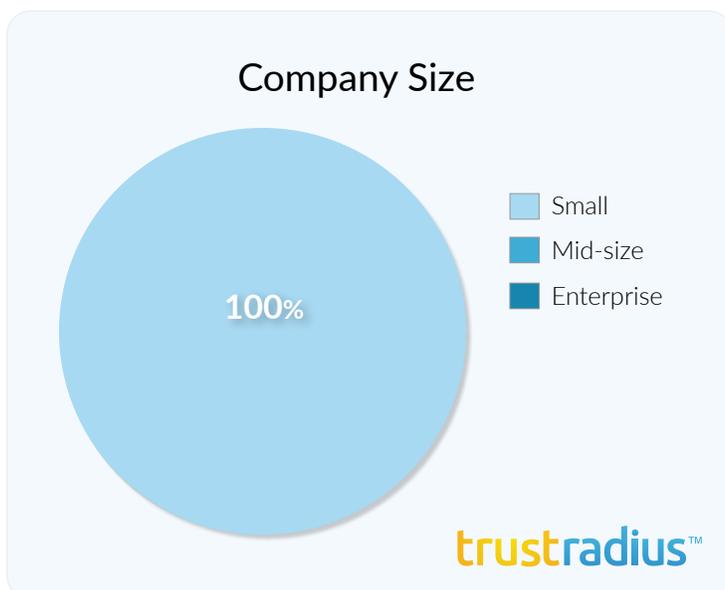
trustradius™

*Customer demographics data is drawn from user profiles and User reviews of Hatchbuck on TrustRadius. Data may not be available for all reviewers.

Summary of Hatchbuck Reviews

HATCHBUCK PROS	HATCHBUCK CONS
Simplicity » Easy to use; intuitively laid out. » Some said that since Hatchbuck is simpler than "full-blown" Marketing Automation or CRM solutions, it is missing complex campaign features like multiple-condition automated emails and a sales cycle timeline.	
Customer support » Accessible support team goes above and beyond.	**Integration** » Hatchbuck is behind the curve integration-wise. Users would like to be able to integrate their email clients and calendars, and to have social media posting/management capabilities.
Basic metrics » Daily reports on basic metrics, like opens, clicks, bounces, etc, are easy to read and interpret.	**Advanced reporting** » Data exportability is an issue. » Needs more robust custom reports. Users said they were not yet able to measure ROI.
CRM + MA » Users said Hatchbuck works well for companies looking to implement both customer relationship management and email marketing/Marketing Automation solutions.	**Templates** » Email templates and editing tools could be cleaned up and expanded. » Landing page templates are an area for development.
Organizational tools » Tasks, notifications, form management, and tags are helpful and easy to use.	

Source: (23) User reviews of Hatchbuck on TrustRadius, (22) written or updated in the last year

Aggregate User Ratings of Hatchbuck

Overall Experience

	Rating	MA Average
Overall Rating	8.3	7.5
Likelihood to Recommend	8.4	7.8
Likelihood to Renew	8.4	8.0
Usability	8.4	7.6

Source: trScores based on end-user reviews and ratings on TrustRadius

trustradius™
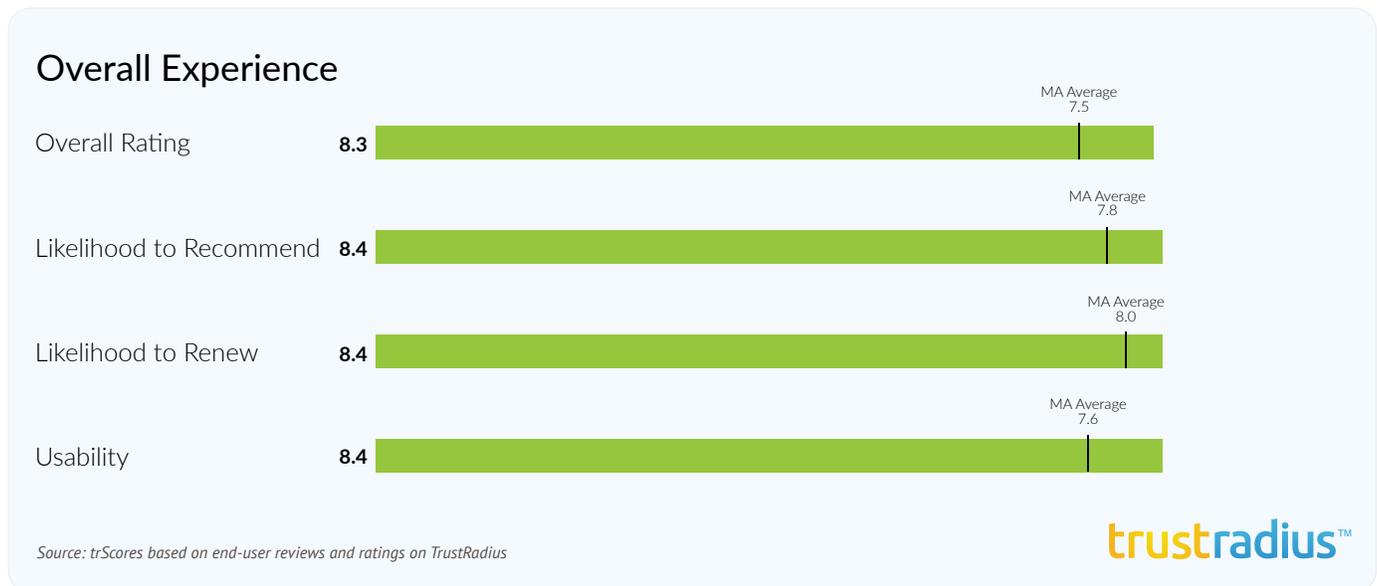
Hatchbuck Response to Reviewer Feedback

We appreciate the helpful feedback from our customers.

At Hatchbuck, our focus is to create a great experience for our core user, the small business owner. As a result, we are extremely intentional about building a sales and marketing platform that is easy to use, providing all of the CRM, email marketing and marketing automation features that small businesses need—and none of the bloated functionality they don't.

For instance, instead of creating a landing page builder, we make it simple for our customers to integrate forms with any of the world class landing page builders on the market, while we concentrate on strengthening our core of CRM, email marketing and marketing automation. In addition, we've made it easier to export data from reports so that our small business customers can get any of the custom data they need more easily. We've also noted that our users would appreciate more integrations, and look forward to adding more integration options in the future.

Every day is an opportunity to help a small business turn website visitors into handshakes, emails into conversations, and customers into raving fans. We're excited to continue on this path in 2016.

HubSpot

★★★★☆ (476) **tr** Score 8.2 out of 10

TOP RATED MARKETING AUTOMATION SOFTWARE trustradius™ 2016

HubSpot is an all-in-one inbound marketing engine. They recently launched their own CRM tool, available for free online. HubSpot scores at or above the Marketing Automation average across the board, indicating extremely high user satisfaction. It particularly excels in the areas of in-person training (9.3) and overall support (8.8)—the attribute with the lowest average rating for the category as a whole, indicating that it may be a common pain point for Marketing Automation users. HubSpot is a Top Rated Marketing Automation product in both the small business and mid-sized company segments.

Note that since HubSpot's feature set is geared towards users in these two segments, it is less complex than some of the MA products designed for enterprises.

Company status	Public (HUBS)
Customers	15,000+
Employees	1,168*
Location	Cambridge, MA (headquarters); Portsmouth, NH; Dublin, Ireland; Sydney, Australia; Singapore
Founded	2006
Acquisitions	Rekindle, a mobile networking app; PrepWork, an appointment briefing tool; Chime, an in-browser notification tool; oneforty, a "buyer's guide" app for social media marketers; and Performable, Marketing Automation focused on ROI analysis.
Integrations	Microsoft Dynamics CRM, NetSuite, Pipeliner CRM, Salesforce, Unbounce, GoToWebinar, SurveyMonkey, Zoho, Twitter, Facebook, LinkedIn, Dropbox, Google Drive, Wordpress, Eventbrite and Magento
Most compared to**	Pardot, Marketo Salesforce, Infusionsoft, Act-On
Best fit for***	Companies with a long sales cycle that involves education, where buyers are researching and comparing options.

*Listed on LinkedIn
**Based on comparisons run by users on TrustRadius
***Based on (398) User reviews of HubSpot on TrustRadius

HubSpot Customer Demographics*
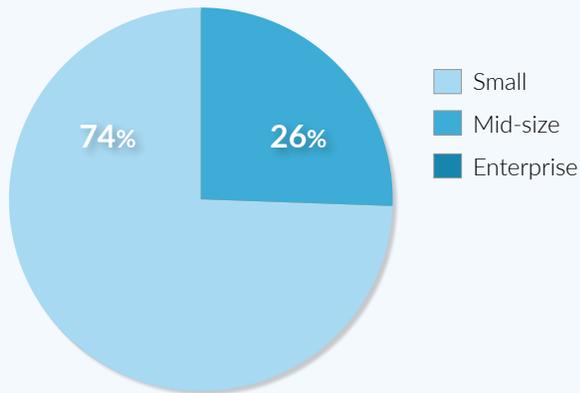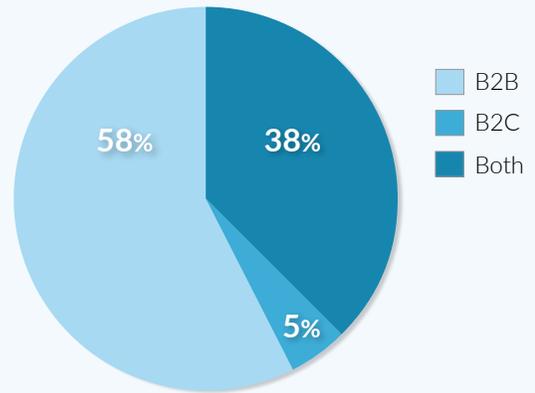
Company Size

- 74% Small
- 26% Mid-size
- Enterprise

B2B or B2C?

- 58% B2B
- 38% Both
- 5% B2C

Number of Contacts (List Size)

- 53% <10k
- 23% 10k-25k
- 16% 25k-100k
- 5% 100k-250k
- 3% 250k-1m
- 1% 1m-5m
- >5m

<10k   10k   25k   100k   250k   1m   >5m
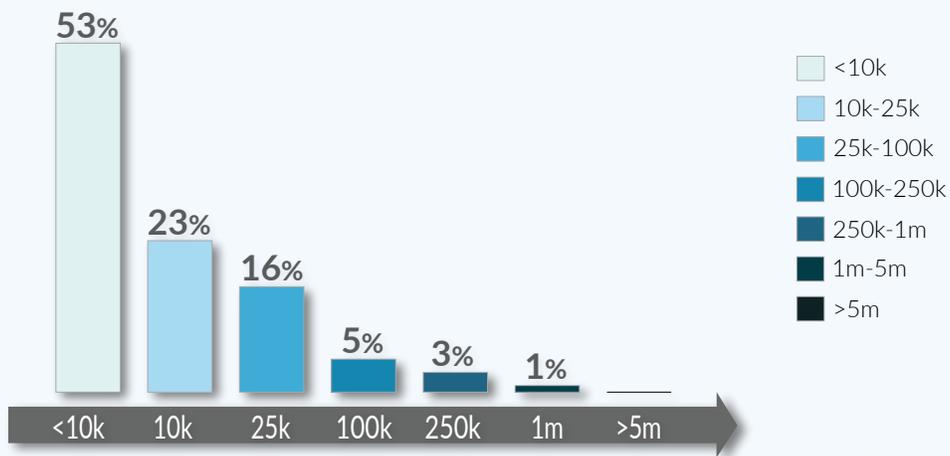
trustradius™

*Customer demographics data is drawn from user profiles and User reviews of HubSpot on TrustRadius. Data may not be available for all reviewers.

Summary of HubSpot Reviews

HUBSPOT PROS	HUBSPOT CONS
All-in-one platform » Multiple capabilities built into a single platform makes juggling additional marketing tools unneccesary.	**Social capabilities** » Some quibbles about the built-in social capabilities. Users say platform choices, post tracking/analysis, and post reliability have room for improvement.
Customer success programs » HubSpot is very focused on the success of its users through coaching, training, weekly blog posts, user conferences (INBOUND), local user communities (HUGs), customer support, etc.	**Customization/Flexibility** » Non-technical users say HubSpot is lacking in options; more technical users say the interface limits their ability to include custom code. » Templates and reports are particularly inflexible.
Analytics/Reporting » Users said HubSpot reports are digestible and actionable, and they like the visibility of the analytics Dashboard. However, there are complaints that reports are slow, incomplete, hard to export and/or hard to customize. » Some would like to see automated report notifications or weekly summary emails, features they liked in competing MA software. *Note: The vendor says that HubSpot does allow users to regularly receive reports by email and it includes regular automated summaries.*	
COS » The Content Optimization System, which replaced the CMS platform in 2013, is generally well received. COS allows users to create websites, edit content, and customize the web experience for visitors, without programming expertise. » With great convenience comes great limitation—technical and power users say they feel constrained by the COS design tools.	**CRM integration** » Though many users have had overall success with Salesforce integration, there are problems with reporting across HubSpot and SF. » Outside of the Salesforce integration, some users have struggled with integrations to other CRMs. » Users are excited about the new HubSpot CRM, but many say it is a work in progress and not yet functional enough for their needs.
Ease of use » User interface is intuitive. Real-time suggestions help guide users through campaign design and management.	**Import/Export** » Some issues such as slow speed and inconvenient formatting for import/export of contacts, report data and images.
Product development » Users said that HubSpot is constantly improving to address feedback, but updates can be confusing and are not always well tested.	

