

MARTECH INTELLIGENCE REPORT:

B2B Marketing Automation Platforms: *A Marketer's Guide*

SIXTH EDITION

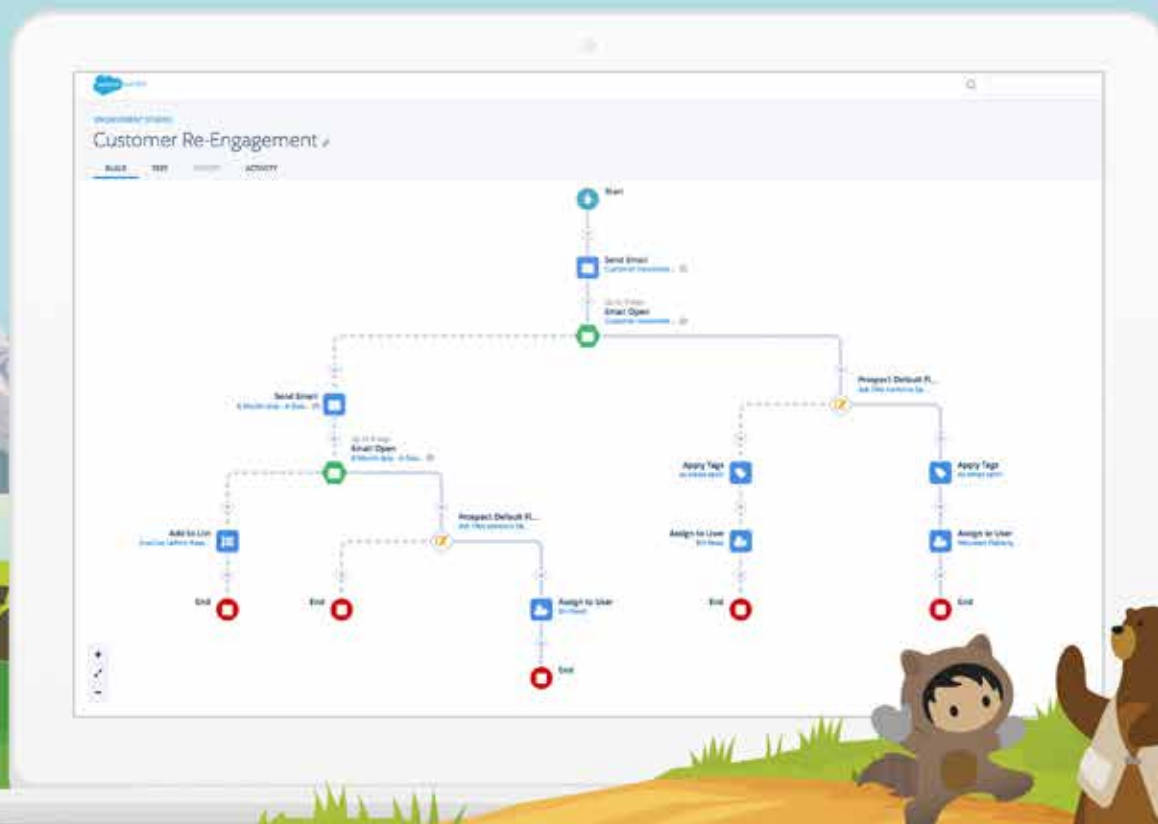
A MarTech Today Research Report

MARTECH TODAY[®]



SALES AND MARKETING TOGETHER AT LAST

Smarter marketing automation on
the world's #1 CRM platform.



www.pardot.com

Table of Contents

Scope and methodology	2
B2B marketing automation overview	3
Table 1: Marketing budgets and martech spend fall in 2017	3
Marketing automation ease of implementation more important than pricing	3
Table 2: What are the most important evaluation criteria for selecting a marketing automation system?	4
Consolidation continues as enterprise clouds use AI to solidify positions	4
B2B marketing automation platform features	5
Dynamic content creation	6
Lead management	6
Predictive analytics	7
Mobile marketing	7
Account-based marketing (ABM)	7
Social/lead profile integration	7
Native CRM integration	7
Table 3: Select B2B marketing automation platform features	8
Third-party software connectivity	9
Choosing a B2B marketing automation platform	9
The benefits of using B2B marketing automation	9
B2B marketing automation platform pricing	10
Recommended steps to making an informed purchase	10
Step One: Do you need a marketing automation platform?	10
Step Two: Identify and contact appropriate vendors	12
Step Three: Scheduling the demo	12
Step Four: Check references, negotiate a contract	13
Conclusion	14
Vendor profiles	15
Act-On Software	15
Adobe Campaign	17
Autopilot	19
eTrigue	21
Higher Logic	23
HubSpot	25
IBM Watson Marketing	28
iContact Pro	30
Infusionsoft	32
MailChimp	34
Marketo	36
Oracle Eloqua	39
Salesforce Pardot	41
Salesfusion	44
SharpSpring	46
Resources	48

Scope and methodology

This report examines the current market for B2B marketing automation platforms and the considerations involved in implementing marketing automation software. It addresses the following questions:

- What factors are driving B2B marketing automation platform use?
- What capabilities do B2B marketing automation platforms provide?
- Does my company need a marketing automation platform?
- Who are the leading players in B2B marketing automation?
- How do I evaluate which platform is best for my business?

If you are considering licensing a B2B marketing automation platform, this report will help you decide whether or not you need to. The report has been completely updated from its February 2017 publication to include the latest industry statistics, developing market trends and new vendor profiles and product updates.

For the purposes of this report, B2B marketing automation is defined as follows: *The use of software and web-based services to execute, manage and automate repetitive marketing tasks and processes to more effectively market through multiple channels (i.e., email, mobile, social media and websites). Marketing automation focuses on the definition, scheduling, segmentation and tracking of marketing campaigns, allowing the marketing and sales organizations to nurture leads with highly personalized content aimed at attracting and retaining customers.*

The 15 vendors profiled in this report represent some of the choices available for B2B marketing automation platforms; they are not a comprehensive list of B2B marketing automation vendors. This report is not a recommendation of any marketing automation platform or company, and is not meant to be an endorsement of any particular product, service or vendor.

This report was prepared by conducting in-depth interviews with leading vendors and industry experts in January and February 2018. These, in addition to third-party research, form the basis for this report.

March 2018

Editorial Advisor:

Anand Thaker, CEO, [IntelliPhi](#)

Writers:

Karen Burka, Senior Research Consultant, [Third Door Media](#)

Brian Kelly, Principal, [Candlewood Creative](#)

Editor:

Claire Schoen, Director, Marketing Services Content, [Third Door Media](#)

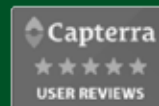
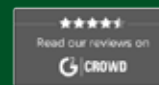


The **affordable,**
powerful alternative
to expensive marketing
automation platforms.



**All the Features,
Fraction of the Cost**

See why 1,400+ marketing agencies
and 6,500+ businesses choose us.



Unlimited users | Unlimited support | No annual contract

sharpspring.com

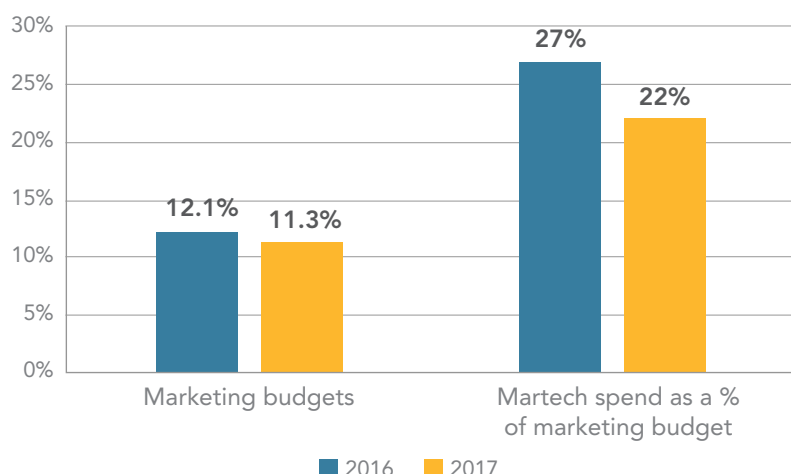
B2B marketing automation overview

Accountability and ROI have become the top marketing automation priorities, as CMOs face increasing pressure to show bottom-line results. Improving ROI and optimizing productivity lead the list of CMO marketing automation objectives, according to Ascend2's most recent *State of Marketing Automation* survey.

Rather than spending more, CMOs and CMTOs (Chief Marketing Technology Officers) are now looking to market more efficiently, with the focus on improving their organizations' use of the myriad marketing technology (martech) systems already in place. For the first time in three years, marketing budgets fell in 2017 – from 12% to 11% of company revenue – according to Gartner's *CMO Spend Survey 2017-2018*. And, although martech spending still accounted for 22% of marketing budgets in 2017, that figure represents a 15% year-over-year decline (see Table 1).

Accountability and ROI have become the top marketing automation priorities, as CMOs face increasing pressure to show bottom-line results.

Table 1: Marketing budgets and martech spend fall in 2017

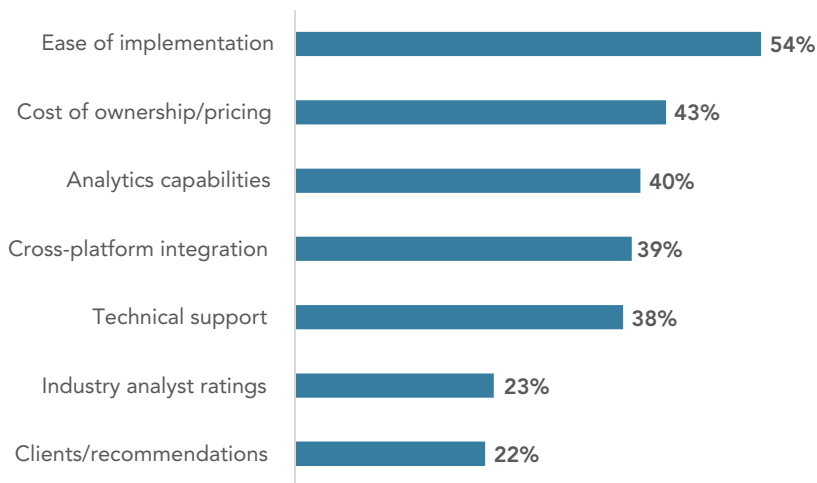


Source: *CMO Spend Survey 2017-2018*, Gartner

This conservative view of spending is not projected to change anytime soon. Gartner found that one-third of CMOs expect their budgets to be cut or frozen in 2018, and only 15% expect a significant budget increase.

Ease of implementation more important than pricing

Many B2B marketing organizations struggle with using the full feature set of their marketing automation platforms, citing difficulties in onboarding and ongoing use. Ascend2's survey found that 85% of marketers say that implementation of a marketing automation system is either "somewhat" or "extremely" complicated. More than half of marketers surveyed also say that ease of implementation is the most important criteria for selecting a marketing automation system – ahead of both pricing and analytics capabilities (see Table 2).

Table 2: What are the most important evaluation criteria for selecting a marketing automation system?

Source: *State of Marketing Automation*, Ascend2 and Research Partners

In response, marketing automation platform vendors have expanded training programs and add-on professional services to improve platform ease of use. Online communities – for both customers and developers – have also become increasingly important to strengthen platform support, advocacy and market penetration. Many marketing automation platform vendors have roots in email marketing, which continues to be a core function – and often the only function that customers use. However, the platforms offer an evolving range of features, including advanced lead management, account-based marketing tools, predictive analytics and open architectures to support the growing martech ecosystem.

But whether it's the marketers or the platforms that have become more sophisticated, several vendors report that a majority of customers have integrated their marketing automation platforms with their CRMs, which is fundamental for account based marketing (ABM). Many are also using the platforms for more sophisticated drip and nurturing campaigns, multichannel (including mobile) marketing and event marketing. Platform vendors have also stepped up their development of artificial intelligence (AI), with the goal of providing customers with machine-learning insights that shift more of the analytics work from the user to the platform. AI-generated features include automated targeting and personalization, predictive optimization/recommendations and smart tagging. On vendor roadmaps for 2018 are predictive pathing and automated segmentation.

