

MARTECH INTELLIGENCE REPORT

B2B

MARKETING AUTOMATION PLATFORMS: *A MARKETER'S GUIDE*

SEVENTH EDITION

A MARTECH TODAY RESEARCH REPORT

MARTECH TODAY



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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 March 2018 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 14 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 2019. These, in addition to third-party research, form the basis for this report.

March 2019

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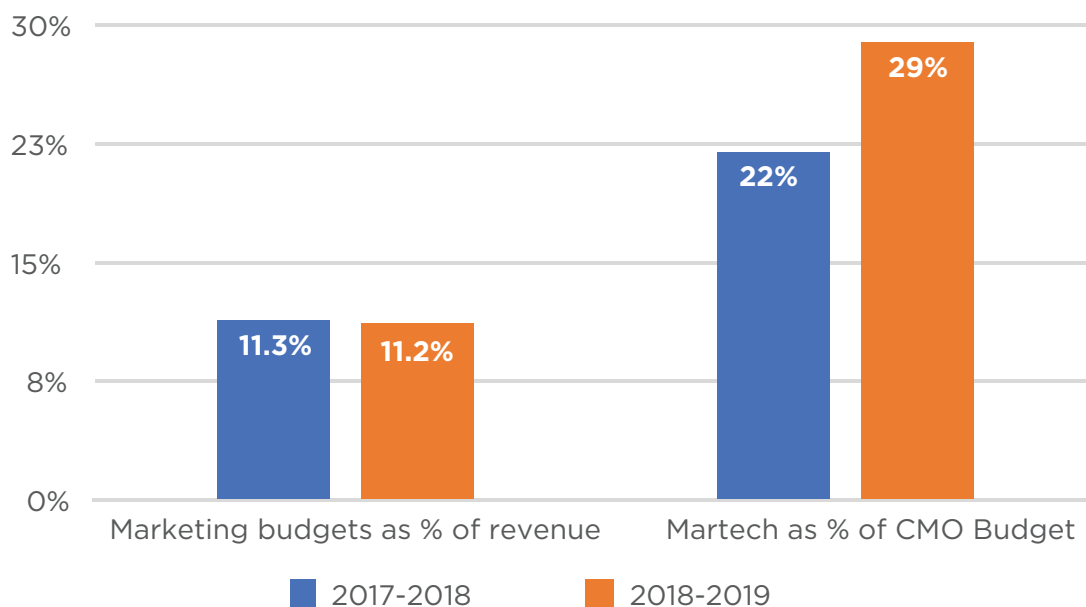
B2B marketing automation overview

Marketing technology continues to be a priority investment for businesses across the board, driven by increased demands for personalization and a need to collect, authenticate and analyze rapidly increasing amounts of consumer data to improve the customer experience (CX). Overall marketing budgets have remained flat year on year at 11.2% of company revenue, as CMOs and CMTOs (Chief Marketing Technology Officers) continue to focus on ROI and efficiency. However, the proportion of marketing dollars going to marketing technology is on the rise.

Martech spending grew from 22% of overall marketing budgets in 2017 to 29% in 2018, according to Gartner's CMO Spend Survey 2018-19 (see Table 1). Optimism is high and 63% of North America and UK-based CMOs expect their budgets to increase in 2019, despite economic uncertainty surrounding potential trade conflicts and the UK's imminent exit from the European Union.

Marketing technology continues to be a priority investment for businesses across the board, driven by increased demands for personalization and a need to collect, authenticate and analyze rapidly increasing amounts of consumer data to improve the customer experience (CX).

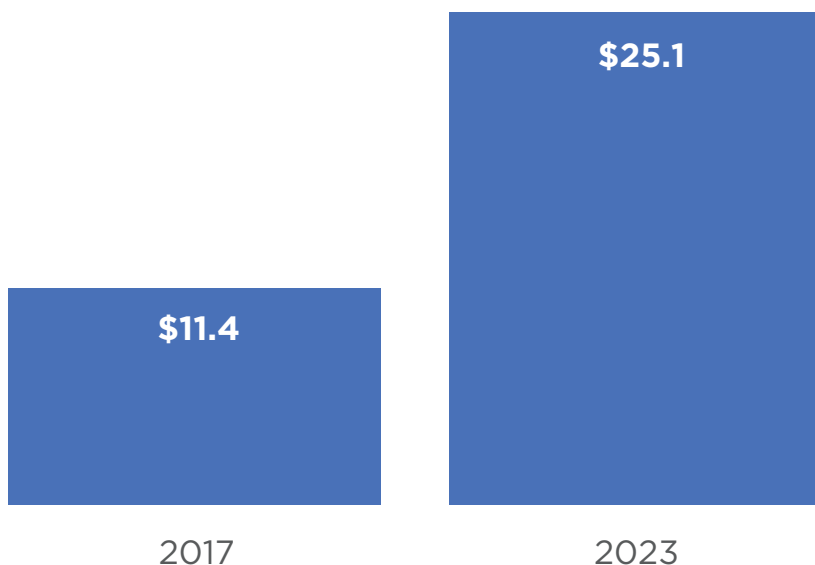
Table 1: Martech spending gets a boost in 2018-19



Source: CMO Spend Survey 2018-2019, Gartner

Global marketing automation spending is projected to reach \$25.1 billion by 2023, up from \$11.4 billion in 2017, representing an implied annual growth rate of 14%, according to Forrester's *Marketing Automation Technology Forecast, 2017-2023 (Global)*, published in April 2018 (see Table 2).

Table 2: Marketing automation spending to top \$25B by 2023 (\$ billion)



Source: Forrester Data: Marketing Automation Technology Forecast, 2017-2023 (Global), Forrester.

Marketing automation platforms form the backbone of marketing operations, increasingly serving as sophisticated marketing orchestration platforms.

MA platforms prioritize user experience

Marketing automation platforms form the backbone of marketing operations, increasingly serving as sophisticated marketing orchestration platforms. A range of platforms is available to marketers depending on their firm's size, budget and level of digital marketing sophistication. The more basic functions of marketing automation have become somewhat commoditized, so platform vendors mostly look to differentiate their platforms based on the ability to scale, as well as usability, ease of implementation and customer experience.

Platform vendors are also looking to differentiate themselves by offering more support for increasingly sophisticated customers who have adopted the software and who are looking to justify the investment by proving ROI.

Vendors continue to expand training programs, as well as add-on professional services available to customers, to improve platform 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 (ABM) tools, predictive analytics and open architectures to support the growing martech ecosystem.

