The Buyer's Guide to Marketing Automation Software

2019 edition

TrustRadius

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1 Why Read This Guide?

Buying a Marketing Automation platform, like many other large technology purchases, can be a stress-inducing process. Some of the most difficult parts can be figuring out which products meet all your business needs, getting the information you need from vendors, making sure everyone is on the same page internally, and scheduling time for multiple product evaluations.

This guide seeks to provide Marketing Automation software buyers with a free resource to help them make better informed purchasing decisions and let them know what fellow marketers think of 7 popular Marketing Automation products. Our goal is to help you differentiate between these 7 popular Marketing Automation products, and find the one that will serve your business needs best. This guide is based on detailed information from 6,068 reviews and ratings published on TrustRadius, as well as 204 additional survey responses from end-users about the buying process. Each review and rating has been individually vetted by a TrustRadius researcher to ensure we're providing authentic feedback from real users of the software.

70% of marketers said that Marketing Automation Software is 'very essential' to their marketing goals.

In this guide readers can find:

> Feedback from marketing professionals about which features they're using the most and some of their current struggles.

> Marketing professionals' views on key Marketing Automation software limitations

> At-a-glance summaries of 7 Marketing Automation products highlighting reviewer demographics, common product pros and cons, and end-user feedback.

185,000 reviews from 100% verified users

About TrustRadius

TrustRadius is the most-trusted review site for business technology, bringing transparency to the $3.7 trillion B2B market. We help buyers make confident decisions with in-depth reviews and ratings from real software users. Every reviewer on TrustRadius is authenticated and every review vetted by our Research Team before publication. We also help vendors engage and convert buyers by putting their customer's voice to work, authentically and at scale.

Headquartered in Austin, TX, TrustRadius was founded by successful entrepreneurs and is backed by the Mayfield Fund and LiveOak Venture Partners.

To learn more, visit www.trustradius.com.

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How Buyers Feel About Their Marketing Automation Software

Marketers often have a love-hate relationship with their Marketing Automation software. While the struggle of building out detailed email campaigns only to have your campaign sequences break, or experience email deliverability issues can be maddening—automation software is still something that the majority of marketers can't live without.

3 out of 4 marketing professionals say their Marketing Automation platform delivers good value for the price.

In a recent survey, 70% of marketers said that Marketing Automation software was 'very essential' to their marketing goals, with anoter 28% agreeing that it was 'somewhat essential'. Overall, of the 204 marketing professionals surveyed, 3 out of 4 said that their current Marketing Automation platform delivers good value for the price.

Even though most marketers would probably cringe at the thought of attempting to execute a campaign strategy without the help of Marketing Automation software, their experiences using these platforms can be frustrating and time-consuming.

In order to better understand marketers' main points of frustration with their Marketing Automation software, we asked them about a few key marketing activities and their opinions about the limitations of their marketing platform. Knowing these potential limitations can help you zero in on the right platform to serve your needs.

Personalization

One not-so-new-anymore trend in the marketing world is personalization. This has become the new standard. Customers now expect a certain level of attention and relevant messaging when they're engaging with sellers. Therefore, personalized messages, content, and recommendations are an increasingly important element of marketing campaigns.

When asked if they can achieve the desired level of personalization with their marketing automation platform, only 42% of marketers felt their marketing solution could do everything they want it to. A larger portion, 51%, of marketers felt that it could do some of what they want—but not everything.

51% of marketers say they can achieve *some* level of personalization with their Marketing Automation platform.

Clearly there is a gap between the level of personalization that marketers are crave, and the degree of personalization their marketing automation platform can perform. One thing buyers should pay attention to while evaluating different Marketing Automation options is what types of personalization features the vendor offers.

65% of marketers think that AI technology has had a positive impact on engagement with marketing campaigns.

Artificial Intelligence (AI)

Another trend that has been heating up in the marketing industry is the use of artificial intelligence (AI) technology like machine learning and natural language generation (NLG) to deliver more personalized nurture campaigns and further automate marketing activities. Common use cases include using AI to make personalized content recommendations to leads based on their behavior, conducting predictive lead scoring, and creating buyer persona profiles based on customer and lead data.

Though the application of AI to Marketing Automation software often seems like a net positive development, we were curious to see what marketers themselves thought about this trend. When asked whether or not artificial intelligence/machine learning has had a positive or negative impact on engagement with marketing campaigns:

> 65% of marketers think there has been a positive impact,

> only 3% of respondents think the impact has been negative,

> and 32% of respondents are unsure of what the impact has been.

Only 38% of marketing teams will be using predictive lead scoring by 2020.

Predictive Lead Scoring

Predictive lead scoring is one way that marketing teams can leverage AI to help them get a more accurate picture of where leads are in the conversion funnel. Predictive lead scoring models analyze the profiles of leads that have successfully converted into customers, pulling all types of demographic, firmographic, and behavioral information from the user's CRM to help build the model. These predictive models can then help marketers determine when the best time is to reach out to leads with various marketing assets, or place them in a drip campaign.