Still, just one-third of marketers surveyed say that their marketing automation strategy is “very successful” at achieving important objectives, according to Ascend2's *State of Marketing Automation*. Platform vendors acknowledge that marketers need comprehensive training on their solutions and go-to-market strategies to generate faster results and prevent churn.

Consolidation continues as enterprise clouds use AI to solidify positions

The enterprise B2B marketing automation market is concentrated among a few cloud vendors, including Salesforce, Oracle and Adobe, which have devoted significant resources to develop proprietary AI solutions as market differentiators.

Salesforce launched Einstein in September 2016 across several of its cloud solutions, including its Marketing Cloud, while Adobe introduced Sensei two months later in November 2016. Adobe Sensei is available across a number of Adobe cloud products, including the Adobe Experience Cloud, Adobe Creative Cloud and Adobe Document Cloud.

At the same time, Adobe announced a strategic partnership with Microsoft to integrate marketing automation platform Adobe Campaign with Microsoft Dynamics 365, the company's CRM. The two companies are co-selling the integrated solution, expanding Adobe's and Microsoft's reach within the marketing automation landscape.

To better compete against these large, well-funded companies in the higher end of the market, the publicly traded Marketo went private in August 2016 and was acquired by private equity firm Vista Equity Partners. With a new CEO in place, Marketo purchased ToutApp, a provider of sales engagement software, in spring 2017. The company also introduced an AI-driven solution, Marketo Content, as part of its Q3 2017 product release.

A more crowded field of vendors serves the small and mid-sized business (SMB) market, and consolidation has begun. Cloud engagement platform developer Higher Logic purchased Real Magnet in October 2017 (see sidebar). At the same time, Higher Logic also acquired Informz, a marketing automation platform for non-profit and association marketers.

In January 2018, Act-On Software announced a corporate restructuring that included closing its two CA-based facilities and eliminating 15% of its workforce. The staff reduction targeted sales and marketing positions, as the company announced plans to hire more software developers to focus on the platform's technology.

Autopilot secured \$12 million in a June 2017 funding round, led by new investor Blackbird Ventures. The company subsequently introduced a new product, *Insights*, which officials describe as a "fitness tracker" for marketers.

Select marketing automation financial transactions

January 2018

- Act-On restructures operations, closing two CA-based facilities and reducing workforce by 15%

October 2017

- Higher Logic acquires Real Magnet (as well as non-profit marketing automation platform, Informz)

June 2017

- AutoPilot secures \$12M in funding led by Blackbird Ventures

April 2017

- Marketo acquires ToutApp

November 2016

- Adobe partners with Microsoft to integrate Adobe Campaign into Microsoft Dynamics 365

August 2016

- Vista Equity Partners acquires publicly traded Marketo for \$1.8B

Source: Third Door Media

B2B marketing automation platform capabilities

Virtually every B2B marketing automation vendor profiled in this report provides tools for email campaign development and execution (including landing pages), as well as lead capture, scoring and nurturing. The platforms also typically provide centralized marketing databases and a basic level of reporting on web traffic, visitor behavior and campaign results. Combined, the core features offered by most B2B marketing automation platforms profiled in this report include:

- Email marketing and landing page development;
- Lead management (i.e., capture, scoring and nurturing);
- Native CRM integration; and
- APIs or app marketplaces for faster martech system access.

The market is quickly evolving, as B2B marketers demand integrated marketing functionality that rapidly translates into bottom-line return. Vendors continue to add more advanced features to provide marketing end-users with the ability to build, track and manage campaigns across channels and/or devices, and monitor the flow of leads as they move from marketing to sales. These features include, but are not limited to:

- Dynamic content generation (email, landing pages and/or website);
- Account-based marketing (ABM);
- Mobile marketing;
- AI-based predictive analytics; and
- Social/lead profile integration.

The following section discusses several of these core and advanced marketing automation capabilities in more depth (see Table 3).

Dynamic content creation

Virtually all marketing automation platforms provide the ability to create, send and measure personalized email campaigns. Where they differ is in how email, landing page and website content is created and personalized. Some vendors offer wizard-based campaign design or content templates, while others provide a more customized approach. There are also differences in static vs. dynamically generated content, which adjusts on the fly as prospects interact with a website or form. Progressive profiling is often offered to pre-populate forms with known data and use a drip approach to capture additional prospect information each time they interact with campaigns.

Message deliverability is also an important factor to consider. Some B2B marketing automation vendors offer dedicated IP addresses to improve deliverability, and/or monitor deliverability by including ReturnPath or other email deliverability services. Email previewing is an advanced function, but may be critical to marketers that want to reach their audience through mobile devices and see what their message will look like on smaller screens.

Lead management

Lead management comprises three functions: lead capture, lead scoring and lead nurturing. *Leads are captured* from a variety of sources that feed the marketing automation database, including (but not limited to) website visitors, social media, paid digital campaigns, email marketing respondents, trade show attendees and purchased third-party lists. Platforms will vary based on the ease with which additional lead sources can be captured, such as through an open API, or whether the platform offers landing page optimization.

Lead scoring assigns a value to each lead based on a predetermined set of rules or criteria. Traditional lead scoring models are generally based on two sets of data values: behavior (i.e., site purchases, browsing, social posts) and demographics/firmographics. Many B2B marketing automation platforms now offer predictive scoring, which can incorporate hundreds of data points by sourcing websites, social networks and internal systems such as the CRM and marketing database itself to calculate scores.

Lead nurturing is the process of keeping prospects engaged with the brand through periodic, personalized communications or campaigns until they are ready to buy. Marketing automation platforms may offer a number of pre-built nurturing steps or actions, as well as allow users to customize their content and process. These efforts are meant to build a relationship between the brand and its prospects, and drive interaction with sales if and when the prospect is ready.

Progressive profiling is often offered to pre-populate forms with known data and use a drip approach to capture additional prospect information each time they interact with campaigns.

Predictive analytics

Virtually all of the B2B marketing automation platforms profiled in this report provide a standard set of analytics that track quantifiable data such as website visitor activity, pages viewed, time spent on site, emails opened, content downloaded and campaign responses. More vendors are offering predictive analytics and models based on machine learning, which uses algorithms to process data and surface trends or insights that enable marketers to customize visitor experiences and marketing campaigns.

Several platforms have invested in artificial intelligence (AI) to go a step beyond machine learning and use technology to “mimic” human intelligence and recommend marketing actions or outcomes. These may include highly personalized website content or product recommendations based on analysis of consumption trends, on-site behavior, firmographics and CRM data. Other vendors rely on plug-and-play integration with predictive analytics tools such as Mintigo and Lattice Engines, to offer greater analytics and personalization capabilities.

Several platforms have invested in artificial intelligence (AI) to go a step beyond machine learning and use technology to “mimic” human intelligence and recommend marketing actions or outcomes.

Mobile marketing

Creating an engaging experience for mobile prospects and customers is a must-have capability. As a result, many B2B marketing automation platforms include responsive templates for email, landing pages and web forms. Several vendors integrate with email testing tools such as Litmus, to allow users to preview email marketing messages across email clients and devices. More advanced mobile marketing features include SMS/texting, in-app marketing and remote platform management from mobile devices. In-app marketing features can include “push” notifications or ads based on geography (i.e., geo-fencing or beaconing) or during events. B2B marketing automation vendors have also expanded platform access to mobile users, moving beyond automated alerts and remote data collection to full platform management.

Account-based marketing (ABM)

Aligning marketing initiatives with sales teams has become the leading ABM priority for a majority of marketers, according to Ascend2 research. The goal is to target marketing programs to prospect or customer buying teams, rather than individuals who may have moved into new positions or firms. Many times, a B2B buyer is not a single person. The larger the purchase, the more people and departments are involved. B2B marketing automation vendors continue to add new ABM features to their platforms to enable this strategy, including enhanced account nurturing and predictive scoring capabilities.

Social/lead profile integration

Most of the B2B marketing automation vendors profiled in this report provide some level of social media publishing, sharing and tracking within the platform for networks such as Facebook, Instagram, Twitter and LinkedIn. Some platforms provide more advanced social media tools to monitor social posts and add social behavior to lead profiles, often using social engagement as a scoring factor. Other platforms enable the use of social media sign-on to capture social profile data and build lead profiles.

Native CRM integration

With more businesses seeking to align marketing with sales, native or out-of-the-box integration with CRM systems has become a critical feature for B2B marketing automation platforms. Salesforce, Microsoft Dynamics 365, Oracle NetSuite and Sugar CRM are some of the most commonly available connectors. Data is synchronized between the two systems and shared in both directions at frequent intervals. For example, data that is added by a sales rep to an account record in the CRM will be automatically added to the record in the marketing automation platform for marketing end-users to view and act upon, as well.

Table 3: Select B2B marketing automation platform features

Platform	Dynamic content creation	Lead management	Predictive Analytics		Mobile marketing			ABM	Social integrated w/ lead profiles	Native CRM integration	Third-party software integration	
			Machine learning	AI	SMS/Push	In-app notifications	Remote platform access				API	App marketplace
Act-On	Email/landing pages	✓	✓	✓	✗	✗	✓	✓	✓	IN, MD, ONS, SF, SU	✓	✓
Adobe Campaign ¹	Email /landing pages/site personalization	✓	✓	✓	✓	✓	✓	✓	✓	MD, OCRMON,SF, SAP	✓	✓
Autopilot	Email	✓	✓	✓	✓	✓	✗	✗	✓	SF	✓	✓
eTrigue	Email Landing pages	✓	✓	✓	✓	✓	✓	✓	✗	MD, SF, SU	✓	✗
Higher Logic	Email /landing pages/site	✓	✓	✓	✓	✓	✓	✗	✓	INF, MD, ONS, SF, SU	✓	✗
HubSpot	Email /landing pages/site personalization	✓	✓	✓	✓	✓	✓	✓	✓	HUB, SF	✓	✓
IBM Watson Marketing	Email /landing pages/site personalization	✓	✓	✓	✓	✓	✓	✓	✓	MD, ONS, SF, SU	✓	✓
iContact Pro	Email/Landing pages	✓	✗	✗	✗	✓	✓	✓	✓	SF	✓	✓
Infusionsoft	Email/Landing pages	✓	✓	✓	✗	✗	✗	✓	✗	Built-in CRM	✓	✓
MailChimp	Email	✓	✓	✗	✗	✗	✗	✗	✗	NA	✓	✓
Marketo	Email /landing pages/site personalization	✓	✓	✓	✓	✓	✓	✓	✓	MD, SF	✓	✓
Oracle Eloqua	Email /landing pages/site personalization	✓	✓	✓	✓	✓	✓	✓	✓	MD, SAP, SF	✓	✓
Salesforce Pardot	Email /landing pages/site personalization	✓	✓	✓	✓	✓	✓	✓	✓	SF	✓	✓
Salesfusion	Email	✓	✗	✗	✓	✓	✓	✓	✓	BH, MD, SG, IN, ONS, SF, SU	✓	✓
SharpSpring	Email /landing pages	✓	✓	✗	✓	✓	✓	✗	✓	SF	✓	✓

¹Social integration available through Adobe Social, a separately priced product.

CRM abbreviations: BH (Bullhorn), HUB (HubSpot), IN (Infor), Infusionsoft (INF), Microsoft Dynamics 365 (MD), OCRMON (Oracle CRM On Demand), ONS (Oracle NetSuite), SF (Salesforce), SG (Sage CRM), SU (SugarCRM).

Source: Third Door Media

Third-party software connectivity

B2B marketing automation vendors continue to open their platform architectures through APIs and app marketplaces to offer customers access to an expansive array of third-party martech software systems. The app marketplaces provide faster “plug-and-play” access between the systems, although there may be additional fees to purchase the marketplace apps. If a preferred martech app is not available on a marketing automation vendor's marketplace it doesn't mean that the two systems won't connect – it means that some customization will be required. API use does incur additional charges, generally on a per-call basis for each data download.

B2B marketing automation vendors continue to open their platform architectures through APIs and app marketplaces to offer customers access to an expansive array of third-party martech software systems.