Marketing automation platform users have become more tech savvy, as marketing skill sets have evolved significantly in recent years. As marketing becomes ever more tech and data centric, this has led to the rise in prevalence of the Marketing Operations specialist, combining business operations and IT skills to clean, harness and democratize data. IBM predicts 2019 will see many brands creating new dedicated marketing roles, such as director of marketing data, data integration and marketing data architect.

The important role of third-party integrations

ABM is increasingly replacing persona-based marketing, leading the way for greater demand of ABM capabilities among marketing technology platforms, and driving a convergence of marketing and sales. Sales and customer service professionals frequently use marketing automation platforms to better understand how customers are reacting to products and service. Most marketing automation platforms now have native integrations with CRM platforms, which is essential for ABM, as these three departments (sales, marketing, customer service) work together more to look at the entire customer experience.

At the same time, with marketing automation platforms in general prioritizing user experience and scalability, there has been less of a focus on building out new technology than previously predicted. For example, personalization is one of the biggest trends driving marketing today. But while some marketing automation platforms do provide personalization capabilities, this is not an essential feature, and can be achieved using point solutions. B2B marketers should therefore not necessarily be put off if a marketing automation platform does not provide personalization as part of the platform.

Similarly, despite a lot of hype over the last few years, artificial intelligence (AI) and machine learning (ML) have not (yet) emerged as a significant trend in the B2B marketing automation space, although some platforms do include it.

Many marketing automation vendors offer “app marketplaces” that provide information and support for integrating with third-party software partners.

Will CDPs threaten marketing automation platforms?

Driven by the need to offer highly personalized customer experiences, and to handle vast amounts of customer data that traditional CRM and marketing automation tools cannot, some marketers are turning to customer data platforms (CDPs), which enable marketers to capture, retain and analyze more granular data and create unified, shareable customer profiles. CDP platforms are able to provide attribution, audience selection and real-time response capabilities, and some provide advanced analytics and the ability to expose individual customer profiles in real time for review by customer service and sales agents.

The CDP market is still in its infancy, but CDP platforms are being rapidly adopted and could eventually pose a threat to marketing automation platforms as they provide some of the same tools and functionalities.

CDP providers in many cases are newer firms and it is difficult for marketers to know at this stage which providers to trust and which will survive in the long term.

ABM is increasingly replacing persona-based marketing, leading the way for greater demand of ABM capabilities among marketing technology platforms, and driving a convergence of marketing and sales.

Big mergers are done; plenty of smaller ones on the horizon

The enterprise B2B marketing automation market is concentrated among a few cloud vendors, including Salesforce, Oracle and Adobe. In 2018, there were a number of acquisitions by Adobe and Salesforce in particular as they sought to consolidate their positions at the top of the market and broaden their offerings for B2B firms.

Adobe's biggest deal of 2018 was its purchase of rival marketing automation platform Marketo in September for \$4.75 billion; the firm also bought Magneto Commerce for \$1.68 billion in May. Meanwhile Salesforce acquired integration platform Mulesoft in May for \$6.5 billion, analytics provider Datorama in July for \$800 million, as well as interactive email outfit Rebel in October and CloudCraze in May for undisclosed sums (see sidebar).

There was less deal-making activity among vendors serving the small and mid-sized business (SMB) market in 2018, although Infusionsoft, which targets small and rapidly growing firms, raised \$20 million in Series E funding in October before undergoing a rebrand (to Keap) in January 2019 and launching a new CRM tool.

In January 2019, Cision sold iContact to j2Global for \$49 million. Mailchimp bought graphic design startup Sawa in February for an undisclosed sum to enable users to more easily create on-brand campaign graphics.

There will likely be more acquisitions to come in 2019, as a number of smaller martech companies mature out of the venture-funded stage.

Select marketing automation financial transactions

February 2019

- Mailchimp acquires Sawa (undisclosed sum)

January 2019

- Infusionsoft rebrands as Keap; launches CRM
- j2Global acquires iContact for \$49M

October 2018

- Salesforce acquires Rebel (undisclosed sum)
- Infusionsoft secures \$20M in Series E funding led by ORIX USA Corp.

September 2018

- Adobe acquires Marketo for \$4.75B

July 2018

- Salesforce acquires Datorama for \$800M

May 2018

- Adobe acquires Magneto Commerce for \$1.68B
- Salesforce acquires Mulesoft \$6.5B and CloudCraze (undisclosed sum)

Source: Third Door Media, Crunchbase

B2B marketing automation platform features

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.

The market is quickly evolving, as B2B marketers demand integrated marketing functionality that rapidly translates into bottom-line return.

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.

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 to offer greater analytics and personalization capabilities.

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.

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.

Account-based marketing (ABM)

Aligning marketing initiatives with sales teams has become a leading ABM priority for marketers. 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.

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.

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.

Table 3: Select B2B marketing automation platform features

Platform	Dynamic content creation	Lead management	Predictive Analytics (AI/ML)	Mobile marketing			ABM	Social integrated w/ lead profiles	Native CRM integration	Third-party software connectivity	
				SMS/ Push	In-app notifications	Remote platform access				API	App marketplace
Acoustic	Email /landing pages/site personalization	✓	✓	✓	✓	✓	✓	✓	MD, NS, SF, SU	✓	✓
Act-On	Email/landing pages	✓	✓	✗	✗	✓	✓	✓	IN, MS, ONS, SF, SU,	✓	✓
Autopilot	Email	✓	✓	✓	✓	✗	✗	✓	PD, SF	✓	✓
Higher Logic	Email/Landing pages	✓	✓	✗	✓	✓	✗	✓	MS, SF, SU	✓	✗
HubSpot	Email /landing pages/site personalization	✓	✓	✓	✓	✓	✓	✓	HUB, SF	✓	✓
iContact Pro	Email/landing pages	✓	✓	✗	✓	✓	✓	✓	SF	✓	✓
Infusionsoft (by Keap)	Email/landing pages	✓	✓	✗	✗	✗	✓	✗	Built-in CRM	✓	✓
MailChimp	Email	✓	✓	✓	✓	✓	✓	✓	BA, PD, SF, SU, TG, VT	✓	✓
Marketo	Email/landing pages/site personalization	✓	✓	✓	✓	✓	✓	✓	MD, SF	✓	✓
Mautic	Email/landing pages/site personalization	✓	✓	✓	✓	✓	✓	✓	CW, HUB, MS, PD SF, SU, VT, ZH	✓	✓
Oracle Eloqua	Email/landing pages/site personalization	✓	✓	✓	✓	✓	✓	✓	MS, OCRMON, OSC, SF	✓	✓
Salesforce Pardot	Email/landing pages/site personalization	✓	✓	✓	✓	✓	✓	✓	SF	✓	✓
Salesfusion	Email	✓	✓	✗	✓	✓	✓	✓	BH, MD, SG, IN, NS, SF, SU	✓	✗
SharpSpring	Email/landing pages	✓	✓	✓	✓	✓	✓	✓	SF	✓	✓