Using this method of lead scoring may sound like a no brainer. However, not very many marketing teams have adopted this approach yet. When asked whether their organization will be using predictive lead scoring by 2020:

> only 38% of marketers surveyed said they would be using predictive lead scoring,

> 13% of respondents said they would not be using predictive lead scoring,

> and 49% of respondents, almost half, said they weren't sure.

Though predictive lead scoring helps marketers automate the lead scoring process and reduce manual errors, one drawback to this approach is the amount of clean data needed to build a strong predictive model. Lack of sufficient and/or high-quality data may be reasons why the adoption of predictive lead scoring methods has been slow. A few things to consider when looking for a new Marketing Automation platform are whether or not predictive lead scoring makes sense for your company (i.e. do you have enough data to build a robust predictive model?) and if the solutions you're evaluating have predictive lead scoring capabilities.

76% of marketers called out at least one limitation of their Marketing Automation software.

Marketing Automation Software Limitations

While Marketing Automation platforms are often critical for your business, no Marketing Automation software product is perfect. We asked our community of marketers to tell us what processes they wish their marketing software could handle, but currently can't. Here were the most common responses:

> A smoother integration with other software (especially CRMs)

> More personalization and ABM capabilities

> More robust reporting and analytics capabilities

> A more user-friendly email, landing page, & forms/survey builder

Here are some key Marketing Automation software limitations in marketers' own words:

I wish it were easier to integrate customer information across softwares. Because we have multiple departments with different needs, the software each department uses for marketing caries.

Our biggest problem is underutilization of the tool by our company.

Account Based Marketing. An easy and visual way to report on all interactions with all contacts within an account that has converted to a customer.

Better WYSIWYG editor for forms and landing pages.

Better, more streamlined and accurate reporting without too much customization.

I just wish it was easier! Getting it to integrate with Salesforce is a nightmare.

I wish it could integrate with more than just CRM systems like Salesforce. It would be great to integrate our internal database that houses more data and info about our contacts to drive better personalization in our marketing tactics.

I wish the interface was more user friendly and the reporting was easier to use.

The system currently has more features than we can use. It is full-featured, but not user friendly. It requires excessive training and experience within the system to be effective.

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Spotlight on 7 Leading Marketing Automation Products[1]

This guide aims to give you a snapshot of 7 of the most reviewed Marketing Automation products on TrustRadius. An exhaustive list of products can be found on the Marketing Automation category on our website.

1 out of 3 professionals evaluating Marketing Automation software on TrustRadius are looking at these 7 products.

The product profiles in this report showcase aggregate data from reviews collected on TrustRadius, including the most commonly listed pros and cons in the most recent 50 reviews, feedback from reviewers, and customer demographic information. We also present the results of a recent user satisfaction survey that asked reviewers questions like "Do you think the product is a good value for the price?", "Did implementation go as expected?", and "Would you buy the product again?". In order to be included in this guide, products must have met the following requirements:

> The product must be in our Marketing Automation software category.

> The product must have at least 30 reviews.

> The product must be 'customer verified'—indicating there have been at least 10 new or updated reviews within the past year.

The products we chose to feature in this guide were some of the most reviewed products, and are also all examples of fully-featured Marketing Automation platforms. The Marketing Automation market is a crowded space, with multiple products for buyers to choose from.

The products in this guide are grouped and ordered by market focus, starting with enterprise-focused products. This way, products that are grouped together are likely to be in similar consideration sets. Check out products that are focused on your company-size segment - their neighbors in the guide are also likely worth evaluating.
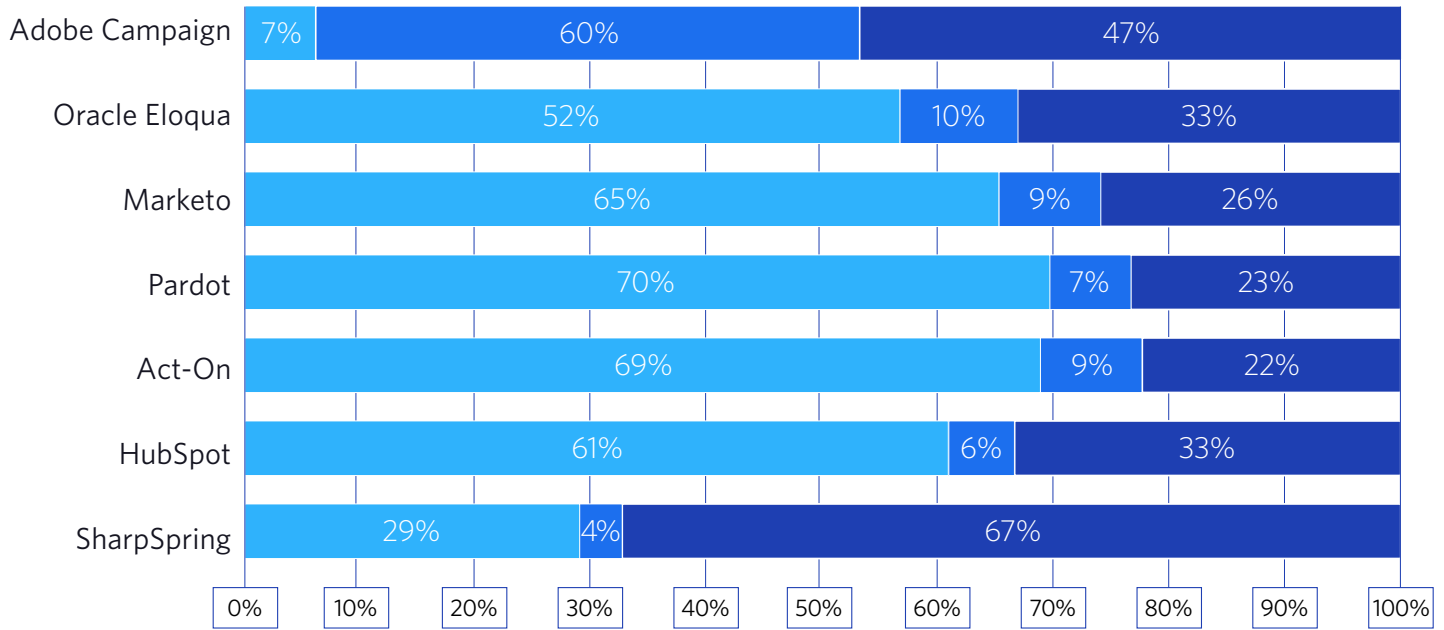
Product Comparison Tables

