Grid® Report for Marketing Automation | Summer 2023
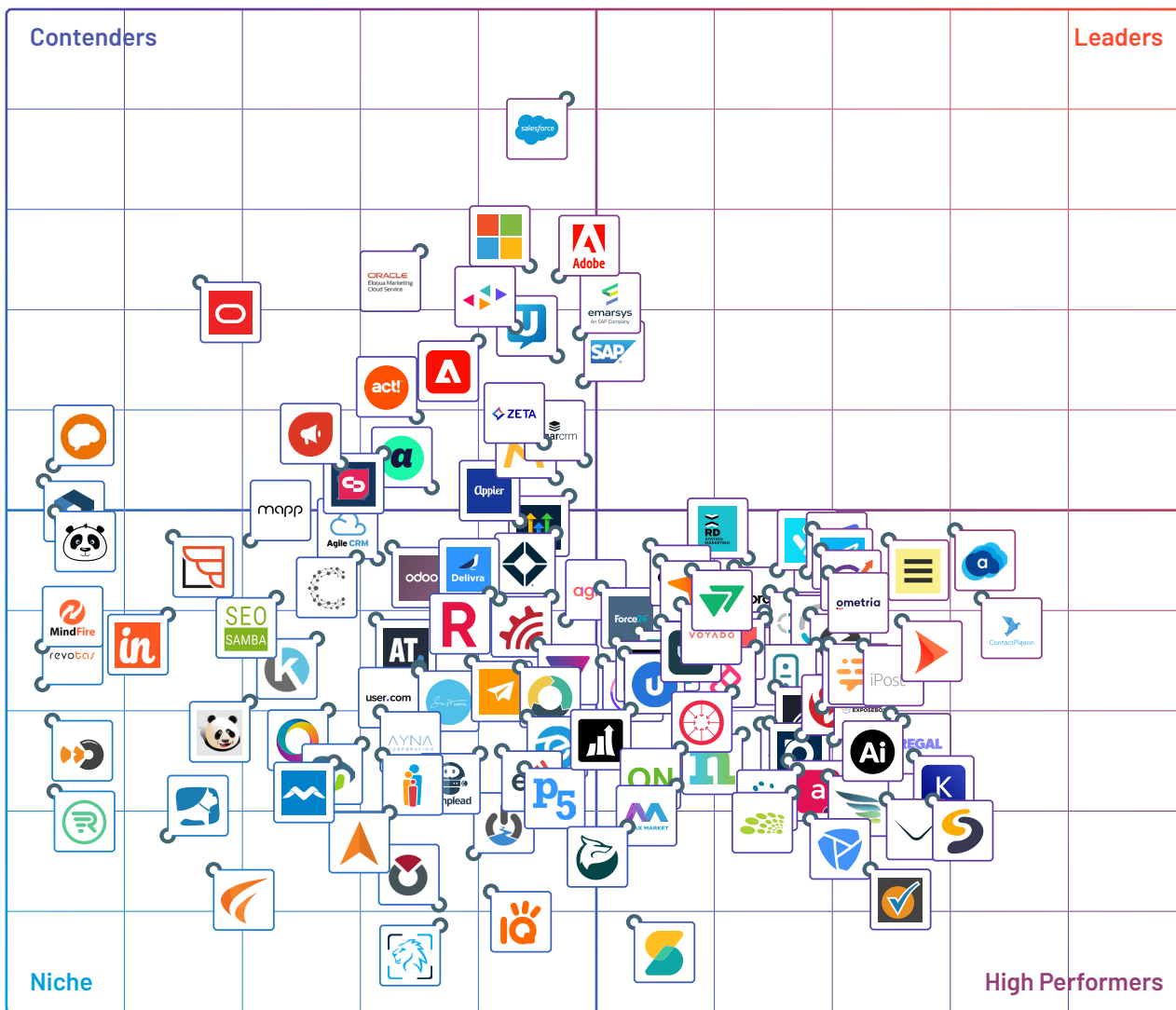

Marketing Automation Software

(Marketing Automation Software continues on next page)

Marketing Automation Software (continued)

Marketing Automation Software Definition

Marketing automation software automates marketing actions or tasks, streamlines marketing workflows, and measures the outcomes of marketing campaigns. These tools provide a central marketing database for all marketing information and interactions, helping marketers create segmented, personalized, and timely marketing experiences for customers or prospects. These platforms provide automation features across multiple aspects of marketing including email, social media, lead generation, direct mail, digital advertising, and more.