Source: (398) User reviews of HubSpot on TrustRadius, (270) written or updated in the last year

Aggregate User Ratings of HubSpot

Overall Experience

Overall Rating   **8.2**

MA Average 7.5

Likelihood to Recommend   **8.8**

MA Average 7.8

Likelihood to Renew   **8.0**

MA Average 8.0

Usability   **8.9**

MA Average 7.6

Reliability

Availability   **9.2**

MA Average 8.4

Performance   **8.9**

MA Average 7.4

Client Services

Support   **8.8**

MA Average 7.2

In-Person Training   **9.3**

MA Average 8.6

Online Training   **8.7**

MA Average 8.6

Implementation   **8.8**

MA Average 8.3
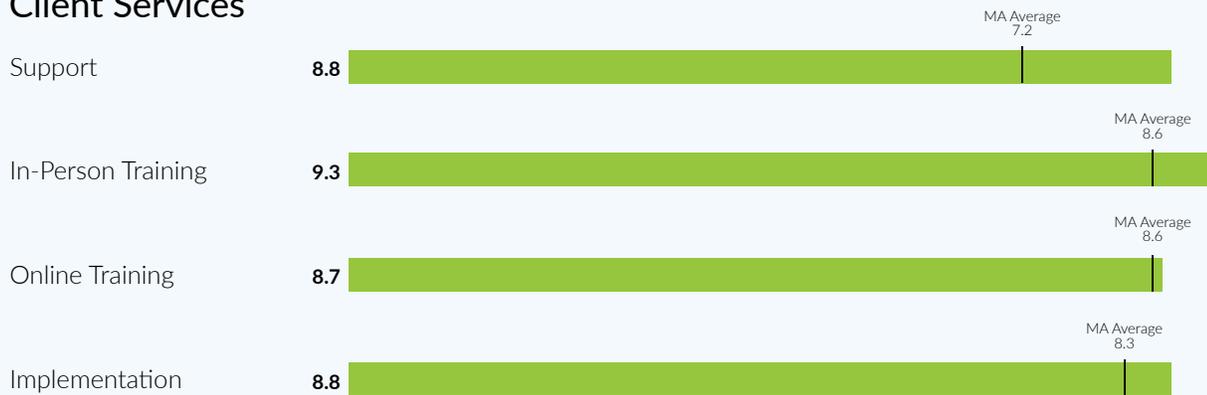
Source: trScores based on end-user reviews and ratings on TrustRadius

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HubSpot Response to Reviewer Feedback

We love customer feedback, both here on TrustRadius and elsewhere, and we really appreciate everyone who's taken the time to share their thoughts with us. We're constantly putting customer feedback into action: we make thousands of bug fixes and improvements every month and our support team is always here to help along the way.

We put a lot of effort into making HubSpot easy (and enjoyable) to use and we try to balance that with the powerful features that our most serious users are looking for. For instance, we've built our Website tool so that even non-technical users can build beautiful sites, but we've also included the capability for advanced users to design and code completely custom sites that still benefit from the power of the HubSpot platform. You can see some examples of these sites on our design blog here: http://designers.hubspot.com/inspire

IBM Campaign (formerly Unica)

★★★☆☆ (30) tr Score 6.9 out of 10

IBM Campaign (formerly IBM Unica) is a broad-based enterprise marketing operations platform that includes Marketing Automation capabilities along with marketing operations capabilities (budget and forecasting, project workflow management, asset management, brand management and spend management). Note that IBM has transitioned away from the name Unica. Part of IBM's Marketing Solutions portfolio, it's geared towards large B2C customers and is available as either a SaaS or an on-premise offering. In general IBM Campaign scores below the Marketing Automation average, but is roughly on par with the overall experience metrics for other complex, enterprise MA tools. It scores highest in usability (8.0). While below average compared to Marketing Automation products in general, IBM Campaign's usability rating matches or exceeds most other enterprise solutions.

Company status	Public
Customers	8,000+ (IBM Marketing Solutions)
Employees	About 400,000 (IBM)
Location	Armonk, NY (IBM)
Founded	1992 (Unica)*
Acquisitions	Acquired by IBM in Oct. 2010*
Integrations	>1,000 included in IBM Commerce's partner program
Most compared to**	Adobe Campaign, Silverpop Engage, Salesforce, Teradata Integrated Marketing Cloud
Best fit for***	B2C enterprise power-users who want to customize and then reuse objects, and who are interested in leveraging predictive analytics.

*From CrunchBase https://www.crunchbase.com/organization/unica
**Based on comparisons run by visitors on TrustRadius
***Based on (12) User reviews of IBM Unica on TrustRadius

IBM Campaign Customer Demographics*

Company Size

100%

- Small
- Mid-size
- Enterprise
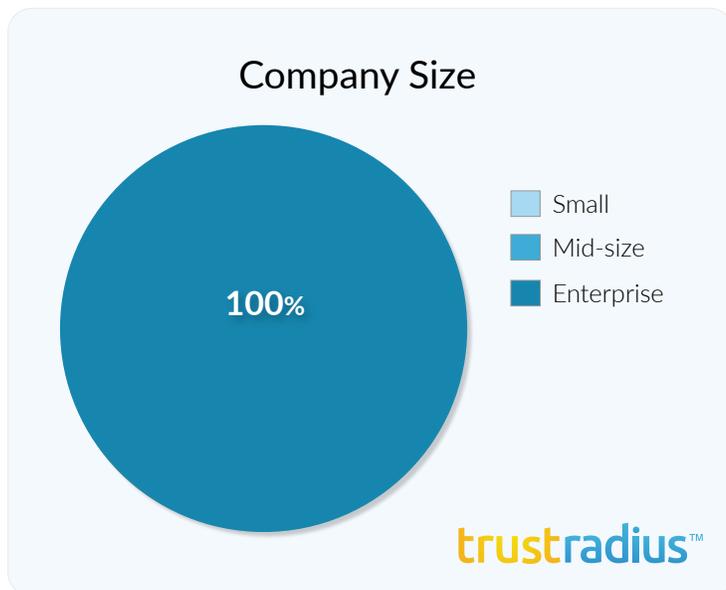
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*Customer demographics data is drawn from user profiles and User reviews of IBM Unica on TrustRadius.
Data may not be available for all reviewers.

Summary of IBM Campaign Reviews

IBM CAMPAIGN PROS	IBM CAMPAIGN CONS
Campaigns » Unica Campaign is effective for list pulls, complex segmentation and scheduling.	**UI design and product complexity** » The user interface is dated and the overall product design is very complex and requires extensive training.
Reusability » Users liked that any part of a campaign could be made into a template, so that workflows and objects can be standardized and reused. A few cautioned that template maintenance is key.	**Toolkit functionality** » Some modules, like Web Analytics and Distributed Marketing, are less effective and less reliable than competing tools.
Predictive analytics » The Predictive Insights module is powerful and effective.	**Cost** » IBM Campaign is a huge investment, both in terms of product price and implementation/training time and resources. While some users said the investment was worthwhile, others described costs as frustrating or prohibitive.

Source: (12) User reviews of IBM Unica on TrustRadius, (4) written or updated in the last year

Aggregate User Ratings of IBM Campaign

Overall Experience
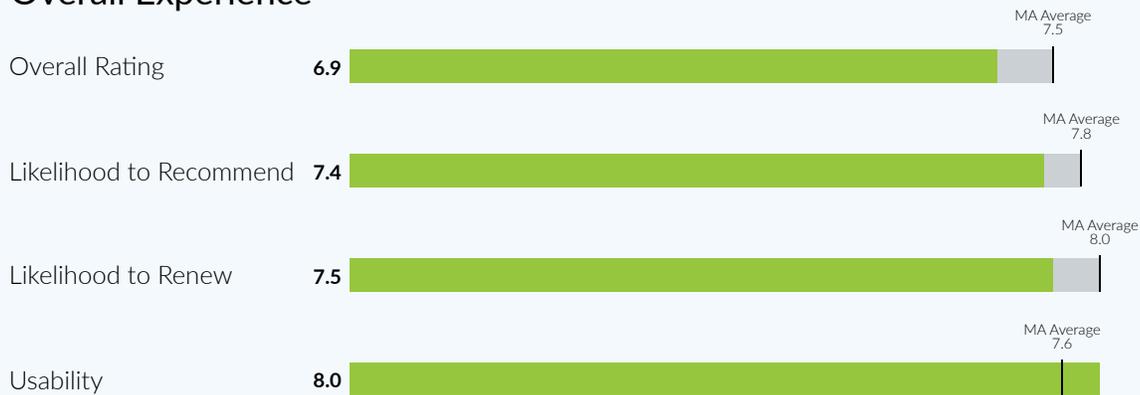
		MA Average
Overall Rating	6.9	7.5
Likelihood to Recommend	7.4	7.8
Likelihood to Renew	7.5	8.0
Usability	8.0	7.6

Source: trScores based on end-user reviews and ratings on TrustRadius

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IBM Response to Reviewer Feedback

IBM has made significant investment in UI and UX including hiring new talent, conducting extensive Design Thinking training and expanding the beta and UI testing programs. Product capabilities recently released including journey designer reflect the new UI and UX now being rolled out across the portfolio.

IBM provides marketers with a full customer experience analytics suite expanding beyond traditional digital analytics to include customer experience, cognitive and predictive analytics.

IBM Marketing Cloud
(formerly Silverpop Engage)

★★★½☆ (47) tr Score 6.5 out of 10

Silverpop Engage, originally an email marketing tool, is now the Marketing Automation foundation for the IBM Marketing Cloud, which is part of the broader IBM Marketing Solutions portfolio. Note that IBM is transitioning away from the name Silverpop Engage. New features of the cloud are the Journey Designer (drag-and-drop visual scheduler of the customer journey), Journey Analytics, Customer Experience Analytics, mobile push messaging, and Universal Behavior Exchange (which allows marketers to connect data across their solutions). Silverpop's scores are generally below the Marketing Automation average, with low scores for overall rating (6.5), "likelihood to recommend" (7.1), "likelihood to renew" (6.4), and usability (5.8), indicating user dissatisfaction. However, ratings are not yet available for attributes like online and in-person training; reviews suggest that online resources, along with other client services, are a main strength of Silverpop. Still, Silverpop scores below the category benchmark for overall support (6.0) and implementation (7.4). This could be a result of the difficulty and complexity of implementing and troubleshooting the IBM marketing ecosystem, as opposed to just Silverpop individually.

Company status	Public
Customers	8,000+ (IBM Marketing Solutions)
Employees	400,000 (IBM)
Location	Amonk, NY (IBM headquarters)
Founded	1999 (Silverpop)*
Acquisitions	Acquired by IBM in April 2014. Silverpop's prior acquisitions include Vtrenz in 2007 and CoreMotives in 2012; were both Marketing Automation solutions.*
Integrations	AdStack, Cisco WebEx, Core metrics, KiteDesk, Lyris LM, NetSuite, and etouches Event Management Platform, among others
Most compared to**	MailChimp, IBM Unica, Marketo, Salesforce Marketing Cloud Email
Best fit for***	Customers who prioritize email marketing and want to use Silverpop alongside other IBM marketing solutions.

*From CrunchBase https://www.crunchbase.com/organization/silverpop and confirmed on Silverpop's LinkedIn profile
**Based on comparisons run by visitors on TrustRadius
***Based on (32) User reviews of Silverpop Engage on TrustRadius

Silverpop Engage Customer Demographics*

Company Size

- Small
- Mid-size
- Enterprise

59% 41%

B2B or B2C?

- B2B
- B2C
- Both

100%

Number of Contacts (List Size)

50% 50%

- <10k
- 10k-25k
- 25k-100k
- 100k-250k
- 250k-1m
- 1m-5m
- >5m

<10k 10k 25k 100k 250k 1m >5m
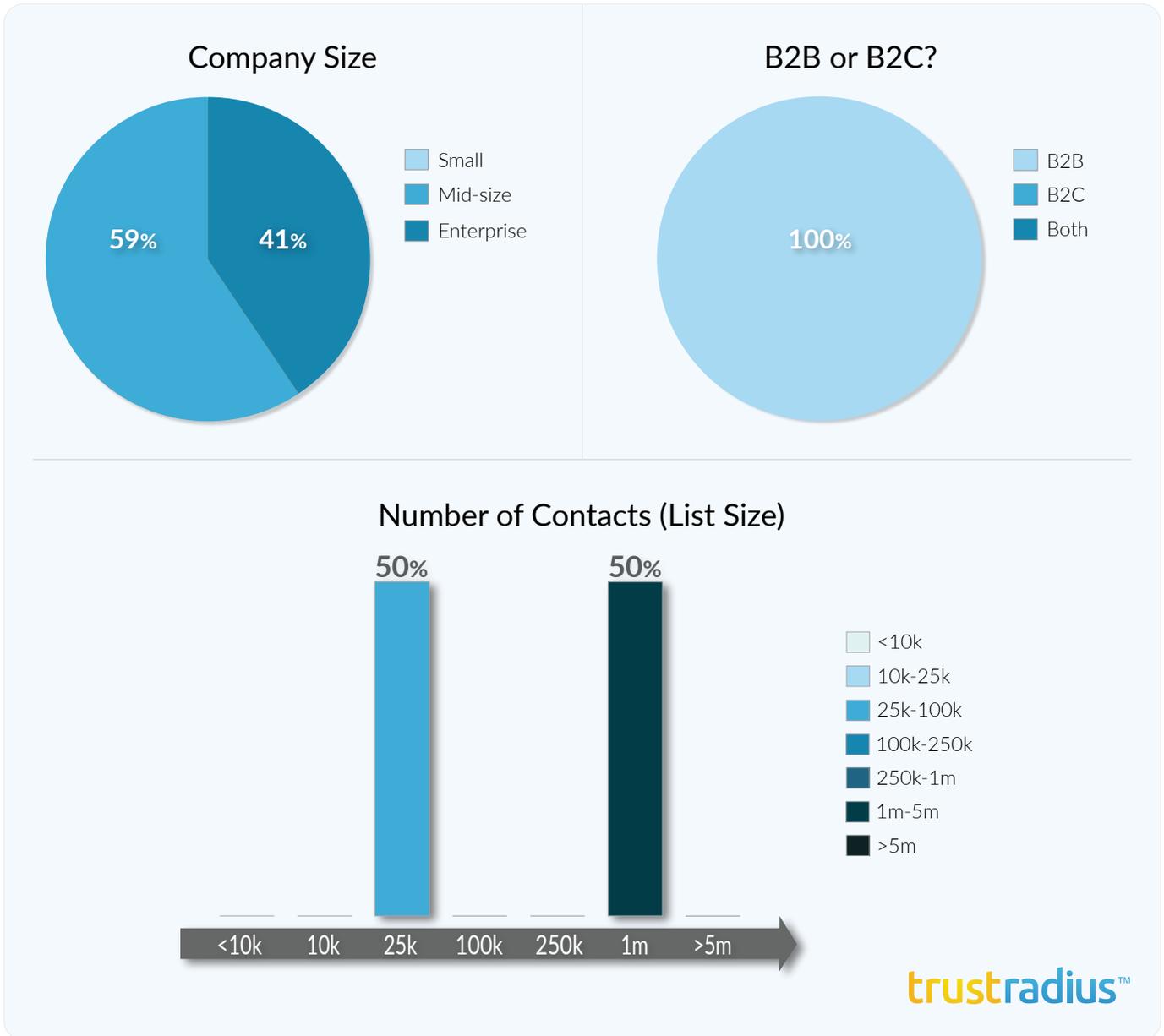
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*Customer demographics data is drawn from user profiles and User reviews of Silverpop Engage on TrustRadius. Data may not be available for all reviewers.