	Overall Satisfaction Rating	Product Metrics		Reviewer Company Size			Comparison Information
	trScore	# of Reviews	Share of Traffic	Small	Midsize	Entreprise	Most Compared To
Adobe Campaign	7.6	36	4.5%	11%	33%	56%	Salesforce Marketing Cloud Email Studio Salesforce Marketo
Oracle Eloqua	7.8	169	3.4%	5%	39%	54%	Oracle Responsys Salesforce Marketing Cloud Email Studio Salesforce
Marketo	8	746	7.5%	14%	60%	27%	Adobe Campaign HubSpot Salesforce Marketing Cloud Email Studio
Pardot	7.5	134	2.9%	32%	58%	10%	HubSpot Salesforce Marketing Cloud Email Studio Marketo
Act-On	7.5	213	1.6%	47%	44%	8%	HubSpot Marketo Pardot
HubSpot	8.3	593	10.3%	71%	26%	3%	Zendesk Pardot SharpSpring
SharpSpring	7.8	164	3.7%	87%	12%	1%	HubSpot Salesforce Microsoft Dynamics 365

	Overall Satisfaction Rating	Feature Rating					
	trScore	Email & Online Marketing	Lead Management	Campaign Management	Social Media Marketing	Reporting & Analytics	Platform & Infrastructure
Adobe Campaign	7.6	7.9	6.7	7.3	7.9	7.7	7.2
Oracle Eloqua	7.8	7.4	7.5	6.9	6.6	7.2	7.3
Marketo	8.0	7.7	8.1	7.3	6.5	6.9	7.4
Pardot	7.5	7.4	7.8	7.4	6.7	6.4	7.1
Act-On	7.5	7.7	7.7	7.5	6.5	6.7	7.7
HubSpot	8.3	8.7	8.6	8.3	8.9	8.3	8.6
SharpSpring	7.8	7.4	8.1	6.7	6.4	7.9	7.8

Reviewer Marketing Orientation

Legend: B2B | B2C | Both

Product	B2B	B2C	Both
Adobe Campaign	7%	60%	47%
Oracle Eloqua	52%	10%	33%
Marketo	65%	9%	26%
Pardot	70%	7%	23%
Act-On	69%	9%	22%
HubSpot	61%	6%	33%
SharpSpring	29%	4%	67%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Reviewer List Size

Product	Less than 10,000	10,000 to 25,000	25,000 to 100,000	100,000 to 250,000	250,000 to 1 MIL	1 to 5 MIL	N/A
Adobe Campaign	38%	25%	25%	13%			
Oracle Eloqua	4%	9%	13%	17%	18%	26%	6%
Marketo	7%	8%	22%	21%	27%	9%	3%
Pardot	17%	29%	27%	14%	11%	2%	
Act-On	29%	27%	26%	9%	7%	2%	1%
HubSpot	50%	19%	17%	6%	4%	1%	3%
SharpSpring	45%	27%	14%	8%	3%	2%	

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Legend: Less than 10,000 | 10,000 to 25,000 | 25,000 to 100,000 | 100,000 to 250,000 | 250,000 to 1 MIL | 1 to 5 MIL | N/A
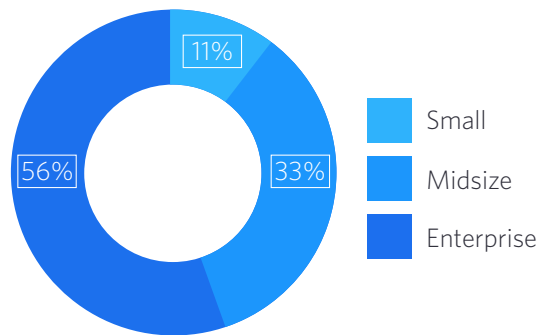
[1] Information contained in the product matrices, product comparison charts, and on the product pages is accurate as of June 3rd, 2019. Company size definitions are: Small Companies (1-50 employees); Midsize Companies (51-1,000 employees); Enterprises (1,001+ employees). Percentages of reviewer marketing orientation and list size are based off the total number of reviewers who have answer these questions.