CRM abbreviations: Batchbook (BA), BH (Bullhorn), CW (ConnectWise), HUB (HubSpot), IN (Infor), Microsoft Dynamics 365 (MS), OCRMON (Oracle CRM On Demand), ONS (Oracle NetSuite), OSC (Oracle Sales Cloud), PD (Pipedrive), SF (Salesforce), SG (Sage CRM), SU (SugarCRM), Teamgate (TG), VT (VTiger), ZH (Zoho).

Source: Third Door Media

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.

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.

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.
- 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.

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.

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. 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 come 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.

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

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:

- How easy is it to integrate this software into my organization?
- What is the onboarding process?
- How long does implementation take?
- What kind of support and training are included in the base price?
- What does your partner and developer community look like?
- How do I maximize adoption in my organization?
- Will we have a dedicated account rep available to us?
- Do current customers utilize the full functionality?
- What new features are you focusing on for the coming year?
- Can we do a test run for a few days on our own (i.e., a free trial)?
- How do you protect and secure customer data? Do you have a roadmap for what you would do in the event of a hack?

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. You can also ask around at conferences and networking events that you attend. 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. 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.

Conclusion

While martech budgets experienced a lift in 2018-19, marketing leaders are still expected to be able to demonstrate ROI for any new technology investment. Marketing automation platforms are a critical part of the martech ecosystem, offering numerous benefits by streamlining manual B2B marketing tasks, including lead management, email campaign development and landing page creation.

These platforms offer a wide range of advanced features, including AI-based predictive lead scoring and product recommendations, ABM and social media campaign integration. They also integrate seamlessly with many third-party CRM and other point solutions to offer extended capabilities. The key to ensuring ROI is to make sure the platform is easy to use and scale and is suited to your organization's goals. Platform vendors offer extensive training programs, online communities and strategic consulting services 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

acoustic**Acoustic**

3 E 28th St., 4th Floor
 New York, NY, 10016
 (T) 877-226-0934
<https://acoustic.co>

Key customers

Clorox
 MetLife
 Nationwide Insurance
 PayPal
 Ticketmaster
 Wimbledon

Key executives

Mark Simpson, CEO
 Jay Henderson, SVP, Product Management
 Matt Marriott, SVP, Sales
 Michael Trapani, Director of Marketing

Target customer

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

Company overview

- Acoustic was founded in 2019 after IBM Watson Marketing separated from IBM as a standalone company.
- 1,000-plus employees globally.
- Acoustic is a private company.
- Acoustic is receiving significant new investment as a newly formed company, and has announced accelerated product roadmaps.
- *Acoustic Campaign* is the rebranded *IBM Watson Campaign Automation* (originally the *Silverpop Engage* platform, which IBM acquired in 2014).
 - *Acoustic Campaign* is the Acoustic Marketing Cloud's multichannel marketing automation platform that delivers engaging, personalized customer experiences.
 - Thousands of brands worldwide use *Acoustic Campaign*.

Product overview

- *Acoustic Campaign* offers the following capabilities:
 - Dynamic flowcharting enables marketers to quickly build multichannel digital campaigns (email, SMS, mobile push, social) with decision junctures and percentage-based splits that can fork to nine paths (not including the remainder path). Customer profile updates can be made directly from a campaign and current customer status is presented across an active program.
 - Lead capture, nurturing and scoring models deliver high quality leads while decreasing customer acquisition costs.
 - Email Insights 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.
 - Inbox Monitoring helps clients ensure maximum deliverability to Inboxes across providers and, thus, engagement.
 - Mobile app messaging campaigns capture mobile insights in real time and drive personalized mobile experiences (push notifications and in-app messages) to each contact.
 - SMS campaigns reach customers quickly with personalized, targeted messages.
 - Social campaigns enable marketers to reach existing segments in social channels or to expand to reach new contacts that resemble existing profiles.
 - Personalization helps marketers understand, capture and respond to customer preferences and behaviors.
 - Budgeting and planning leverage marketing, CRM and finance systems to measure, track and optimize marketing performance.
- Artificial intelligence is used throughout *Acoustic Campaign* as well as the Acoustic Marketing Cloud. Acoustic continues to leverage AI from its heritage IBM Watson, and has also announced investments in new organic AI and other AI vendors.
 - *Acoustic Campaign* saves marketers time and helps them drive to insights quickly via natural language requests for analysis and results.
 - Content Management to automatically apply metadata tags to digital marketing assets (pictures, videos). (Module: Acoustic Content).
 - Anomaly and struggle detection to optimize behavior on websites (landing pages) and in mobile apps. (Module: Acoustic Analytics).

Vendor profiles

acoustic**Acoustic**

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<https://acoustic.co>

- 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.
- Predictive weather events uses large datasets to build relative triggers that can personalize customer engagements.

Social media integration

- *Acoustic Campaign's* Social Audiences module 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, LinkedIn and Salesforce.
 - Users can determine lead sources through the tool's social tracking features.

Reporting and analytics

- Acoustic 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.
- Inbox Monitoring offers reports to manage and predict inbox deliverability.
- Email Insights offers reports that provide email engagement insights.
- 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 Sugar CRM.
- API set available for customized CRM app development.
- *Acoustic Exchange* connects multiple applications in a marketing ecosystem through Acoustic's pre-integrated partner network across paid, owned and earned channels. Clients pay as the volume of events syndicated across solutions increases.
- The *Acoustic Campaign* partner network delivers complementary partner offerings and supporting services.

Pricing and support

- Pricing is typically based on the size of the customer database for B2B clients or the number of marketing interactions (email, mobile push, SMS, etc.) for B2C clients.
- While not required, the majority of *Acoustic Campaign* contracts are 12-month terms.
- Free trials are not available.
- 24/7 email and phone support included for all customers; an online support portal is also available.
- Onboarding support is standard across all Acoustic customers.
- Experienced services organization provides technical integrations and strategic services.
- Web-based training is available and custom, on-site training is offered for an additional fee.