Choosing a B2B marketing automation platform

The benefits of using B2B marketing automation

The proliferation of digital channels and devices has made it difficult for B2B marketers to accurately target prospects with the right messages, on the right devices, at the right times. Prospects are managing more of the buying process themselves, creating decision short lists by researching brand websites and social channels without ever speaking to a sales rep. To be effective, B2B marketers must be creative, targeted and aligned with sales goals; they must also have greater visibility into buyer attributes and behaviors.

Faced with these challenging market dynamics and increasing ROI pressure, B2B marketers at companies of all sizes can gain these benefits from a marketing automation platform:

- **Increased marketing efficiency.** Automating time-consuming, manual tasks around content creation, management and personalization; campaign scheduling and execution; data hygiene (i.e. duplicate or inconsistent data residing in various silos); communication with sales; and lead nurturing saves time and improves productivity.
- **Enhanced ability to generate more and better qualified leads.** Marketing automation can combine multiple criteria, including demographic, firmographic and behavioral data (pages visited, downloads, filled out forms) with a lead-scoring system to generate and identify sales-qualified leads.
- **A multichannel view of prospect behavior.** Today's marketing automation platforms are integrating multiple channels and devices – including social media and mobile -- to create more comprehensive prospect profiles and holistic views of prospect behavior.
- **Better alignment of sales and marketing goals.** Marketing automation software can help align sales and marketing efforts to ensure that sales reps are working with sales-ready leads. By working cooperatively to set scoring parameters and define qualified leads, sales and marketing become one team. Marketing works on building relationships with early stage leads to enable sales to focus their efforts on the most highly qualified prospects.
- **Improved lead conversion and ROI.** Numerous studies have found that using a marketing automation system can increase conversions. Forrester found that B2B marketers implementing marketing automation experience a 10% increase in their sales-pipeline contribution. Marketing automation can result in a 15% increase in sales productivity as well as a 12% decrease in marketing overhead, according to tech research firm Nucleus Research.

B2B marketing automation platform pricing

Virtually all marketing automation platforms offer SaaS-based pricing, meaning software is licensed by the customer and hosted by the vendor. Several vendors targeting the enterprise market also offer on-site installation and implementation services. Pricing is often based on the number of contacts in the marketing database, the number of email marketing messages sent each month and/or the number of users. Many vendors require annual contracts (although some offer month-to-month pricing) and may offer discounts in exchange for longer-term commitments.

Recommended steps to making an informed purchase

Understanding your current marketing processes, knowing how to measure success and being able to identify where you are looking for improvements, are all critical pieces of the marketing automation platform decision-making process. The following section outlines four steps to help your organization begin that process and choose the marketing automation platform that is the right fit for your business needs and goals.

Step One: Do you need a marketing automation platform?

Deciding whether or not your company needs a marketing automation platform calls for the same evaluative steps involved in any software adoption, including a comprehensive self-assessment of your organization's business needs, staff capabilities, management support and financial resources. Use the following questions as a guideline to determine the answer.

- 1. Have we outgrown our current marketing system?** Marketing automation is often a solution for companies that are growing rapidly and need to scale their efforts. If you have data in multiple databases that cannot be consolidated, or are using an email system that can't deliver the level of behavioral targeting you need, it may be time for marketing automation.
- 2. What marketing automation capabilities are most critical to our business?** Identify and prioritize your software requirements and the key capabilities you'll need from the new system. Do your sales reps need real-time access to marketing data? Then native CRM integration is a must have. Do you have a sophisticated social media presence? Then social marketing management and integration will be important. By knowing what you need, you'll be in a better position to control the selection process and choose the platform that will most benefit the organization.
- 3. What kind of marketing automation platform do we need?** Marketing automation is not a one-size-fits-all solution; it's important to find the right fit. Nearly all companies offer the same basic capabilities for email, website tracking and a marketing database. Additional capabilities vary, however, so it's important to identify what you need. Is inbound marketing (social media, blogging, SEO) more important than outbound (email)? Are reporting and analytics the key features you need? Is lead scoring a crucial part of your marketing process? Do you need greater capabilities in audience segmentation and personalization?
- 4. What are our goals?** It is critical to know upfront what your goals for the marketing automation system will be. Do you want to improve the quality of leads handed off by marketing to sales? Or increase revenue by increasing conversion at key stages in the buying cycle? Do you want to improve visibility into the buying and sales cycles to optimize marketing engagement? Or do you want to reach the growing portion of your leads that are mobile users? Bring key stakeholders together to establish the organization's goals.

Understanding your current marketing processes, knowing how to measure success and being able to identify where you are looking for improvements, are all critical pieces of the marketing automation platform decision-making process.

5. **How will this platform integrate with our existing martech stack?** The odds are that you already have a martech stack in place, (e.g., several standalone tools for social media management, SEO, webinar hosting, etc.). You'll need to identify them all so you can ask the marketing automation vendor about integration. Many vendors offer app marketplaces, which provide faster access to the participating systems. Virtually all marketing automation vendors offer APIs, but they may be an add-on to the price of the platform.
6. **Does management support this purchase?** Every marketer should have an executive sponsor to secure support at the C-level. If you are not the ultimate decision maker for this purchase, you will need management to buy into the idea before you go any further. Present a compelling case that the benefits of new software vastly outweigh the costs. This could include converting more leads, making sales more efficient and improving campaign ROI.
7. **Do we have the internal skillset and staff necessary?** To maximize your ROI, staff will need training and a willingness to develop and execute new business processes. You may also need to consider several new hires. If your marketing and sales organizations have been operating in silos, they will need to work more cooperatively on lead scoring and routing systems, lead qualification definitions and more effective marketing collateral and communications. Identify someone in the organization who will take the lead on the selection process, as well as who will be using the system once it has been adopted.
8. **How will we measure success?** This is one of the toughest questions, and ties in directly to understanding why you are adopting a marketing automation platform. If your goal is to increase conversions, you'll need to know what your conversion rate is before automation in order to measure its impact. If it's to improve email efficiency, be prepared with metrics on open rates, clicks, etc. In addition to measuring against your marketing goals, it's wise to measure the depth and breadth of platform usage. Many marketers only use basic email capabilities, which ends up being a costly investment.
9. **Have we realistically assessed the cost?** Some marketing automation platforms are all inclusive, while others feature add-on tools and services that can significantly increase costs. In addition to the cost of the software license itself, consider the costs of ongoing services and training, as well as the indirect costs associated with getting staff up and running on the new system (i.e., more cooperation and data sharing between marketing and sales). If you don't have your own IT or design staff, be sure to ask questions about what these services cost on an hourly basis. For example, if the platform offers templates, find out how many, and how much it costs to customize template design.

To maximize your ROI, staff will need training and a willingness to develop and execute new business processes.

Step Two: Identify and contact appropriate vendors

Once you have determined that marketing automation software makes sense for your business, spend time researching individual vendors and their capabilities by doing the following:

- Make a list of all the marketing automation capabilities you currently have (i.e., email blasting), those that you would like to have (i.e., predictive scoring or recommendations) and those that you can't live without (i.e., plug-and-play CRM integration). This last category is critical and could help you avoid a costly mistake.

- Take your list of capabilities and then do some research. The “Resources” section at the back of this report includes a list of blogs, articles and industry research that will help. (Many of the vendors profiled in this report also provide whitepapers and interactive tools that can help.)
- Narrow your list down to the vendors that meet your criteria. Submit your list of the marketing automation capabilities you’ve identified, and set a timeframe for them to reply.
- Decide whether or not you need to engage in a formal RFI/RFP process. This is an individual preference, but be sure to give the same list of capabilities to each vendor to facilitate comparison.

The most effective RFPs only request relevant information from the vendors and provide ample information about your business and its marketing automation needs.

The most effective RFPs only request relevant information from the vendors and provide ample information about your business and its marketing automation needs. Let the vendor know how you plan to use marketing automation, including your high-level strategic goals and KPIs and how you will evaluate the success of your marketing automation efforts. Include details about timelines and the existing digital technology you have deployed.

When written properly, an RFP will facilitate the sales process and ensure that everyone involved on both sides comes to a shared understanding of the purpose, requirements, scope and structure of the intended purchase. From the RFP responses, you should be able to narrow your list down to three or four platforms that you’ll want to demo.

Step Three: Scheduling the demo

Set up demos with your short list of vendors within a relatively short timeframe after receiving the RFP responses to help make relevant comparisons. Make sure that all potential internal users are on the demo call, and pay attention to the following:

- How easy is the platform to use?
- Does the vendor seem to understand our business and our marketing needs?
- Are they showing us our “must-have” features?
- If we ask a specific question, can they demonstrate the answer on the call?

Other questions to ask each vendor include:

1. How easy is it to integrate this software into my organization?
2. What is the onboarding process?
3. How long does implementation take?
4. What kind of support and training are included in the base price?
5. What does your partner and developer community look like?
6. How do I maximize adoption in my organization?
7. Will we have a dedicated account rep available to us?
8. Do current customers utilize the full functionality?
9. What new features are you focusing on for the coming year?
10. Can we do a test run for a few days on our own (i.e., a free trial)?

Don’t hesitate to ask for a demonstration of the specific capabilities that you have identified in your RFI/RFP. Consider requesting product demos showing basic tasks and demonstrating core reports:

- Create and edit a new email from scratch.
- Import and segment data.
- Base data management, cleansing and enrichment options.

- Create and edit a new landing page from scratch.
- Execute a simple campaign with an email, mailing list and landing page.
- See a report showing email opens, clickthroughs and landing page conversions.
- See a report showing web traffic and/or specific leads from an email campaign.
- ROI dashboards and reports at the organization and campaign levels.
- Campaign attribution options and capabilities.

This is an ongoing relationship; it's important to feel that your questions are being answered.

Step Four: Check references, negotiate a contract

Before deciding on a particular vendor, check out its online community and review sites, and speak with one or two customer references, preferably someone in a business similar to yours. The vendor should be able to supply you with several references if you cannot identify ones yourself. Use this opportunity to ask any additional questions, and to find out more about any questions that weren't answered during the demo. Make sure that the person you've been referred to is someone who is a primary user of the platform. You can also ask around at conferences and networking events that you attend. Consider also asking these basic questions:

- Why did you license a marketing automation platform?
- Did you migrate to this platform from another? If so, how was the conversion process?
- Why did you select this platform over others?
- How long did the system take to implement?
- Has this platform lived up to your expectations?
- Did you receive the level of support you needed?
- What CRM system is this platform integrated with? Are you pleased with that integration?
- Were there any surprises that you wish you'd known about beforehand?
- Where have you seen the most success? The biggest challenges?
- How are you measuring your own success?
- How responsive is customer service?
- Has there been any down time?
- What is the most useful, actionable (favorite) report the platform generates?
- What do you wish they did differently?
- Why would you recommend this platform?

Although not all vendors require an annual contract, many do. Once you've selected a vendor, be sure to get in writing a list of what technology and support are covered in the contract. Ask about what kinds of additional fees might come up. Are there charges for custom design, and, if so, how much? What is the hourly charge for engineering services, and is there a minimum? What partner organizations are available to install and integrate the platform? If you need to train a new hire mid-year, what will that cost? Obtaining the answers upfront – and having them in writing – will ensure fewer surprises or additional costs down the road.

Before deciding on a particular vendor, check out its online community and review sites, and speak with one or two customer references, preferably someone in a business similar to yours.

Conclusion

Marketing technology budgets hit a plateau in 2017, forcing marketing leaders to rethink spending and focus more intently on using the martech tools already residing within their organizations. Marketing automation platforms are a critical part of the martech ecosystem, and offer numerous benefits by streamlining manual B2B marketing tasks, including lead management, email campaign development and landing page creation.

Yet many marketers have struggled to fully maximize marketing automation ROI due to platform complexity. Marketing automation platforms offer a wide range of advanced features, including AI-based predictive lead scoring and product recommendations, ABM and social media campaign integration. To more fully engage marketing end-users, platform vendors have expanded their training programs, online communities and strategic consulting services. The goal is to encourage more comprehensive platform use, and create a higher return on marketing automation investments.

To identify the marketing automation platform vendor that is the right fit for your organization, it is imperative that you understand your current marketing processes, recognize where you need to improve and know how you will measure success. By performing your due diligence in researching and interviewing marketing automation vendors, your search can come to a successful conclusion and result in greater long-term ROI and business productivity. ■

Vendor Profiles



Act-On Software

121 SW Morrison Street,
Suite 1600
Portland, OR 97204
T (877)-530-1555
www.act-on.com

Target customer

- Emerging growth and mid-market B2B companies across a variety of industries, including business and financial services, manufacturing, higher education, insurance and technology.