Adobe Campaign

★★★★☆ **TR** Score 7.6 out of 10

Adobe Campaign is an enterprise-level marketing automation platform that enables marketing teams to optimize three key areas of activity: email management, cross-channel campaign management, and audience segmentation and targeting. Adobe's AI engine, Adobe Sensei, helps with email management by analyzing and predicting email tracking metrics such as open and click through rates and optimizing email delivery time. Adobe campaign also offers email reporting, A/B testing, multilingual message sending, and triggered emails.

Reviewer Company Size Distribution

- 11% Small
- 33% Midsize
- 56% Enterprise

Top 5 Reviewer Industries

- Marketing & Advertising | 4
- Religious Institutions | 3
- Financial Services | 3
- Nonprofit | 2
- Internet | 2

Great Fit For: Marketing teams managing cross-channel marketing campaigns that want to dive into the data and conduct advanced audience segmentation and targeting.

PROS

⊕ **Campaign builder/workflow engine**
(mentioned in 14 reviews)

[Adobe Campaign] has marketing automation functionality and strong analytics features that integrate seamlessly with our CRM platform... [Adobe Campaign] makes it easy for us to lay out logical workflows and automation with a visual orchestration.

Verified User | Executive in Corporate Automotive Company

⊕ **Cross-channel marketing enablement**
(mentioned in 6 reviews)

Adobe Campaign is being used by our digital marketing department in our organization to build target audiences and orchestrate different channels across our entire product catalog and all our clients.

Marc P. | Web Technical Director Information Technology and Services Company

CONS

⊖ **Steep learning curve**
(mentioned in 11 reviews)

There is SO much packed into the software that it can be daunting to learn. Would love a tiny bit of simplification.

Verified User | Vice-President in Marketing Financial Services Company

⊖ **Complex application to use**
(mentioned in 6 reviews)

Usability: it is not an easy tool to use. It is very complicated and not user friendly at all. The learning curve is steep... I wish we would have known from the get-go that having Adobe Campaign Classic required a developer.

Verified User | Director in Marketing Insurance Company

64% agree that Adobe Campaign delivers good value for the price. (29% are not sure.)

79% are happy with Adobe Campaign's feature set.

36% agree that Adobe Campaign lives up to sales and marketing promises. (36% are not sure.)

64% thought that implementation went as expected. (7% are not sure.)

71% say they would purchase Adobe Campaign again.
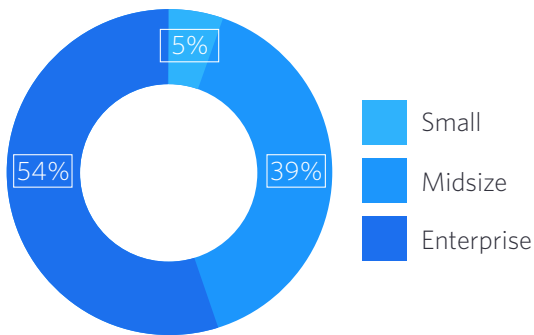
Based on a survey of 14 Adobe Campaign users.

Interested in learning more about Adobe Campaign? Read reviews on TrustRadius.
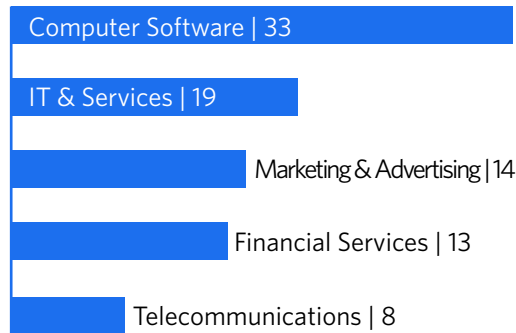
Oracle Eloqua

Score 7.8 out of 10

Oracle Eloqua is an enterprise-level marketing automation platform focused on serving the needs of B2B businesses. Eloqua enables marketers and sales representatives to optimize four key areas of activity through automation: audience segmentation and targeting, campaign management, lead management, and marketing analytics. It includes targeting capabilities such as the ability to build personalized campaigns, track visitor web activity across channels, and segment audiences based on visitor attributes and behavior.

Reviewer Company Size Distribution

5%
39%
54%

- Small
- Midsize
- Enterprise

Top 5 Reviewer Industries

Computer Software | 33
IT & Services | 19
Marketing & Advertising | 14
Financial Services | 13
Telecommunications | 8

Great Fit For: Enterprise companies that need a powerful marketing automation platform that allows them to deeply customize the tool and manage multi-channel campaigns, and will invest time in using the learning resources available for Eloqua.