Vendor profiles



Act-On Software

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

Key customers

23 and Me
Avery Dennison
PGA
Progressive Insurance
Target
Tower Federal Credit Union

Key executives

Kate Johnson, CEO
Bill Pierznik, COO
Chris Masino, CRO
Nina Church-Adams, SVP,
Marketing

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.

Company overview

- Founded in 2008.
- Raised a total of \$74M in venture funding.
- 200 employees.
- Additional offices in Scottsdale, AZ, and Reading, U.K.

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.

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.

Vendor profiles

**Act-On Software**

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

Reporting and analytics

- *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.
- 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.
- 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 integrations

- 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, Vidyard, 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.
 - No annual contracts are required. No free trials are available.
- Fast Track Onboarding is \$5,000.
- There are three support packages: Silver is standard and included. Gold (\$6,000) includes a dedicated support manager. Platinum (\$15,000) includes a dedicated support manager and a customer success manager.
- Product Bootcamp Training.

Vendor profiles

**AutopilotHQ**

Level 4/28 O'Connell St
Sydney NSW 2000
Australia

149 New Montgomery St
4th Floor, Suite 631
San Francisco, CA, 94105
<https://autopilothq.com>

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
Javier Dominguez, Acquisition
Marketing Manager

Target customer

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

Company overview

- Founded in 2012.
- Raised \$12M in June 2017, led by Blackbird Ventures. Total funding of \$34M in five rounds.
- Over 2,300 global customers in 2017.
- Engineering office in Sydney, Australia.
- 60 employees.

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 with more than 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.
- *Annotate and Collaborate* feature to brainstorm ideas on the canvas and experience what it's like to draw on a whiteboard. Users can sketch a customer journey to visualize a draft concept or leave comments for their team to review.

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.

Vendor profiles

**AutopilotHQ**

Level 4/28 O'Connell St
Sydney NSW 2000
Australia

149 New Montgomery St
4th Floor, Suite 631
San Francisco, CA, 94105
<https://autopilothq.com>

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), Pipedrive, PieSync.
 - 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.
- Free 30-day trial. No credit card required.
- Plans start at \$1/month for up to 500 contacts / Unlimited emails.
- Three support plan levels: Silver, Gold

and Platinum.

- Silver support package is free and includes 24/6 live chat, support tickets, online training, knowledge base.
- Gold package includes priority support, journey reviews, group training with product expert.
- Platinum package includes dedicated account manager with phone support, on-demand training for teams, 1:1 strategy sessions, annual account reviews.
- Optional add-ons are available such as expert set up and onboarding, Salesforce CRM integration, activity streams, dedicated IP address.
- 24/7 support, online help center and access to *Flight School* – a series of videos, research reports and online tutorials about the platform and marketing automation best practices.

Vendor profiles

**Higher Logic**

1919 N Lynn St., Suite 500
Arlington
VA 22209
(T) 202-360-4402
www.higherlogic.com

Key customers

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

Key executives

Kevin Boyce, CEO
Rob Wegner, Executive Chairman
Hunter Montgomery, CMO
Richard Henderson, CRO

Target customer

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

Company overview

- Founded in 2007.
- Received \$55M in growth equity funding from JMI in 2016.
- 300-plus employees.
- 2,900-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 Socius, a developer of online community software.
- Additional offices in Saratoga Springs, NY; Portland, OR; and Sydney, Australia.

Product overview

- Higher Logic delivers a cohesive customer journey with integrated inbound and outbound communications powered by their *Online Community* and *Marketing Automation* products.
- 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.

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.

Vendor profiles


HIGHER LOGIC
ALL TOGETHER
Higher Logic

1919 N Lynn St., Suite 500

Arlington

VA 22209

(T) 202-360-4402

www.higherlogic.com**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 and Microsoft Dynamics 365.
- Native integration with leading AMS systems, including Aptify AS, netFORUM, NetSuite CRM, 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. A minimum 12-month agreement is required and free trials are not available.
 - Support is included equally within all pricing tiers (Higher Logic does not disclose or name pricing tiers). Higher Logic responds to support cases via email and phone as well as 24/7 in the company's online community, the Higher Logic Users Group (HUG).
 - 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 St., 2nd Floor
Cambridge
MA 02141
(T) 888-482-7768
www.hubspot.com

Key customers

Airstream
Care.com
Randstad
Rock and Roll Hall of Fame
Unum

Key executives

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

Target customer

- B2B and B2C customers, mostly mid-market but also startups and small business.

Company overview

- Founded in 2006.
- 2,500-plus employees.
- 52,000-plus customers in 100-plus countries.
- Publicly traded (NYSE: HUBS).
- European headquarters in Dublin; Asia-Pacific headquarters in Singapore; Latin America headquarters in Bogotá, Colombia.
- Additional offices in Berlin, Germany; Sydney, Australia; Tokyo, Japan; 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 includes the ability to 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 Service Hub*: A service tool for growing businesses that want to prioritize the needs of the customer. Tools include a unified inbox called Conversations, knowledge base tools, and customer feedback measures.
 - *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 CMS*: Uses a personalization engine to customize the website experience for each visitor. Includes free one-click SSL, as well as a web application firewall for added security.
- Mobile app provides platform access for both iPhone and Android users.
- Data is stored in the cloud.

Vendor profiles

**HubSpot**

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

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 for follow-up and internal communication on social media alerts.
- Users can schedule and publish posts to Twitter, Facebook, LinkedIn 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 Zoom, Shopify, Slack, Stripe, YouTube,

Workplace by Facebook, Vidyad, Wistia, Zendesk, SlideShare and GoToWebinar.

- More than 200 certified integrations with other tools.
- The CRM and all three Hubs draw on the same database and see a single view of contacts.

