

★ THE ULTIMATE MARKETING AUTOMATION SMACKDOWN ★



THE TOP 3 PLATFORMS GO HEAD-TO-HEAD IN THIS CAGE MATCH

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ABOUT THE AUTHORS



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INTRODUCTION

Whether you're an entrepreneur, a marketer, a salesperson, or anybody else trying to get your products and services in front of your desired audience, chances are you've heard the term "marketing automation" thrown around from time to time. But what is it? And how do you decide which system will work best for your company and its needs?

Throughout this guide, you'll see important pros and cons for three of the top marketing automation systems: HubSpot, Marketo, and Pardot. Marketing automation systems are complicated. One of the goals of this guide is to break down the most important features, help you understand what makes them important, and then showcase which platform is first in its class for each feature.

A Breakdown of How Marketing Automation Software Works



FIRST, WHAT IS IT?

Marketing automation has become a buzzword that is traditionally thought of as a way to nurture leads already in your funnel through drip campaigns and email marketing efforts. However, times are changing.

Today, marketing automation is utilized for all stages of the marketing funnel, including attracting prospects, converting leads, and acquiring customers. As you start to decide what marketing automation software is a best for you and your company, make note of what you can do inside one platform. If the software requires additional, outside solutions, it may not be the right choice for you and should be seen as an indication that the company is behind the trend.

“The best marketing automation software is not limited to one or two features; it provides opportunities for marketers to reach prospects, leads, and customers at every stage of the funnel through any channel.”

– Ryan Malone, CEO, SmartBug Media



SECOND, HOW DOES IT WORK?

Marketing automation software integrates seamlessly with your website, social media, lead conversion, and customer tracking tools. The best software is able to provide you ways to grow each channel and improve the overall ROI of your marketing efforts by tracking visit-to-lead and lead-to-customer conversion rates.

In marketing automation software, such as HubSpot, you will also notice an added benefit of content marketing and SEO tactics built right into the system, thus making it a cinch to launch, grow, and report on new inbound marketing campaigns.

HOW MODERN MARKETING AUTOMATION WORKS



Key Software Features

- Complete campaign management with analytics and reporting
- Contact segmentation and management
- Social media marketing automation
- Code-free website creation and editing
- Dynamic content
- Call-to-action creation and management
- Landing page creation and management
- Email marketing automation
- Lead nurturing automation
- Blogging creation and automation
- Robust sales and marketing analytics and reporting across all tools
- Customer relationship management (CRM) and CRM integration
- Search engine optimization (SEO) guidance and management
- Online marketing tools all in one place

PLUS MORE depending on the software you choose

The Immediate Benefits

There are many benefits to using a marketing automation tool. Below are some of the many ways you will see improvement on your marketing team. When you choose the right tool, you will see an increase in:

Productivity: Marketing automation tools help to make your marketing team more efficient by having planning, execution, and analysis tools all in one place. This helps to streamline your marketing processes.

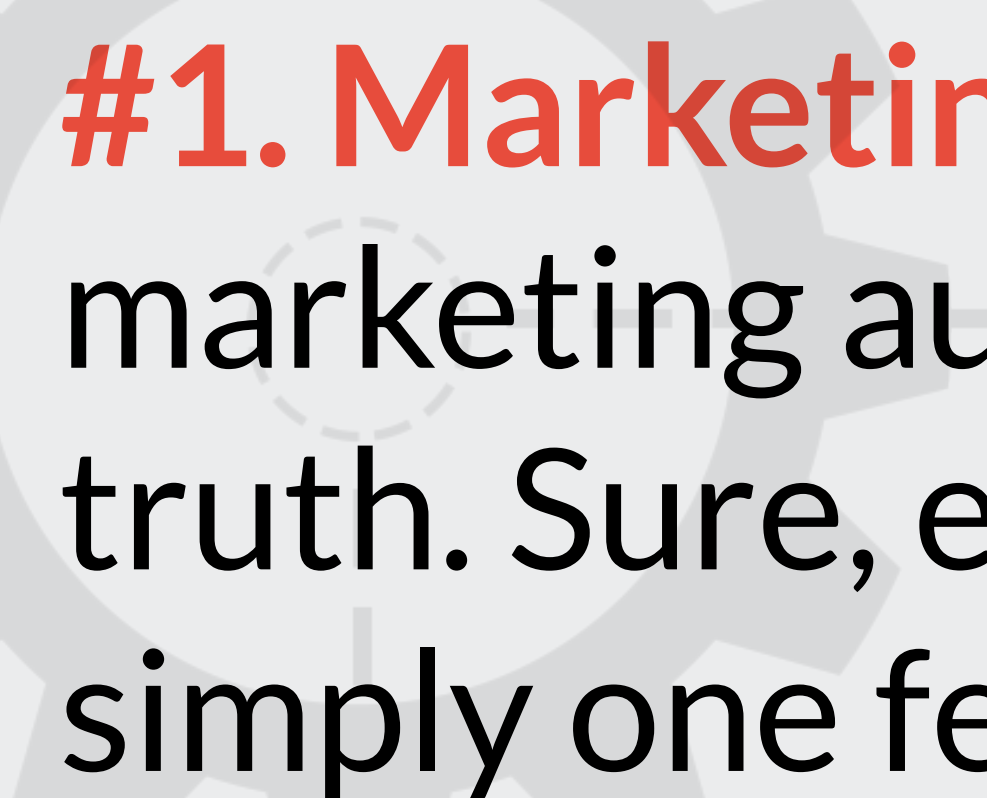
Qualified leads: Because you can easily manage your website, create conversion paths when needed, and analyze performance quickly, you will start to see the total amount of leads increase in quantity and quality.

Lead behavior insights: With marketing automation, everything can be tracked, thus providing you with insights into lead behavior beyond email opens and click-through rates. Now, you can see how leads are interacting on your website, pathways taken to get there, and other key data points.

Communication between sales and marketing: Sales and marketing are extremely valuable in a company, so it is important they are working toward the same goals. With marketing automation tools, you can keep sales in the loop on new leads, set up lead scoring so you know which leads are the most qualified, and report on month-to-month growth with real numbers.

Marketing ROI: Marketers struggle to prove that what they are doing is worthwhile and meaningful to a company. With solid marketing automation software, you can track first touch information from leads, the moment when someone becomes qualified, and the timeline from qualification to customer. Essentially, you can prove that the marketing efforts you've set in place are driving revenue for your company.