PROS

⊕ **Visual campaign canvas & automation capabilities** (mentioned in 16 reviews)

The improved program canvas and the ability to communicate between CDO records and contact records is great...[The] WYSIWYG editor makes things easy for folks new to marketing as well as HTML.

Barry J. | Email Marketing Associate
Marketing and Advertising Company

⊕ **"Insights" reporting and analytics tool** (mentioned in 14 reviews)

Reporting and Insights: Eloqua reporting and analytics engine is pretty strong and powerful, which crunches data and provide all types of custom reports quickly and with relative ease.

Verified User | Director in Marketing
Computer Networking Company

CONS

⊖ **Non-intuitive UI** (mentioned in 14 reviews)

Eloqua is the 3rd marketing automation platform I have worked in, and by far the most complicated... [It doesn't have an easy] to navigate user interface.

Verified User | Manager in Marketing
Financial Services Company

⊖ **Limited reporting interface** (mentioned in 13 reviews)

Better reporting/analytics with visualization and easier to create dashboards, charts, etc... Include basic metric reports in the Eloqua campaign instead of having to go into Insight.

Verified User | Team Lead in Marketing
Financial Services Company

55% agree that Oracle Eloqua delivers good value for the price. (32% are not sure.)

77% are happy with Oracle Eloqua's feature set.

59% agree that Oracle Eloqua lives up to sales and marketing promises. (27% are not sure.)

55% thought that implementation went as expected. (36% are not sure.)

73% say they would purchase Oracle Eloqua again.
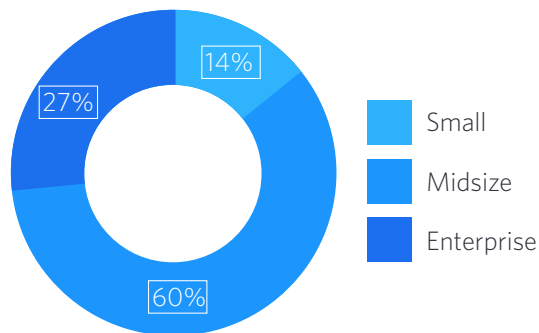
Based on a survey of 22 Oracle Eloqua users.

Interested in learning more about Oracle Eloqua? Read reviews on TrustRadius.

Marketo
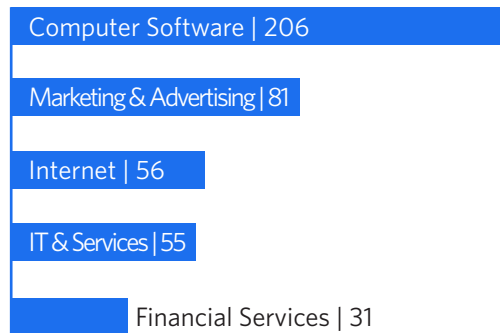
★★★★☆ ⟐ Score 8.0 out of 10

Marketo, now an Adobe Company, is a marketing automation platform focused on serving the needs of midsize and enterprise businesses. Marketo enables businesses to streamline and optimize four key areas of marketing and sales activity: lead generation, lead nurturing, lead scoring, and marketing campaign analytics. Marketo can create automated batch and trigger email campaigns, with built-in A/B testing and campaign personalization capabilities, and offer personalized, AI-fueled content recommendations to help further nurture leads.

Reviewer Company Size Distribution

14%
27%
60%

Small
Midsize
Enterprise

Top 5 Reviewer Industries

Computer Software | 206

Marketing & Advertising | 81

Internet | 56

IT & Services | 55

Financial Services | 31

Great Fit For: Midsize B2B businesses or enterprises that frequently create landing pages, run complex marketing campaigns, and conduct lead scoring and list segmentation.

PROS

⊕ **Lead scoring**
(mentioned in 15 reviews)

Marketo's lead scoring feature is great! It allows you to build your very own lead scoring program to help the sales team determine the strength of each opportunity that the marketing team generates.

Verified User | Contributor in Marketing
Consumer Services Company

⊕ **Lead/audience segmentation**
(mentioned in 12 reviews)

It's great to continuously have contact with your prospects through the lead process. You can personalize the emails in such detail that the prospect won't know it's 'automated'... Segmentation [is] very easy to customize everything based on any data point you currently track.

Stephanie C.| Sales Manager
Financial Services Company

CONS

⊖ **Limited reporting capabilities**
(mentioned in 23 reviews)

Marketo Analytics out of the box is severely lacking. An email performance report, for example, will break down the stats (e.g. number of opens) but you can't drill down to see a list of the people who opened the email within Analytics.

Verified User | Manager in Marketing
Marketing and Advertising

⊖ **Non-user friendly interface**
(mentioned in 16 reviews)

Marketo is not the most intuitive system in the world. With the benefit of flexibility comes added complexity. It really takes at least one person within your organization dedicated solely to administering the system.

Andrew J. | CMO (Chief Marketing Officer)
Information Technology and Services Company

75% agree that Marketo delivers good value for the price. (19% are not sure.)

86% are happy with Marketo's feature set.

76% agree that Marketo lives up to sales and marketing promises. (17% are not sure.)