Summary of Silverpop Engage Reviews

| SILVERPOP ENGAGE PROS	SILVERPOP ENGAGE CONS
Email marketing » Strong email capabilities reflect the product's legacy as an email marketing platform	**User interface** » Although users have seen positive changes, the UI is still a bit clunky.
Client services » While client services have been uneven in the past, many recent reviews describe a positive relationship with their account manager and Silverpop support. » Users like the online course offerings for general users, which cater to a range of interests and learning styles. Some said online training may be less ideal for admin users.	**Reporting** » Reporting is generally a pain point in terms of speed, accuracy and flexibility.
Product development » Users said Silverpop is constantly improving, and updates are announced and well documented.	**Email templates** » Users said creating and editing email templates was awkward and difficult. » Some users said that knowledge of HTML is required, whereas others said they had issues using custom HTML.

Source: (32) User reviews of Silverpop Engage on TrustRadius, (8) written or updated in the last year

Aggregate User Ratings of Silverpop Engage

Overall Experience

Overall Rating	**6.5**	MA Average 7.5
Likelihood to Recommend	**7.1**	MA Average 7.8
Likelihood to Renew	**6.4**	MA Average 8.0
Usability	**5.8**	MA Average 7.6

Client Services

Support	**6.0**	MA Average 7.2
Implementation	**7.4**	MA Average 8.3

Source: trScores based on end-user reviews and ratings on TrustRadius

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IBM Response to Reviewer Feedback

IBM has made significant investment in UI and UX including hiring new talent, conducting extensive Design Thinking training and expanding the beta and UI testing programs. Product capabilities recently released including journey designer reflect the new UI and UX now being rolled out across the portfolio.

IBM provides marketers with a full customer experience analytics suite expanding beyond traditional digital analytics to include customer experience, cognitive and predictive analytics.

To make it easier to design and send emails, IBM released a new editor which offers real time editing, multi-device previews, hyperlink manager which brings back real time thumbnails of all email destination links and responsive templates.

Infusionsoft

Infusionsoft.

★★★☆☆ (62) **tr** Score 7.0 out of 10

Infusionsoft is a small business and entrepreneur-focused, comprehensive sales and marketing platform that includes basic contact management, CRM, Marketing Automation and eCommerce capabilities, combined into a single, subscription-based SaaS product. With the launch of Infusionsoft Payments, they now also provide a payment solution. Infusionsoft scores very low in the areas of usability (6.0), performance (4.9), and overall support (3.9), but its scores are rather high for online training (9.5). "Likelihood to renew" (8.2), in-person training (8.6), and implementation (8.5) ratings are all around or slightly above average, while key satisfaction metrics—overall rating (7.0) and "likelihood to recommend" (7.1)—fall a bit short of the category benchmark. Noise among the usability, support, and training ratings may be the result of a cost/benefit balance. According to reviews, the platform is difficult to use (because of broad capabilities) without training; training is expensive but worthwhile; the platform aims to provide all-in-one sales and marketing features for very small businesses that tend to lack internal support and may not have previous experience with similar technology.

Company status	Private ($127.9 million in 5 rounds from 7 investors)
Customers	33,000
Employees	677*
Location	Chandler, AZ
Founded	2001
Acquisitions	GroSocial, a social media marketing tool that tracks Facebook and Twitter; and CustomerHub, for monetizing online content
Integrations	Unbounce, Syncfrog, and a marketplace with 70+ apps for point solutions
Most compared to**	HubSpot, Salesforce, Zoho CRM, MailChimp
Best fit for***	Small companies with less than 10,000 contacts who need CRM + MA and are willing to invest in training.

*Listed on LinkedIn
**Based on comparisons run by visitors on TrustRadius
***Based on (46) User reviews of Infusionsoft on TrustRadius

Infusionsoft Customer Demographics*

Company Size

100%

- Small
- Mid-size
- Enterprise

B2B or B2C?

40% 47% 13%

- B2B
- B2C
- Both

Number of Contacts (List Size)

50% 17% 17% 17%

- <10k
- 10k-25k
- 25k-100k
- 100k-250k
- 250k-1m
- 1m-5m
- >5m

<10k 10k 25k 100k 250k 1m >5m
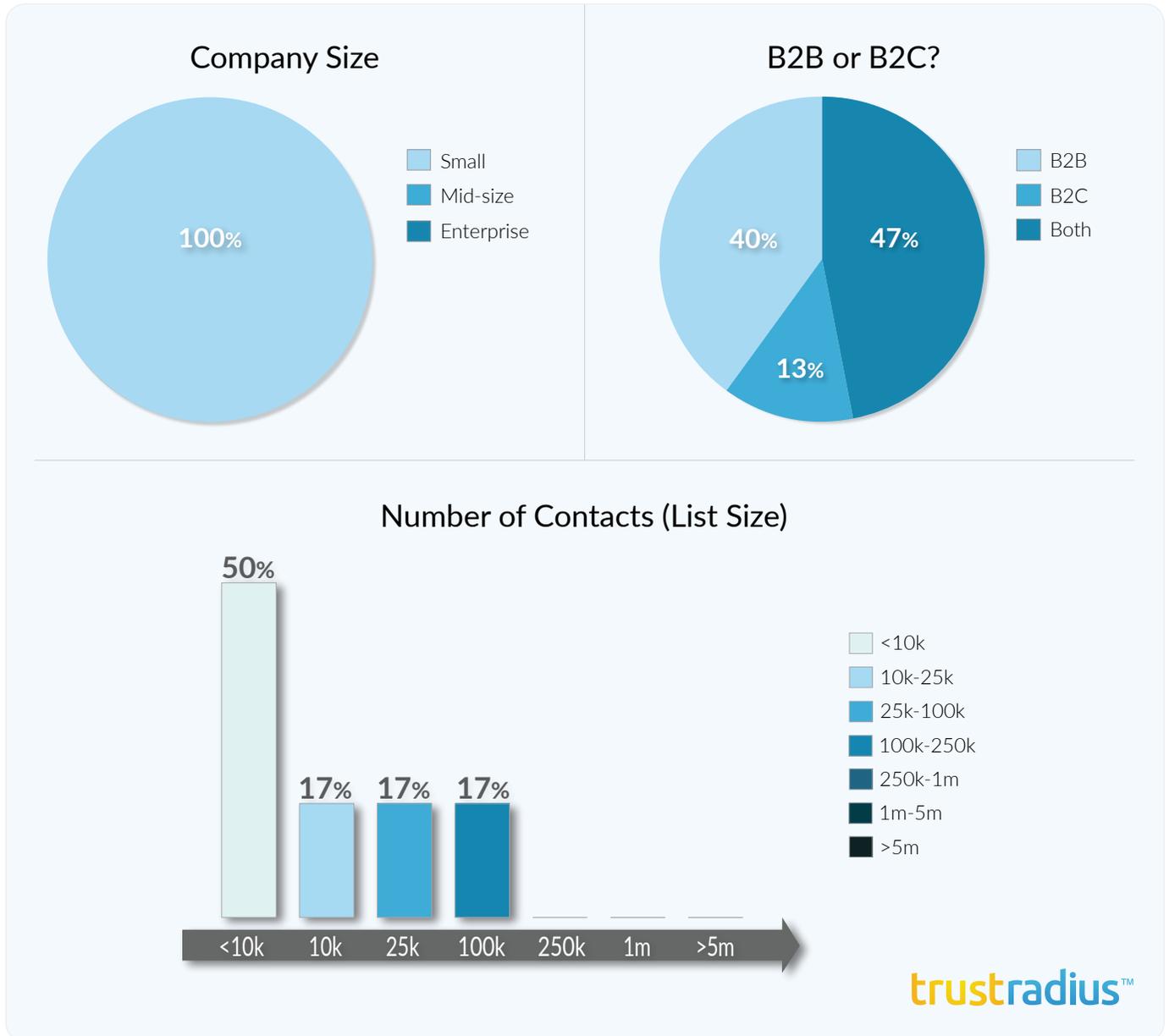
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*Customer demographics data is drawn from user profiles and User reviews of Infusionsoft on TrustRadius. Data may not be available for all reviewers.

Summary of Infusionsoft Reviews

INFUSIONSOFT PROS	INFUSIONSOFT CONS
Email » Email automation and list segmentation are easy to manage, and users said email deliverability was higher with Infusionsoft than with previous email marketing tools. » However, email design tools are clunky.	
Campaign Builder » Drag-and-drop tool allows users to build an end-to-end sales and marketing process.	**Learning curve** » Because Infusionsoft is such a broad tool, some users struggle with learning how to use its full capabilities.
eCommerce tools » Users said eCommerce tools were a good fit for small B2C companies. The shopping cart allows customers to sell products directly from their website and send personalized emails triggered by purchases. » Many users also liked the automated billing system for collecting subscription/commission payments.	**Buggy or unstable software** » While system reliability is a strength, software quality control is identified as an issue by some. » A few users said that Infusionsoft's frequent updates, while improving the software, meant expensive reconfigurations for their instances.
Customer support » Many users said the online support chat was helpful and convenient. » Some worried that although support staff was responsive, they offered workaround solutions that might not be practical in the long term.	
Onboarding/Training » Training is rated well overall; however, some reviews cited onboarding challenges. » Specifically, many said that Infusionsoft training was expensive, but worth the cost due to its steep learning curve.	

Source: (46) User reviews of Infusionsoft on TrustRadius, (27) written or updated in the last year

Aggregate User Ratings of Infusionsoft

Overall Experience

Overall Rating	**7.0**		MA Average 7.5
Likelihood to Recommend	**7.1**		MA Average 7.8
Likelihood to Renew	**8.2**		MA Average 8.0
Usability	**6.0**		MA Average 7.6

Reliability

Availability	**7.5**		MA Average 8.4
Performance	**4.9**		MA Average 7.4

Client Services

Support	**3.9**		MA Average 7.2
In-Person Training	**8.6**		MA Average 8.6
Online Training	**9.5**		MA Average 8.6
Implementation	**8.5**		MA Average 8.3

Source: trScores based on end-user reviews and ratings on TrustRadius

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Infusionsoft Response to Reviewer Feedback

Infusionsoft is leading the modern small business success movement. Unlike other software providers, Infusionsoft is solely focused on small business and provides an all-in-one sales and marketing solution. Combining CRM, marketing automation, e-commerce, and payments solutions, with a vibrant marketplace of apps, integrations and partners, Infusionsoft helps small businesses scale their sales and marketing and accelerate growth.

Infusionsoft releases monthly enhancements to the software, increasing performance without compromising the incredible power. New features are released throughout the year, addressing some of the most difficult challenges faced by small businesses. Recent releases have focused on expediting both software implementation and small business problem solving.

Because the success of our customers is so important to Infusionsoft, we won't let them go at it alone. Our onboarding process is called Kickstart and was recently redesigned to add even more value while streamlining the process of getting up and running with a new software. Infusionsoft also introduced a new initial setup wizard, and a powerful new online help center, so customers are more able to self-service their questions and education needs. These are just a few notable releases that launched in 2015.

Infusionsoft regularly receives positive coverage as one of the best sales and marketing solutions for small businesses:

» **Entrepreneur**: "Infusionsoft: This is the gold standard for small businesses and startups needing a sales and marketing solution."

» **Inc.**: "Infusionsoft is another great company that can help you get organized by keeping all of your contacts, appointments, and tasks in one convenient location."

LeadSquared

★★★★½ (16) **tr**Score 8.6 out of 10

LeadSquared is a Bangalore startup that provides inbound Marketing Automation and customer acquisition features for small to medium-sized businesses. Its focus is on lead capture from online and offline sources though it also has responsive landing pages, in-built CRM, lead management, email marketing, email automation, lead tracking, lead scoring and analytics features. It scores well above average in the overall experience categories—overall rating (8.6), "likelihood to recommend" (8.5), and "likelihood to renew" (8.8). Data is not yet available for the other attributes. Many reviewers said they anticipate new features and feature expansions as LeadSquared continues to grow. At this stage, LeadSquared is a Top Rated Marketing Automation product for small businesses.

Company status	Startup (Private)
Customers	350+
Employees	55
Location	Bangalore (headquarters) and Iselin, NJ
Founded	2012
Integrations	Olark, Zopim, Live Chat, CallRail, Super Receptionist, OzoneTel Cloud Telephony, MCube, Spark TG Telephony, Neox Solution Telephony, Ameyo Contact Center Software, Alpha Technologies Telephony, Alliance Infotech Telephony, WordPress, GoToWebinar, Shopify, Email Sync App, Lead Distribution App
Most compared to*	Act-On, HubSpot, Infusionsoft, Pardot*
Best fit for**	Small business marketers in India or the U.S. with email list sizes under 25k who are focused on the lead pipeline and want to start using Marketing Automation right away.**

*Based on comparisons run by visitors on TrustRadius
**Based on (12) User reviews of LeadSquared on TrustRadius

LeadSquared Customer Demographics*

Company Size

- Small
- Mid-size
- Enterprise

100%

B2B or B2C?