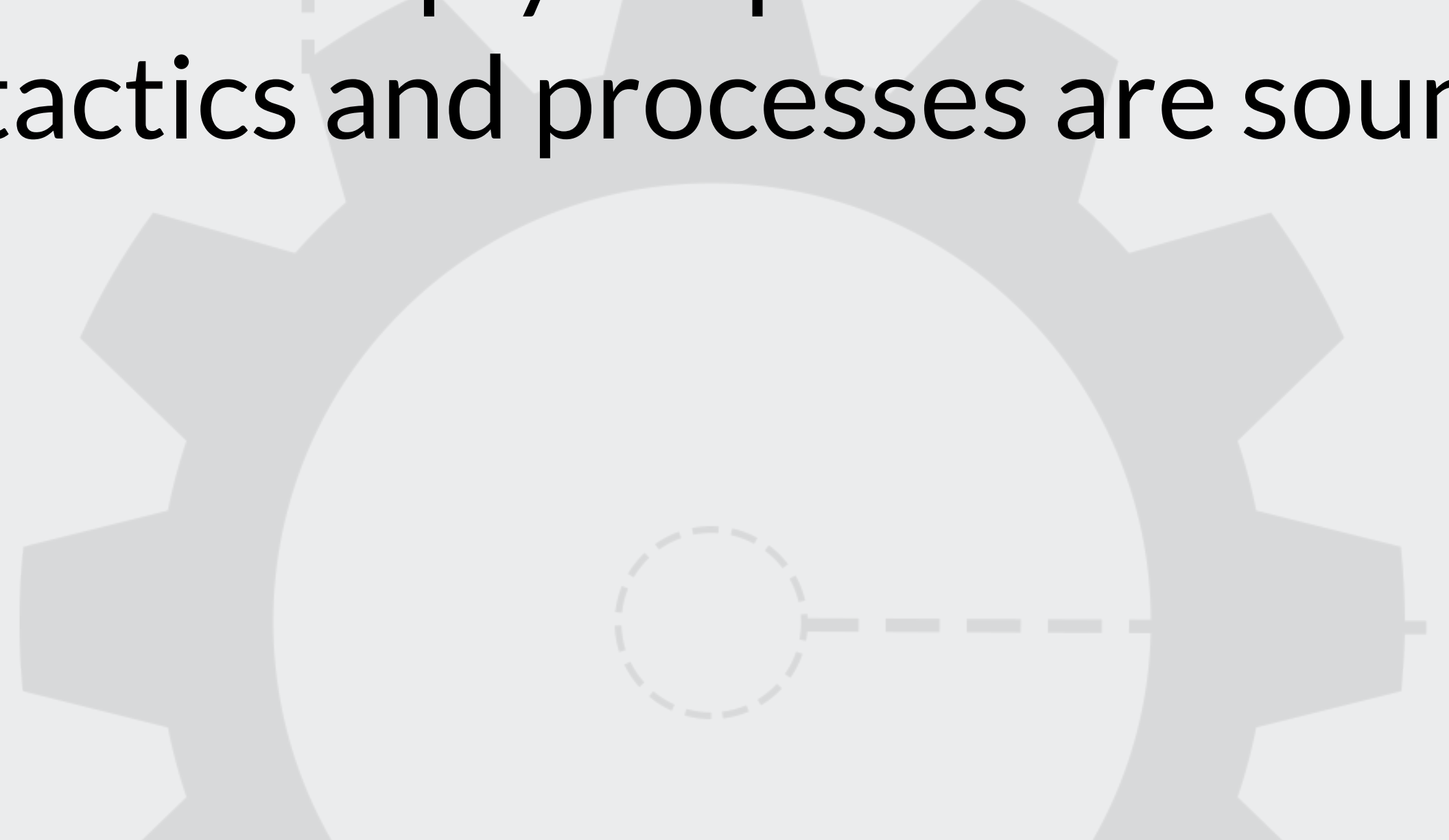
3 Common Myths About Marketing Automation



#1. Marketing automation is just another name for email marketing: Often times, people assume marketing automation and email are the same thing, but this assumption couldn't be further from the truth. Sure, email is a component of marketing automation, but it is not all-encompassing. Email is simply one feature of the marketing automation machine ... if done right.

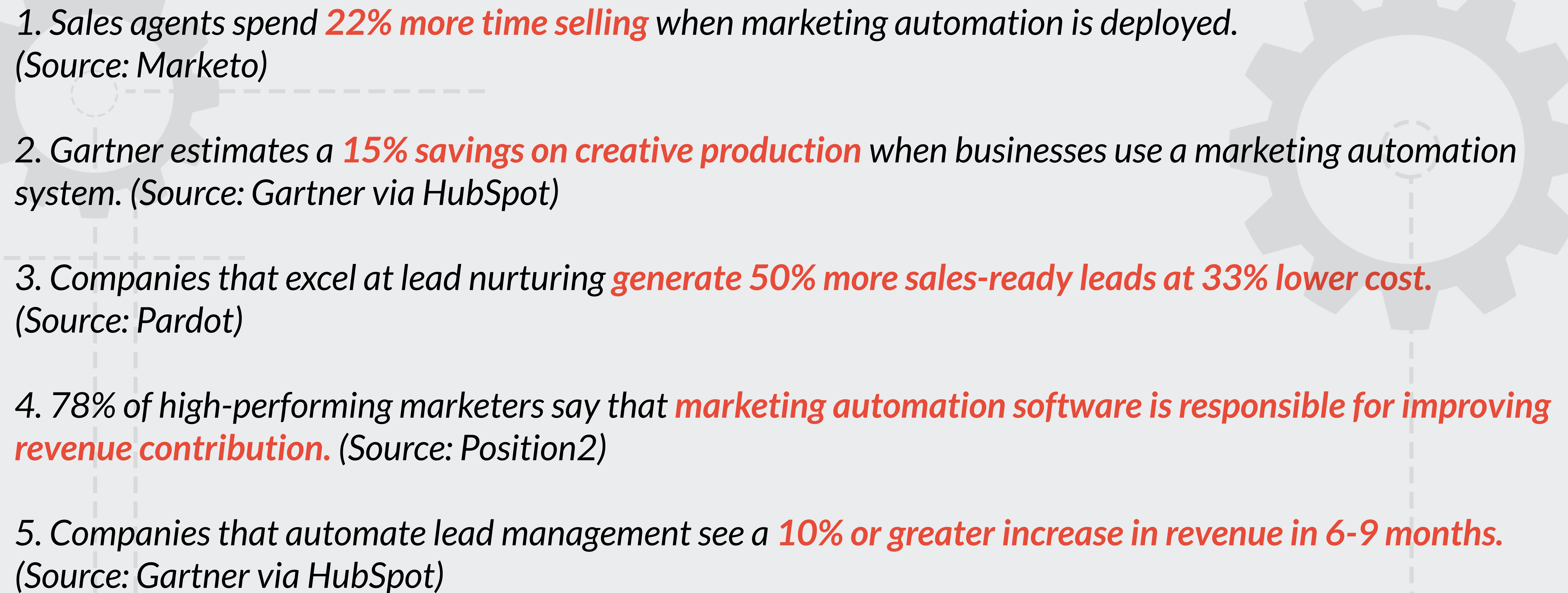
#2. Marketing automation is spammy: There is a myth floating around that marketing automation is just a means to shoot off spam email. False. In fact, marketing automation actually makes sending personal, targeted, and relevant messages much easier. With marketing automation, you can collect information about email recipients to better understand their wants and needs to tailor your offers to their interests. Does that sound like spam to you? Probably not.

#3. Marketing automation is a genie who provides me with unlimited customers whenever I want: Contrary to what some believe, marketing automation does not mean you snap your fingers and all of your marketing dreams occur instantly. Leads and customers do not simply appear because you have the right tools. Marketing automation aids the sales and marketing teams when the customer base gets too big for them to handle on their own ... but the strategy behind all of it is all human. Marketers set goals, implement the tactics, and monitor results to re-evaluate their initial strategies. Marketing automation tools simply help streamline and automate marketing processes, a key component to ensuring your tactics and processes are sound.



BUT IS IT REALLY WORTH IT?

Yes, here's why...

- 
1. Sales agents spend **22% more time selling** when marketing automation is deployed.
(Source: Marketo)
 2. Gartner estimates a **15% savings on creative production** when businesses use a marketing automation system. (Source: Gartner via HubSpot)
 3. Companies that excel at lead nurturing **generate 50% more sales-ready leads at 33% lower cost.**
(Source: Pardot)
 4. 78% of high-performing marketers say that **marketing automation software is responsible for improving revenue contribution.** (Source: Position2)
 5. Companies that automate lead management see a **10% or greater increase in revenue in 6-9 months.**
(Source: Gartner via HubSpot)

**WHO ARE THE KEY
PLAYERS?**

Companies to Consider

Now that you understand what marketing automation is, let's take a look at key players in the industry and the pros and cons of each. Although there is an enormous amount of competitors, these three are the major players in the industry and provide the most robust solutions. For the purpose of this e-book, we will be comparing: -----

The HubSpot logo features the word "HubSpot" in a dark blue, sans-serif font. The "o" in "Spot" is replaced by an orange icon consisting of three dots connected by lines, forming a network or molecule-like structure.

HubSpot



Marketo®

The Salesforce logo is a blue cloud shape with the word "salesforce" in white, lowercase, sans-serif font inside it.

salesforce

pardot

HubSpot

Now a public company, and touted as "The #1 Inbound Marketing Platform" and the father of inbound marketing.

HubSpot is known as the all-in-one inbound marketing software platform that helps companies attract visitors, convert leads, and close customers. Founders Brian Halligan and Dharmesh Shah invented the term "inbound marketing."

4 Notable Facts About HubSpot

1. Rated as a five-star marketing software by G2Crowd
2. Ranked #1 in customer satisfaction by VentureBeat
3. Target market: SMBs and enterprises
4. More than 11,000 customers

Marketo

“Marketing Software. Easy. Powerful. Complete.”