Pricing and support

- In addition to the CRM, which is always free, HubSpot now offers a free level of Marketing Hub, Sales Hub, and Service Hub.
- 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; adds custom form fields.
 - Professional: Starts at \$800/month and adds Salesforce integration, smart content, advanced reporting and custom lead scoring to the Basic package.
 - Enterprise: Starts at \$3,200/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 \$3,000 setup fee for Professional customers and \$6,000 for Enterprise customers, which includes introductory training.
- A 30-day free trial is available; an 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

Vendor profiles



HubSpot

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

- Salesforce integration.
 - Enterprise: Starts at \$1,200/month and includes playbooks, eSignature, single sign-on, quote approvals, and calculated properties.
- *HubSpot Service Hub* is offered in three tiers:
 - Starter: Starts at \$50/month and includes ticketing, live chat, email templates, and team email.
 - Professional: Starts at \$400/month and includes customer feedback, knowledge base, customer service automation, multiple currencies, and custom reporting.
 - Enterprise: Starts at \$1,200/month and includes playbooks, calculated properties, single sign-on, and goals.
- Professional Suite Onboarding is available starting at \$4,000, and Enterprise Suite Onboarding is available starting at \$9,000.
- Email, phone and Twitter support are included in pricing.
 - Phone support available 7am to 8pm EST.
- HubSpot Academy is a free marketing how-to site offering customers guides, webinars, brainstorming worksheets and inbound certification courses.

Vendor profiles

**iContact Pro**

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

Key customers

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

Key executives

Geoff Alexander,
 President & General Manager

Andrew Pearson,
 VP, Sales & Marketing

Shawna Vandenheuvel,
 VP, Services

Josh Tracy, VP,
 Customer Support

Target customer

- Mid-market companies, nonprofits and educational institutions.

Company overview

- Founded in 2003.
- 150-plus employees.
- Six rounds of funding totaling \$54M.
- Acquired by j2Global, parent company of BusinessWire, for \$49M in January 2019.
- 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.

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 and LinkedIn.
 - 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.

Vendor profiles

**iContact Pro**

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

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.
- U.S.-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.-6 p.m. (ET).
- Annual or monthly contracts.
- Free trials are available.
- Four tiers of add-on premier services packages available (Bronze, Silver, Gold and Platinum), including increasing numbers of weekly or quarterly account strategy calls and custom strategic services projects.

Vendor profiles

**Infusionsoft by Keap**

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

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

Keith Reed,
Chief Operations Officer

Kaja-Anne Jezycki,
General Counsel

Target customer

- Small businesses with two to 25 employees.

Company overview

- Founded in 2001.
- 550 employees.
- Raised more than \$140M in venture funding.
- Investors include Allure Ventures, Arthur Ventures, Bain Capital Ventures, Goldman Sachs, Signal Peak Ventures, ORIX Growth Capital, 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.

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.

Vendor profiles



Infusionsoft by Keap

1260 South Spectrum Blvd.

Chandler, AZ 85286

(T) 866-800-0004

www.keap.com/infusionsoft

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 250 Infusionsoft-certified SMB service and technology ecosystem partners, apps, integrations, content and pre-built marketing campaigns.

Pricing and support

- Price starts at \$99/mo.
- 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 U.S., U.K., and Australia.
- *Kickstart* is an individually tailored consultative service.
- *Facebook Ads by Infusionsoft* is an individually tailored service.

Vendor profiles

**Mailchimp**

675 Ponce de Leon Ave. NE
Suite 5000
Atlanta,
GA 30308
www.Mailchimp.com

Key customers

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

Key executives

Ben Chestnut,
Co-founder and CEO
Dan Kurzius, Co-founder and
Chief Customer Officer
Farrah Kennedy, COO
Tom Klein, CMO

Target customer

- Small and medium businesses, particularly in the e-commerce and technology spaces.

Company overview

- Founded in 2001.
- Mailchimp is the trading name of its operator, Rocket Science Group.
- Privately owned. No VC funding.
- Acquired graphic design startup Sawa in February 2019 for an undisclosed sum.
- Nearly 1,000 employees.
- Additional offices in Brooklyn, NY and Oakland, CA.

Product overview

- The Mailchimp platform helps businesses create integrated marketing campaigns. Features include:
 - Marketing channels: Provides marketing tools for email, Facebook ads, Instagram ads, landing pages, Google remarketing ads, signup forms, postcards, and customer relationship management.
 - Automation: Creates and schedules automated emails that follow up on purchases, nurture leads, send abandoned cart notifications, provide product recommendations to customers, and more.
 - Integrations: Connects supported apps and web services to user's Mailchimp account to provide access to a suite of e-commerce tools, enhance marketing efforts, and collect more data.
 - Testing: Provides A/B and multivariate testing tools to optimize campaigns.
 - Personalization: Pulls customer-specific content into emails to make them feel more personal.
 - Advanced analytics: Monitors real-time marketing data across channels and provides growth, engagement, and revenue reports.
 - Segmentation: Provides segmentation tools to organize contacts and target marketing efforts.

Social media integration

- Enables users to create Facebook and Instagram ads, as well as Google remarketing ads.
- Users can also share new blog posts through email from an RSS feed.

Reporting and analytics

- Campaign reports analyze clicks, opens, revenue, and more.

Vendor profiles

**Mailchimp**

675 Ponce de Leon Ave. NE
Suite 5000
Atlanta,
GA 30308
www.Mailchimp.com

Third-party software integration

- Shoppable landing pages through partnership with Square.
- Native integration through connected sites with Shopify, WooCommerce, BigCommerce, Magento, Magento 2, PrestaShop, Big Cartel, Drupal Commerce, Miva, and Ubercart.
- Marketplace access to hundreds of third-party apps and web services (<https://mailchimp.com/integrations/>).
- Custom integrations through API with Google Analytics, EA Pro Reports, Glew Ecommerce Analytics, Power BI and others.

Pricing and support

- Tiered pricing based on number of subscribers and emails per month.
 - Free service for up to 2,000 subscribers and 12,000 emails/month.
 - Grow: Starts at \$10/month for up to 500 subscribers and includes unlimited monthly emails and additional features.

- \$15/month for 501 - 1,000 subscribers.
 - \$20/month for 1,001-1,500 subscribers.
 - \$30/month for 1,501 - 2,500 subscribers.
 - Pro: Starting at \$199/month, the Pro plan adds more power with advanced enterprise tools like advanced segmentation, comparative reports, and multivariate testing.
- All subscriptions include multi-user accounts, guides and tutorials, email campaigns, landing pages, pop-up forms, postcards, Facebook, Instagram and Google remarketing ads, marketing automations, segmentation and tagging, basic reports, A/B testing.
- Offers email and chat support for Pro and Grow users, and Free users have access to email support for their first 30 days. Pro users enjoy shorter wait times and are helped by the specially trained Pro Support Team.