68% thought that implementation went as expected. (14% are not sure.)

88% say they would purchase Marketo again.
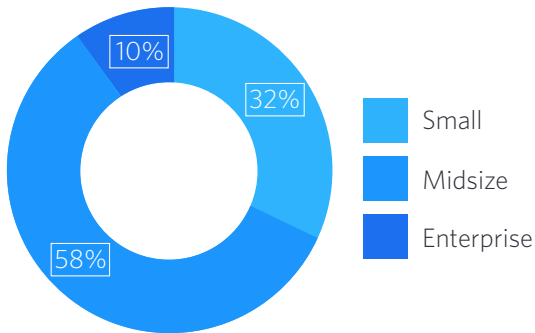
Based on a survey of 59 Marketo users.

Interested in learning more about Marketo? Read reviews on TrustRadius.

Pardot

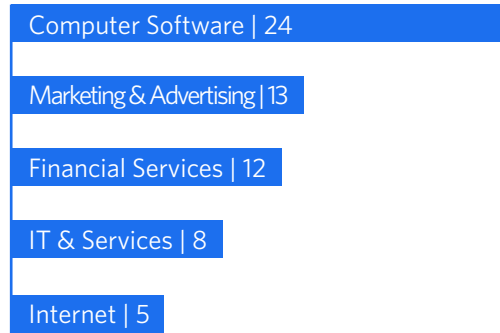★★★★☆ TR **Score** 7.5 out of 10

From Salesforce, Pardot is a comprehensive marketing automation platform for B2B businesses with vertical-specific offerings for the healthcare, life sciences, and financial services industries. Pardot includes a number of core marketing automation features that enable marketing and sales teams to streamline lead generation and management, email marketing, campaign analytics, and marketing analytics processes. The Pardot platform also incorporates a handful of advanced marketing automation features such as Einstein (Salesforce's AI engine) powered lead scoring, visitor behavior scoring, and campaign insights.

Reviewer Company Size Distribution

- 10%
- 32%
- 58%

- Small
- Midsize
- Enterprise

Top 5 Reviewer Industries

Computer Software | 24

Marketing & Advertising | 13

Financial Services | 12

IT & Services | 8

Internet | 5

Great Fit For: Small and midsize businesses that are using Salesforce as their CRM and want to use this native integration to strengthen the alignment between their marketing and sales teams.

PROS

⊕ **Salesforce integration/sync**
(mentioned in 24 reviews)

> *Salesforce compatibility - Being a Salesforce product, you aren't bound by an API call limit, the sync is really quick, and excluding data integrity exceptions, there's almost never a hiccup with ensuring that your data is properly synced over.*

Garrett G. | Marketing Manager, Technology
Computer Software

⊕ **User-friendly interface**
(mentioned in 14 reviews)

> *It's a very easy to use marketing automation tool that users of all skill levels should be able to pick up... Most users, even with little marketing automation experience, will be able to set up an email or landing page.*

Verified User | Manager in Marketing
Computer Software Company

CONS

⊖ **Reporting limitations**
(mentioned in 20 reviews)

> *Reporting - I have yet to see an automation tool with strong reporting, but Pardot's is really lacking here. The reports are not very customizable... and their landing page/form reports are EXTREMELY unreliable.*

Verified User | Manager in Marketing
Hospital & Health Care Company

⊖ **Email builder**
(mentioned in 10 reviews)

> *Email builder - At an agency where we've used plenty of email tools, Pardot is the farthest behind. While their testing functions are robust, the builder itself is behind the times.*

Bailey W. | Digital Marketing Analyst, Account
Manager | Marketing and Advertising Company

70% agree that Pardot delivers good value for the price. (4% are not sure.)

74% are happy with Pardot's feature set.

61% agree that Pardot lives up to sales and marketing promises. (17% are not sure.)

74% thought that implementation went as expected. (13% are not sure.)

74% say they would purchase Pardot again.
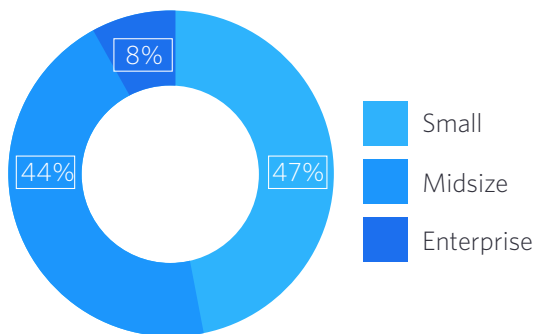
Based on a survey of 23 Pardot users.

Interested in learning more Pardot? Read reviews on TrustRadius.