Marketo is a traditional and well-regarded publicly traded enterprise and mid-market marketing automation software with SEO tools. Its main product focuses are marketing automation and lead management.

4 Notable Facts About Marketo

1. Ranked #3 in marketing software on G2Crowd
2. Marketing automation platform with strong emphasis on email
3. Target market: SMBs and enterprise
4. More than 2,400 customers

Marketo®

“No-Hassle Marketing Automation”

Pardot is a B2B marketing automation software solution that has recently grown with its acquisition by Salesforce.

4 Notable Facts about Pardot

1. Part of the Salesforce Sales Cloud
2. Target market: previously focused on SMBs, but moving up market with Salesforce
3. About 2,000 customers
4. Marketing Automation Platform focusing on email marketing and lead management

salesforce

pardot

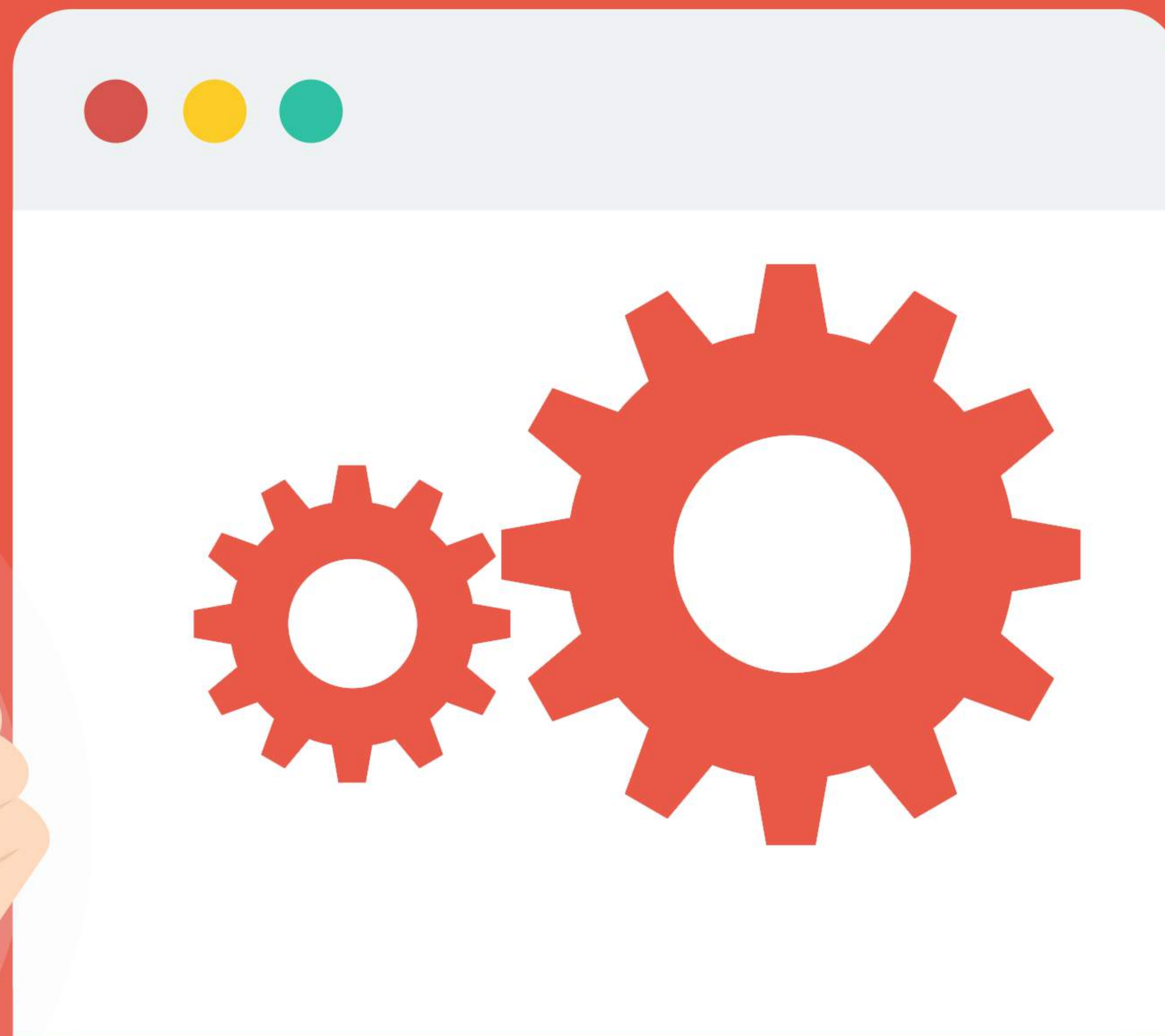
ANALYZING & COMPARING THE COMPETITION

The 13 Features Are ...

1. User Experience
2. Pricing
3. CMS Functionality
4. Social Media Tools
5. Blogging Tools
6. Keywords & SEO
7. Conversion Tools
8. A/B Testing
9. Email Marketing
10. Lead Nurturing
11. API Integrations
12. Competitor Insights
13. Marketing Analytics

ROUND 1: USER EXPERIENCE

In this round, we will consider how intuitive the software is to use and how quickly someone can learn it.



User Experience

	Hubspot	Marketo	Pardot
PROS	<ul style="list-style-type: none">• 98% customer satisfaction• All-in-one marketing platform• Easily report on different segments using the same data points• Navigation, clear and intuitive• Customer service is easy to reach online and on the phone for help• Training from right within the tool• Easy for one dedicated marketer to set up and use	<ul style="list-style-type: none">• 80+% customer satisfaction• Educational content is available through free resources• Integrates with various CRMs• Strong user community• Modules to aide with creation of Lead Nurturing and Lead Lifecycle campaigns	<ul style="list-style-type: none">• 80+% customer satisfaction• Easily integrates with Salesforce• Elegant user interface• Real-time visitor alerts for sales reps• Native integrations with data.com and GoodData• Wizard-driven interfaces
CONS	<ul style="list-style-type: none">• Few options for on-site training for large marketing departments• Frustrating to be on smaller packages because offerings are far less than larger packages	<ul style="list-style-type: none">• System is often bogged down and becomes slow and hard to navigate• Requires a team of marketers dedicated to the software• Best implemented by hiring a consultant• Multiple logins, bills, and little to no support help for customers• Not truly “all-in-one” software	<ul style="list-style-type: none">• Phone support only available to highest-tier customers• Must rely on consultants for best practices in product• Lacks advanced automation features



HubSpot

Because HubSpot is a true all-in-one marketing automation platform that offers loads of support for customers, in addition to being a simple yet robust tool, it wins this round. On to the next!

ROUND 2: PRICING

The cost of a software is extremely important to most companies. In this round, we'll decide who really is worth the monthly subscription cost, and who to avoid due to hidden fees!



