

# MARKETING AUTOMATION SOFTWARE COMPARISON - 2019 EDITION

## B2B/B2C ENTERPRISE/LARGE SME HEATMAP



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Eloqua

Marketo

Pardot

Mailchimp

Dotmailer

Hubspot

### A. FUNCTIONALITY

1. DATABASE	26	20	77%	17	65%	20	77%	11	42%	9	35%	18	69%
2. SEGMENTATION	6	6	100%	6	100%	6	100%	4	67%	2	33%	6	100%
3. CONTENT	12	6	50%	6	50%	6	50%	5	42%	5	42%	6	50%
4. BEHAVIOUR & INSIGHTS	9	5	56%	5	56%	4	44%	3	33%	3	33%	3	33%
5. AUTOMATED WORKFLOWS	14	11	79%	11	79%	11	79%	3	21%	6	43%	12	86%
6. PERSONALISATION	8	7	88%	5	63%	5	63%	2	25%	2	25%	6	75%
7. REPORTING	4	4	100%	4	100%	4	100%	1	25%	2	50%	2	50%
8. USER MANAGEMENT & SUPPORT	5	5	100%	5	100%	4	80%	1	20%	2	40%	1	20%
9. LEAD MANAGEMENT	4	4	100%	4	100%	4	100%	0	0%	1	25%	4	100%
10. INTEGRATIONS & APIS	9	7	78%	7	78%	3	33%	2	22%	2	22%	9	100%
SECTION SCORE	97	75	77%	70	72%	67	69%	32	33%	34	35%	67	69%

### B. LEARNABILITY

1. TRAINING & CERTIFICATION	5	5	100%	4	80%	5	100%	2	40%	2	40%	5	100%
2. LEARNING CURVE	8	3	38%	4	50%	5	63%	8	100%	7	88%	8	100%
3. EASE OF USE	11	9	82%	8	73%	10	91%	11	100%	10	91%	10	91%
4. SUPPORT	11	11	100%	10	91%	6	55%	4	36%	3	27%	3	27%
5. COMMUNITY	3	3	100%	3	100%	3	100%	1	33%	3	100%	3	100%
6. ADOPTION, IMPLEMENTATION & ROLLOUT	5	3	60%	4	80%	4	80%	3	60%	4	80%	5	100%
SECTION SCORE	43	34	79%	33	77%	33	77%	29	67%	29	67%	34	79%

### C. AFFORDABILITY

1. MONTHLY LICENCE FEE'S	4	1	25%	2	50%	4	100%	4	100%	4	100%	3	75%
2. HIDDEN/ADDITIONAL COSTS	7	5	71%	6	86%	5	71%	7	100%	7	100%	6	86%
3. PAYMENT TERMS	5	3	60%	4	80%	5	100%	5	100%	4	80%	4	80%
4. PEOPLE INVESTMENT	3	0	0%	0	0%	3	100%	3	100%	2	67%	0	0%
4. EXTERNAL AGENCY OPTIONS?	1	0	0%	1	100%	1	100%	1	100%	1	100%	1	100%
6. ONBOARDING	1	0	0%	0	0%	0	0%	1	100%	1	100%	0	0%
SECTION SCORE	21	9	43%	13	62%	18	86%	21	100%	19	90%	14	67%

### D. CAPABILITY

1. COMPANY SIZE	3	1	33%	2	67%	1	33%	3	100%	3	100%	3	100%
2. COMPANY STABILITY	6	3	50%	3	50%	2	33%	3	50%	3	50%	2	33%
3. CUSTOMER FEEDBACK	2	1	50%	1	50%	1	50%	2	100%	2	100%	0	0%
4. GLOBAL PRESENCE	1	1	100%	1	100%	0	0%	1	100%	1	100%	1	100%
5. MARKET SHARE	2	1	50%	1	50%	1	50%	1	50%	1	50%	1	50%
SECTION SCORE	14	7	50%	8	57%	5	36%	10	71%	10	71%	7	50%

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<b>COMBINED SCORE</b>	175	125	71%	124	71%	123	70%	92	53%	92	53%	122	70%