Key customers

23 and Me
Avery Dennison
Dun & Bradstreet
Progressive Insurance
Stanford University (Freeman Spogli Institute for International Studies)
VMware

Key executives

Kate Johnson, CEO
Bill Pierznik, COO
Ryan Brady, CFO
Matt Zelen, CCO

Company overview

- Founded in 2008.
- \$74M in venture funding.
- 200-plus employees.
- Consolidated North American operations in its Portland, OR headquarters in January 2018.
- Additional offices in Scottsdale, AZ, and Reading, UK.

Product overview

- *Adaptive Journeys™* designed to help marketers derive insights and take action on their marketing data for more personalized engagement.
- Native CRM integrations for Salesforce, Microsoft Dynamics, Sugar CRM, Oracle NetSuite and Infor.
- Point-and-click lead management program, including lead nurturing, scoring and segmentation.
- Fully responsive emails and landing pages through an intuitive drag-and-drop interface.
- Open ecosystem for easier integration of the technology stack.

Vendor Profiles

Product Details

**Act-On Software**

121 SW Morrison Street,
Suite 1600
Portland, OR 97204
T (877)-530-1555
www.act-on.com

Social media integration

- *Advanced Social Media* module provides tools to produce, manage, nurture and measure day-to-day B2B social media activities.
- Features include:
 - Advanced social publishing with campaign tracking and calendar.
 - Social analytics with defined filtering and revenue attribution.
 - Social listening for Facebook, Twitter, LinkedIn and Instagram.
 - Social advocacy program that leverages internal sales teams and partners to amplify reach.
 - Social inbox with response management to assign responses to other users.
 - Social campaign revenue attribution.
- Scores leads based on social engagement, and sends relevant email content based on social campaign activity.

Reporting and analytics

- Standard reports track site visitor activity, including time on site and pages viewed, top referring sites, email responses, webinar attendance, landing page visits and forms submitted.
- *Engagement Insights* included in the Enterprise package, and available as an add-on to the Professional package, offers a templated approach using Google Sheets and Excel to provide real-time insight into engagement, shareable across the organization without manual configuration and customization.
- *Data Studio* included in the Enterprise package, and available as an add-on to the Professional package, visualizes and exports data to business intelligence (BI) tools.
- Funnel reports allow users to define funnels based on business process, track prospects through conversions,

measure overall flow and velocity through the funnel and compare results across time periods.

Third-party software integration

- Native CRM integrations with Salesforce, Microsoft Dynamics 365, Sugar CRM, Oracle NetSuite and Infor.
- Out-of-the-box integration with WebEx and GoToWebinar to send invites, track registrations and automate reminders/follow ups for online events.
- *Act-On Anywhere* provides email templates and Act-On tracking capabilities from Gmail and Outlook inboxes.
- RESTful APIs available for additional app development and integration, including Evergage, Vidyad, Zoho, Tour de Force, SnapApp, Siftrock, Wistia, ListenLoop and Litmus.

Pricing and support

- Two pricing tiers: Professional and Enterprise.
 - Professional starts at \$900/month for 2,500 active contacts and includes 3 marketing users, 50 sales users and 30,000 API calls/day.
 - Enterprise starts at \$2,000/month for 10,000 active contacts and includes 6 marketing users, 100 sales users and 30,000 API calls/day.
- Two onboarding packages are available: Standard (\$500) and Premier (\$3,000).
- Standard support package is free with every subscription and includes unlimited access to online university and community, phone and web technical support.
 - Premier (\$5,000) and Premier Plus (\$15,000), support packages available for access to marketing automation experts or assigned Customer Success Managers.

Vendor Profiles



Adobe Campaign

345 Park Avenue

San Jose, CA 95110-2704

Tel: 408-536-6000

<https://www.adobe.com/marketing-cloud/campaign-management.html#x>

Target customer

- Enterprise B2C, B2B and B2B2C marketers in the retail, travel/hospitality, media and entertainment, financial services and government verticals.

Key customers

Elsevier
HD Supply
London Heathrow Airport
Marriott
Travelocity
William Reed

Key executives

Brad Rencher, SVP and General Manager, Adobe Digital Marketing
Suresh Vittal, VP, Strategy, Adobe Marketing Cloud
Stephan Dietrich, VP, Adobe Campaign
Dave Bieselin, VP, Engineering, Adobe Campaign

Company overview

- Adobe Systems was founded in December 1982.
- *Adobe Campaign* is one of eight solutions in the Adobe Experience Cloud.
 - Adobe Experience Cloud is a mostly subscription-based service enabling users to leverage centralized and shared data, content assets and profiles.
 - Adobe Experience Cloud's additional solutions are: *Adobe Analytics*, *Adobe Target*, *Adobe Social*, *Adobe Experience Manager*, *Adobe Audience Manager*, *Adobe Media Optimizer* and *Adobe Primetime*.
- Adobe has more than 40 worldwide offices in North America, Europe, Asia, South America, the Middle East and Africa.

Product overview

- *Adobe Campaign* offers six components: integrated customer profiles, targeted segmentation, cross-channel orchestration, contextual email, real-time interaction management and operational reporting.
- Flexible architecture enables a hybrid deployment model so customer data can be held on premise while using *Adobe Campaign* for execution in the cloud.
- Cross-channel campaign management enables users to execute online and offline, personalized inbound and outbound marketing programs across email, web, social, mobile, SMS, direct mail, kiosk, call center and point-of-sale channels.
- *Adobe Campaign Standard*, a cloud-based offering for email marketers, offers a native cloud user interface, data management, workflow and journey design, segmentation and targeting, and channel execution.
 - Professional services available for advanced cross-channel campaign management functionality, with a step-by-step maturity assessment and process.
- Native integration with *Adobe Experience Manager*, *Adobe Audience Manager*, *Adobe Analytics* and *Adobe Target* to facilitate additional digital marketing capabilities.
- Adobe Experience Cloud core services connect *Adobe Campaign* with other Adobe Experience Cloud solutions. *Adobe Campaign* leverages the following core services:
 - Assets Core Service: A content repository enabling users to pull content from

Vendor Profiles

Product Details

**Adobe Headquarters**

345 Park Avenue

San Jose, CA 95110-2704

Tel: 408-536-6000

<https://www.adobe.com/marketing-cloud/campaign-management.html#x>

the Adobe Creative Cloud into campaigns, emails or channel strategies.

- Mobile Core Service: Enables marketers to monitor analytics, serve personalized offers and entice inactive users. Included mobile SDK can be integrated with *Adobe Campaign* to allow for personalized push notification and in-app messaging.
- Activation Core Service: Allows marketers to identify, define and monitor key consumer behaviors, and then generate cross-solution communication to re-engage visitors. Marketers can use these triggers and tags in real-time decisions and personalization across multiple channels.
- People Core Service: Allows *Adobe Campaign* to publish and share audiences (segments) with the other solutions in the Experience Cloud, as well as take in behavioral segments from the Cloud back into *Adobe Campaign*.

Social media integration

- Social marketing campaign development and execution is available through *Adobe Social*, a separate solution in the Adobe Experience Cloud.

Reporting and analytics

- Provides more than 50 out-of-the-box reports including messages sent, throughput, opens, clicks, devices used and tracking indicators, as well as reports for lead management activities and a conversion funnel.
 - Through integration with *Adobe Analytics*, users can create a holistic view of marketing campaigns with intuitive and interactive analytics dashboards and reports.

Third-party software integration

- CRM connectors for Salesforce, Microsoft Dynamics 365, SAP and Oracle CRM On Demand, provide real-time, bi-directional synchronization of lead, account and opportunity data.
- Redshift connector enables users to leverage Big Data by storing transactional data in Amazon Redshift and access the information to segment, target and personalize messages in *Adobe Campaign*.
- Uses web services for straightforward data and process integration with operational front- and back-end systems.
- Can run in a distributed architecture mode to enable redundant key processes and load balancing, depending on business and technical constraints.

Pricing and support

- Three license bundles – Standard, Classic and Prime – based on level of complexity and the functionality required to meet user needs.
 - Pricing based on “Active Profiles” or contacts in the database.
 - Maintenance is included in each license bundle.
- Adobe Campaign has a “No CPM” pricing approach.
- 24/7 support includes support, access to major and minor product releases and software maintenance.

Vendor Profiles



Autopilot HQ

589 Howard Street, 2nd Floor
San Francisco, CA 94105
(T) 800-714-9546
<https://autopilothq.com>

Target customer

- SMBs and mid-market B2B and B2C marketers in the high-tech, SaaS, retail/e-commerce, business services and financial services markets.

Key customers

Atlassian
Crunchbase
Freshdesk
Lyft
Microsoft
Patreon

Key executives

Michael Sharkey, CEO and Co-founder
Chris Sharkey, CTO and Co-founder
Peter Sharkey, CPO and Co-founder
Anne Fleshman, Director of Marketing

Company overview

- Founded in 2012.
- \$12M raised in June 2017, led by Blackbird Ventures.
- Over 2,300 global customers in 2017.
- Engineering office in Sydney, Australia.

Product overview

- Visual marketing software with an open, connected platform to help companies acquire, nurture and grow high-paying customers using email, web, SMS and direct mail channels.
- Drag-and-connect canvas to create customer journeys from scratch or pre-built templates.
- Connects over 700 purpose-built tools to capture leads, segment databases and trigger highly personalized journeys (i.e., workflows).
- Contact management to organize databases, manage leads, create custom fields and build dynamic or static segments and lists.

Vendor Profiles

Product Details

**Autopilot HQ**

589 Howard Street, 2nd Floor

San Francisco, CA 94105

(T) 800-714-9546

<https://autopilothq.com>**Social media integration**

- Social media profile and lead data is automatically synchronized with contacts that are captured or imported into the Autopilot platform.
- Integrates with Facebook and Twitter.

Reporting and analytics

- Behavioral insights with a real-time activity feed provides event monitoring for both known and anonymous visitors, pulling from Autopilot's universal tracking code that can be added to any online property.
- Channel engagement visible through a reporting center; embedded insights within the visual canvas editor.
 - Sales funnel reporting on website visitors, conversions, leads, opportunities and closed/won business.
 - Email and *Headsup* performance reporting, with drill down to key metrics, time trends, click rates, users and URL (content) performance.
- Touchpoint, attribution and conversion rate analysis.

Third-party software integration

- Native integration with Salesforce (CRM), Twilio (SMS mobile messaging), Segment (event tracking), Zapier (app connectors), Slack (team messaging) and Lob (print postcards).
 - Salesforce integration enables bi-directional synchronization of leads, contacts and accounts.
 - Segment and Zapier integrate over 700 marketing technologies into Autopilot, including MailChimp, Shopify, Mixpanel, Pipedrive, EventBrite, Wistia, Wufuu and GoToWebinar.

Pricing and support

- Pricing is based on number of contacts. No setup fees required.
- Two plan levels: Base or Business.
- Base starts at \$20/month for up to 1,000 contacts (paid annually) or \$25/month (paid monthly), and includes:
 - Unlimited journeys.
 - Unlimited emails, *Headsup* messages (in-app and on-site messaging), and 250 SMS messages per month (connect your Twilio account for unlimited SMS).
 - Slack and Zapier integration.
 - Smart segmentation, contact management, and built-in reporting.
- Business starts at \$40/month for up to 1,000 contacts (paid annually) or \$50/month (paid monthly), and includes everything in Base plus:
 - Salesforce integration.
 - Segment integration.
 - API access.
 - A/B testing.
 - Premium support.
- Free 30-day trial available, no credit card required.
- 24/7 support, online help center and access to Flight School -- a series of videos, research reports and online tutorials about both the platform and marketing automation best practices.
- 25,000-plus contact plans receive a dedicated Customer Success Manager.
- Start-up pricing available for qualified companies.

Vendor Profiles



eTrigue

6399 San Ignacio Avenue

San Jose, CA 95119

(T) 800-858-8500

www.etrigue.com

Target customer

- Small and mid-market B2B companies and divisions within enterprise organizations.