Pricing

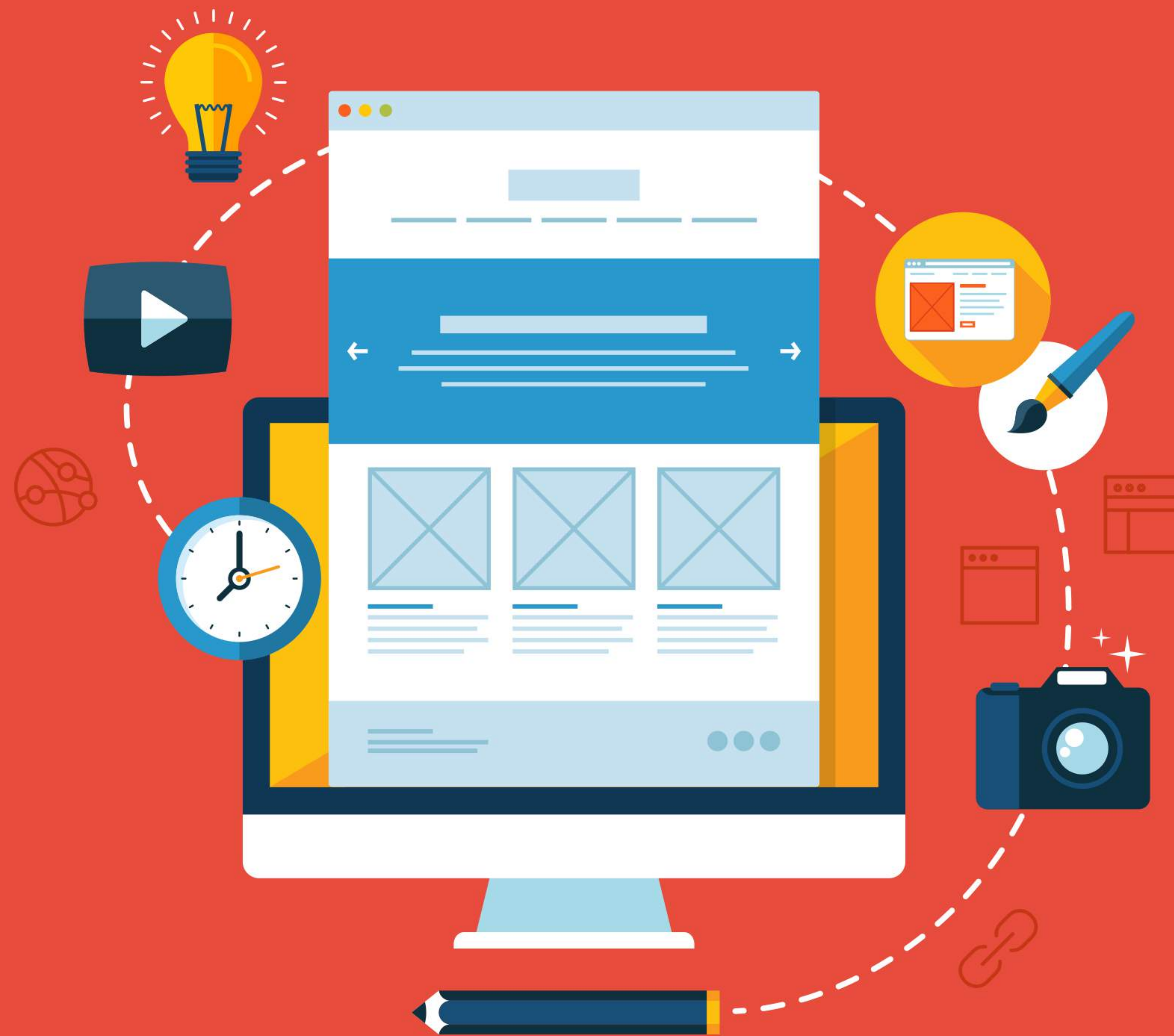
	Hubspot	Marketo	Pardot
PROS	<ul style="list-style-type: none">• Free demo available to test tools• Prices starting at \$200/month up to \$2,400/month, plus a mandatory \$500 training fee when you sign up• Lowest price compared with other competitors• Option to buy from a HubSpot Partner and save the cost of consulting	<ul style="list-style-type: none">• Offers trial period to ensure the cost is worth it for the customer• Quarterly and annual payments are available• Not most expensive, but not least expensive of top competitors	<ul style="list-style-type: none">• Ranked #1 in total cost of ownership in lead management automation by leading analysts• Favorable pricing for multiple URL deals• Known to discount heavily, thus making it many times more affordable than the others
CONS	<ul style="list-style-type: none">• Most often, a 12-month contract without backing out is required• Must negotiate a 6-month term for a higher monthly price• Additional cost for group and individual coaching	<ul style="list-style-type: none">• Higher price point starting at \$895/month up to \$3,195/month• Ends up being the most costly due to having to buy add-ons to achieve basic functionality• “Real Time Personalization” costs \$999 extra• Costly add-ons including advanced analytics (revenue cycle analytics) and social media• Must meet prerequisites to gain free trial	<ul style="list-style-type: none">• Starting price is the most expensive of all systems, starting at \$1,000/month up to \$3,000/month• No longer offers month-to-month pricing



Pardot offers the most flexibility of all payment options and has a good reputation when it comes to value. With any contract, make sure to sign for at least six months to see value.

ROUND 3: CMS FUNCTIONALITY

Having a Content Management System, or CMS, that is easy to access, make changes in, and publish without a developer is extremely important. In this round, we'll compare systems for robustness, features, and ease of use.



CMS Functionality

	Hubspot	Marketo	Pardot
PROS	<ul style="list-style-type: none">• New COS focuses on ensuring content delivered to the user is dynamic, personalized, and easily read by search engine crawlers• Automatic mobile responsive design capabilities without extra fees• Drag-and-drop template builder• No developer needed for changes• Integrates easily with WordPress and other CMS platforms• Smart Content + Smart CTA functionality	<ul style="list-style-type: none">• Drag-and-drop landing page designer• Style landing pages for desktop or screen size of 480 px• Real-time personalization functionality	<ul style="list-style-type: none">• Dynamic content functionality (the page has the ability to change based on the interests or past behavior of the viewer)• Custom HTML/CSS templates (to match site style) as well as drag-and-drop content modules in live preview
CONS	<ul style="list-style-type: none">• Not many developers know how to build on HubSpot due to the proprietary software. However, most HubSpot Partners will know how to do this. SmartBug Media, for example, is certified specifically for this function.	<ul style="list-style-type: none">• Responsive landing pages are not supported• Must rely on a third-party CMS solution• Requires hard-coded HTML and CSS for styling anything	<ul style="list-style-type: none">• Dynamic content requires copying and pasting code into raw HTML; not responsive• Little to no SEO assistance built into product• Any styling must be hard-coded in HTML and CSS; no drag-and-drop features



HubSpot

The all-in-one COS platform aids in SEO and targeting the right people at the right time with few obstacles standing in the way. HubSpot was also the first of its kind to offer Smart Content and Smart CTAs, years before the competitors. It integrates with not only website pages and landing pages, but also your email marketing segments so every person receives a message tailored to their needs.

ROUND 4: SOCIAL MEDIA TOOLS

Love it or hate it, social media has become one of the building blocks for successful marketing campaigns. Having seamlessly integrated social media tools is extremely important to productivity and the ROI of your marketing team.



Social Media Tools

	Hubspot	Marketo	Pardot
PROS	<ul style="list-style-type: none">• Social scheduling, publishing, and monitoring tools with customized feeds based on intelligence in HubSpot• Social analytics including ROI of social networks against other channels and specific campaigns• Social monitoring with lead intelligence tools to keep track and prioritize visitors, leads, and customers generated from social based on lead intelligence in HubSpot• “Engage Contacts” clicks into visitors profile and allows you to build automated lists from them• Manage your messages and interactions and feeds across multiple accounts in one place	<ul style="list-style-type: none">• Can post to Facebook pages, and Facebook Social login button offered• Social login option for forms• Social sharing widget available for landing pages	<ul style="list-style-type: none">• Publishing tool with scheduled publishing available• Provides analytics for individual messages (likes, comments, clicks, unique clicks)• Social Insight tool collects data from various public sources (i.e., Facebook, LinkedIn, and Twitter) and displays the information with a lead’s Pardot profile.
CONS	<ul style="list-style-type: none">• Currently, you cannot publish to Instagram or Google+	<ul style="list-style-type: none">• No functionality to publish posts to major social networks• No social monitoring functionality• Lacks focus on attracting prospects	<ul style="list-style-type: none">• Currently, you cannot publish to Instagram or Google+