A key component of marketing automation tools is the provision of analytics features to determine the success of an entire campaign across segments and channels. These features measure the impact of campaigns on marketing team KPIs and campaign ROI, as well as the impact of campaigns on company revenue.

Marketing automation products often integrate with CRM software, social media management software, CMS tools, and account-based orchestration platforms. While marketing automation tools do include email marketing features, products in G2's Marketing Automation category are excluded from the Email Marketing software category, which houses tools that only address automation in the email channel.

To qualify for inclusion in the Marketing Automation category, a product must:

▶ Automate two or more of the following: email, social media, SMS, and digital ads

▶ Provide advanced email marketing capabilities including A/B testing, spam filter testing, scheduling, segmentation, and detailed performance reporting

▶ Act as a central marketing database for marketing information and interactions

▶ Allow dynamic segmentation of marketing campaign targets

▶ Contact targets across multiple channels after specific actions, triggers, or periods of time

▶ Perform lead management to include lead nurturing and lead scoring

▶ Generate forms and landing pages to collect prospect information

▶ Provide analytics and reports that track the entire lifecycle of a campaign, including ties to revenue and/or campaign ROI

(Marketing Automation Software continues on next page)

Marketing Automation Software (continued)

Marketing Automation Grid® Scoring Description

Products shown on the Grid® for Marketing Automation have received a minimum of 10 reviews/ratings in data gathered by May 23, 2023. Products are ranked by customer satisfaction (based on user reviews) and market presence (based on market share, seller size, and social impact) and placed into four categories on the Grid®:

▶ Products in the Leader quadrant are rated highly by G2 users and have substantial Market Presence scores. Leaders include: HubSpot Marketing Hub, ActiveCampaign for Marketing, Klaviyo, Insider, Braze, Mailchimp All-in-One Marketing Platform, Brevo Marketing Platform, Iterable, Bloomreach, Thryv, GetResponse, Keap, CleverTap, MoEngage, Listrak, Constant Contact Advanced Automation & CRM Platform, OneSignal, Omnisend, Vendasta, Optimove, Netcore Customer Engagement and Experience Platform, Dotdigital, Customer.io, Ontraport, Act-On, Selligent Marketing Cloud, WebEngage, SALESmanago, Leadsquared Marketing Automation, Acquia Marketing Cloud, Zoho Marketing Automation, Manychat, Drip, and SAS Marketing Automation

▶ High Performing products have high customer Satisfaction scores and low Market Presence compared to the rest of the category. High Performers include: AVADA, ContactPigeon, edrone, SuperOffice CRM, Maropost Marketing Cloud, EngageBay All-in-One Suite, Shape Software, Ometria, Referrizer, vcita, iPost Enterprise, RD Station, VBOUT, Encharge, Xtremepush, Dashly, Cordial, Actito, emfluence Marketing Platform, AiTrillion, Blueshift, Regal.io, Dialog Insight, Contlo, Sailthru, RollWorks Account-Based Platform, Kizen, Deployteq, Ortto, Higher Logic Thrive, Sendlane, Magnews, Sales Snap, Voyado, BenchmarkONE, Exposebox, Symplify Communication, Gamooga, Upsales Sales and Marketing Platform, ConvergeHub, Spotler, Force24, Aritic PinPoint, IntelligenceBank Marketing Software, GreenRope, Webmecanik Automation, Genoo, Netmera, SalezShark, Upland Adestra, Captavi Platform, Platformly, BuyerGenomics, Net-Results, Right On Interactive, Leadfwd, MaaxMarket, Leadfox, and Segmentino