- B2B
- B2C
- Both

40% 60%

Number of Contacts (List Size)

60%

33%

7%

- <10k
- 10k-25k
- 25k-100k
- 100k-250k
- 250k-1m
- 1m-5m
- >5m

<10k 10k 25k 100k 250k 1m >5m
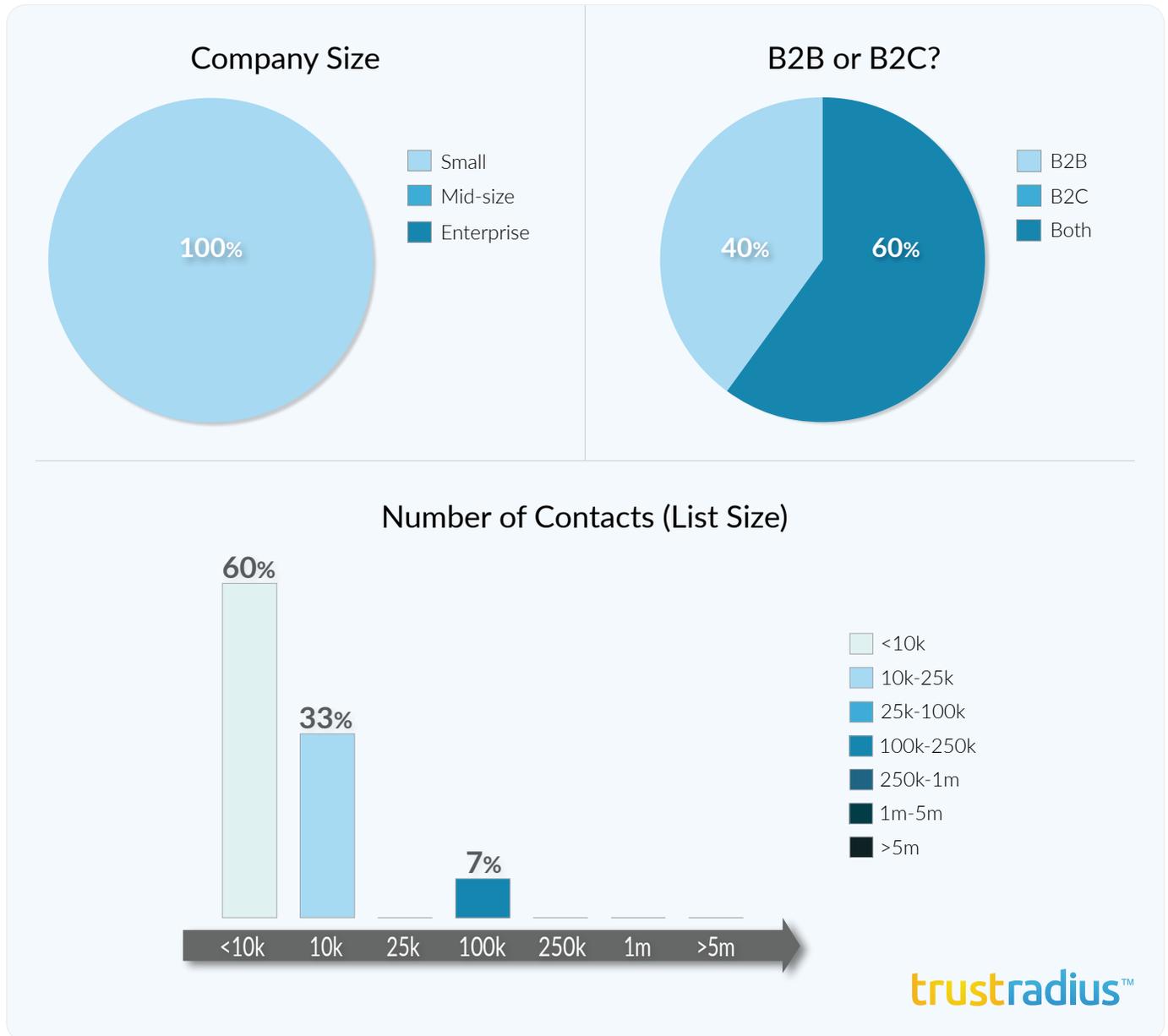
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*Customer demographics data is drawn from user profiles and User reviews of LeadSquared on TrustRadius. Data may not be available for all reviewers.

Summary of LeadSquared Reviews

LEADSQUARED PROS	LEADSQUARED CONS
User interface » Simple, user-friendly UI makes it easy to start using the tools right away. » Some said the visuals (color in particular) could be improved to make new and relevant information easier to see.	
Customer support » Excellent support team is fast to reply.	**User roles and permissions** » Access control may be an issue for teams that want to set up different user roles.
Third-party integrations » Relatively easy to integrate with plugins or minimal IT effort.	**Mobile** » A few users would like to see more development in the mobile area, for example mobile optimization previews and mobile reporting.
Lead management » Landing page triggers and engagement scoring help automate the process of lead management. Users said lead flow is organized effectively for both marketing and sales.	
Email and landing page design tools » Some users said the templates and editor were a strength, while others said design tools could be improved, for example by adding more templates.	

Source: (12) User reviews of LeadSquared on TrustRadius, all written or updated in the last year

Aggregate User Ratings of LeadSquared

Overall Experience

		MA Average
Overall Rating	8.6	7.5
Likelihood to Recommend	8.5	7.8
Likelihood to Renew	8.8	8.0

Source: trScores based on end-user reviews and ratings on TrustRadius

trustradius™
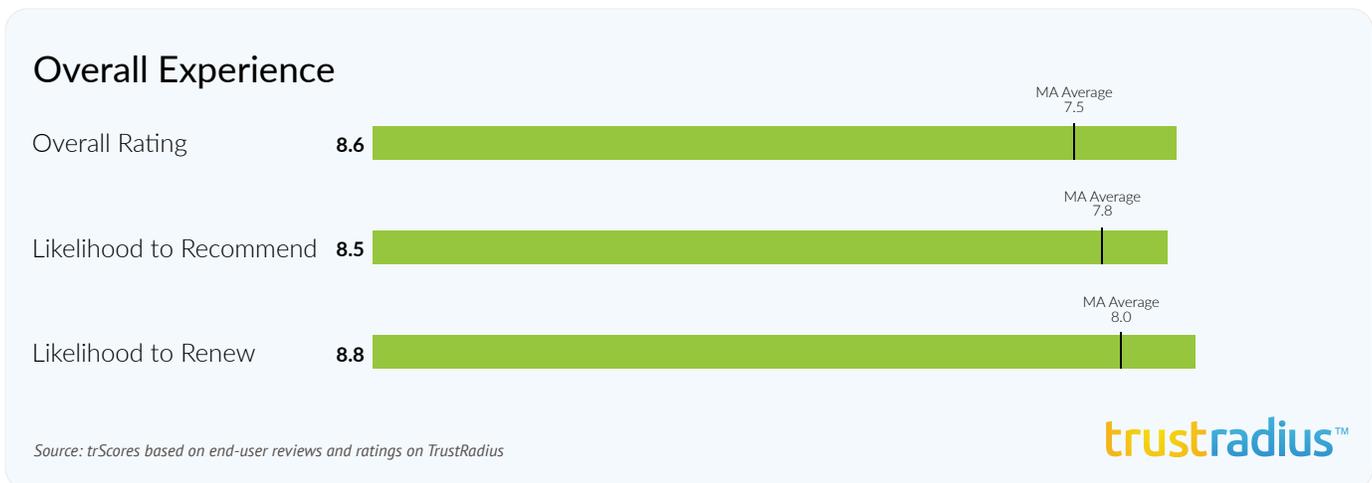
LeadSquared Response to Reviewer Feedback

Thanks to all our users who took the time out to rate and review LeadSquared. We are continually looking for ways to make the customer acquisition process simple and hassle-free for businesses, and your feedback helps us make changes in the right direction.

We make fairly frequent updates to LeadSquared (a new update, even if minor, every week), so you can be sure that your feedback is well received, and implemented as soon as possible.

Looking at the reviews, some of our users wanted changes in the UI to see more recent or more relevant information first. This is possible through dashboard customization. Users can create a custom dashboard (in just a few clicks) that just shows the reports most relevant to them. Check out how to customize your reports here: http://help.leadsquared.com/leadsquared-dashboard-2/

Another feedback is for access control. So, we already have user based access. There are four user roles right now—Administrator, Sales User, Sales Manager and Marketing User. The access permissions differ for all of them. Further, there is an ability to create user groups with different permissions among sales users.

Moving towards mobile is one of our top priorities right now. Mobile preview for landing pages is already available, and we are working towards including that in the email editor. Mobile specific reports are underway as well. While we do that, we'd add more templates to both landing page and email editors. In October 2015, we also released a new sales app to help field sales teams be more productive. You can check it out on Google Play.

It's wonderful to know that most users like our product features and support, and have found it easy to implement and get started with LeadSquared. ☺ Ease of use has always been a top priority for us. We have also added many new integrations and connectors recently. You can check if the ones you need have been included; if not, let us know.

Thanks for the inputs again; if you wish to look at all the recent product updates, you'll find them here: http://help.leadsquared.com/news/.

Marketo

★★★★☆ (407) tr Score 8.4 out of 10

TOP RATED MARKETING AUTOMATION SOFTWARE trustradius™ 2016

Marketo is a Marketing Automation platform with a range of editions offering different capabilities spanning small business to enterprise, including Marketing Resource Management (MRM). Most customers are B2B firms with complex sales cycles, though B2C is a growth segment for the company. They provide solutions for what they've termed the "Era of Engagement Marketing," focused on targeting individuals and audience segments with personalized content. In general, Marketo ratings are on par with or above the Marketing Automation average. Marketo particularly stands out with high scores for overall experience attributes, including overall rating (8.4), "likelihood to recommend" (8.7), and "likelihood to renew" (9.0), as well as for availability (9.9) and online training (9.3). Two notable exceptions are usability (7.0) and implementation (7.3), where Marketo's scores are below-average, perhaps because the platform is far more complex (and thus more difficult to learn and set up) than some of its competitors. Marketo is the only Marketing Automation product that is Top Rated across all three company size segments: small businesses, mid-sized companies, and enterprises.

Company status	Public (MKTO)*
Customers	3,300+**
Employees	949***
Location	San Mateo, CA*
Founded	2007**
Acquisitions	Crowd Factory (2012), a social media incentive tool; Insightera (2013), a reverse IP/website content personalization platform; and Optify (2013), a cloud-based campaign manager.*
Integrations	CRM integrations to Salesforce and Microsoft Dynamics CRM Online, Facebook, SAP Hybris, among others.**
Most compared to****	HubSpot, Pardot, Eloqua, Salesforce Marketing Cloud Email, Act-On
Best fit for*****	B2B companies with a complex sales cycle who are using Salesforce, have an established marketing strategy and generate lots of content. Great for power users and/or companies who are looking to upscale.

*From CrunchBase https://www.crunchbase.com/organization/marketo
**From Marketo's website, "About" http://www.marketo.com/about/ and
"CRM Integration" http://www.marketo.com/software/marketing-automation/crm-integration/
***Listed on LinkedIn
****Based on comparisons run by visitors on TrustRadius
*****Based on (189) User reviews of Marketo on TrustRadius

Marketo Customer Demographics*

Company Size

- Small: 19%
- Mid-size: 63%
- Enterprise: 18%

B2B or B2C?

- B2B: 66%
- B2C: 7%
- Both: 27%

Number of Contacts (List Size)

- <10k: 5%
- 10k-25k: 8%
- 25k-100k: 23%
- 100k-250k: 21%
- 250k-1m: 30%
- 1m-5m: 11%
- >5m: 2%

<10k 10k 25k 100k 250k 1m >5m
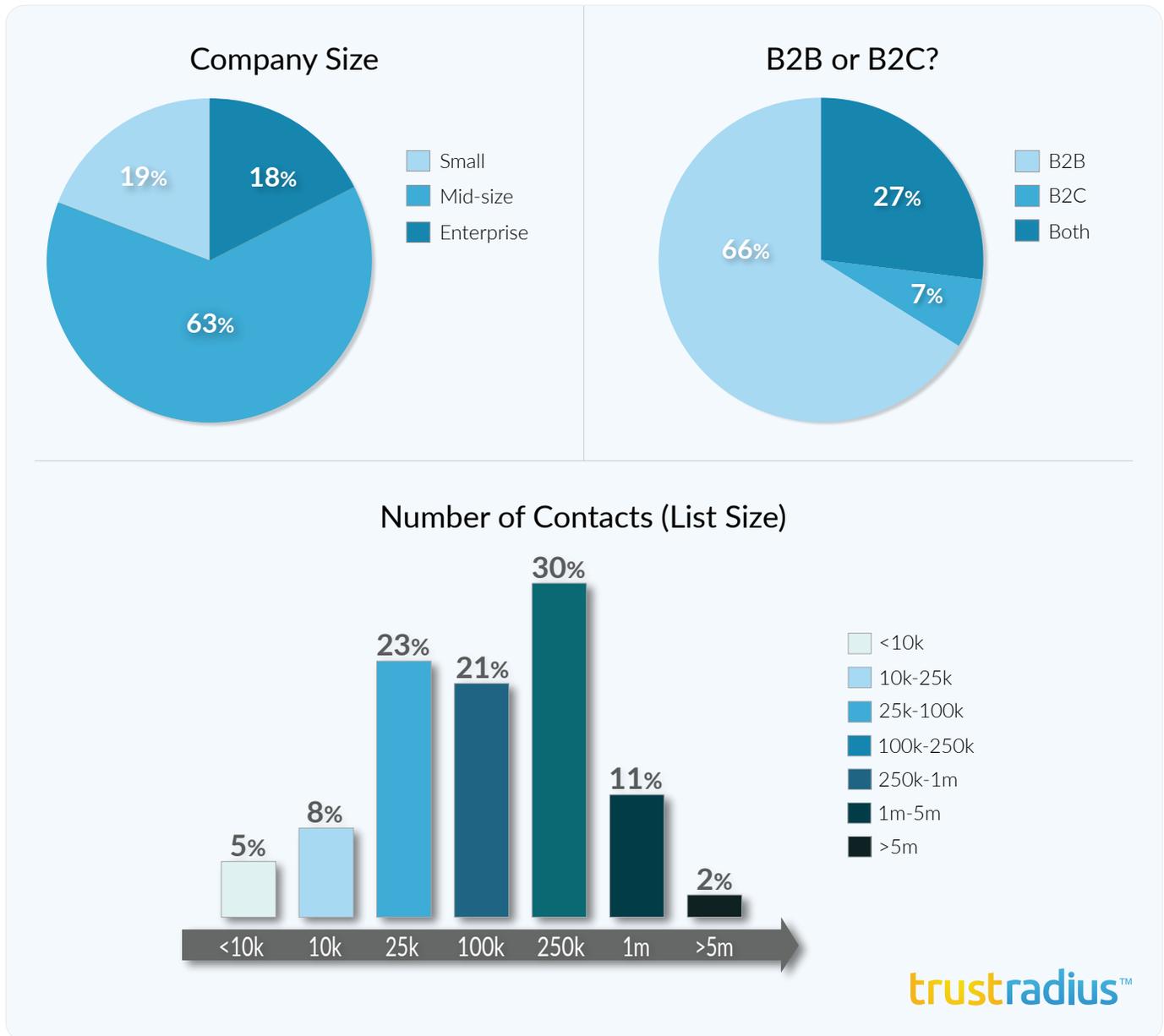
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*Customer demographics data is drawn from user profiles and User reviews of Marketo on TrustRadius. Data may not be available for all reviewers.