Vendor profiles

**Marketo**

901 Mariners Island Blvd., Suite 500

San Mateo, CA 94404

(T) 650-376-2300

www.marketo.com

Key customers

CenturyLink
Charles Schwab
GE

Panasonic
RingCentral
Roche

Key Executives

Arun Anatharaman,
VP of Product & Technology,
Adobe

Sarah Kennedy,
VP of Marketing, Adobe

Steve Lucas, SVP, Adobe

Mika Yamamoto,
VP/GM of Marketo, Adobe

Target customer

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

Company overview

- Founded in 2006.
- 1,500 employees.
- Over 5,000 customers in 56 countries.
- Marketo was acquired by Adobe, October 2018.
- Previously acquired attribution analytics provider, Bizible, in April 2018 and 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.
 - Account-Based Marketing: Plan ABM strategies, engage target accounts across channels and measure the impact of efforts on pipeline and revenue.
- *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 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* solution adds an account-based lens across the Marketo Engagement Platform to identify, target, engage and measure accounts with the highest revenue potential.
- *ContentAI* add-on application uses machine learning to recommend content across web, mobile and email channels based on content consumption trends, on-site behavior, firmographics and CRM data.
- *Sales Insight* add-on provides lead prioritization and behavioral intelligence to each sales rep natively within Microsoft Dynamics 365 and Salesforce.
- *Sales Engage* add-on provides sales reps with digital playbooks, content templates and analytics to improve lead management practices and drive more predictable pipeline.

Vendor profiles

**Marketo**

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www.marketo.com

Social media integration

- Ad networks integrations provide 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.
 - *Bizible by Marketo* offers complete attribution across every marketing and sales touchpoint, a variety of attribution models and connectors to paid media channels.
 - *Performance Insights* identifies programs and channels that deliver the highest marketing ROI.
 - *Success Path Analyzer* monitors key performance metrics for each stage of the customer journey.
 - *Revenue Modeler* defines customer journey stages and monitors how potential customers move through the funnel.
- *Advanced Report Builder* features an intuitive pivot table UI for ad hoc reporting on channel and campaign performance, including attribution and ROI.
- *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, Salesforce and SAP

C4C.

- 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 in Marketo.
- Turn-key integrations available for 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 550 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 or advanced database features.
- Marketo requires annual contracts and does not offer free trials.
- Five pre-built bundles for the Email Marketing, Account-Based Marketing, Consumer Marketing, Lead Management and Customer Base Marketing solutions.
 - All solutions include *Marketo Engagement Platform*, 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

Vendor profiles



Marketo

901 Mariners Island Blvd., Suite 500

San Mateo, CA 94404

(T) 650-376-2300

www.marketo.com

users, number of mobile activities or number of website visitors.

- All Marketo subscriptions include access to customer success managers and all customers receive 24/7 web portal support. Global phone support is available with paid support options. Professional services packages are available for implementation and consulting services.

- Premium-priced support services include access to named support professionals, accelerated service-level response and sessions for proactive mentoring and business review.

Vendor profiles

**Mautic**

10 Cabot Road, Suite 101b
 Medford
 MA 02155
 (T) (857) 770-1306
www.mautic.com

Key Customers

iPic
 Konica Minolta
 Scalify
 Tibrio (formerly Samples)
 uTest
 ZTE

Key Executives

Matt Johnston,
 CEO & Co-Founder
 DB Hurley, CTO & Founder
 John Montgomery, CCO
 Katie Staveley, VP of Marketing

Target Customer

- Mid-market and enterprise B2B and B2C companies with multiple brands, markets, or clients.

Company Overview

- Founded in 2014 as an open source project, followed by the commercial business in 2016.
- More than 200k global users.
- Launched Maestro (industry-first Marketing Automation Management solution) in 2018.
- Headquarters in Boston, offices in San Francisco and Prague.

Product Overview

- Mautic is an open source platform that offers integrations with both home-grown and third-party tools.
- Includes dynamic content for email, web, and mobile app, high-speed email deliverability, multi-channel and non-linear campaign creation, and an open and flexible API allowing users to create unlimited custom fields and ingest or extract unlimited amounts and types of data into the platform.
- Campaign management tool enables users to build unified communications streams using multiple channels including email, SMS, mobile applications, social and website messaging.
 - The non-linear capability allows users to create multiple layers or branches as well as execute operational tasks.

Social Media integration

- Integrates with Twitter for social monitoring and personalized messaging.
- Integrates with Facebook and LinkedIn for advertising based on audience segments.
- Integration with tools like Oktopost allows users to deliver content across social networks (e.g. Instagram, LinkedIn, Facebook, and Twitter) and manage global reporting from one platform.
 - Mautic captures known contacts' social engagement back into their contact records, so users can see where and when engagement occurred, just like emails, website visits, and content engagement.

Reporting and analytics

- Includes standard reports for analysis of multi-channel communications and web traffic, contact management, as well as a customizable dashboard that enables users to monitor results over time.
- Users can perform closed loop analysis by using standard information collected in Mautic combined with custom KPI data ingested into the platform.
- Customizable reports and dashboards based on user roles.
- Reports can be scheduled for distribution and exported into excel or CSV files.

Vendor profiles

**Mautic**

10 Cabot Road, Suite 101b
Medford
MA 02155
(T) (857) 770-1306
www.mautic.com

Third-party software integration

- Mautic is an open platform and can integrate and share data bi-directionally with any off-the-shelf or homegrown system.
- Native CRM integrations include: Salesforce, SugarCRM, Microsoft Dynamics, Zoho, Pipedrive, Connectwise, HubSpot CRM, VTiger.
- Native eCommerce integrations include: WooCommerce, Magento, Shopify.
- Native CMS integrations include: WordPress, Drupal, Joomla, Typo3, Concrete5, Pulse.
- Native Virtual Meeting integrations include: GoToMeeting / GoToWebinar / GoToTraining.
- Native ESP (email service provider) integrations include: Sparkpost, Sendgrid, Amazon SES, MailChimp, Mandrill, Mailjet
- Native integrations with connectors include: Zapier and Piesync

Pricing and support

- Mautic is offered as an annual SaaS subscription based on number of contacts in the database.
 - Software, support, training, and on-boarding is included in that subscription.
 - Also includes unlimited email sends, campaigns, segments, landing pages and API connections and calls.
 - Mautic support includes a dedicated Customer Success Manager, available by phone, email, and for on-site trainings. A free, 7-day Sandbox experience is offered to try Mautic's core features. Free trials are available for companies who require more in-depth validation.
 - SMS delivery fees and professional services are charged separately based on engagement.