Key customers

MicroSurvey

Oronite

PacificComp

Shell Lubricants

Key executives

Jeff Holmes, President and CEO

Jim Meyer, VP and General Manager

Joel Nave, VP, Platform

Tony Tissot, Senior Director, Marketing

Company overview

- Incorporated in 2011.
- Self-funded.

Product overview

- *DemandCenter*® is a SaaS-based marketing automation platform with a drag-and-drop campaign builder and email builder, a WYSIWYG landing page editor and drop-down forms editor featuring standard and custom fields to facilitate content creation.
- Built-in email templates and images.
- *Dynamic Progressive Forms 3.0* designed to reduce form abandonment, featuring graphical drag-and-drop form builder.
- Tracks leads at the contact and opportunity (won, open, closed) levels.
 - Tracks and maintains unlimited anonymous visitor data, including search term referrals.
- Users can adjust campaigns on the fly, conduct A/B email tests and schedule message delivery for specific times.

Vendor Profiles

Product Details

**eTrigue**

6399 San Ignacio Avenue

San Jose, CA 95119

(T) 800-858-8500

www.etrigue.com**Social media integration**

- Social media source data captured, including Facebook, LinkedIn, Twitter and Google+.
- Social media sharing and “friend” links are included in landing page and email builders.

Reporting and analytics

- *DemandCenter* includes both pre-configured and customizable real-time reporting, campaign effectiveness reports, and dashboards that track lead sources, companies, campaigns, messages and geographies.
- *3-D Lead Scoring™* is based on three dimensions: who, what and when.
 - Seven specific variables can be scored, including prospect demographics, website activity, campaign responses, brand relationship, source and buy time (i.e., how long it takes for a lead to become a customer).
 - Lead segmentation occurs within a search-based interface and across any demographic or marketing activity.
- Webinar campaigns can be scheduled through the system, with responses – including registration and attendance – automatically synced between the event system and *DemandCenter*.
 - Event data also can be integrated into existing CRM systems and used in triggered marketing messages.

Third-party software integration

- Native integration with Salesforce, Microsoft Dynamics 365 and Sugar CRM.
- Salesforce integration allows users to choose between bi-directional sync and viewing active prospects before they are added to the Salesforce CRM.
 - Prospects can then be added as “leads” or converted to “contacts” based on qualification criteria.
- Real-time email alerts on any lead action can be sent to anyone and also reported within the CRM or *DemandCenter*.
 - Users can base alert triggers on seven dimensions, including demographics, scoring and timing.
- Native integration with Google AdWords, Litmus, WebEx and GoToWebinar; an API is available for custom integrations.

Pricing and support

- Pricing ranges from \$600/month for 1,000 contacts to \$8,000/month for 1 million contacts.
- Custom pricing available for enterprise customers with more than 1 million database contacts.
- Month-to-month pricing available.
- No setup or activation costs.
- Phone and email support is included in all pricing, as is training for the customer's first email campaign in the first five days of the engagement.
- Free web-based training available for sales and marketing best practices.

Vendor Profiles


HIGHER LOGIC
ALL TOGETHER
Higher Logic

1600 Wilson Boulevard, #400
 Arlington, VA 22209
 (T) 202-360-4402
www.higherlogic.com

Target customer

- Mid-market organizations, including associations and non-profits, hospitality, higher education and publishers.

Key customers

American Psychological Association
 American Red Cross
 Long & Foster
 National Retail Federation
 Stanford University
 Wyndham Hotel Group

Key executives

Rob Wegner, CEO
 Andy Steggles, President
 Hunter Montgomery, CMO

Company overview

- Founded in 2007.
- Received \$55M in growth equity funding from JMI in 2016.
- 300-plus employees.
- 2,600-plus global customers.
- Acquired Real Magnet in October 2017, and rolled the Real Magnet marketing automation platform into Higher Logic's branded portfolio of engagement solutions.
 - Three additional acquisitions in 2017: Informz, an email marketing and marketing automation platform; Kavi Corp., a developer of online business collaboration software; and Socious, a developer of online community software.
- Additional offices in Saratoga Springs, NY; Mesa, AZ; and Portland, OR.

Product overview

- Higher Logic Marketing Automation Enterprise (powered by Real Magnet) allows users to generate, manage and measure the impact of personalized content for any prospect, member or customer.
- Platform features include:
 - Unlimited emails for ongoing account reviews.
 - Out-of-the-box campaign templates.
 - *Workflow Builder* to create customized campaigns.
 - Persona development based on firmographic, demographic and behavioral information.
 - Unlimited number of mobile-friendly landing pages with no HTML coding required.
 - ◆ Landing pages support progressive profiling and can be automatically A/B tested.
 - Prospect scoring and management for a deeper understanding of prospect interests.
 - Unlimited number of admin users and access to a wide range of tools for managing both the account and users.

Vendor Profiles

Product Details

**HIGHER LOGIC**

ALL TOGETHER

Higher Logic

1600 Wilson Boulevard, #400

Arlington, VA 22209

(T) 202-360-4402

www.higherlogic.com**Social media integration**

- Allows inline social sharing options and reporting based on each platform, including Twitter, Facebook, LinkedIn and iMessage.
- Deploys email and social campaigns from one platform.
 - Tracks email and social interaction in a unified interface.
- Supports social listening, posting, sharing and tracking.
- Triggers actions based on email, social, website and community actions.

Reporting and analytics

- Tracks campaign effectiveness across emails, landing pages and marketing automation campaigns.
- Infographic approach to reporting on engagement, conversion and overall campaign progress.
- Metrics tracked include open rates, trends, conversion rates, and known and anonymous website user activity.
- Engagement scoring and analysis to measure content engagement and use scoring, profiling and segmentation to deliver more personalized marketing messages.
- Dynamic segmentation automatically segments database by factors such as engaged vs. non-engaged, interests, engagement scores and website page visits.

Third-party software integration

- Native integration with Salesforce, SugarCRM, Infusionsoft, Oracle NetSuite and Microsoft Dynamics 365.
- Native integration with leading AMS systems, including Aptify AS, netFORUM, Nimble AMS and Personify360.
- Native integration with webinar platforms including GoToWebinar, TalkPoint and Arkadin.
- Zapier and an Open REST API to integrate with any additional systems.

Pricing and support

- Higher Logic does not publicly disclose pricing.
- Two levels of software provided: Professional and Enterprise.
 - Support is included within each pricing tier.
 - Professional services packages are available for an additional fee.
- Add-on module fees for dedicated IP and Parent/Child (hierarchical) accounts.
- One-time implementation fee.
- Online and free in-person training

Vendor Profiles



HubSpot

25 First Street, 2nd Floor
Cambridge, MA 02141
(T) 888-482-7768
www.hubspot.com

Target customer

- Mid-market companies.

Key customers

Bass Pro Shops
NEC
Shopify
University of Southern California
Unum

Key executives

Brian Halligan, Co-founder and CEO
Dharmesh Shah, Co-founder and CTO
JD Sherman, COO
Kipp Bodnar, CMO

Company overview

- Founded in 2006.
- 1,900-plus employees.
- 37,000-plus customers in 90-plus countries.
- October 2014 IPO (NYSE: HUBS).
- European headquarters in Dublin; Asia-Pacific headquarters in Singapore.
- Additional offices in Berlin, Sydney, Tokyo and Portsmouth, NH.

Product overview

- The HubSpot growth platform is a full software stack for marketing, sales and customer success, with a free CRM at its core. The platform components are:
 - *HubSpot Marketing Hub*: Includes tools for lead capture and management, scoring, nurturing, analytics, A/B testing, blogging, content management, social monitoring and publishing, email marketing and paid advertising.
 - ♦ Offers rules-based or predictive lead scoring for any data point including email and website actions, social media metrics and form captures.
 - ♦ Scoring systems can be tested as well as segmented in a customer's database.
 - ♦ Additional functionality enables trigger campaigns, profile and lead scoring changes, and notifications when particular prospect behaviors occur.
 - *HubSpot Sales Hub*: Sales productivity software for sales teams at growing businesses. The software includes email tracking from the user's inbox, notifications when leads view site pages, and in-line information on competitor sites and emails users receive.
 - ♦ Can be used to schedule emails and follow-ups from within the user's inbox.
 - *HubSpot CRM*: A CRM and growth tool for businesses who are just starting to formalize their sales process. Helps align sales teams and supports business growth by organizing details about an organization's contacts, companies, sales process and customers in one place.
 - *HubSpot Website Platform*: Uses a personalization engine to customize the website experience for each visitor. Includes free one-click SSL, as well as a web

Vendor Profiles

Product Details

**HubSpot**

25 First Street, 2nd Floor
Cambridge, MA 02141
(T) 888-482-7768
www.hubspot.com

application firewall for added security.

- Mobile app provides platform access for both iPhone and Android users.
- Data is stored in the cloud.

Social media integration

- Social media management through *Social Inbox*, an included social media publishing and monitoring tool.
 - Highlights an individual's lifecycle stage with a color-coded interface that links directly with HubSpot's other tools.
- Users can schedule and publish posts to Twitter, Facebook, LinkedIn and Google+ from one or multiple accounts.
- Tweets are categorized (customer, prospect or active opportunity) and then trigger alerts for sales, marketing or customer service.

Reporting and analytics

- Reports track channel performance, conversion assists, time-to-completion and reverse funnel analysis.
- Users can benchmark traffic, conversion and inbound links for up to 10 competitors.
- ROI tracked via multiple sources such as organic and paid search, referrals, social media, email marketing, direct traffic and other campaigns.
- Monthly reports are delivered automatically and can be customized.
- A reporting add-on provides customizable dynamic dashboards for both sales and marketing.

Third-party software integration

- A Salesforce AppExchange partner.
 - Includes bi-directional synchronization and closed-loop ROI reporting, allowing users to set custom criteria to score leads

and determine which leads are automatically sent to Salesforce.

- Users can build segments on any combination of HubSpot and Salesforce data, and personalize email content using Salesforce field data.
- Native integration with apps including Wistia, Zendesk, SlideShare and GoToWebinar.
- More than 100 certified integrations with other tools.
- Customers of both *HubSpot CRM* and *HubSpot Marketing Hub* draw on the same database and see a single view of contacts.

Pricing and support

- Tiered pricing plans for *Hubspot Marketing Hub* are based on the number of database contacts.
 - Starter: Starts at \$50/month and removes HubSpot branding and time limit on website activity, and adds custom form fields.
 - Basic: Starts at \$200/month and offers hosting, blogging tools, landing pages, social media tools, email marketing and analytics.
 - Professional: Starts at \$800/month and adds Salesforce integration, smart content, advanced reporting and custom lead scoring to the Basic package.
 - Enterprise: Starts at \$2,400/month and adds A/B testing, predictive lead scoring and more advanced reporting to the Professional package.
- All pricing is for a minimum number of database contacts. Fees apply as the number of database contacts grow.
- Additional \$600 setup fee for Basic customers, \$3,000 for Professional customers and \$5,000 for Enterprise customers, which includes introductory training.
- A 30-day free trial is available; an

Vendor Profiles

Product Details



HubSpot

25 First Street, 2nd Floor
Cambridge, MA 02141
(T) 888-482-7768
www.hubspot.com

annual contract is required.

- *HubSpot Sales Hub* is offered in three tiers:
 - Starter: Starts at \$50/month and includes prospects, live chat, email sequences and phone and email support
 - Professional: Starts at \$400/month and includes multiple deal pipelines, sales automation, predictive lead scoring, smart notifications and send times, and Salesforce integration.
- Advanced product training is available starting at \$7,000.
- Email, phone and Twitter support are included in pricing.
 - Phone support available 8am to 8pm EST.
- HubSpot Academy is a free marketing how-to site offering customers guides, webinars, brainstorming worksheets and inbound certification courses.

Vendor Profiles

IBM Watson Marketing **Target customer****IBM Watson Marketing**

1 New Orchard Road

Armonk, NY 10504

(T) 866-745-8767

<https://www.ibm.com/us-en/marketplace/digital-marketing-and-lead-management>

- B2B and B2C Fortune 1000 enterprises as well as mid-sized companies.