Summary of Marketo Reviews

MARKETO PROS	MARKETO CONS
Salesforce integration » Integrates especially easily and smoothly with Salesforce. Users like the real-time communication between programs.	**Reporting** » Though some found basic reports easy to read, many said they are not on par with the flexibility of Salesforce reporting. » Several said that the type of reporting they wanted to do was possible with Marketo's Revenue Optimizer Module, but that they would like to see these capabilities included within the core package.
Customization/Flexibility » Adaptable to complex, unique marketing needs. Some said this could be overwhelming for non-power users.	**Performance issues** » Marketo's performance has improved in the past few years, but many say that slow speed is still a concern, particularly for users with complex databases.
Lead scoring and nurturing » Users like the way Marketo automatically optimizes multi-channel communication with leads, using predictive analytics. Many said Marketo's lead engagement system is more sophisticated and dynamic than other MA software focused on email drip campaigns.	**Implementation** » Difficult to start using; requires a pre-planned marketing strategy and a lot of content up-front. (Note that some users, who had previous experience with MA, said Marketo was easier to implement than alternatives). » Many users said it's important to optimize Marketo during implementation, because it's tricky and disruptive to make changes later on.
Online training resources » Basic online training is good, but advanced topics are not adequately covered.	
Webinar management » Helpful for planning webinar events and following up with contacts after events. Integrates well with WebEx and GoToMeeting.	
Data cleanliness » Automatically de-dupes and/or appends imported data for clean, complete records across Marketo and integrated CRM databases.	
Global » Able to coordinate company users and/or segment customers in multiple geographic locations.	
Scalability » Many users said Marketo helped them rapidly grow their databases and mature their marketing efforts. » Some said that Marketo allowed them to up-scale without adding staff, while others said they needed additional staff to support their growth.	
Customer support » Recent reviews suggest that basic customer support has been inconsistent. » Many found the online Marketo Community helpful for best-practice tips and troubleshooting.	

Source: (189) User reviews of Marketo on TrustRadius, (146) written or updated in the last year

Aggregate User Ratings of Marketo

Overall Experience

Overall Rating **8.4**
MA Average 7.5

Likelihood to Recommend **8.7**
MA Average 7.8

Likelihood to Renew **9.0**
MA Average 8.0

Usability **7.0**
MA Average 7.6

Reliability

Availability **9.9**
MA Average 8.4

Performance **7.4**
MA Average 7.4

Client Services

Support **7.3**
MA Average 7.2

In-Person Training **8.6**
MA Average 8.6

Online Training **9.3**
MA Average 8.6

Implementation **7.3**
MA Average 8.3

Source: trScores based on end-user reviews and ratings on TrustRadius

trustradius™

Marketo Response to Reviewer Feedback

In response to user feedback about the amount of content required to start using Marketo: Marketo doesn't REQUIRE a lot of content up front any more than any other marketing automation tool would. Furthermore, having more content up front is just as helpful in other marketing automation tools as it is in Marketo.

In response to user feedback about performance: As reported, Marketo's performance has improved over the past few years. However, we have been making significant investments in our platform scalability this year, and will continue to do so throughout 2016. Also, the database sizes of some Marketo customers are an order of magnitude larger (50 million +) than systems we are being compared to. Regardless, we are in a different place in terms of scalability now as compared to 2 years ago, and we will again be in a very different place in 2016.

Net-Results

★★★★☆ (26) **tr**Score 8.3 out of 10

Net-Results is an MA platform that focused on working with experienced marketers and the "marketing engineers" who build digital marketing solutions. Net-Results provides flexible lead management and nurturing, comprehensive campaign and email marketing, and fully customizable triggers to automate marketing and sales workflows for funnel acceleration. Through customizable alerts, Net-Results provides organizations the ability to understand in real-time where their prospects are in the marketing and sales funnel. It is geared toward companies who have tried a complicated MA solution but now want to switch to a system with better support and a more user-friendly UI. Net-Results' ratings indicate high user satisfaction—its overall rating (8.3), "likelihood to recommend" (8.3) and "likelihood to renew" (8.5) scores are above average. Ratings for other Marketing Automation attributes are not yet available. Net-Results is a Top Rated Marketing Automation product for small businesses, a reflection of their positioning as an easier alternative.

Company status	Private
Customers	13,000+
Employees	15
Location	Denver, CO
Founded	2003
Integrations	AdWords, Magento, Salesforce, SugarCRM, GoToWebinar, Microsoft Dynamics, Infor Saleslogix, WordPress, Drupal, SendGrid, Oktopost, PrestaShop, UnBounce
Most compared to*	HubSpot, Infusionsoft, Pardot
Best fit for**	B2B or B2B/B2C companies with medium-sized databases who have had experience with MA and are looking for an easier to use tool.

*Based on comparisons run by visitors on TrustRadius
**Based on (24) User reviews of Net-Results on TrustRadius

Net-Results Customer Demographics*

Company Size

Small
Mid-size
Enterprise

100%

B2B or B2C?

B2B
B2C
Both

68%
26%
5%

Number of Contacts (List Size)

<10k
10k-25k
25k-100k
100k-250k
250k-1m
1m-5m
>5m

17%
33%
22%
22%
6%

<10k   10k   25k   100k   250k   1m   >5m
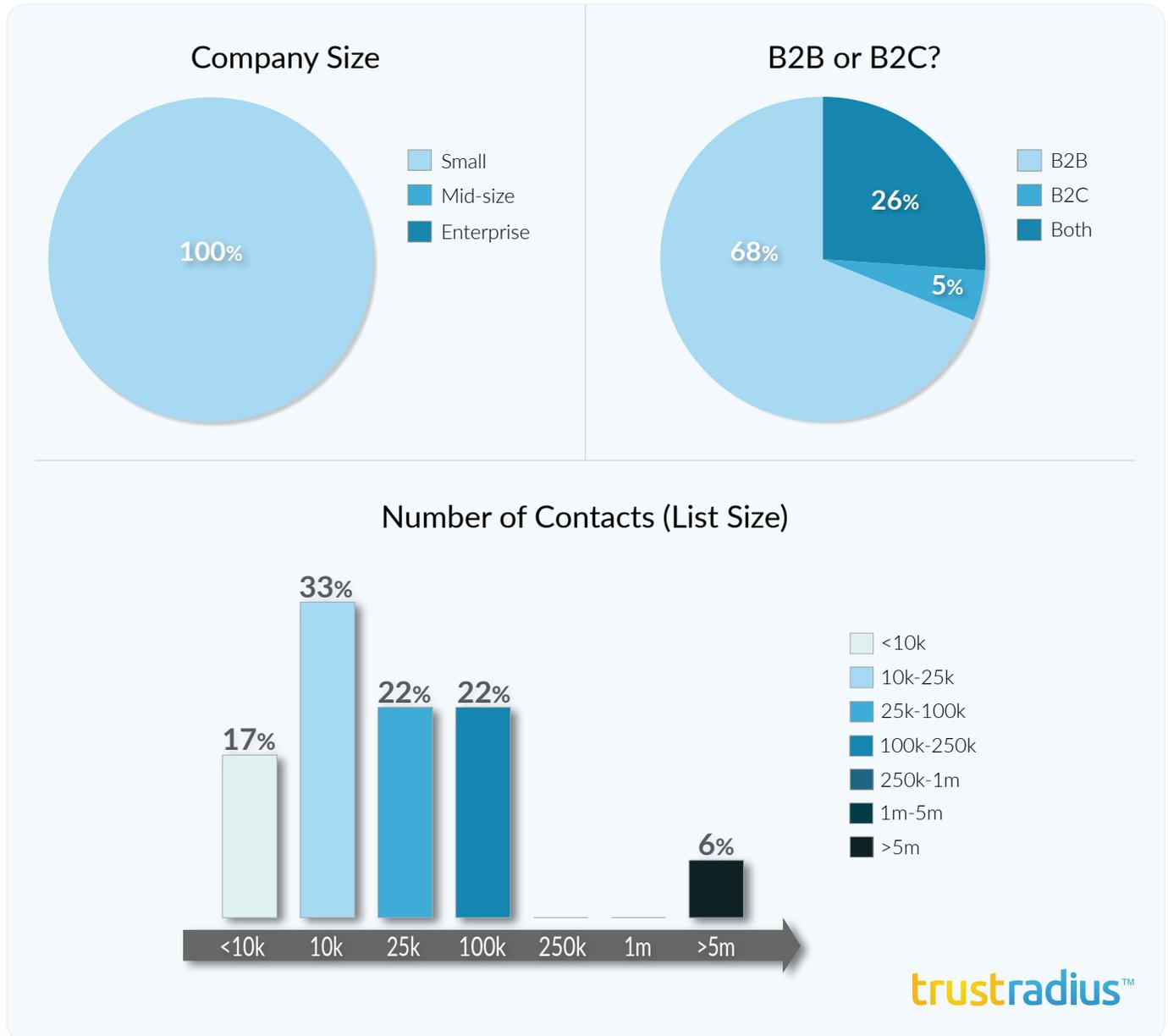
trustradius™

*Customer demographics data is drawn from user profiles and User reviews of Net-Results on TrustRadius. Data may not be available for all reviewers.

Summary of Net-Results Reviews

NET-RESULTS PROS	NET-RESULTS CONS
Customer support » Support has a "small company feel" that users appreciate. » Some would like to see proactive self-support resources such as better help documentation and examples of best practices.	
Segmentation » Powerful list segmentation tools are a stand-out.	**Customization** » Although some features are highly flexible, users would like to be able to customize their forms, reports, dashboard, and alerts.
Email and landing page builder » Recently improved drag and drop tool builds responsive emails and landing pages.	**Social media** » Some capabilities exist, but users are looking forward to upcoming enhancements.

Source: (24) User reviews of Net-Results on TrustRadius, (23) written or updated in the last year

Aggregate User Ratings of Net-Results

Overall Experience

Overall Rating   **8.3**   MA Average 7.5

Likelihood to Recommend   **8.3**   MA Average 7.8

Likelihood to Renew   **8.5**   MA Average 8.0

Source: trScores based on end-user reviews and ratings on TrustRadius

trustradius™
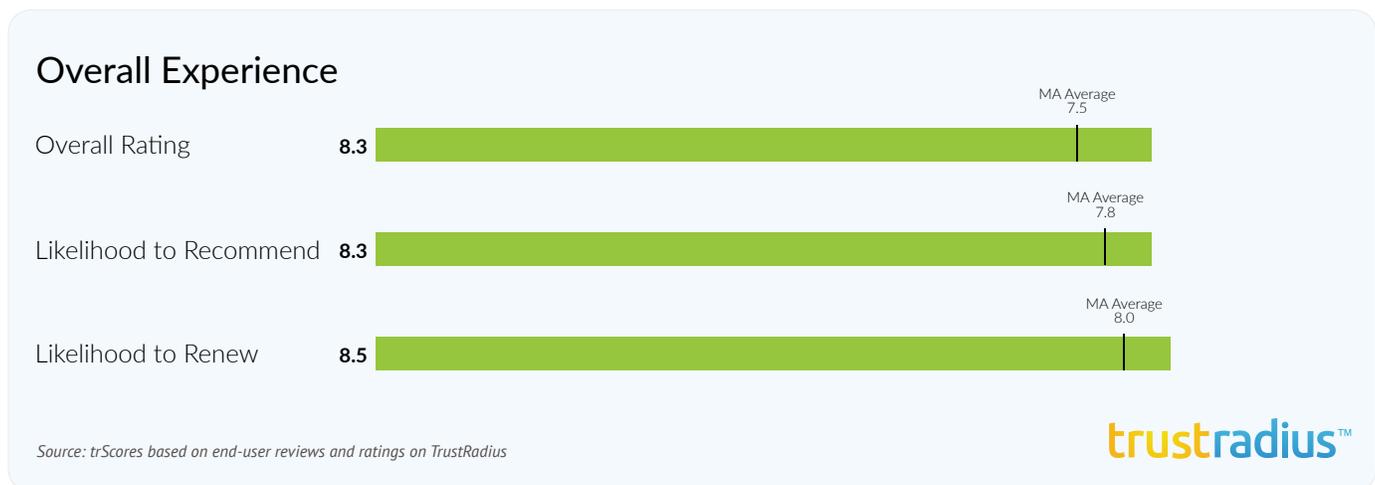
Net-Results Response to Reviewer Feedback

Net-Results is the first choice of people buying marketing automation for the second time. Net-Results offers more marketing automation power, giving data-driven marketers unprecedented flexibility and control over their segmentations, campaigns, and reporting.

Customization of forms, reports, dashboards, and alerts are all now available within Net-Results. Fully customize forms with standard, advanced, or custom fields and progressive profiling. Set up customized alerts based on any user action, including pages visited, time on site, email and form interaction, or any combination of actions. Alert sales in real-time and easily push the data you choose to any major CRM. Native social enhancements continue to be made as well as a strong integration with Oktopost, the leading social media management tool for B2B marketing teams.