Vendor profiles



MARKETING CLOUD

Oracle Eloqua

500 Oracle Pkwy.
Redwood Shores
CA 94065
(T) (855) 695-4418
[www.oracle.com/
marketingcloud/products/
marketing-automation](http://www.oracle.com/marketingcloud/products/marketing-automation)

Key customers

Cetera Financial Group
Dell
Eaton
Juniper Networks
Mack Trucks
Thomson Reuters

Key executives

Christopher Donato,
SVP, North America Applications
Shashi Seth, SVP, Oracle
Marketing Cloud
Pierre Custeau,
VP Product Management
Steve Earl, Senior Director,
Product Marketing

Target customer

- B2B or B2B2C enterprise, mid-market or SMBs in multiple industries including high tech manufacturing, higher education, professional services, financial services and insurance, automotive and entertainment verticals.

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.
- *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* (testing and personalization), *Oracle Social Cloud* (social media solutions suite) and *Oracle Infinity* (digital analytics).

Product overview

- Oracle Eloqua is an open marketing automation platform that connects marketing, CRM, and other third-party data to orchestrate personalized, intelligent customer experiences.
 - Native capabilities also include adaptive campaign management, lead management, targeting and segmentation, content marketing, and sales enablement tools.
- Key components include:
 - *Campaign Canvas*: Marketers can easily create a sophisticated nurture or cross-channel campaign in minutes, by utilizing the drag-and-drop interface. This allows for a much faster way to optimize campaigns over time.
 - *Lead Management*: A simple, powerful solution for real-time automated lead scoring across multiple campaigns and business lines that provides deep details about prospects.
 - *Program Canvas*: Program Canvas' easy to use drag-and-drop whiteboard allows you to build out data management workflows and integrations that simplify data transformation and normalization while 'listening' for changes and triggers actions within programs.
 - *Targeting and Segmentation*: Leveraging behaviors, preferences and digital body language into one accessible profile lays the foundation for elegant, granular segmentation. With over 50 custom attributes to use for segmentation, marketers are better equipped to ensure they are delivering the right message on the path to purchase.
 - *Content Marketing*: Collaborate and plan across teams and regions with workflows and projects to align content to a persona or sales stage. Promote content with the in-app social promotion tool for faster exposure of content or access content to share from any device or platform with internal content portals.

Vendor profiles

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

500 Oracle Pkwy.

Redwood Shores

CA 94065

(T) (855) 695-4418

[www.oracle.com/
marketingcloud/products/
marketing-automation](http://www.oracle.com/marketingcloud/products/marketing-automation)**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.
 - *AddThis Content App* allows Marketers to support AddThis sharing tools in Eloqua landing pages and sharing engagement can be measured in their AddThis account.
- Native integration with Oracle Social Cloud allows users to publish directly to social properties from the Campaign Canvas campaign builder 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 native bi-directional integrations with Oracle Sales Cloud, Oracle CRM On Demand, Salesforce, and *Microsoft Dynamics 365*. Additional integrations are available through a partner or *Oracle Integration Cloud Service for Netsuite*, SugarCRM, SAP CRM and Infor.
 - 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 LinkedIn Sales Navigator, Microsoft Outlook for Sales Tools, WeChat, AddThis, 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 pricing tiers based on the number of users and database contacts: Basic, Standard and Enterprise. Specific pricing models are not publicly disclosed.
- Add-on professional services available for companies that need additional help onboarding or customizing the software for their business needs.

Vendor profiles

**Salesforce Pardot**

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

Key customers

Amazon Marketplace
 Cox Automotive
 Lyft Business
 Ticketmaster
 VMware

Key executives

Adam Blitzer, EVP & GM,
 Salesforce Sales Cloud
 Mike Kostow, SVP and GM,
 Salesforce Pardot

Target customer

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

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*, and *Einstein Analytics*.
- Salesforce has more than 30,000 employees and 150,000 customers globally. It does not disclose employee or customer count by product line.
- Salesforce has offices in more than 30 countries.

Product overview

- *Salesforce Pardot* is a B2B marketing automation solution, which includes lead management, lead generation, sales alignment and ROI reporting.
 - 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* is an account-based marketing solution, powered by artificial intelligence (AI).
 - 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.

Social media integration

- Integrations with Facebook, LinkedIn and Twitter.
- Marketers can schedule and track prospect interaction with social campaigns and use social profiling to unlock new insights.

Vendor profiles

**Salesforce Pardot**

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

Reporting and analytics

- Provides analytics and reporting for both account and individual levels, including forms, pageviews, content downloads, emails and social interactions. Provides reporting for webinar metrics, video metrics and paid search through LinkedIn, Facebook and Google.
- Also enables third-party data sources, helping users get a single view of their data on a single platform.
- Specific reporting and analytics provided include:
 - Engagement (forms, landing pages, emails),
 - Marketing influenced pipeline & revenue,
 - Campaign ROI,
 - Days to close,
 - Multi-Touch Attribution (first, even, last touch).
- In addition to included Pardot reports, customers can also create an unlimited amount of their own customized reports/dashboards.
- 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.
 - *B2B Marketing Analytics* is included in *Salesforce Pardot Plus & Advanced Editions* with *Salesforce Professional* and above.
 - ◆ 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.

- Add-on *Salesforce Engage* helps build tailored campaigns with marketing-curated content and close deals faster.
 - *Salesforce Engage* enables sales reps to see real-time prospect engagement and know exactly when to reach out.

Third-party software integration

- *Salesforce Pardot* is an out-of-the-box solution, connected directly to *Salesforce*.
- 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.
- Additional third-party integrations (which, can be found [here](#)) include:
 - WebEx, GoToWebinar and ReadyTalk; connector available for EventBrite.
 - Google AdWords and Google Analytics,
 - Wistia and Vidyard for video tracking, WordPress blog apps, SurveyMonkey, SnapApp (interactive content) and Microsoft Outlook (Pardot has plugins for Outlook and Gmail for *Salesforce Engage* customers out of the box),
 - Twilio (telephony) and Olark (live chat),
 - Open REST API for custom integrations with other applications.
 - Integrations are available via Pardot's Connectors tab, pre-built connectors via third party apps (SnapApp), or segmenting from *Salesforce* custom objects (SurveyMonkey, Vidyard) for marketing purposes in Pardot. The *Salesforce AppExchange* can vastly expand this list, as there are many AppEx apps that record data in Custom Objects (where Pardot can read and action from).

Vendor profiles



Salesforce Pardot

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

- For Outlook, Pardot has plugins for Outlook and Gmail (for our Salesforce Engage customers) out of the box.