Key customers

Disney Store

Fresh Direct

Mazda

Primerica

Taco Bell

Wimbledon

Key executives

Sophie Pibouin, Worldwide Sales, Watson Marketing

Alyssa Waxenberg, Director, Marketing, Watson Marketing

Mark Simpson, VP, Product, Watson Marketing

Company overview

- IBM was founded in 1911.
 - 400,000 employees in 170 countries.
 - Publicly traded company (NYSE: IBM).
- IBM Watson Marketing is an AI-powered marketing platform.
 - Watson Campaign Automation is the platform's multichannel, marketing automation product used to deliver engaging personalized experiences to customers.
 - Watson Campaign Automation is the rebranded IBM Marketing Cloud (originally the Silverpop Engage platform, which IBM acquired in 2014).
- 5,000-plus leading brands across the globe use Watson Campaign Automation.

Product overview

- Watson Campaign Automation offers the following capabilities:
 - Dynamic flowcharting for multichannel campaigns (email, SMS, mobile push, social) with decision junctures that can fork to nine paths (not including the remainder path). Paths are unlimited and customer profile updates can be made directly from a campaign.
 - *Journey Designer* streamlines team collaboration to design customer journeys and bring them to market faster.
 - *Email Insights & Campaigns* previews 30 different email clients, including Gmail, Outlook and iPhone and Android platforms, and delivers reports such as geo-location (including city, state and country), average engagement time and preferred email client or device.
 - Sophisticated lead capture, nurturing and scoring models to deliver high quality leads and decrease customer acquisition costs.
 - Mobile app message campaigns to capture mobile insights in real time and drive personalized mobile experiences (push notifications and in-app messages) to each contact.
 - Mobile SMS campaigns to reach customers quickly with personalized, targeted messages and offers.
 - Recommendations and personalization to understand, capture and respond to customer preferences and behaviors.

Vendor Profiles

Product Details

IBM Watson Marketing

IBM Watson Marketing

1 New Orchard Road

Armonk, NY 10504

(T) 866-745-8767

<https://www.ibm.com/us-en/marketplace/digital-marketing-and-lead-management>

- Budgeting, planning and analytics that connect to marketing, CRM and finance systems to measure, track and optimize marketing performance.
- Artificial intelligence (IBM Watson technology) is used throughout Watson Campaign Automation as well as the Watson Marketing portfolio of solutions.
- *Preferred location* feature allows marketers to leverage AI-determined personal locations (such as "home" and "work") to communicate personalized messages and offers while maintaining customer privacy.
- AI-powered weather events uses large weather datasets to build relative triggers that can personalize customer engagements.

Social media integration

- Watson Campaign Automation's included *Social Audiences* tool manages paid social media across existing customers and prospects or lookalike audiences.
- Social sign-in currently supports the use of social identities from Facebook, Twitter, Instagram, Google+ and Salesforce.
 - Users can determine lead sources through the tool's social tracking features.

Reporting and analytics

- AI-powered *Watson Assistant* works with both voice and typed commands to access campaign engagement and comparative (i.e. industry benchmarks) metrics.
- *Performance Insights* offers interactive and customizable reporting and analytics.
- More than 80 customizable reports available using customer behavior data from multiple marketing channels,

including email, campaigns, social and mobile.

- Excel Add-In downloads all campaign-related reporting and activity data.

Third-party software integration

- Integrates with CRM, web analytics, e-commerce and other marketing technology and advertising technology providers.
- Out-of-the-box integrations with Salesforce, Microsoft Dynamics 365, Magento and SugarCRM.
- API set available for customized CRM app development.
- IBM Watson Campaign Automation partner network delivers complimentary partner offerings and supporting services.
- *IBM Universal Behavior Exchange Essentials Edition* connects multiple applications in a marketing ecosystem through IBM's pre-integrated partner network across paid, owned and earned channels. The Standard Edition is available for an additional fee (and corresponds to more events processed per month).

Pricing and support

- Pricing is typically based on number of seats, the size of the customer database or the number of message (email, mobile push, SMS, etc.) interactions.
- The majority of IBM Watson Campaign Automation contracts are 12-18 month terms.
- 24/7 email and phone support included for all customers; an online support portal is also available.
- Add-on onboarding programs available.
- Experienced services organization provides technical integrations and consulting.
- Web-based training is available and custom, on-site training is offered for an additional fee.

Vendor Profiles



iContact Pro

2121 RDU Center Drive,
4th Floor
Morrisville, NC 27560
(T) (877) 820-7837
www.icontact.com

Target customer

- Mid-market companies, nonprofits and educational institutions.

Key customers

Hofstra Law School
Kaiser Willys Auto Supply
Mississippi Gift Co.
Spiriline Cruises

Key executives

Geoff Alexander, President & General Manager
Andrew Pearson, VP, Sales & Marketing
Shawna Vandenheuvel, VP, Services
Josh Tracy, VP, Customer Support

Company overview

- Founded in 2003.
- 150-plus employees.
- Six rounds of funding totaling \$54M.
- Part of the Cision group of marketing software brands.
- Additional office in Beltsville, MD.

Product overview

- iContact Pro integrates email marketing, campaign management, automated workflows, landing pages, social media integration and analytics in a cloud-based solution.
- Key features include:
 - Segmentation and targeting.
 - A/B testing.
 - Drag-and-drop landing page and email editors.
 - Behavioral tracking.
 - Lead scoring.
 - Campaign management.
 - Custom Objects.
 - Salesforce Sync.

Vendor Profiles

Product Details

**iContact Pro**

2121 RDU Center Drive,
4th Floor
Morrisville, NC 27560
(T) (877) 820-7837
www.icontact.com

Social media integration

- Social CRM tracks and records multichannel customer engagement (and sources), including email, social media, landing pages and website visits.
- Dashboard publishes across Facebook, Twitter, LinkedIn and Google+.
 - Monitors Twitter and Facebook feeds side-by-side.
 - Tracks number of social shares.
 - Segmentation based on social profiles and publicly available social demographic information.
- Drag-and-drop preferred social icon rail into HTML email template with WYSIWYG email editor.

Reporting and analytics

- Main dashboard provides view of all recent activities including opens, clicks, unsubscribes and bounces.
- Aggregated Activities Summary report reviews the results of overall activities (e.g. emails, landing pages, social posts) by week, month and year.
 - Includes data export/chart feature.
- Detailed Sent Message report shows how contacts engaged with individual messages.
 - Message heat maps show where people clicked.
 - Can compare multiple messages side-by-side to identify trends.
 - Includes data export feature.

- Campaign reporting groups like activities together.
- Social engagement reports highlight contact actions based on brand social media posts.
- Automation analytics track the current status of contacts in user workflows.

Third-party software integration

- *iContact for Salesforce*, an add-on email marketing product that operates within Salesforce, to create, send and track email campaigns with no HTML required.
- Native integration with Google Analytics.
- Integrates with hundreds of martech apps through Zapier partnership.
- API available.

Pricing and support

- Pricing for iContact Pro starts at \$99/month for 2,500 contacts.
- US-based Customer Success Manager (CSM) included in Pro platform purchase.
- Email, chat and phone technical support (including Spanish language customer care) available five days/week from 9 a.m. to 6 p.m.

Vendor Profiles

**Infusionsoft**

1260 South Spectrum Boulevard
Chandler, AZ 85286
(T) 866-800-0004
www.infusionsoft.com

Target customer

- Small businesses with two to 25 employees.

Key customers

Keeping Current Matters
LeftFoot Coaching Academy
Milkhouse Candles
Money Finder
Rock and Rapid Adventures
TITIN

Key executives

Clate Mask, Co-founder and CEO
Terry Hicks, COO
Keith Reed, Chief Revenue Officer
Deanna Pickering, General Counsel

Company overview

- Founded in 2001.
- 530 employees.
- Raised more than \$125M in venture funding.
- Investors include Allure Ventures, Arthur Ventures, Bain Capital Ventures, Goldman Sachs, Signal Peak Ventures and Mohr Davidow Ventures.

Product overview

- Infusionsoft centralizes customer information in a suite of tools including: CRM, sales automation, marketing automation, e-commerce, payments, analytics and mobile solutions.
 - CRM imports and organizes contacts (both online and offline) with tagging and segmentation. Features include contact management, list management, custom segmentation, calendar and task management and lead scoring.
 - Marketing automation provides lead capture and follow-up, including triggered personalized communications (emails, landing pages, forms) based on email sends, opens, clicks, form submissions and payment history. Features include campaign builder, email builder, landing pages builder, web forms and website hosting.
 - Sales automation for follow-up emails, tasks, appointments, etc. Features include lead capture, email performance (opens, clicks, form submissions, payment history, etc.) for triggered personalized communications based on behavior, campaign builder, email builder, landing page builder and templates, web forms and website hosting.
 - *Sales Pipeline* add-on includes lead scoring, sales pipeline management, quotes and orders.
 - *E-commerce* add-on includes customizable storefronts, order forms, seamless payment processing, etc. Features include digital storefronts, payment processing, shopping cart, order forms and discounts and promotions.
- Infusionsoft's ecosystem includes a marketplace of apps, integrations and service and technology partners, along with a growing library of educational resources.

Vendor Profiles

Product Details

**Infusionsoft**

1260 South Spectrum Boulevard
Chandler, AZ 85286

(T) 866-800-0004

www.infusionsoft.com

Social media integration

- Infusionsoft creates, analyzes and optimizes Facebook ads.
 - The *Facebook Ads by Infusionsoft* add-on offers capture forms pre-populated within Facebook and submitted directly into your Infusionsoft application.

Reporting and analytics

- Reporting features include marketing reports on website and web form activity, email statistics, broadcast reports, lead source ROI, website activity tracking and web form tracking.

Third-party software integration

- *Infusionsoft Marketplace* includes 170 Infusionsoft-certified SMB service and technology ecosystem partners, apps, integrations, content and pre-built marketing campaigns.

Pricing and support

- Price per contact starts at \$99 for 500 contacts
 - Add-on functionality: *E-commerce* (\$59); *Sales Pipeline* (\$59).
- Free trial available.
- Support is included with every subscription and is available via live chat 24/7 or via phone during regular business hours in the US, UK and Australia.
- *Kickstart* is an individually tailored consultative service.
- *Facebook Ads by Infusionsoft* is an individually tailored service.
- Personalized onboarding experience available for \$249 annually.

Vendor Profiles

**MailChimp**

675 Ponce de Leon Avenue NE
Suite 5000
Atlanta, GA 30308
www.mailchimp.com

Target customer

- SMB to mid-market e-commerce companies.

Key customers

Dollar Shave Club
GitHub
Magnolia Market
Oxford University Department for Continuing Education
TEDTalks

Key executives

Ben Chestnut, Co-founder and CEO
Dan Kurzius, Co-founder and Chief Customer Officer
Farrah Kennedy, COO
Rick Lynch, CFO

Company overview

- MailChimp is the trading name of its operator, Rocket Science Group, a US-based company founded in 2001.
- 700-plus employees.
- Offers a marketing automation platform and an email marketing service.

Product overview

- The MailChimp platform helps SMB e-commerce companies create integrated digital campaigns. Features include:
 - Marketing automation: Creates and schedules automated emails that follow up on purchases, nurture leads and provide product recommendations to customers.
 - *Connected Sites*: Connects supported e-commerce apps/stores to the user's MailChimp account. After connecting a supported store, customers can access a suite of e-commerce tools, including abandoned cart automation, product retargeting emails and more.
 - A/B Testing: Optimizes email marketing campaigns.
 - E-commerce: Connects shopping cart to MailChimp accounts. Tracks online orders and delivers automated messaging.
 - Advanced analytics: Monitors sales and website activity with revenue reports, uses Google Analytics to inform email content.
 - Segmentation: Segments lists by sign-up date, location, purchase activity and other factors.

Vendor Profiles

Product Details


MailChimp

675 Ponce de Leon Avenue NE
Suite 5000

Atlanta, GA 30308

www.mailchimp.com

Social media integration

- Enables users to create Facebook and Instagram ads, as well as Google remarketing ads.
- Users can share blog updates from RSS feed.

Reporting and analytics

- Campaign reports analyze clicks, opens (including by location) and subscriber activity.
- Specific reports track campaign trends, revenue, unsubscribes/bounces, email domain performance, click maps, industry benchmarks and more.