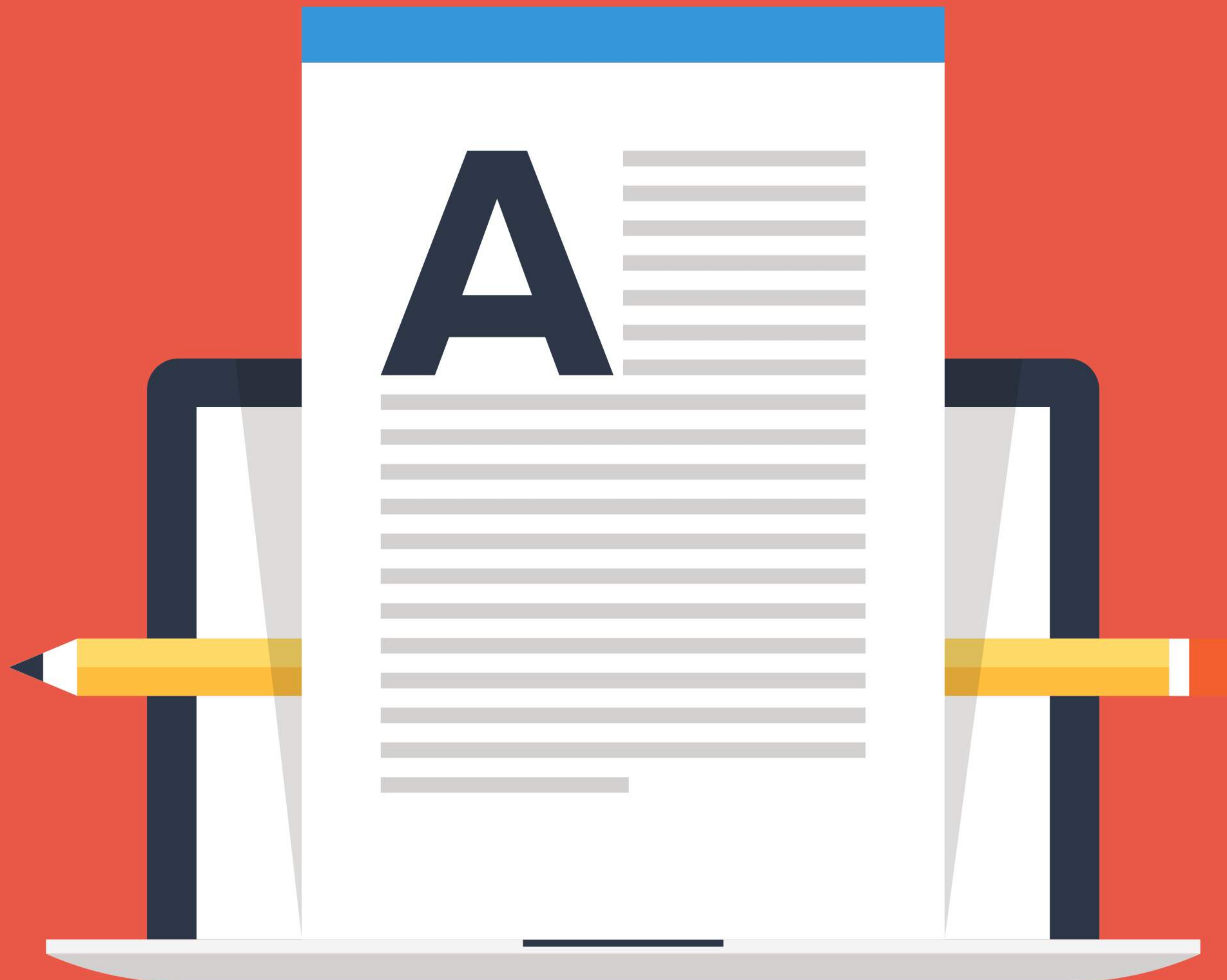


HubSpot

HubSpot is one of the major standouts for social media. By incorporating lead intelligence into the tool and allowing you to personalize content based on social media information, there is no doubt that HubSpot takes the cake on this one.

ROUND 5: BLOGGING TOOLS

By keeping an active blog, your company gains the ability to build thought leadership among your prospects, leads, and customers, and to become a resource within your niche. Consequently, you can convert more visitors into leads and more leads into customers, making this round extremely important.



Blogging Tools

	Hubspot	Marketo	Pardot
PROS	<ul style="list-style-type: none">• Built-in SEO without plugins or add-ons• Assists with visitor conversion with the use of CTAs directing to landing pages• Can use dynamic, smart content and CTAs in blog subscription emails to personalize notifications• Can have multiple blogs on one domain	<ul style="list-style-type: none">• Can integrate with WordPress using Hoosh integration	<ul style="list-style-type: none">• Integrates with WordPress
CONS	<ul style="list-style-type: none">• Some users believe if you're used to WordPress or another CMS, HubSpot's blog flexibility can seem limiting ... at first.	<ul style="list-style-type: none">• Does not offer a blogging platform natively• Hoosh integration can cost upwards of \$2,000, with a \$1,000 setup fee• Expectation that you manage and host your blog elsewhere	<ul style="list-style-type: none">• Does not offer a blogging platform natively• Expectation that you manage and host your blog elsewhere



HubSpot

HubSpot is one of the few marketing automation systems that provides blogging capabilities. By demonstrating an understanding of how important blogging can be in your marketing efforts and making it an integral part of the tool, HubSpot wins this round.

ROUND 6: KEYWORDS & SEO

Now more than ever, users are searching for solutions to their problems online via search engines. Getting found in search tools such as Google, Yahoo, and Bing can be challenging but extremely rewarding if done correctly.



Keywords & SEO

	Hubspot	Marketo	Pardot
PROS	<ul style="list-style-type: none">• Keywords tool ranks over time and can integrate with Competitors, Campaigns, and Blogs within HubSpot• Page Performance Tool offers suggestions that are simple to follow and implement to improve on-page SEO• Track keyword difficulty, CPC, search volume and analyze all keyword and SEO results• Suggestions for keywords to track (including identifying long-tail and competitive opportunities) and how keywords could rank better	<ul style="list-style-type: none">• Analyzes keyword ranking of your company and its competitors and offers keyword suggestions based off results• Recommends webpage optimization suggestions to help search engines index your site• Identifies inbound link opportunities based on targeted keywords• Ability to drive keywords that focus on revenue	<ul style="list-style-type: none">• Track keyword difficulty, CPC, and approximate search volume• Keyword Monitoring provides insight into how well certain keywords are performing• Competitor Monitoring allows marketers to see how their SEO ranks against their competitors• Can analyze results from custom reports
CONS	<ul style="list-style-type: none">• Google does not allow HubSpot to scrape data any longer; a third-party API must be used to get keyword analytics	<ul style="list-style-type: none">• Marketo just recently added this stand-alone feature to its management system, so there may be some bugs in the beginning	<ul style="list-style-type: none">• No Keyword Suggestions tool that offers assistance to you and your team• Keyword tool is often down or simply doesn't load the data the marketer needs



HubSpot

This tool is the most comprehensive and helpful of them all. Designed to support your strategy from the beginning, which is often an afterthought for competitors. It makes the process streamlined by connecting with so many other areas of the platform.

ROUND 7: CONVERSION TOOLS

In this section, we will review how easy it is to convert visitors into leads and leads into customers by comparing CTAs, forms, and landing page tools.



Calls to Action (CTAs)

	Hubspot	Marketo	Pardot
PROS	<ul style="list-style-type: none">• Smart CTAs that change based off the behavior and interests of the viewer• CTA creator within platform with the ability to be A/B tested (A/B testing not available with basic package)• CTA analytics reporting provided to ensure your CTAs are performing as they were intended to• CTAs are integrated into content tools throughout the platform• Can use Smart CTAs on non-HubSpot hosted pages (such as WordPress and other CMS websites)	<ul style="list-style-type: none">• Can connect with Uberflip CTA creation tool	<ul style="list-style-type: none">• Can connect with Uberflip CTA creation tool
CONS	<ul style="list-style-type: none">• Cannot see how the CTA performs on individual pages within the CTA tool.	<ul style="list-style-type: none">• Does not currently offer a CTA tool inherent in the software	<ul style="list-style-type: none">• Does not currently offer a CTA tool inherent in the software

Form Customization

		Hubspot	Marketo	Pardot
PROS		<ul style="list-style-type: none">• Easy to set up and customize with option to drag-and-drop fields into the forms• Progressive profiling, aka smart forms, that recognize returning visitors and ask different questions to enhance and build upon their profiles over time• Form field validation is a built-in error detection that keeps your database clean with real emails and phone numbers	<ul style="list-style-type: none">• Progressive profiling, aka smart forms, that recognize returning visitors and ask different questions to enhance and build upon their profiles over time• Drag-and-drop form capabilities for user ease• Can connect hidden form fields to URL, cookie, or referral parameters• The software has the ability to deduplicate leads from forms in order to prevent duplicate records• Form logic (If/Then statements) is easy to create and utilize• Includes submit button selector tool	<ul style="list-style-type: none">• Able to view analytics on individual forms, not just landing pages• Progressive profiling/smart field functionality and email validator to ensure email information is accurate• Form Logic, redirect, and handlers to ensure customization• Customizable fields with drag-and-drop feature• Has kiosk entry mode for easy lead capture (useful at trade shows)
	CONS	<ul style="list-style-type: none">• No form logic available	<ul style="list-style-type: none">• Requires CSS for custom styling• No native functionality for two form fields per row• No kiosk entry mode	<ul style="list-style-type: none">• No built-in functionality to change the look and feel• Limited hidden form field functionality