Product updates and enhancements to Net-Results are driven by the needs of our customers,

whose success and satisfaction remains the number one focus for Net-Results. Unlimited expert training and unlimited, same-day support continue to be mainstays of the Net-Results customer experience.

Net-Results' pricing is simple and sensible. You'll never be surprised with additional, unexpected costs. Our pricing includes all features, without additional fees for implementation and training.

Additional features: Multi-dimensional lead scoring provides incredible insight to surface the leads that are ready to have a sales conversation. Drag and drop, responsive builders allow Net-Results customers to quickly create mobile-friendly emails, forms, and landing pages. Net-Results' clean, intuitive UI and superior customer support make Net-Results the marketing automation software preferred by modern digital marketers.

ONTRAPORT

★★★★☆ (13) **tr**Score 7.8 out of 10

ONTRAPORT offers an all-in-one marketing and business automation platform that includes email, direct mail and SMS marketing automation, landing page publishing and split testing, payment processing, CRM and a rule system that allows users to create and automate lead or client management processes. They've recently released a landing page builder for free at ONTRApages. com. For most attributes ONTRAPORT scores well, ranking slightly above the Marketing Automation average in overall rating (7.8), "likelihood to recommend" (8.0), and usability (7.9). ONTRAPORT scores significantly above the category average for "likelihood to renew" (8.8) and overall support (7.9); ratings are not yet available for other attributes. While ONTRAPORT seems to have good user satisfaction overall, its segmented scores are just shy of top rated.

Company status	Private
Customers	6,000+
Employees	94*
Location	Santa Barbara, CA
Founded	2006
Integrations	GoToWebinar, Wordpress, 1ShoppingCart, UltraCart, Zapier
Most compared to**	Infusionsoft, Salesforce, HubSpot, MailChimp
Best fit for***	Companies with small contact databases who need email marketing, CRM, and eCommerce capabilities, and who want to track both online and offline campaigns.

*Listed on LinkedIn
**Based on comparisons run by visitors on TrustRadius
***Based on (10) User reviews of ONTRAPORT on TrustRadius

ONTRAPORT Customer Demographics*
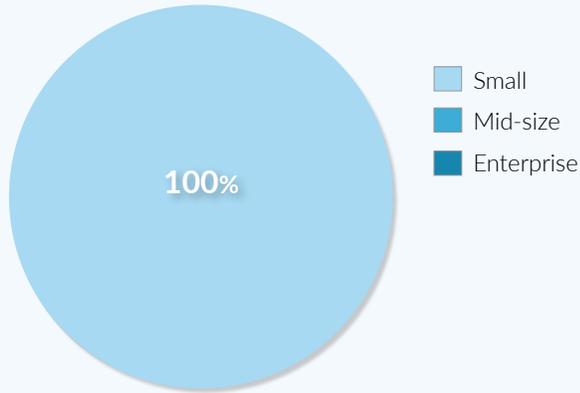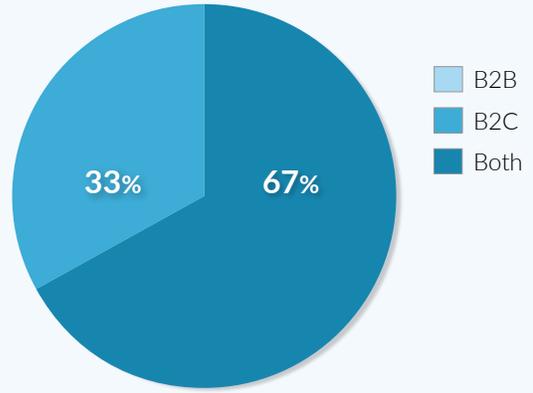
Company Size

- Small
- Mid-size
- Enterprise

100%

B2B or B2C?

- B2B
- B2C
- Both

33%   67%

Number of Contacts (List Size)

67%

33%

- <10k
- 10k-25k
- 25k-100k
- 100k-250k
- 250k-1m
- 1m-5m
- >5m

<10k   10k   25k   100k   250k   1m   >5m
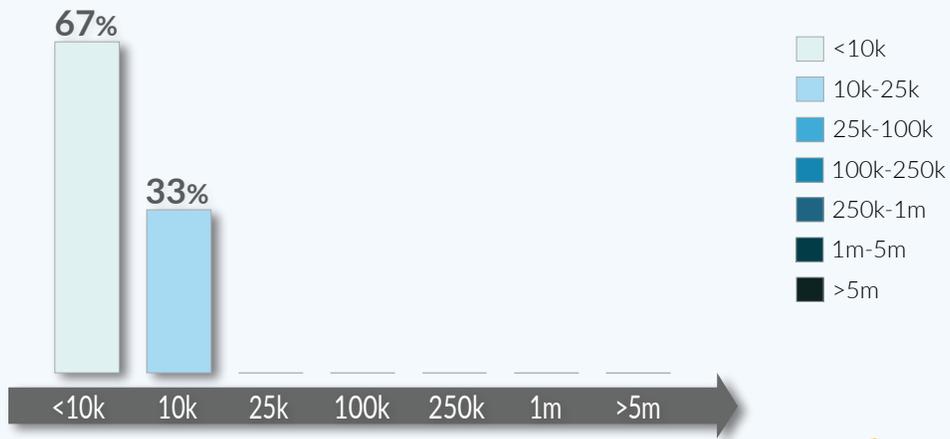
trustradius™

*Customer demographics data is drawn from user profiles and User reviews of ONTRAPORT on TrustRadius. Data may not be available for all reviewers.

Summary of ONTRAPORT Reviews

ONTRAPORT PROS	ONTRAPORT CONS
Rules » Rules for automating complex sequences are simple and flexible, but the interface would be easier to navigate if it was more visual/graphic. » However, several users said they liked that ONTRAPORT was less crafted than competing solutions, because they could shape the program based on their business process rather than reshaping their business process based on the program.	
PURLs with email and snail mail » Users like that they can use ONTRAPORT to set up PURLs and track responses to both email and postcard campaigns.	**Reporting** » Lots of data is available for export, but reporting isn't easy to do within the system.
	Organizational tools » Tools for modifying tags, editing step sequences, and creating filtered lists are buggy and unreliable.
eCommerce » While users appreciate having their CRM, email marketing, and eCommerce operations organized within one platform, some said that the shopping cart feature and inventory management system are not adequately functional. For example, users had trouble getting product descriptions (used for the shopping cart) to communicate with the payment gateway.	

Source: (10) User reviews of ONTRAPORT on TrustRadius, (8) written or updated in the last year

Aggregate User Ratings of ONTRAPORT

Overall Experience

	Rating	MA Average
Overall Rating	7.8	7.5
Likelihood to Recommend	8.0	7.8
Likelihood to Renew	8.8	8.0
Usability	7.9	7.6

Client Services

	Rating	MA Average
Support	7.9	7.2

Source: trScores based on end-user reviews and ratings on TrustRadius

trustradius™
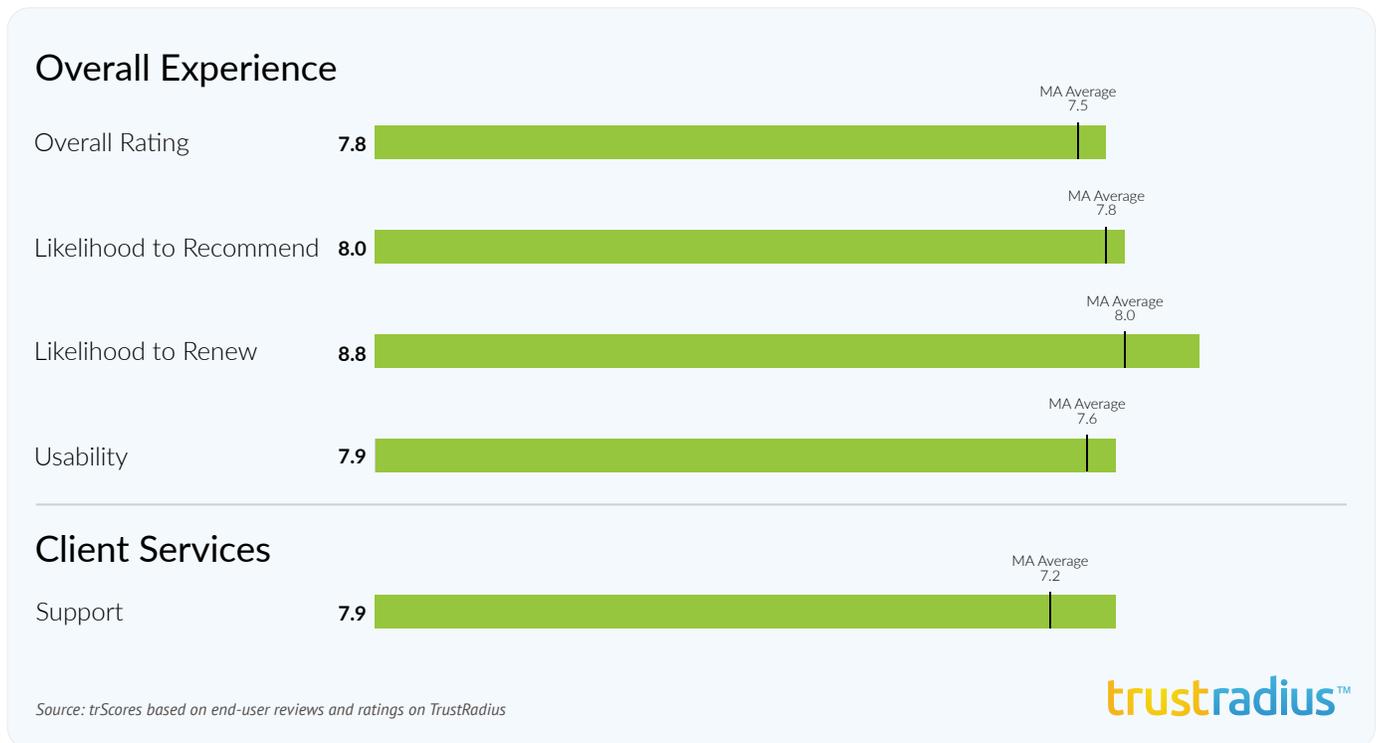
ONTRAPORT Response to Reviewer Feedback

While it's true that after the early 2014 release of our completely revamped and updated 3.0 platform we experienced some initial bugs, that period is well behind us. You can always see system reliability details and information about every update (which typically happen several times a week) at trust.ontraport.com.

We believe we are best fit for small businesses (with lists of up to 2 million names) that want one system that manages and automates the complete lead to customer lifecycle. Note that "small lists" does not accurately represent our entire customer base. We have many clients with very large lists who send tens of millions of emails/mo.

Pardot

★★★★☆ (153) **tr**Score 7.7 out of 10

TOP RATED MARKETING AUTOMATION SOFTWARE trustradius™ 2016

salesforce pardot

Pardot was acquired by ExactTarget, which was then acquired by Salesforce. Pardot is now a part of the Sales Cloud product line at Salesforce. Pardot's key features include lead management, lead generation, social selling and email marketing. Pardot scores above average for overall rating (7.7), "likelihood to recommend" (8.2), "likelihood to renew" (8.4), performance (8.3), in-person training (9.0), and usability (9.2). Its usability score is particularly competitive, ranking highest across the category. However, Pardot does not do as well in areas like availability (7.7) and overall support (6.8), where ratings are significantly below the benchmark. The low support rating is surprising given that support was mentioned in reviews as a strength; this may be an area that is in flux as a result of the transition to Salesforce. Pardot is a Top Rated Marketing Automation product for mid-sized companies, which currently make up its biggest market focus segment.

Company status	Entity within a public company
Customers	150,000+ (Salesforce)
Employees	18,700+ (Salesforce)
Location	San Francisco, CA (Salesforce)
Founded	1999 (Salesforce); 2007 (Pardot)
Acquisitions	Acquired by ExactTarget in October 2012, which was acquired by Salesforce in June 2013.
Integrations	Argyle Social, GoodData, Google Analytics, Salesforce, Microsoft Dynamics, NetSuite, SugarCRM, and others
Most compared to*	HubSpot, Marketo, Salesforce Marketing Cloud Email, Act-On, MailChimp
Best fit for**	B2B companies with clean data and 10,000 to 100,000 contacts, who are using Salesforce and do not have complex custom needs.

*Based on comparisons run by visitors on TrustRadius
**Based on (88) User reviews of Pardot on TrustRadius

Pardot Customer Demographics*
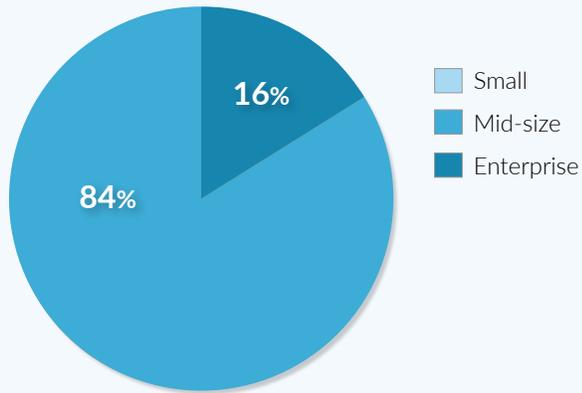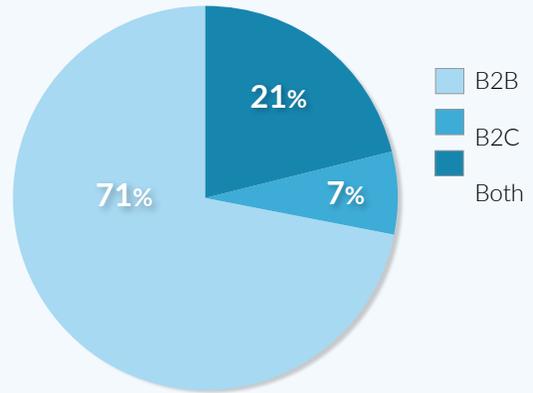
Company Size

- 16% Enterprise
- 84% Mid-size

Legend:
- Small
- Mid-size
- Enterprise

B2B or B2C?