Third-party software integration

- Native integration through *Connected Sites* with Shopify, Magento, BigCommerce, WooCommerce and PrestaShop.
- Marketplace access to 800 third-party apps, web services, CRMs and CMS platforms.
- Custom integrations through API with Google Analytics, EA Pro Reports, Glew Ecommerce Analytics, KISSmetrics, Power BI and others.

Pricing and support

- Tiered pricing based on number of subscribers:
 - Free service for up to 2,000 subscribers and 12,000 emails/month.
 - Growing Business: Starts at \$10/month for up to 500 subscribers and includes unlimited monthly emails.
 - ♦ \$15/month for up to 1,000 subscribers and includes unlimited monthly emails.
 - ♦ \$20/month for 1,001-1,500 subscribers and includes unlimited monthly emails.
 - Pro subscription is an additional \$199/month and includes more advanced segmentation, multivariate testing, priority support and other features.
- All subscriptions include:
 - Marketing automations.
 - Customizable built-in sign-up forms.
 - Responsive email newsletters.
 - Facebook, Instagram and Google ad campaigns.
 - Reports and data insight.
 - Email or chat support for paid customers.
 - Online guides and comprehensive knowledge base.

Vendor Profiles



Marketo

901 Mariners Island Boulevard,
Suite 500
San Mateo, CA 94404
(T) 650-376-2300
www.marketo.com

Target customer

- SMB to enterprise-level B2B and B2C marketers in a variety of industries, including technology, healthcare, financial services, education, manufacturing and media.

Key customers

Charles Schwab
George Washington University
Intel
Nokia
PR Newswire
Sony

Key Executives

Steve Lucas, CEO
Sarah Kennedy, CMO
Greg Wolfe, Chief Customer Officer
Manoj Goyal, Chief Product Officer

Company overview

- Founded in 2006.
- 1,500 employees.
- Over 6,000 customers in 36 countries.
- Privately held by Vista Equity Partners, as of September 2016.
- Acquired sales engagement provider, ToutApp, in April 2017.
- Additional offices in Atlanta, Denver, Portland, Dublin, Tel Aviv, Tokyo and Sydney.

Product overview

- Cloud-based Marketo Engagement Platform features 11 applications bundled into five solutions:
 - *Email Marketing*: Helps marketers build long-term relationships with email conversations at scale.
 - *Lead Management*: Helps marketers attract and nurture buyers, and deliver leads to sales.
 - *Consumer Marketing*: Helps marketers engage consumers seamlessly across channels.
 - *Customer Base Marketing*: Lets marketers create cross-channel engagement.
 - *Mobile Marketing*: Enables cross-device campaigns and push/in-app notifications and messages.
- Marketo Engagement Platform features include:
 - Built-in segmentation engine to track individual customer interactions across touchpoints.
 - ◆ Website tracking for known and anonymous visitors.
 - ◆ Lead capture, scoring and management features include unlimited dimensions.
 - Customer engagement engine to automate conversations across channels based on demographic, firmographic and behavioral data tracked and stored in the platform.
 - WYSIWYG editor for email and landing page creation, including drag-and-drop

Vendor Profiles

Product Details

**Marketo**

901 Mariners Island Boulevard,
Suite 500
San Mateo, CA 94404
(T) 650-376-2300
www.marketo.com

forms, social apps and videos.

- ◆ Automated A/B testing.
- ◆ Progressive profiling.
- ◆ Social sign-on.
- Marketing calendar with interactive tools to build and modify campaigns, and work across departments.
- *Marketo ABM* add-on solution to identify, target, engage and measure accounts with the highest revenue potential.
- *Content^{AI}* add-on tool uses machine learning to recommend content to each visitor based on content consumption trends, on-site behavior, firmographics and CRM data.

Social media integration

- *Ad Bridge* add-on app provides personalized display and retargeting ad capabilities across Facebook, Google and LinkedIn.
 - Targets known prospects with personalized display ads for nurturing or reactivation.
 - Segments by buyer stage or engagement level.
 - Targets email subscribers and non-responders.

Reporting and analytics

- ROI reports include multi-touch attribution and aggregate impact of marketing on the revenue cycle over time, including conversion rates plus flow and velocity through the funnel.
- Executive dashboards feature revenue cycle analytics identifying real-time metrics and trends.
 - *Program Analyzer* identifies programs and channels that deliver the highest marketing ROI.
 - *Success Path Analyzer* monitors key performance metrics for each stage of the revenue cycle.

- *Revenue Modeler* defines revenue cycle stages and monitors how potential customers move through the funnel.

- *Advanced Report Builder* features an intuitive pivot table UI.
- *Opportunity Influence Analyzer* demonstrates cross-channel marketing activities that influence deals to understand each marketing touchpoint's influence.

Third-party software integration

- Native integration with Microsoft Dynamics 365 and Salesforce.
 - Supports two-way synchronization. Users enter CRM credentials, custom objects and fields can be synched automatically.
 - Additions/deletions to CRM framework (i.e., fields or objects) are automatically updated.
- Turn-key integrations available for SAP Sales Cloud, Oracle NetSuite, SugarCRM, Zoho and others.
- Partner ecosystem of data integrators and digital agencies includes Accenture Digital, Deloitte Digital, DigitasLBi, Informatica, Mulesoft, Talend and Software AG.
- *LaunchPoint* app marketplace includes 650 marketing apps and services covering analytics, content marketing, events, mobile marketing, social media, video, sales tools and digital marketing and advertising.
- Additional integrations available through Webhooks, SOAP and REST APIs.

Pricing and support

- Pricing for the Marketo Engagement Platform is based on the size of the marketing database, plus any additional infrastructure requested, such as advanced security, high volume APIs, high volume email infrastructure

Vendor Profiles

Product Details



Marketo

901 Mariners Island Boulevard,
Suite 500
San Mateo, CA 94404
(T) 650-376-2300
www.marketo.com

- or advanced database features.
- Five pre-built bundles for the *Email Marketing*, *Mobile Marketing*, *Consumer Marketing*, *Lead Management* and *Customer Base Marketing* solutions.
 - All solutions include Marketo's *Engagement Hub*, which helps marketers build customer relationships by enabling personalized interactions at scale.
 - Any product/module not packaged in the solution can be purchased as an add-on.
- Products/modules are typically priced on a single scaling factor, such as database size, number of marketing users, number of mobile activities or number of website visitors.
- All Marketo subscriptions include access to technical resources.
- Premium-priced support services include access to named support professionals, accelerated service-level response and sessions for proactive mentoring and business review.

Vendor Profiles

ORACLE®

MARKETING CLOUD

Oracle Eloqua

500 Oracle Parkway
Redwood Shores, CA 94065
(T) 650-506-7000
[www.oracle.com/
marketingcloud](http://www.oracle.com/marketingcloud)

Target customer

- B2B or B2B2C enterprise, mid-market or SMBs in manufacturing, financial services and insurance, automotive and entertainment verticals.

Key customers

ARC Document Solutions
Cetera Financial Group
Dell
Eaton
Thermo Fisher Scientific
Thomson Reuters

Key executives

Christopher Donato, SVP, North America Applications
Shashi Seth, SVP, Oracle Marketing Cloud
Jennifer Renaud, Senior Director, Marketing, Oracle Marketing Cloud

Company overview

- Oracle is a global provider of enterprise cloud computing solutions, including software as a service, platform as a service, infrastructure as a service and data as a service.
- Founded in 1977.
- 138,000-plus employees.
- Publicly traded (NYSE: ORCL).
- Acquired Eloqua in December 2012.
- The rebranded Oracle Eloqua is part of the Oracle Marketing Cloud product suite, which also includes Oracle Responsys (B2C cross-channel marketing), Oracle Content Marketing (formerly Compendium), Oracle Data Management Platform (formerly BlueKai), Oracle Maxymiser, Oracle Social Marketing and Oracle Infinity.

Product overview

- Oracle Eloqua is an open platform that connects disparate marketing systems to provide marketing automation through campaign management, lead management, targeting and segmentation, and content marketing to create personalized experiences with relevant content.

Vendor Profiles

Product Details

ORACLE®**MARKETING
CLOUD****Oracle Eloqua**

500 Oracle Parkway
Redwood Shores, CA 94065
(T) 650-506-7000
[www.oracle.com/
marketingcloud](http://www.oracle.com/marketingcloud)

Social media integration

- *Social Suite* collection of apps included in the platform.
- Social landing page apps are accessible directly within the Oracle Eloqua landing page editor. Additional social sharing and widgets are available.
- Social data apps are available on the Oracle Eloqua AppCloud and allow users to access and manipulate social information either externally or within the Oracle Eloqua database.
- Native integration with *Oracle Social Relationship Management*, a solution within the separately priced Oracle Social Cloud.
 - Allows users to publish directly to social properties from a Campaign Canvas interface and execute social advertising campaigns.

Reporting and analytics

- *Insight* is the platform's real-time analytics and reporting tool.
 - Dashboards track and measure campaign engagement, cost and activity; email clickthroughs, bounces and trends; form conversion and abandonment; and landing page performance, trends and visitor demographics.
 - Features closed-loop reporting to tie campaigns to pipeline and revenue growth.

Third-party software integration

- Supports Oracle Sales Cloud, Salesforce, Microsoft Dynamics 365 and SAP.
 - REST API available to integrate with other enterprise systems such as ERP, content management and data warehouses.
- AppCloud provides access to 500-plus app partners with over 700 integrations, including Cvent, Certain, Demandbase, Lattice, WebEx,

GoToWebinar, CloudWords, Pinterest, LookBook HQ, SnapApp and LinkedIn.

- Marketers can also leverage the AppCloud Development Framework to create apps to access third-party data and content sources across the enterprise.

Pricing and support

- Three "product trims" based on the number of users and database contacts.
 - Basic: \$2,000/month for 10 users and starting at 10,000 contacts, with unlimited emails, forms and landing pages. Includes best practices templates, standard email and phone support, real-time lead scoring and routing, *Social Suite* apps, and *Insights* dashboards and campaign tracking.
 - Standard: \$4,000/month for 50 users and starting at 10,000 contacts. Includes all Basic package capabilities and adds dedicated IP addresses, segmentation, advanced data cleansing, real-time multi-model lead scoring, custom CRM integration and the Oracle Eloqua API.
 - Enterprise: Custom pricing is available for larger databases and an unlimited number of users. Includes all Basic and Standard capabilities, as well as multiple licenses for the *Insights* custom dashboard and reporting tool, 24/7 premier support, *Sandbox* functionality testing environment and multiple databases for separate business units.
- Add-on professional services available for companies that need additional help onboarding or customizing the software for their business needs.

Vendor Profiles

**Salesforce Pardot**

One Market Street, Suite 300
 San Francisco, CA 94105
 (T) (800) NO-SOFTWARE
www.pardot.com

Target customer

- SMBs to enterprise-level organizations across all verticals and geographies.

Key customers

Associa
 nThrive
 Purina Animal Nutrition
 Ratewise Mortgage
 Sika
 Ticketmaster

Key executives

Marc Benioff, Chairman and CEO
 Bret Taylor, President and Chief Product Officer
 Adam Blitzler, EVP & GM, Sales Cloud
 Mike Kostow, SVP and GM, Pardot

Company overview

- Salesforce acquired Pardot in July 2013 as part of its \$2.5 billion acquisition of ExactTarget.
- Salesforce offers numerous cloud-based product suites, including Sales Cloud, Service Cloud, Marketing Cloud, Commerce Cloud, Community Cloud, Einstein Analytics, Salesforce IoT and Salesforce Industries (Financial Services Cloud; Health Cloud).
- Salesforce has more than 25,000 employees globally. It does not disclose employee or customer count by product line.
- Salesforce has offices in more than 30 countries.

Product overview

- Salesforce Pardot offers a suite of data-driven automation solutions.
 - Pardot *Engagement Studio* allows marketers to build, visualize, test and improve campaign effectiveness.
 - ◆ 35 pre-designed templates available, including mobile-optimized templates.
 - WYSIWYG editors, templates and wizards to create campaigns without code.
 - Visual email editor features template customization.
 - Program locking prevents multiple users from editing the same engagement program at the same time.
 - Versioning in *Engagement Studio* allows users to edit their existing programs to accommodate changes to specific steps within the program flow.
 - *Einstein ABM* provides an account-based marketing solution powered by artificial intelligence.
- Uses both lead scoring based on prospect actions and lead grading based on demographic fit to determine lead quality.
- Automated campaign engine provides automatic marketing actions based on pre-set rules.
 - Mix-and-match criteria such as site search queries, software demos and video viewing can be set to trigger lead scoring, notifications and routing prospects to content that corresponds to their interests.