Landing Page Tools

	Hubspot	Marketo	Pardot
PROS	<ul style="list-style-type: none">• Easy to use, no code required, responsive, and customizable• Ability to trigger workflows from landing page tool• Responsive landing pages and landing page optimization• Able to view landing page data including conversion rates, page views, submissions; additionally, you can see individual source-level data• Automatic redirects when links change• Can create multiple, easy-to-create landing page templates with a drag-and-drop design tool	<ul style="list-style-type: none">• No HTML or IT support required• Access to professionally designed templates that aid in reusing content• Can trigger workflows from landing page tool• Users are able to register on landing pages using their social network credentials• Simple redirects that prevent your site from any broken links if landing pages are moved in the future	<ul style="list-style-type: none">• If you use out-of-the box templates, the drag-and-drop is easy to use• Multi-variation testing for landing pages
CONS	<ul style="list-style-type: none">• Unless your website is hosted on HubSpot, landing pages must exist on a subdomain, which some people do not like aesthetically	<ul style="list-style-type: none">• Only given one custom landing page	<ul style="list-style-type: none">• Landing pages are not customizable; HTML or CSS is needed• No live preview for editing content• Landing page analytics are slim

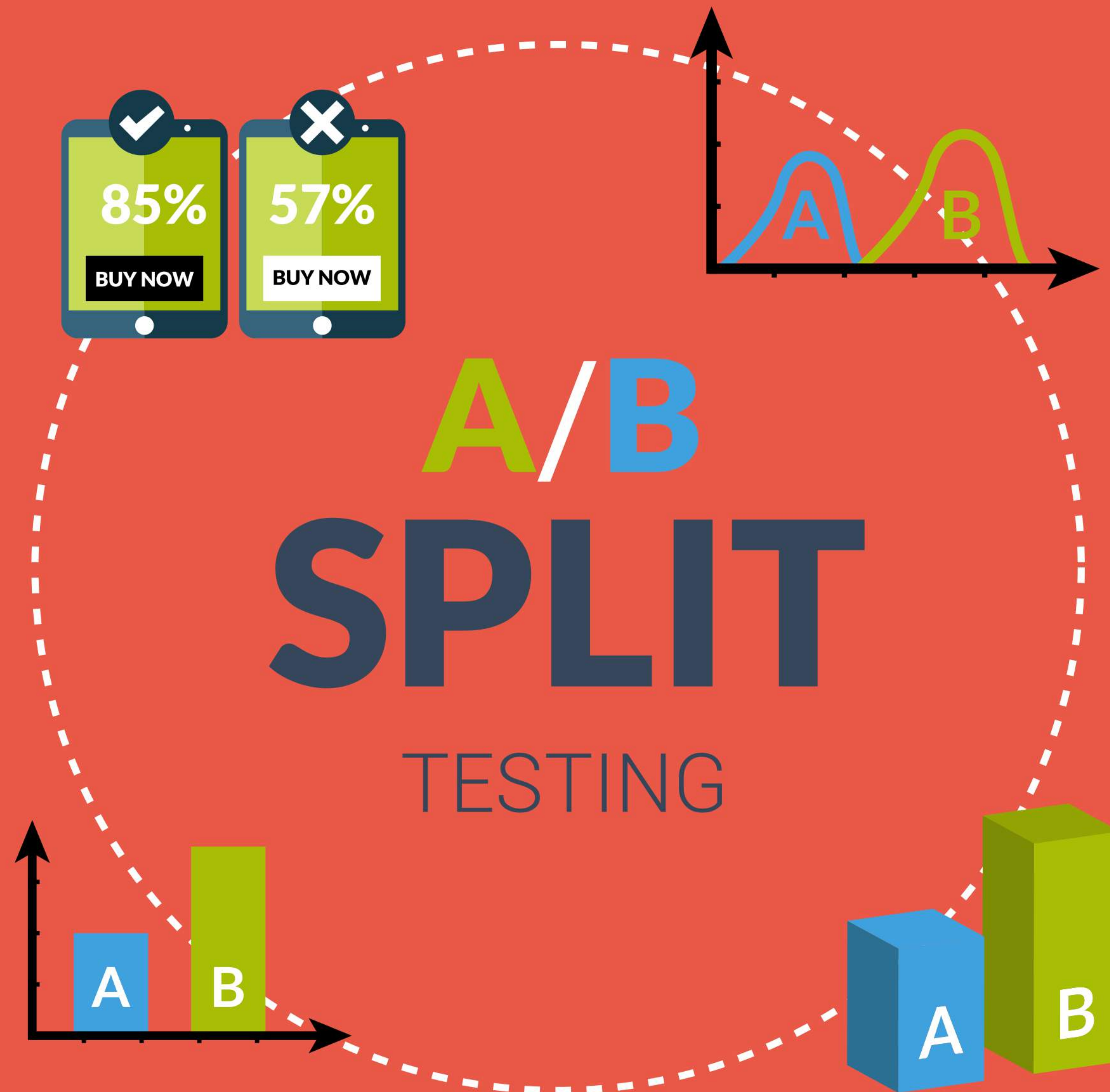


HubSpot

Although Pardot does some really cool things with its forms, and Marketo has some great landing page benefits, they lack a key component in lead conversion: CTAs. Because HubSpot encompasses all aspects of the conversion path in one tool, it wins this round.

ROUND 8: A/B TESTING

Have you ever wondered if a red button or a blue button would perform best on your website? Maybe you've second-guessed what combination of words generated the most clicks on a CTA. With A/B testing, you can collect and compile data on marketing assets that will help to inform future decisions



A/B Testing

PROS

Hubspot

- Easy to switch between two variations at a time
- Able to tell which varying elements produce the best results with ease
- Can A/B test landing pages, CTAs, and emails within the tool

Marketo

- User-friendly and intuitive for email marketing campaigns
- Able to do batch email A/B testing
- Champion/Challenger Testing allows marketers to continually send a test email to certain recipients who are a part of a triggered campaign
- A/B test landing pages

Pardot

- Multi-variation testing (can test 2+ variations at a time)
- Can choose which percentage of your audience can see each of the options

CONS

- Can only test two variations at a time
- A/B testing is only available with the enterprise plan (starting at \$2,400/month)
- Learning curve with using this product

- Difficult to tell how many emails will be sent as a part of the A/B test
- Reporting on all A/B tests within one time frame can be difficult

- A/B testing is only limited to certain Marketo features such as landing pages



Marketo®

Even though it is limited in its ability to test all sorts of features, Marketo knows how to conduct A/B testing, especially for your email campaigns, and is an extremely reliable source for this type of functionality.

ROUND 9: EMAIL MARKETING

Email marketing is an excellent tool to track engagement and filter out unqualified, or dead leads. Each of the players in this round have done a great job with their tools, so it will be tough competition out there!



Email Marketing

PROS

Hubspot

- Includes the “Email Optimizer,” which gives advice on how to send the best emails right within the tool
- Ability to easily segment on any criteria and automatically remove duplicate entries from your lists
- Offers all-in-one integrated email marketing tools and access to in-depth analytics
- Smart Content capabilities that tailor content based on recipients interests and behaviors
- Ability to test email sends and preview messages on several different platforms in one place

Marketo

- Sophisticated email marketing automation
- Receive one email template with membership
- Does not have a limit to the number of emails that can be sent
- Has a reputation for having the best email functionality for marketing automation platforms

Pardot

- 36 out-of-the-box templates as well as the ability to create your own branded templates with a simplified editor (no IT required)
- Dynamic content functionality and list segmentation
- Deliverability optimization with SPAM analysis, automated CAN-SPAM compliance and email testing
- Robust email analytics

CONS

- Limited number of emails can be sent depending on what package you purchase
- To build a custom email, HTML skills are necessary for anything not basic; must copy and paste code for image

- To build a custom email, HTML skills are necessary for anything not basic; must copy and paste code for image
- No native “Subscription Center” functionality
- No built-in CAN-SPAM compliance

- The previews for emails can be different than what is actually emailed



HubSpot

Marketo used to lead in pack in email marketing, but in the last few years HubSpot has drastically improved its technology with more sophisticated interfaces.