- 21% B2C
- 71% B2B
- 7% Both

Legend:
- B2B
- B2C
- Both

Number of Contacts (List Size)

- <10k: 14%
- 10k: 29%
- 25k: 27%
- 100k: 16%
- 250k: 12%
- 1m: 2%
- >5m

Legend:
- <10k
- 10k-25k
- 25k-100k
- 100k-250k
- 250k-1m
- 1m-5m
- >5m
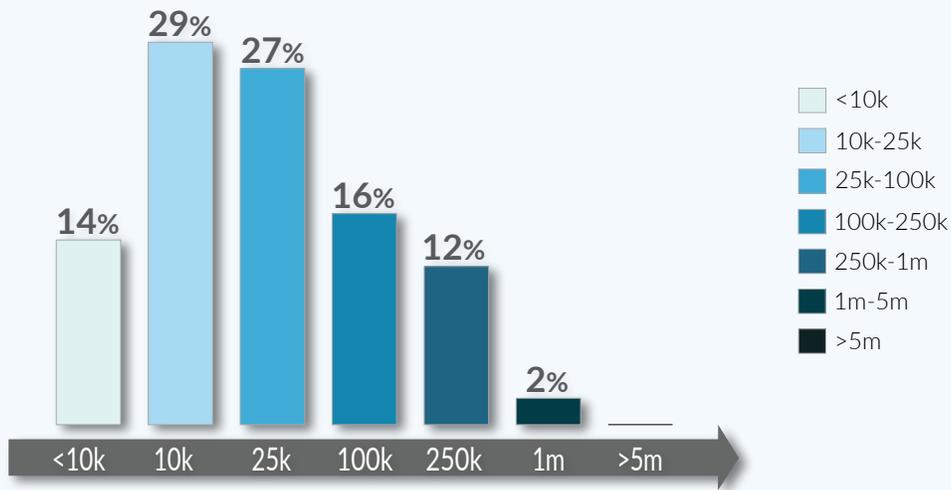
trustradius™

*Customer demographics data is drawn from user profiles and User reviews of Pardot on TrustRadius. Data may not be available for all reviewers.

Summary of Pardot Reviews

PARDOT PROS	PARDOT CONS
Ease of use » Pardot is frequently praised for usability. According to users who have experience with other MA products, Pardot is easier to use than both Eloqua and Marketo.	**Reporting** » Custom reporting within Pardot has room for improvement. » Users would like to be able to share reports and/or export data more easily.
Customer support » Very strong endorsements of the quality of customer support. Users like that they can chat with support from within the application.	**Image preview** » When inserting an image into an email or post, users would like to be able to preview the image itself, rather than just the list of image filenames.
Email campaigns » Efficient tools for automated drip campaigns, with A/B testing capabilities. However, a few users said that Pardot's dynamic content options were less flexible and less personalized than competing solutions.	**Social integration** » Pardot's connection to social platforms (particularly LinkedIn) has room for improvement.
	Duplicate management » Pardot doesn't work well with duplicate records. Both users with intentional duplicates and users with unwanted duplicates struggled to manage their contacts across Pardot and their CRM.

Rules
» Although users like that they can automate database segmentation and lead scoring, some said that the logic behind the rules for automation is complicated and hard to set up.

Email, forms, and landing page editor
» Changes to the content editor has made it easier to create and use templates, but some say they still feel limited, particularly in comparison to the design flexibility of simpler email software such as MailChimp.

Salesforce integration is strong but has room for improvement
» Since the acquisition users say integration to Salesforce has improved, but overall the sync still gets mixed reviews.
» Some worry that as Salesforce increases support for the integration to Pardot, support for other 3rd party CRMs might drop off.

Organization
» The new folder system and tag/filter capabilities help, but Pardot's organizational system still has room for improvement.

Source: (88) User reviews of Pardot on TrustRadius, (55) written or updated in the last year

Aggregate User Ratings of Pardot

Overall Experience

		MA Average
Overall Rating	7.7	7.5
Likelihood to Recommend	8.2	7.8
Likelihood to Renew	8.4	8.0
Usability	9.2	7.6

Reliability

		MA Average
Availability	7.7	8.4
Performance	8.3	7.4

Client Services

		MA Average
Support	6.8	7.2
In-Person Training	9	8.6
Online Training	8.1	8.6
Implementation	8.1	8.3
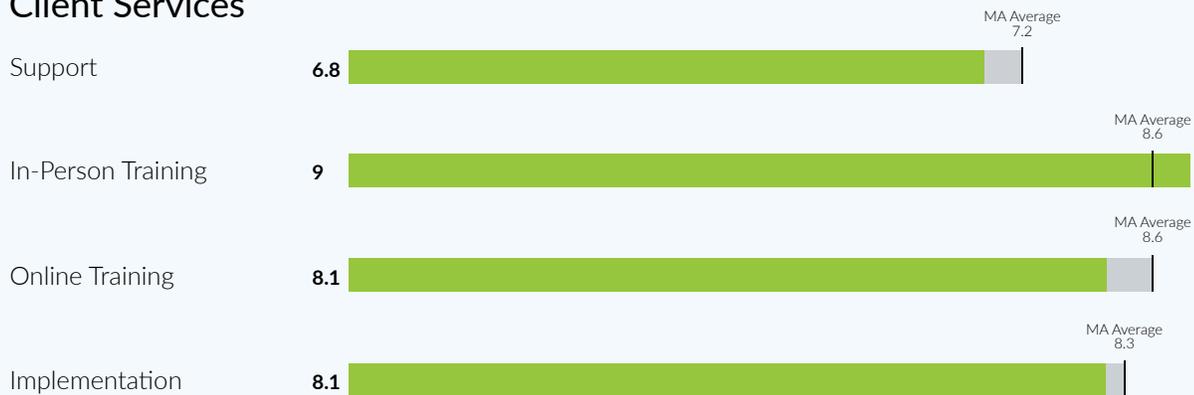
Source: trScores based on end-user reviews and ratings on TrustRadius

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# Salesforce Response to Reviewer Feedback

N/A

SharpSpring

★★★★☆ (21) **tr**Score 8.3 out of 10

SharpSpring is an all-in-one Marketing Automation Platform designed for marketing agencies and SMBs that provides web tracking, automation, a built-in CRM, agency-focused features, Gmail and IMAP integration, and call tracking. SharpSpring scores above average in overall rating (8.3), "likelihood to recommend" (8.3) and "likelihood to renew" (8.7), indicating high levels of user satisfaction and commitment. Ratings data for other attributes is not yet available, but issues with performance and reliability were often mentioned in reviews. SharpSpring's scores are just shy of Top Rated in the small business segment.

Company status	Entity in a public company (SMTP)
Customers	675 agency partners with 2,700 companies using SharpSpring
Employees	175
Location	Gainesville, FL
Founded	2011
Acquisitions	Acquired by SMTP, Inc. in August 2014
Integrations	Salesforce, Google AdWords, Gmail, Go-to-Webinar, WebEx, Zapier, among others
Most compared to*	HubSpot, Infusionsoft, Act-On, Pardot, Marketo*
Best fit for**	Marketing agencies with basic needs, or B2B/B2C companies with a small marketing team/single marketing manager whose contact databases are <100k, and who don't mind adjusting to frequent updates.**

*Based on comparisons run by visitors on TrustRadius
**Based on (20) User reviews of SharpSpring on TrustRadius

SharpSpring Customer Demographics*

Company Size

- Small
- Mid-size
- Enterprise

100%

B2B or B2C?

- B2B
- B2C
- Both

36% 64%

Number of Contacts (List Size)

39% 22% 22% 11% 6%

<10k 10k 25k 100k 250k 1m >5m

- <10k
- 10k-25k
- 25k-100k
- 100k-250k
- 250k-1m
- 1m-5m
- >5m
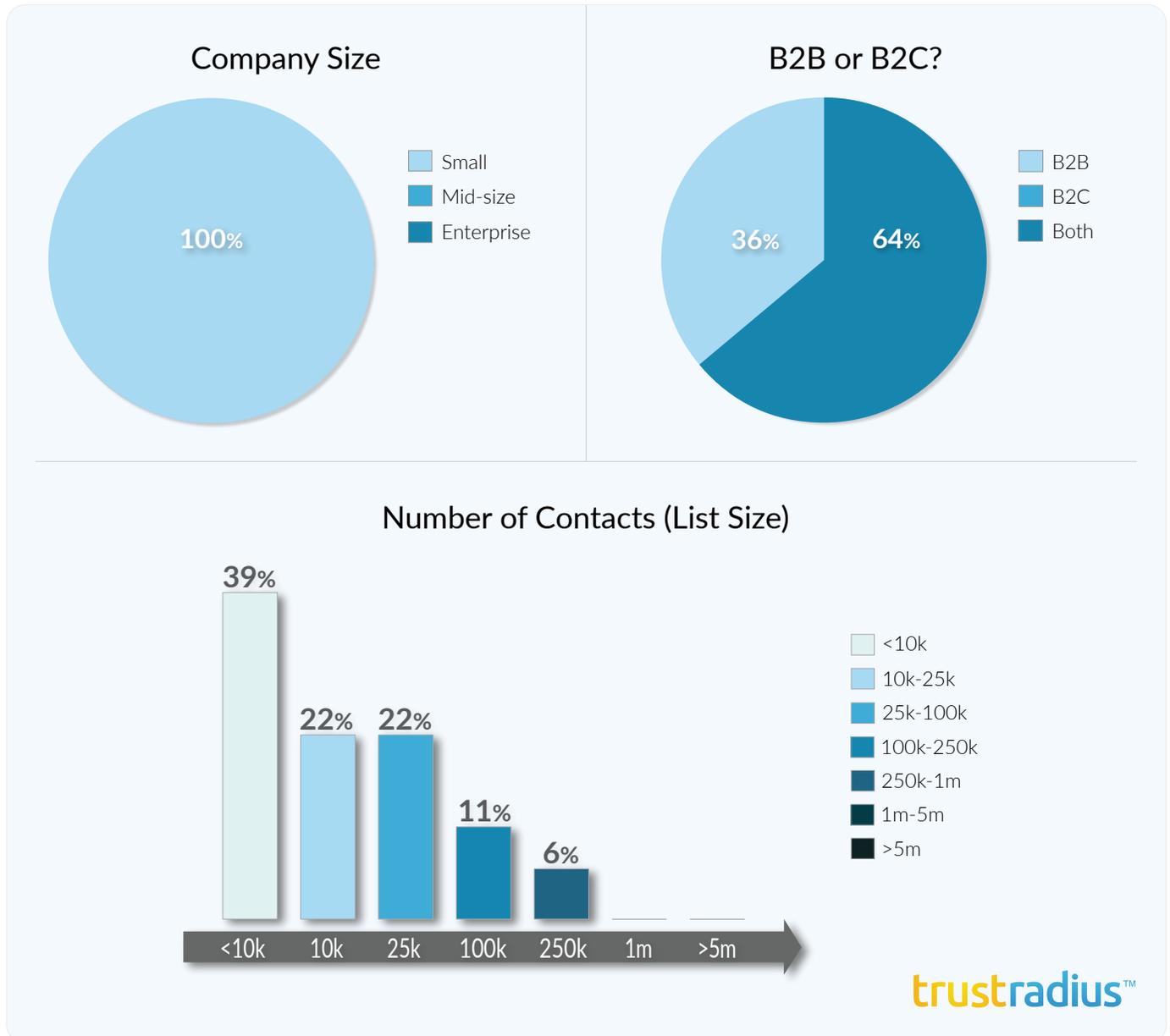
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*Customer demographics data is drawn from user profiles and User reviews of SharpSpring on TrustRadius. Data may not be available for all reviewers.

# Summary of SharpSpring Reviews

SHARPSPRING PROS	SHARPSPRING CONS
Designed for marketing agencies » Business model supports marketing agencies (B2B) who resell SharpSpring to their clients (B2B or B2C). Some features are uniquely optimized for resale, like the tiered-subscription pricing structure and the Partner Portal.	**Performance and reliability** » Users report bugs and glitches, and said the UI is inconsistent at times, such as when unannounced updates are released.
VisitorID » Many like the VisitorID module, which displays information about anonymous website visitors and captured leads, highlights return visitors, and lets users jump to lead nurture features.	**No landing page builder** » Users like SharpSpring's email templates/editor, which can be used visually (drag and drop) or with HTML, and bemoan the lack of a similar tool for landing pages.
Support » Customer and technical support teams are top notch. » Users said support questions and special use cases often turn into product enhancements.	**Lacks bells and whistles** » Users described this as a budget option—inexpensive core MA functionality, minus the bells and whistles. Not well suited for companies with extensive automation or customization requirements.
CRM » Built in CRM is still lightweight, but may be a good fit for small companies or companies with basic needs. » Users had mixed experiences integrating SharpSpring to third-party CRMs.	