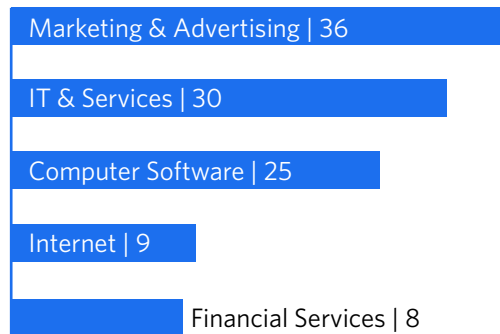# Act-On Software

★★★★☆ ⏀ **Score** 7.5 out of 10

Act-On is an inbound and outbound marketing automation platform widely used by small and midsize businesses in a number of different verticals. The vendor offers solutions specifically for the banking, insurance, technology, wealth management, and manufacturing industries as well as one designed for agencies. Act-On includes inbound-specific features such as a landing page builder, access to real-time user site activity, ability to create and manage social media campaigns, AI-driven content recommendations; and outbound marketing features like automated nurture campaigns, lead scoring, and list management.

Reviewer Company Size Distribution

8%
44%
47%

- Small
- Midsize
- Enterprise

Top 5 Reviewer Industries

Marketing & Advertising | 36
IT & Services | 30
Computer Software | 25
Internet | 9
Financial Services | 8

Great Fit For: Marketing teams at small or midsize companies that want excellent customer support and that are focused on building a more comprehensive picture of their ideal customers through lead generation and tracking.

PROS

⊕ **Customer support**
(mentioned in 24 reviews)

Act-On's customer service is exceptional, they are quick and thorough when you are needing help. This is a strength of Act-On because many other companies do not have customer services that will speak with you, they direct you to blogs or informational sessions.

Danielle A. | Development Manager, Corporate Partnerships | Nonprofit Organization

⊕ **Intuitive UI**
(mentioned in 15 reviews)

Act-On does not over-complicate its offering. It is visually appealing and intuitive. Some platforms are just too complicated to keep on top of.

Sue M. | VP, Global Marketing
Market Research Company

CONS

⊖ **Landing page and forms builder**
(mentioned in 10 reviews)

Landing Page Design. The drag and drop builder is OK. But it feels very limited for someone who has a good knowledge of HTML, CSS, Javascript, etc.

Dave M. | Digital Marketing Manager
Marketing and Advertising Company

⊖ **Reporting limitations**
(mentioned in 8 reviews)

Because of the way Act-On seems to be designed for a centralized structure rather than decentralized marketing teams, the reporting through their data studio creates a big gap.

Verified User | Analyst in Sales
Real Estate Company

90% agree that Act-On delivers good value for the price. (10% are not sure.)

60% are happy with Act-On's feature set.

80% agree that Act-On lives up to sales and marketing promises. (10% are not sure.)

60% thought that implementation went as expected. (10% are not sure.)

60% say they would purchase Act-On again.

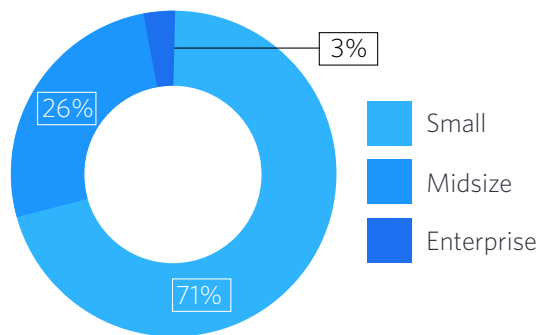*Based on a survey of 10 Act-On users.*

Interested in learning more about Act-on? Read reviews on TrustRadius.

HubSpot
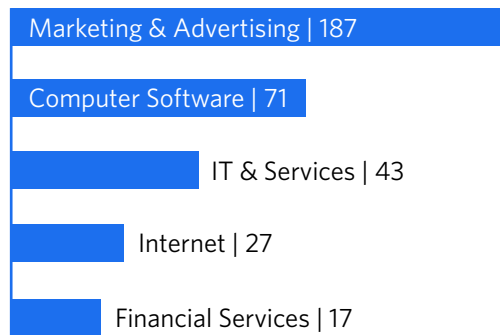
★★★★☆ **Score** 8.3 out of 10

HubSpot offers marketing, sales, and customer service software with pricing options friendly to small businesses and enterprises alike. HubSpot's Marketing Hub specializes in inbound marketing and enables marketing teams to run automated campaigns, view individual contact data and leverage it for campaign personalization, and report on audience engagement with campaigns. The Marketing Hub includes standard marketing automation features such as email marketing, campaign lists, a landing page builder, and marketing automation workflows.

Reviewer Company Size Distribution

3%
26%
71%

- Small
- Midsize
- Enterprise

Top 5 Reviewer Industries

Marketing & Advertising | 187
Computer Software | 71
IT & Services | 43
Internet | 27
Financial Services | 17

> **Great Fit For:** Marketing teams at SMB companies that are focused on producing content, and put a high priority on having an easy to use and comprehensive marketing automation tool execute their inbound strategy.

PROS

⊕ **Reporting and analytics capabilities**
(mentioned in 18 reviews)

Clear-analytics—their dashboards are amazing. You can clearly track lead generation sources, and actions your subscribers took after they converted.

Maja J. | Digital Marketing Director | Marketing and Advertising Company

⊕ **Workflow/automation capabilities**
(mentioned in 16 reviews)

The workflow tool allows HubSpot's users to make powerful automation sequences that would otherwise take people forever to complete or manage manually.