ROUND 10: LEAD NURTURING

Lead nurturing is typically an automated process that allows your incoming leads to be nurtured through email campaigns down the sales funnel, encouraging leads to become marketing qualified leads (MQLs). Not only is this important for getting in front of your leads before your competitors, but it also provides your sales team with more qualified leads overall.



Lead Nurturing

PROS

Hubspot

- Segmentation capabilities for contacts and lists
- Branching logic is available
- Workflows are list/goal-based and can score leads on any property/anything you can segment
- Can move to the next lifecycle stage based on anything you can segment
- In HubSpot, you can create a list off of criteria from all your marketing channels, and personalize content based on those lists
- Extends beyond email into social and dynamic content, so your lead is nurtured at every stage through every channel

Marketo

- Anonymous real-time personalization is a great feature and allows you to engage with anonymous first-time visitors to your website by identifying criteria such as digital behavior (although it is a pricey add-on)
- Access to multiple lists, workflows, and streams of content
- Native “Engagement Program” functionality that helps users easily create a drip campaign
- Built-in “Communication Limits” to prevent over-emailing

Pardot

- Simple drag-and-drop process associated with drip campaigns (branching logic) allows the ability to include a condition check partway through the campaign and send a prospect off in a different direction based on whether they opened an email or clicked on a link.
- Offers lead score (intent) and lead grade (interest/good fit) options

CONS

- Thoughts from critics that you can outgrow HubSpot
- Setup and timing is complicated
- Branching logic is not intuitive

- Large learning curve required to set up “Engagment Program” properly

- Can only use “Open” or “Clicked” email as branching logic
- If a lead doesn’t complete a certain action within a given time period, they will be sent down the “no” branch
- Unable to segment on anything aside from contact properties

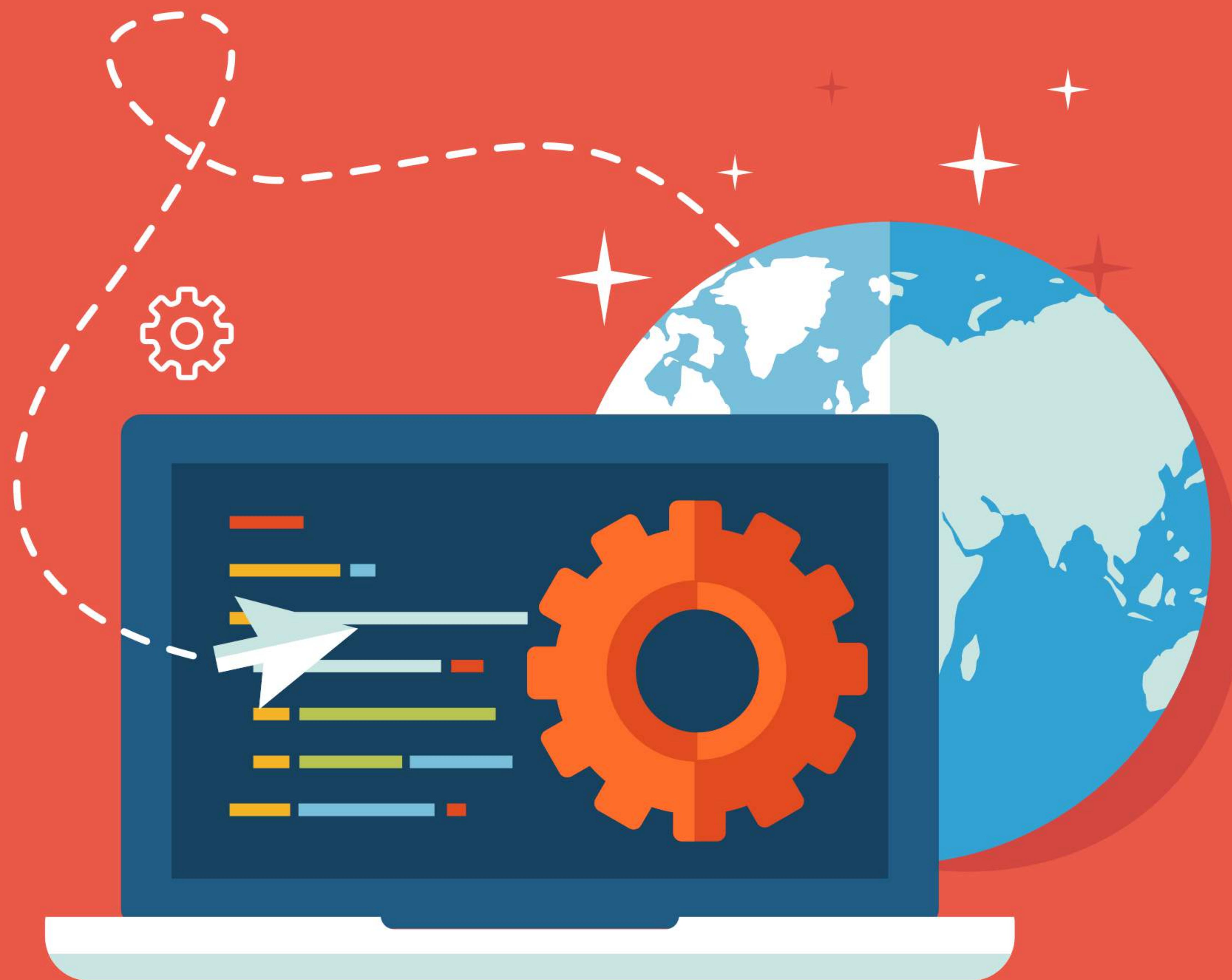


HubSpot

Although Marketo used to lead the pack with a robust lead nurturing tool, HubSpot has set itself apart by including nurturing at every stage of a lead's life. With native dynamic content, and the addition of branching logic, HubSpot exceeds the expectations of a lead nurturing tool, thus winning this round!

ROUND 11: API INTEGRATIONS

API integrations allow one program to easily speak to and interact with another program. This technology is what drives social tools, CRM systems, and other integrations within marketing automation software tools.