Vendor Profiles

Product Details

**Salesforce Pardot**

One Market Street, Suite 300
 San Francisco, CA 94105
 (T) (800) NO-SOFTWARE
www.pardot.com

Social media integration

- Create social posts and publish to LinkedIn, Twitter and Facebook from within Pardot.
- Schedule and post to multiple platforms in one step, track prospect interaction with social campaigns and use social profiling to unlock new insights.

Reporting and analytics

- Provides native activity reports for email, social media engagement, webinar/live event attendance, paid search, video performance (if integrated), live chat (if integrated) and natural search.
- Email reporting includes information on delivery rate, opens, clicks, bounces, forwards and spam complaints.
- Closed-loop reporting with CRM allows marketers to filter reports within the CRM and create custom reports for trend analysis, cohort reporting and marketing ROI forecasting.
- Add-on *B2B Marketing Analytics*, consolidates Pardot, Sales Cloud and third-party data sources (such as Google Analytics, HG Data and Bombora) enabling users to instantly view and report on metrics.
 - Comes with four out-of-the-box dashboards: Marketing Manager, Engagement, Pipeline and Multi-Touch Attribution.
 - Analyzes multiple data sources to improve campaign performance and marketing ROI.
 - *B2B Marketing Analytics* app for iOS and Android.

Third-party software integration

- Native integration with Salesforce and SalesforceIQ. Contact data is bi-directionally synchronized and de-duplicated.

- *Salesforce Engage*, a Pardot add-on, enables sales teams to connect with prospects by integrating marketing automation and CRM platforms.
- Integrates with WebEx, GoToWebinar and ReadyTalk; connector available for EventBrite.
- Native integration with Google AdWords and Google Analytics.
- Integrates with Wistia and Vidyad for video tracking, WordPress blog apps, SurveyMonkey, SnapApp (interactive content) and Microsoft Outlook.
- Connectors available for sales automation tools such as Data.com, Twilio (telephony) and Olark (live chat).
- Open REST API for custom integrations with other applications.

Pricing and support

- Three pricing levels.
 - Standard: \$1,000/month for up to 10,000 contacts.
 - Pro: \$2,000/month for up to 10,000 contacts. Includes advanced features such as A/B testing, AdWords integration, API access and social profiles.
 - Ultimate: \$3,000/month for up to 10,000 contacts. Includes all Standard and Pro features as well as customer user roles and object integrations, a dedicated IP address, and API access for up to 100,000 calls/day.
- *Salesforce Engage* priced at \$50/user per month.
- *B2B Marketing Analytics* priced at \$300/app per month (includes 10,000 contacts and up to 5 users) plus \$75 for every 10,000 contacts/month (requires Pardot Pro or Ultimate with Salesforce Enterprise Edition or above).
- *Engagement Studio* is available with Salesforce Pardot B2B Marketing editions starting at \$1,000/organization per month.
- Implementation carries a one-time

Vendor Profiles

Product Details



Salesforce Pardot

One Market Street, Suite 300
San Francisco, CA 94105
(T) (800) NO-SOFTWARE
www.pardot.com

fee that varies based on client requirements.

- Additional fees of \$100/month for each additional 10,000 contacts.
- Annual contract required.
- All packages include access to best practice and strategy experts, support desk, live training webinars, email and online forums.

- *Pardot Premier and Premier+* support packages available at a fee based on client requirements. Additional resources include Pardot consultative engagements, 24/7 technical phone support, and configuration services.

Vendor Profiles



Salesfusion

3565 Piedmont Road NE
Atlanta, GA 30305
(T) 844-832-0111
www.salesfusion.com

Target customer

- B2B SMBs and mid-market companies in the technology, professional services, healthcare, manufacturing and media industries with up to \$500M in revenue.

Key customers

Agile Frameworks
Cleveland Cavaliers
Noble Systems
Strongwell

Key executives

Carol O'Kelley, CEO
Logan Henderson, VP, Operations
Greg Vilines, VP, Product Management

Company overview

- Founded in 2007.
- Raised \$15M in two rounds of funding.
- Supports 400-plus customers in 21 countries.

Product overview

- Integrates data from multiple channels, including paid search, SEO, email, events and direct mail.
- The platform includes the following capabilities:
 - Email marketing: Uses a drag-and-drop editor to create bulk, drip, triggered and nurturing campaigns.
 - Landing page and form building: Drag-and-drop *Page Builder* enables users to build mobile responsive landing pages and forms. Form fields are pre-mapped into CRMs, with leads routed and assigned upon form completion.
 - Lead capture, scoring and nurturing: Allows users to build multiple scoring models to grade and route leads, and automatically connects to the CRM to set rules for routing leads back to marketing when scores change.
 - ♦ Scores based on web activity, emails, campaigns, forms, social behavior and demographics.
 - ♦ Segments prospects based on interests, buyer personas and behaviors.
 - Event management: Enables online and offline event creation, management and tracking.
 - ♦ Integrates with Cisco WebEx and Citrix GoToMeeting.
 - Account Based Marketing. Includes account scoring and reporting.

Vendor Profiles

Product Details

**Salesfusion**

3565 Piedmont Road NE
 Atlanta, GA 30305
 (T) 844-832-0111
www.salesfusion.com

Social media integration

- Partners with B2B social media management tools provider Oktopost to provide customers with the following integrated social media capabilities:
 - Access and view prospect and customer social interactions in Salesfusion or the user's CRM.
 - Schedule and publish posts using multiple profiles across the social web.
 - Amplify reach with employee advocacy tools
 - Track conversions and attribute opportunities to social campaigns.

Reporting and analytics

- Provides advanced analytics, including dashboards and reports to track marketing performance.
- Actionable insights are accessible to the entire organization and enable users to:
 - Monitor trends through custom interactive dashboards for easy filtering and drilling down to the lowest level of detail desired.
 - Reveal new depths of data by slicing and dicing reports in just a few clicks.
 - Utilize the visualization engine to

create Excel-quality charts across the entire data set.

- Collaborate in real time by saving, sharing and embedding dashboards and reports.

Third-party software integration

- Native, bi-directional integration with Salesforce, Microsoft Dynamics 365, Infor CRM, Oracle NetSuite, SugarCRM, Sage CRM and Bullhorn.
- Included *Marketing2CRM* solution packs for each CRM system to integrate pre-built administrative tools, tables and email campaigns, as well as web, email and forms data into lead and account records.

Pricing and support

- Salesfusion does not tier pricing and provides all functionality to each client.
- Pricing is based on the number of contacts and starts at \$700/month.
- Onboarding includes technical set-up and CRM integration, as well as one-on-one live training sessions.
- Ongoing support includes a dedicated Client Success team, 24/7 online (email and knowledge base) support and 15/5 live chat and phone support.

Vendor Profiles



SharpSpring

550 SW 2nd Avenue
Gainesville, FL 32601
(T) 888-428-9605
www.sharpspring.com

Target customer

- SMBs and marketing agencies including digital marketing, advertising, web design and public relations firms. Top verticals include creative, technology, professional/financial services, e-commerce, manufacturing, healthcare, education and travel/hospitality.

Key customers

Catapult New Business
Core Integrated Marketing
MFG.com
mXtr Automation
WSI World

Key executives

Rick Carlson, CEO
Travis Whitton, CTO
Ed Lawton, CFO

Company overview

- Founded in 2012.
- Publicly held (NASDAQ: SHSP).
- Used by 1,400-plus agencies and 6,700-plus businesses.
- 140-plus employees.

Product overview

- Visual workflow builder with branching logic to engage leads at critical points in the buying journey.
- Drag-and-drop, WYSIWYG editors for emails, forms, blogs, landing pages and landing page funnels allow customers to incorporate dynamic content.
- Multiple device tracking for monitoring lead behavior on smartphones, desktops, laptops, tablets, etc.
- Buyer personas, dynamic lists/advanced segmentation, workflows and a flexible rules engine.
- VisitorID uses reverse-IP lookup to identify anonymous site visitors and provide contact information, including names, emails and phone numbers.
- Shopping cart integration captures web transactions and attributes them to campaigns; shopping cart abandonment captures prospects who didn't complete their transactions.
- Agency-focused features include a customizable interface, domain, login and notifications; single sign-on; sharable templates; and other client-management tools.

Vendor Profiles

Product Details

**SharpSpring**

550 SW 2nd Avenue
Gainesville, FL 32601
(T) 888-428-9605
www.sharpspring.com

Social media integration

- Users can post directly to Facebook, LinkedIn and Twitter, as well as create social listening feeds for all three networks.
- Ability to share blog posts across social networks with social-sharing widgets and automated RSS email syndication tools.
- Content Calendar provides views into all blogs, social posts and email sends.
- Enables creation of lead scoring rules based on social media interactions.
- Social CRM integration provides photos and links to Facebook, LinkedIn and Twitter accounts in a lead's profile.
- *Social Assistant* allows customers to add new leads and opportunities on-the-fly, while browsing networks like Facebook, LinkedIn and Twitter.

Reporting and analytics

- Provides end-to-end ROI on campaigns and granular performance of emails, (including A/B testing), forms, workflows and overall marketing/sales activities.
- Customizable marketing dashboards/reports on campaigns, forms, emails and website activity.
- Customized lead scoring (based on lead attributes and actions), daily VisitorID reports and sales notifications to prioritize hot leads.
- Tracks email success with clicks, opens, bounces and deliveries.
- Life-of-the-lead history tracks interactions for every contact, including site visits, email sends/opens/clicks, calls, opportunities and sales.
- Supports multiple sales pipelines and customizable sales stage/conversion reporting and pipeline management tools.

Third-party software integration

- Native integration with Salesforce.
- Universal CMS compatibility.
- Third-party/native form mapping.
- Native integrations with Google AdWords, WebEx, GoToWebinar, Shutterstock and more.
 - Google AdWords integration provides impressions, clicks, costs and conversions by campaign and keywords.
- Open API and integration with Zapier and PieSync to sync with hundreds of other applications, including Google Contacts, PayPal or SurveyMonkey.

Pricing and support

- Month-to-month pricing; no annual contract required.
 - \$450/month for 1,500 contacts.
 - \$650/month for 10,000 contacts.
 - \$875/month for 20,000 contacts.
 - Custom agency and enterprise pricing available.
- All plans include:
 - Full set of marketing and sales automation features.
 - Unlimited, free customer support and training by phone and email.
 - Unlimited users.
 - Customer Success Manager.
 - Contextual, in-app support and 100-plus training videos.
- 60-day onboarding: \$1,800 for initial setup, training and consultation with a dedicated onboarder.
- Silver, Gold or Platinum certification program based on SharpSpring expertise.
- Professional services include data import and sync services, HTML and CSS services, automation services, development services and data restoration.

Resources

Blogs

"Anand Thaker on Marketing Technology & Growth Strategy," by Anand Thaker. AnandThaker.com

"Chief Marketing Technologist," by Scott Brinker. <http://chiefmartec.com>

"Customer Experience Matrix," by David Raab. <http://customerexperiencematrix.blogspot.com>

"Deep Learning and AI," by Nvidia. <https://blogs.nvidia.com/blog/2016/07/29/whats-difference-artificial-intelligence-machine-learning-deep-learning-ai/>

Websites

Digitalmarketingdepot.com

Marketingland.com

MarTechToday.com

Searchengineland.com

Articles

"5 Disruptions to Marketing (2018 Update)," by Scott Brinker, Editor, chiefmartec.com.

Research reports

CMO Spend Survey 2017-2018: Budgets Recede Amid Demand for Results, published by Gartner (October 2017)
<https://www.gartner.com/doc/3816976/cmo-spend-survey--budgets>

Marketing Automation Increases Productivity, published by Nucleus Research, May 2017.

State of Marketing Automation: Survey Summary Report, published by Ascend2 (April 2017).
<http://research.ascend2.com/2017-state-of-marketing-automation/>