Christine A. | Creative Lead, Marketing Team Marketing and Advertising Company

CONS

⊖ **Extra cost for reporting functionality**
(mentioned in 12 reviews)

Reporting - Reporting in Hubspot is good but their beautiful dashboard tool is a paid add-on. This frustrates me because it is the most important/useful function for justifying the expense of Hubspot to execs.

Lee D. | Digital Marketing Manager Computer Software Company

⊖ **Landing page builder limitations**
(mentioned in 8 reviews)

Making changes to a web page can sometimes be tricky. For example, you might think changing the wording of a menu item would be simple. However you find the wording of the menu item isn't tied to a particular page at all, but a template.

Jessica M. | Digital Media Specialist Marketing and Advertising Company

90% agree that HubSpot delivers good value for the price. (3% are not sure.)

92% are happy with HubSpot's feature set.

92% agree that HubSpot lives up to sales and marketing promises. (8% are not sure.)

90% thought that implementation went as expected. (8% are not sure.)

92% say they would purchase HubSpot again.

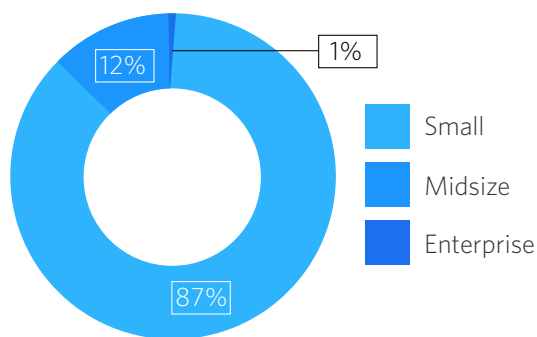*Based on a survey of 39 HubSpot users.*

Interested in learning more about HubSpot? Read reviews on TrustRadius.
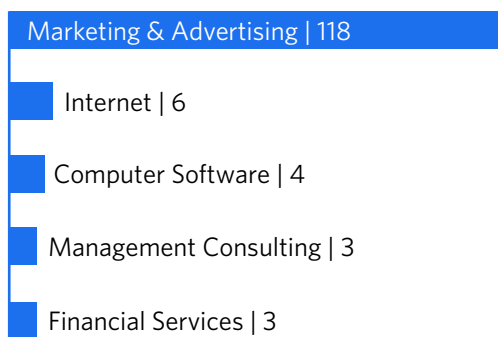
SharpSpring

Score 7.8 out of 10

SharpSpring is a bit of a unique marketing automation solution in that it is it primarily designed to be licensed to marketing agencies. These agencies typically either sell the SharpSpring platform to their own clients as part of their services package, or use it themselves on behalf of their clients. The vendor has placed an emphasis on providing agencies with an 'all-in-one' marketing platform, covering all marketing channels and featuring an open API infrastructure to enable users to create their own custom integrations.

Reviewer Company Size Distribution

- 1%
- 12%
- 87%

Legend:
- Small
- Midsize
- Enterprise

Top 5 Reviewer Industries

- Marketing & Advertising | 118
- Internet | 6
- Computer Software | 4
- Management Consulting | 3
- Financial Services | 3

Great Fit For: Marketing agencies that want the flexibility to create custom integrations via SharpSpring's APIs, and need a centralized way to manage all their client accounts from one dashboard.

PROS

⊕ **Customer support**
(mentioned in 22 reviews)

Customer Service is second-to-none. Incredibly quick response/resolution times to help requests (often 15-30 minutes). Very thorough and helpful specialists in every area of the platform are there to help anytime you need.

Sarah H. | Owner | Marketing and Advertising Company

⊕ **Automation workflow builder**
(mentioned in 20 reviews)

Automation is great in SharpSpring. The workflow builder is intuitive and a great way to visualize your automations. It shows all the available triggers, and then you can select from a vast array of automated tasks.

Bailey W. | Digital Marketing Analyst, Account Manager | Marketing and Advertising Company

CONS

⊖ **Email and landing page editors**
(mentioned in 18 reviews)

Generally the tools for page and email creation are not particularly user friendly when it comes down to it. Something as simple as adding a text box in a specific place on an email or page can be a frustrating experience.

Elena Z. | Vice President Retail Company

⊖ **Social media integrations and tools**
(mentioned in 8 reviews)

Their social media management platform is aggravating if you have more than about three profiles connected... I've frequently had posts and profiles disappear without explanation. The usual response seems to be, 'Well, it's working NOW.

Verified User | Employee in Marketing Marketing and Advertising Company

92% agree that SharpSpring delivers good value for the price. (8% are not sure.)

100% are happy with SharpSpring's feature set.

85% agree that SharpSpring lives up to sales and marketing promises. (15% are not sure.)

85% thought that implementation went as expected. (8% are not sure.)

100% say they would purchase SharpSpring again.

Based on a survey of 13 SharpSpring users.

Interested in learning more about SharpSpring? Read reviews on TrustRadius.

We hope that you find this guide helpful for your software buying journey! If you have any questions about this Buyer's Guide or its contents, please contact us anytime.

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