API Integrations

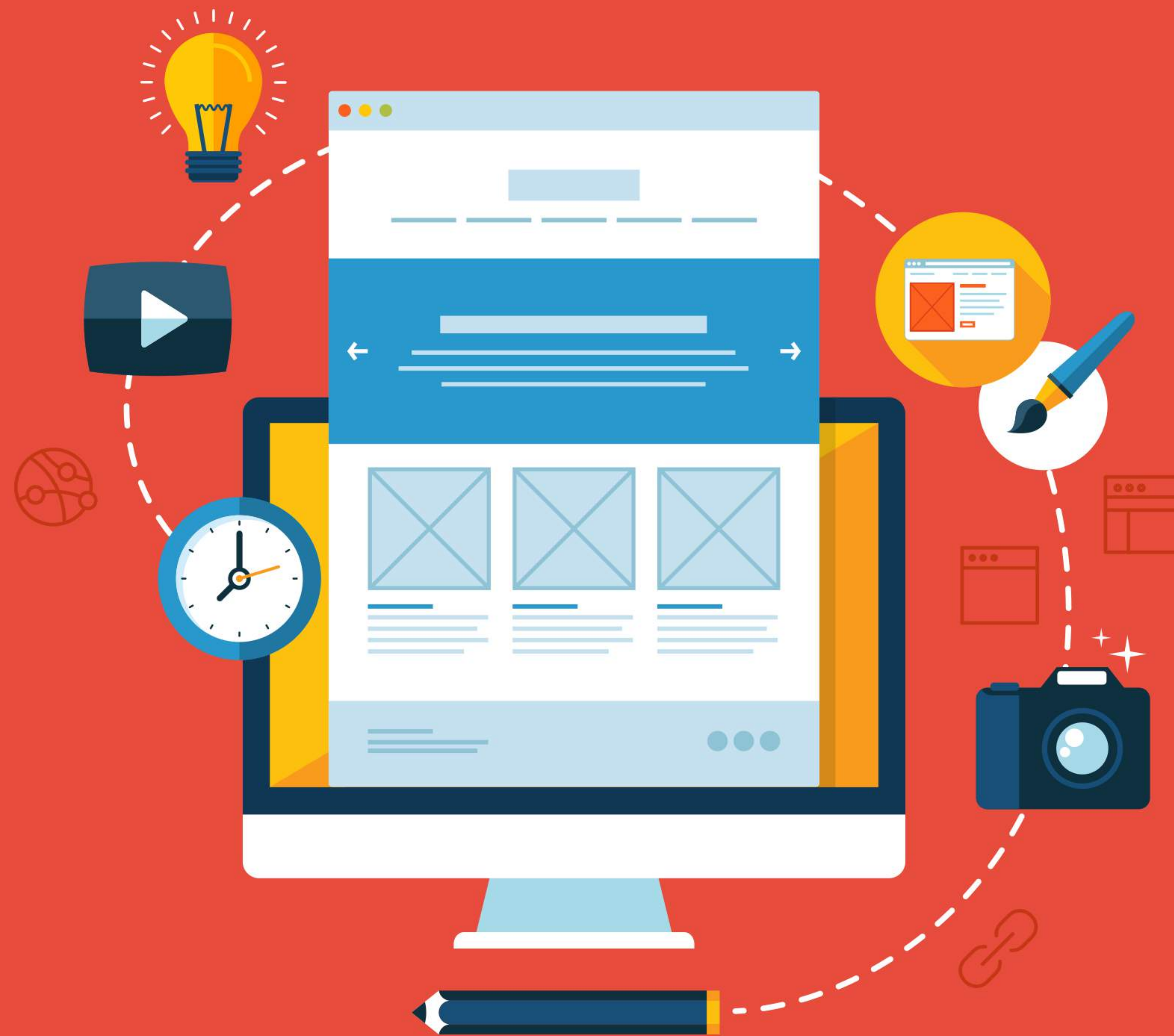
	Hubspot	Marketo	Pardot
PROS	<ul style="list-style-type: none">• Multiple plugin integrations to top CRM, e-commerce, and blogging tools, ensuring all external tools are still available in one consolidated tool• Bookmarklet tools and phone apps sync with social media publishing platform• Works with more than 150 related apps, including Google Analytics and Salesforce	<ul style="list-style-type: none">• CRM integrates with Salesforce and Microsoft Dynamics, which enables data from marketing and sales efforts• Offers a Sales Rep Insight Dashboard• Priority rating based on customized triggers• Webhooks allow marketers to integrate calls to external systems as a part of a campaign flow	<ul style="list-style-type: none">• Multiple native CRM integrations including Salesforce, Sugar, Netsuite, and Dynamics.• Revenue and opportunity sync with Salesforce• With Salesforce, Pardot is an all-in-one platform• Hard to compete with Pardot in this category
CONS	<ul style="list-style-type: none">• API access is off limits for basic package• HubSpot on its own is not a good CRM tool; API is necessary	<ul style="list-style-type: none">• Reportedly, Marketo and Salesforce do not have a good relationship	<ul style="list-style-type: none">• Pardot heavily depends on API access to function properly



With the Salesforce acquisition, it is hard to deny that Pardot is a clear winner for this category, holding the upper hand over the other two competitors.

ROUND 12: COMPETITOR INSIGHTS

Though most of your time will be spent focusing on your own company, it's a good idea to keep tabs on your competition as well. Having insight into their current happenings can help you establish a benchmark for your company, understand industry trends, and tweak efforts as needed based off what you observe.



Competitor Insights

	Hubspot	Marketo	Pardot
PROS	<ul style="list-style-type: none">• Head-to-head reporting (current and trends over time)• Compares many robust analytics including traffic rank, social media following, number of linking domains, indexed pages, mozRank, and holistic marketing grade• Can tell if competitor has (y/n) blog, RSS, and social accounts• Mobile optimized	<ul style="list-style-type: none">• None	<ul style="list-style-type: none">• Compares indexed pages, number of inbound links, traffic rank• Weekly competitors report gets emails• If a user goes to the Search Marketing screen without having any competitors added in their account, the system will automatically add the user's company as a competitor for comparison
CONS	<ul style="list-style-type: none">• Can only track up to 10 competitors	<ul style="list-style-type: none">• No tool is currently offered	<ul style="list-style-type: none">• Limited head-to-head reporting• Competitor overview has limited data



HubSpot

The competitors report in HubSpot has the most comprehensive analytics review around. It allows you to understand the ins and outs of your competitors' marketing efforts and tailor your efforts based on the results, thus ensuring another victory for HubSpot!

ROUND 13: MARKETING ANALYTICS

Analyzing and proving the value of a marketing automation software tool is important for any company. In this section, we will break down which tools make it easiest to prove ROI.



Marketing Analytics

PROS

Hubspot

- Analytics dashboard has an extremely user-friendly interface
- Attribution reporting is native, thus making it easy to know what content to focus on and promote next
- Custom reporting on events
- Contacts behavior reporting
HubSpot sends a monthly overview of performance, including a PowerPoint slide deck that you can customize
- Additional reporting tools for sales have been added
- Campaigns report now available
- Social campaign reporting segmented by leads, customers, and prospects
- Analytics are included for every tool natively

Marketo

- “Opportunity Influence Analyzer” report allows you to view the history of an opportunity’s touch points
- “Program Analyzer” report must be set up and identifies the best and worst performing programs
- “Revenue Cycle Analytics” report is robust, highly customizable, and offers multi-touch revenue reporting

Pardot

- Opportunity Sync that allows for some nice looking revenue reporting; this is great if your marketing machine is already running and you need to report on it
- GoodData native integration gives you the ability to build GoodData reports and dashboards at no additional cost
- Reporting for content, visual campaign performance, and monthly cohort report

CONS

- Custom reporting has improved but is only available to enterprise customers
- Sporadic time delays with reporting

- Few touch points beyond email and webinars (no social or CTA reporting)
- Reports can be extremely slow to run
- Revenue Cycle Analytics is costly
- Standard reporting is limited and does not offer a visual component

- No reporting and analytics for individual parts of its marketing platform
- High-level ROI analytics lacking, and reporting revolves around email campaigns
- Learning curve is required to utilize GoodData reports



HubSpot

Provides the most comprehensive look at all analytics surrounding your marketing efforts, and allows you to dive deep into the criteria to best optimize your campaigns for your company.

TIME TO TALLY THE RESULTS!

DRUM ROLL PLEASE ...

	Hubspot	Marketo	Pardot
USER EXPERIENCE	✓		
MARKETING ANALYTICS	✓		
CONVERSION TOOLS	✓		
EMAIL MARKETING	✓		
LEAD NURTURING	✓		
SEO TOOLS	✓		
BLOGGING	✓		
SOCIAL MEDIA	✓		
A/B TESTING		✓	
CMS FUNCTIONALITY	✓		
API INTEGRATIONS			✓
PRICE			✓



HubSpot



SmartBug Media is a nationally recognized and full-service inbound marketing agency that helps companies utilize inbound and content marketing to increase leads, customers and revenue. We are a HubSpot Platinum Partner and top-ranked agency, boasting the highest ROI documented from any HubSpot partner: 3,558% and 14,500% ROI on a six-month and three-year campaign, respectively. We invest heavily in marketing talent, agency processes, content, and creative to consistently exceed customer expectations and marketing results.

Want to learn more about why our clients and HubSpot love working with us?

[Read our testimonials](#)

Interested in seeing our clients' success and what you can accomplish with inbound marketing?

[Read our case studies](#)

Ready to get started? Request a free consultation and receive:

- Insights into how inbound marketing can improve your prospects, leads, and customers
- Actionable tactics you can implement today and start seeing results (the low hanging fruit!)
- A complete assessment of your current marketing efforts and website
- Advice about whether HubSpot is the right solution for you

[Request a Free Consultation](#)