Source: (20) User reviews of SharpSpring on TrustRadius, (19) written or updated in the last year

Aggregate User Ratings of SharpSpring

Overall Experience

Overall Rating	**8.3**	MA Average 7.5
Likelihood to Recommend	**8.3**	MA Average 7.8
Likelihood to Renew	**8.7**	MA Average 8.0

Source: trScores based on end-user reviews and ratings on TrustRadius

trustradius™
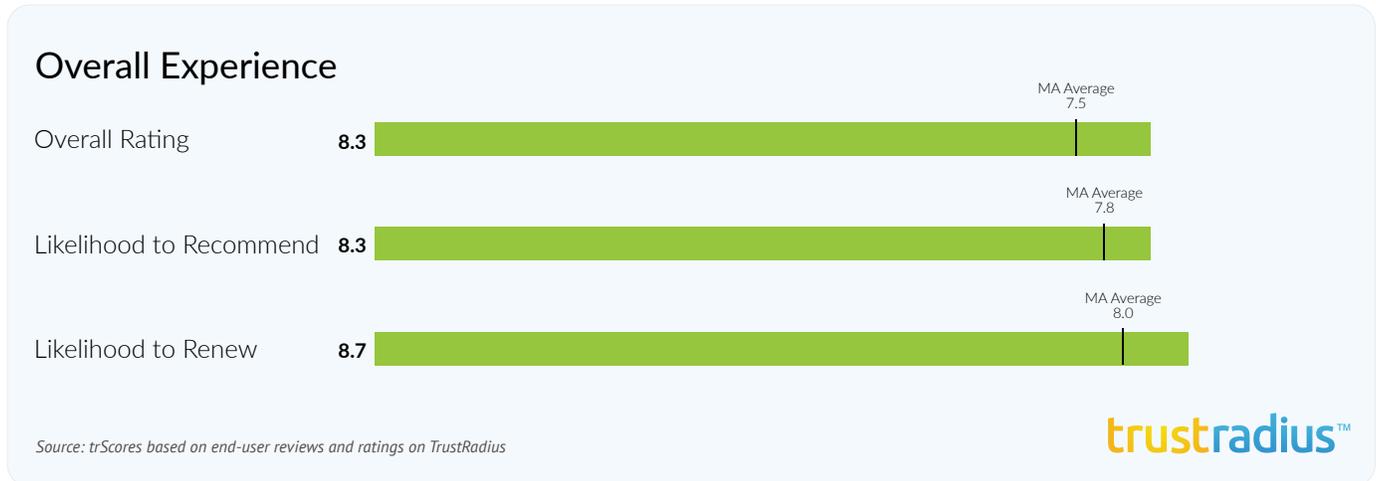
SharpSpring Response to Reviewer Feedback

Feedback from our partners has shaped virtually every aspect of the SharpSpring experience, and we can truly say that we would not be here if it weren't for their support. We are a rapidly growing platform and recognize the growing pains some of our earlier adopters experienced.

In the past year, we have grown our development team to provide more resources to develop new features and address customer requests and issues faster. We also migrated servers, resulting in enhanced security and performance, and moved our backend email server to SMTP, one of the most trusted names in email deliverability.

We've more than tripled our account management and customer support teams and overhauled how we respond to issues to ensure a faster, more direct response. And the expansion of our marketing team, including a position exclusively dedicated to partner enablement, has improved customer communications and allowed us to develop other programs to help our customers grow their businesses, including a Partner Portal of resources, our Partner Certification Program, and two webinar series that focus best practices and sharing success stories using marketing automation.

Our company has undergone dramatic changes in just a year, reflecting our ability to innovate quickly and respond to issues. We anticipate that we will only continue to grow and improve to raise the bar on the high standards others in our industry have set.

Spokal

★★★★½ (7) **tr**Score 9.4 out of 10

Spokal is an inexpensive all-in-one inbound marketing platform designed specifically for very small businesses and freelancers who don't have a full-time marketing department. It works with existing WordPress websites. Spokal scores extremely well, ranking far above the benchmark in support (9.5) and overall experience metrics—overall rating (9.4), "likelihood to recommend" (9.5), and "likelihood to renew" (9.3) all score above average. Although data is limited, ratings so far indicate that users are happy with Spokal. Spokal is a high-rating outlier, and while we're confident this indicates a very high level of user satisfaction, it's important to keep in mind that Spokal is a niche tool. It is designed specifically for entrepreneurs or very small teams who want to use an MA tool with their WordPress site, and its functionality is more limited than other tools on this map. It is an example of a niche tool that has emerged to serve the lower end of the market, as Marketing Automation becomes more widespread and accessible to smaller businesses.

Note: Spokal does not have enough ratings to appear on the TrustMaps, but because there are a number of in-depth reviews from small businesses, we have plenty of qualitative data to create a product profile.

Company status	Private
Customers	N/A
Employees	4*
Location	Vancouver, BC
Founded	2012
Integrations	Wordpress, Twitter, Gravity Forms, ContactForm7, NinjaForms, Jetpack, Feedly, Zapier, Mailchimp, ActiveCampaign
Most compared to**	HubSpot, Hatchbuck, Act-On, Jumplead
Best fit for***	Very small businesses with a WordPress website who are focused on leveraging social media for lead generation and engagement

*Listed on LinkedIn
**Based on comparisons run by visitors on TrustRadius
***Based on (6) User reviews of Spokal on TrustRadius

Spokal Customer Demographics*
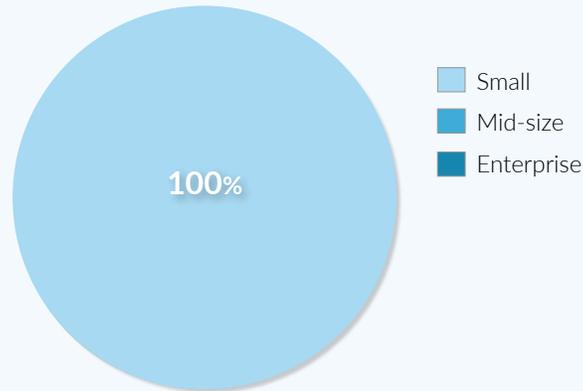
Company Size

100%

- Small
- Mid-size
- Enterprise

Number of Contacts (List Size)

100%

<10k   10k   25k   100k   250k   1m   >5m

- <10k
- 10k-25k
- 25k-100k
- 100k-250k
- 250k-1m
- 1m-5m
- >5m
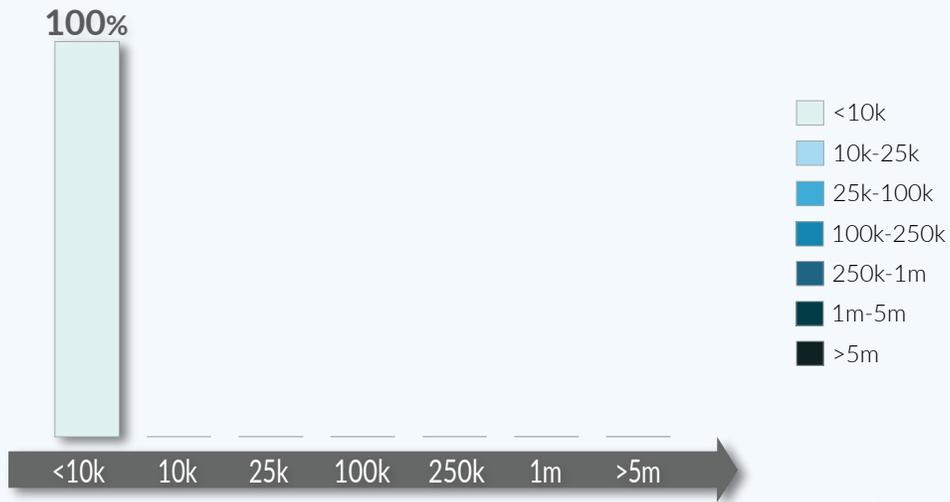
trustradius™

*Customer demographics data is drawn from user profiles and User reviews of Spokal on TrustRadius. Data may not be available for all reviewers.

Summary of Spokal Reviews

SPOKAL PROS	SPOKAL CONS
Social integrations » Easy to manage social media presence, optimize content using SEO keywords and build followers on Twitter, WordPress, and LinkedIn.	**Other integrations** » Users want to see more options for CRM, MA, and blog platform integration (beyond Zapier, ActiveCampaign, MailChimp and WordPress).
Content Calendar » Users like the visual drag-and-drop scheduler, which allows them to see and easily edit the roadmap for future posts and shares across social platforms.	**Email automation** » Limited; a few users said that Spokal doesn't replace a more robust automated email marketing solution.
Implementation » Guided set-up and user-friendly dashboard are geared toward non-technical users. » The short learning curve means Spokal can be used right away, as long as users already have WordPress, Twitter and LinkedIn accounts.	

Source: (6) User reviews of Spokal on TrustRadius, (4) written or updated in the last year

Aggregate User Ratings of Spokal

Overall Experience

Overall Rating	**9.4**	MA Average 7.5
Likelihood to Recommend	**9.5**	MA Average 7.8
Likelihood to Renew	**9.3**	MA Average 8.0

Source: trScores based on end-user reviews and ratings on TrustRadius

trustradius™

Spokal Response to Reviewer Feedback

Spokal is dedicated to creating marketing automation that's easy to use and affordable.

As the reviews correctly point out, we are heavily focused on Top of Funnel (TOFU) and Middle of Funnel (MOFU)—generating traffic and leads for our clients through content marketing, because there's little point in advanced email nurturing tools (BOFU) without leads.

Spokal assists content marketing teams and business owners with a content marketing workflow, increasing results and visibility into what content (and authors) are generating a return on investment. Content creation becomes faster with Spokal, better optimized for search engines

(SEO), and much of the social media sharing flow, and outreach is automated or made simple. A variety of CTAs work together to maximize conversions.

We integrate with and enhance BOFU (lead nurturing) tools with powerful features like dynamic segmentation and lead scoring based on visitor behaviour. Combining Spokal with ActiveCampaign, for example, results in a very powerful and comprehensive Marketing Automation system from the top to the bottom of the funnel.

While initially we were focused on the very small business market, as we've added more capabilities, we now serve both one-person shops and larger companies with established marketing teams who value ease of use over complexity, or don't want to move all their content from their existing WordPress sites.

Teradata Integrated Marketing Cloud (formerly Aprimo and Teradata Marketing Studio)

★★★☆☆ (12) **tr**Score 5.5 out of 10

Since 2011, Teradata's Marketing Studio has steadily moved its platform from an installed license model to a cloud subscription model. The Teradata Integrated Marketing Cloud combines traditional Marketing Automation functionality with operations marketing capabilities like resource and budget management, which are helpful for enterprises. The platform also includes a workflow engine, and the majority of its customer base is B2C. In early November 2015, Teradata issued a Q3 Results Press Release announcing a plan to sell all marketing applications in order to focus on data & analytics offerings. This decision came as a surprise to the marketplace, and it is not yet clear how it will impact users.

In terms of user sentiment, for all attributes users rate Teradata far below average. While we expect Marketing Automation platforms designed for enterprises to be evaluated more critically than those aimed at SMBs, Teradata's ratings sink below any expected variation. Its ratings are especially low for "likelihood to recommend" (4.6) and usability (3.9), and its overall rating (5.5) and "likelihood to renew" (5.8) scores are not much better, suggesting that users may be looking for a better alternative. Note that although in the past users mentioned integration with other products was an area for improvement, more recent reviews do not mention problems with integration, suggesting this may have improved.

|	
Company status	Public (TDC)*
Customers	N/A
Employees	11,571**
Location	Indianapolis, IN (Aprimo headquarters); Miamisburg, OH (Teradata headquarters)
Founded	1998 (Aprimo)*; 1979 (Teradata)**
Acquisitions	Aprimo was acquired by Teradata in Dec. 2010. Acquisitions within the last year include Appoxee, an MA tool for in-app marketing campaigns; RainStor, Think Big Analytics and Hadapt, tools for big data management and analysis; and Revelytix, a tool for integrating data sets from different sources.*
Integrations	IBM Unica, Microsoft Dynamics CRM, Oracle CRM On Demand Marketing, Oracle Siebel Enterprise Marketing Suite, Salesforce
Most compared to	IBM Unica, Adobe Campaign, Microsoft Dynamics CRM, Salesforce, Salesforce Marketing Cloud Email***
Best fit for	Enterprise companies who want to model and track existing complex workflows.****

*CrunchBase https://www.crunchbase.com/organization/aprimo and https://www.crunchbase.com/organization/teradata
**Listed on LinkedIn (Teradata employees listed for all products).
***Based on comparisons run by visitors on TrustRadius
****Based on (7) User reviews of Teradata Integrated Marketing Cloud on TrustRadius

Teradata Integrated Marketing Cloud Customer Demographics*

Company Size

- Small
- Mid-size
- Enterprise

58% 42%
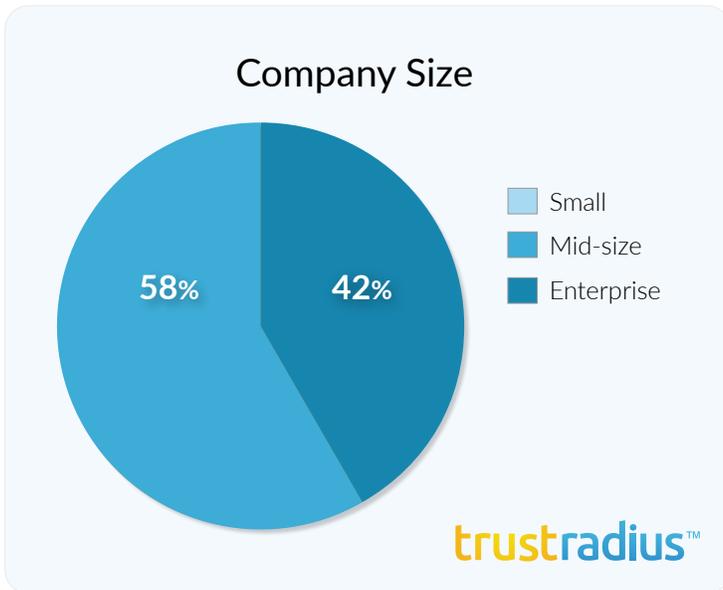
trustradius™

*Customer demographics data is drawn from user profiles and User reviews of Teradata Integrated Marketing Cloud on TrustRadius. Data may not be available for all reviewers.

Summary of Teradata Integrated Marketing Cloud Reviews

TERADATA INTEGRATED MARKETING CLOUD PROS	TERADATA INTEGRATED MARKETING CLOUD CONS
Segmentation and workflow » Segmentation tool is very complete and admins can create sophisticated workflows.	**Difficult to use and learn** » The user interface is dated and the product is difficult to learn (although there are a couple of dissenting views). » Support is also lacking. Some users recommended hiring internal support staff.
Campaign management » Users said Teradata was helpful for modeling and tracking existing campaigns, but that it was confusing to design new campaigns within Teradata.	

Source: (7) User reviews of Teradata Integrated Marketing Cloud on TrustRadius, (3) written or updated in the last year

Aggregate User Ratings of Teradata Integrated Marketing Cloud

Overall Experience

		MA Average
Overall Rating	**5.5**	7.5
Likelihood to Recommend	**4.6**	7.8
Likelihood to Renew	**5.8**	8.0
Usability	**3.9**	7.6

Source: trScores based on end-user reviews and ratings on TrustRadius

trustradius™

Teradata Response to Reviewer Feedback

N/A