▶ Contender products have relatively low customer Satisfaction scores and high Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Contenders include: Salesforce Marketing Cloud Account Engagement, Adobe Marketo Engage, Dynamics 365 Marketing, Emarsys, HCL Unica, SAP Marketing Cloud, Nielsen Marketing Cloud, Oracle Eloqua, Adobe Campaign, Sugar Market, Zeta Marketing Platform, Mautic, HighLevel, Act!, Oracle Responsys, Acoustic Marketing Cloud, ClickDimensions, Freshmarketer, Retention Science, and FMG Suite

▶ Niche products have relatively low Satisfaction scores and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Niche products include: Total Expert, Appier AIQUA, MessageGears Platform, Agillic, Delivra, RedEye, ExpertSender, Odoo Marketing Automation, ActiveDEMAND, Agile CRM, Cheetah Engagement Data Platform, e-shot, eSputnik, ActiveTrail, User.com, Swift Digital Suite, Mapp Cloud, Plumb5, eMarketeer, Jumplead, SeoSamba Marketing Operating System, Kartra, OutboundEngine, Ayna, eTrigue, Zymplify, Makesbridge, Kulea.ma, Wishpond, Insightly Marketing, MioDatos, EshopsWithIQ, Clastic, SalesPanda, Camp Automation, MarketingLeo, MindFire, Inc., Revotas, Lead Liaison, BNS AiO, Hey Oliver, and Ryzeo

Grid® Scores for Marketing Automation Software

The table below shows the Satisfaction and Market Presence scores that determine product placement on the Grid®. To learn more about each of the products, please see the profile section.

Leaders

	# of Reviews	Satisfaction	Market Presence	G2 Score
HubSpot Marketing Hub	7832	99	99	99
ActiveCampaign for Marketing	8712	98	79	88
Klaviyo	884	85	87	86
Insider	290	91	77	84
Braze	571	86	82	84
Mailchimp All-in-One Marketing Platform	830	80	79	79
Brevo Marketing Platform	591	70	83	77
Iterable	368	78	73	75
Bloomreach	384	67	75	71
Thryv	129	66	76	71
GetResponse	804	66	74	70
Keap	1269	63	76	69
CleverTap	71	74	63	68
MoEngage	206	71	65	68
Listrak	170	70	64	67
Constant Contact Advanced Automation & CRM Platform	706	63	70	67
OneSignal	227	74	59	67
Omnisend	728	70	62	66
Vendasta	181	69	61	65

(Grid® Scores for Marketing Automation Software continues on next page)

* Products are ordered by G2 Score. Satisfaction score is used as a tiebreaker if two products have the same G2 Score.

Grid® Scores for Marketing Automation Software (continued)

The table below shows the Satisfaction and Market Presence scores that determine product placement on the Grid®. To learn more about each of the products, please see the profile section.

Leaders (continued)

	# of Reviews	Satisfaction	Market Presence	G2 Score
Optimove	99	65	58	62
Netcore Customer Engagement and Experience Platform	53	66	56	61
Dotdigital	558	60	62	61
Customer.io	170	60	60	60
Ontraport	173	65	54	60
Act-On	819	58	60	59
Selligent Marketing Cloud	31	60	53	57
WebEngage	226	57	56	56
SALESmanago	208	56	57	56
Leadsquared Marketing Automation	197	53	57	55
Acquia Marketing Cloud	54	57	54	55
Zoho Marketing Automation	45	54	56	55
Manychat	92	56	52	54
Drip	432	52	54	53
SAS	19	51	54	53

* Products are ordered by G2 Score. Satisfaction score is used as a tiebreaker if two products have the same G2 Score.