Pricing and support

- Three pricing tiers:
 - Growth: \$1,125/month for up to 10,000 contacts.
 - Plus: \$2,500/month for up to 10,000 contacts.
 - Advanced: \$4,000/month for up to 10,000 contacts.
- Add on: *Salesforce Engage* priced at \$50/user per month.

- *B2B Marketing Analytics* is included in *Salesforce Pardot Plus & Advanced Editions* with *Salesforce Professional* and above.
- 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 Rd. NE
Atlanta
GA 30305
(T) (855) 238-6522
www.salesfusion.com

Key customers

Cherry Bekaert
Cireson
Clarity Consultants
J.W. Pepper & Son, Inc.
Noble Systems
Strongwell

Key executives

Logan Henderson, CEO
Jennifer Zember, VP, Marketing
Lance Weatherby, VP, Sales

Target customer

- B2B SMBs and mid-market companies in the technology, professional services, healthcare manufacturing and media industries with \$5 to \$100M in revenue and a small marketing team.

Company overview

- Founded in 2007.
- Raised \$15M in two rounds of funding.
- Supports 400+ customers in 21 countries.
- 55 employees
- Headquarters in Atlanta, GA; Field office in the United Kingdom.

Product overview

- The Salesfusion marketing automation platform includes the following capabilities:
 - Email marketing: Uses a drag-and-drop editor to create single, trigger, and nurture campaigns.
 - Landing page and form builders: Drag-and-drop Page and Form Builders enable users to design mobile responsive landing pages and forms without coding expertise. Form fields are pre-mapped into CRMs, with the ability to route and assign leads upon form completion. Templates are also available within the platform for quick, professional asset creation.
 - Lead capture, scoring and nurturing: Allows users to build multiple scoring models to grade and route sales-ready leads, and automatically syncs to CRM with rules to send leads back to marketing when scores change.
 - ♦ Scores based on previous or future web activity, emails, campaigns, forms, social behavior and demographics.
 - ♦ Segments prospects based on interests, buyer personas and behaviors.
- Buyer journeys: Includes consolidated view of all Salesfusion-tracked digital engagement, including paid search, website, and email activity.
- Event management: Enables online and offline event creation, management and tracking.
 - Integrates with Cisco WebEx and Citrix GoToMeeting.
- Account Based Marketing: Includes account scoring, account engagement and reporting.
- Advanced Analytics: Includes powerful, BI-reporting module which can be used for custom reporting and data visualization.
- Search Advertising: Users can create and launch PPC ad on the Google Ads network and get the benefit of built-in automated campaign optimization and bidding

Social media integration

- Partners with B2B social media management 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 social platforms.
 - Amplifies reach with employee advocacy tools.
 - Tracks conversions and attributes opportunities to social campaigns.

Vendor profiles



Salesfusion

3565 Piedmont Rd. NE
Atlanta
GA 30305
(T) (855) 238-6522
www.salesfusion.com

Reporting and analytics

- Provides *Advanced Analytics*, including dashboards and reports to track marketing performance as part of the platform.
- Actionable insights are accessible to the entire organization and enable users to:
 - Monitor trends through custom interactive dashboards for birds-eye view and filtering for granular insight.
 - Reveal new depths of data by slicing and dicing reports.
 - Utilize the visualization engine to create sharable charts, dashboards, and reports across the organization.

Third-party software integration

- Native, bi-directional integration with Salesforce, Microsoft Dynamics 365, Infor CRM, Oracle NetSuite, SugarCRM, Sage CRM, Bullhorn and Force.com platforms.

Pricing and support

- Salesfusion does not tier pricing and provides all functionality to each client.
- Annual contract, free trials upon request.
- 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.
- Unlimited support for all customers' needs – via phone, email and chat – regardless of account size.
- Offers access to an in-house, Professional Services team for project-based support.
- Add-on consulting services available under the Marketing Concierge program, which deploys marketing automation campaigns on customers' behalf.

Vendor profiles

**SharpSpring**

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Suite 410
Gainesville
FL 32608
(T) (888) 428-9605
www.sharpspring.com

Key customers

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

Key executives

Rick Carlson, CEO
Travis Whitton, CTO
Brad Stanczak, CFO

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.

Company overview

- Founded in 2012.
- Publicly held (NASDAQ: SHSP).
- Used by 1,600-plus agencies and 7,000-plus businesses.
- 140-plus employees.

Product overview

- Visual workflow builder with flexible triggers and branching logic to engage leads at critical points in the buying journey.
- Drag-and-drop templates and 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.

Social media integration

- Users can post and schedule 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 from Facebook, LinkedIn and Twitter accounts in a lead's profile.
- *Social Assistant* allows users to add new leads and opportunities on-the-fly, while browsing networks like Facebook, LinkedIn and Twitter.

Vendor profiles

**SharpSpring**

5001 Celebration Pointe Ave
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Reporting and analytics

- Provides end-to-end ROI measurement 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, using APIs to connect as well as data hooked in and out of SharpSpring's open platform with Zapier and/or Piesync.
- 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.
 - No free trials.
- 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 and account managers.
- Silver, Gold or Platinum certification program based on SharpSpring expertise for agencies.
- Add-on professional services include data import and sync services, HTML and CSS services, automation services, development services and data restoration.

Resources

Websites

www.digitalmarketingdepot.com
www.marketingland.com
www.martechtoday.com
www.searchengineland.com
www.crunchbase.com

Blogs

<https://blog.cdpinstitute.org/Blog>

Articles

"Gartner Predicts 2019: In Search of Balance in Marketing" by Chris Pemberton.

"Marketer 4.0: Emergence of the tech-savvy martecheter," published by IBM.

"Five predictions for B2B marketing in 2019," by Peter Isaacson, Marketing Land.

"The most significant martech deals of 2018 and what they mean for the landscape," by Robin Kurzer, MarTech Today.

"What can you do with a customer data platform?" by David Raab, founder and CEO of the Customer Data Platform Institute.

"Everybody's Talking About Customer Data Platforms," by Matt Cannel, Director of Demand Generation at Lytics.

Research reports

CMO Spend Survey 2018-2019, published by Gartner (November 2018).

Forrester Data: Marketing Automation Technology Forecast, 2017-2023 (Global), published by Forrester (April 2018).

Data Versus Goliath: Customer Data Strategies to Disrupt the Disruptors, published by Forbes Insights (in association with Treasure Data, June 2018).