Grid® Scores for Marketing Automation Software (continued)

The table below shows the Satisfaction and Market Presence scores that determine product placement on the Grid®. To learn more about each of the products, please see the profile section.

High Performers

	# of Reviews	Satisfaction	Market Presence	G2 Score
AVADA	184	82	48	65
ContactPigeon	100	85	40	62
edrone	111	76	46	61
SuperOffice CRM	39	68	50	59
Maropost Marketing Cloud	126	70	48	59
EngageBay All-in-One Suite	159	70	45	58
Shape Software	43	78	38	58
Ometria	21	71	43	57
Referrizer	60	69	43	56
vcita	13	66	43	55
iPost Enterprise	19	74	35	54
RD Station	275	64	45	54
VBOUT	226	68	40	54
Encharge	302	69	38	54
Xtremepush	56	66	41	53
Dashly	44	71	35	53
Cordial	42	62	44	53
Actito	130	59	46	52
emfluence Marketing Platform	83	70	35	52
AiTrillion	26	78	27	52

* Products are ordered by G2 Score. Satisfaction score is used as a tiebreaker if two products have the same G2 Score.

Grid® Scores for Marketing Automation Software (continued)

The table below shows the Satisfaction and Market Presence scores that determine product placement on the Grid®. To learn more about each of the products, please see the profile section.

High Performers (continued)

	# of Reviews	Satisfaction	Market Presence	G2 Score
Blueshift	217	56	48	52
Regal.io	11	77	27	52
Dialog Insight	21	65	39	52
Contlo	56	65	38	52
Sailthru	148	55	48	51
RollWorks Account-Based Platform	43	59	43	51
Kizen	15	79	23	51
Deployteq	32	51	50	51
Ortto	473	55	46	50
Higher Logic Thrive	236	56	44	50
Sendlane	40	64	35	49
Magnews	15	70	28	49
Sales Snap	11	80	18	49
Voyado	14	58	39	49
BenchmarkONE	90	66	30	48
Exposebox	10	72	25	48
Symplify Communication	26	76	18	47
Gamooga	14	69	25	47
Upsales	47	56	37	47
ConvergeHub	29	62	30	46

* Products are ordered by G2 Score. Satisfaction score is used as a tiebreaker if two products have the same G2 Score.

Grid® Scores for Marketing Automation Software (continued)

The table below shows the Satisfaction and Market Presence scores that determine product placement on the Grid®. To learn more about each of the products, please see the profile section.

High Performers (continued)

	# of Reviews	Satisfaction	Market Presence	G2 Score
Spotler	108	66	26	46
Force24	181	50	41	46
Aritic	39	71	20	46
IntelligenceBank	20	65	26	46
GreenRope	169	54	36	45
Automation	13	67	22	45
Genoo	27	68	21	45
Netmera	14	63	25	44
SalezShark	19	52	35	44
Upland Adestra	69	53	34	43
Captavi Platform	17	68	19	43
Platformly	97	69	16	43
BuyerGenomics	19	75	10	42
Net-Results	106	51	33	42
Right On	37	58	23	40
Leadfwd	46	53	28	40
MaaxMarket	17	57	19	38
Leadfox	12	53	15	34
Segmentino	12	53	4	29

(Grid® Scores for Marketing Automation Software continues on next page)

* Products are ordered by G2 Score. Satisfaction score is used as a tiebreaker if two products have the same G2 Score.

Grid® Scores for Marketing Automation Software (continued)

The table below shows the Satisfaction and Market Presence scores that determine product placement on the Grid®. To learn more about each of the products, please see the profile section.

Contenders

	# of Reviews	Satisfaction	Market Presence	G2 Score
Salesforce Marketing Cloud Account Engagement	1846	47	95	71
Adobe Marketo Engage	2112	47	76	61
Dynamics 365 Marketing	57	44	77	60
Emarsys	321	48	70	59
HCL Unica	69	46	67	57
SAP Marketing Cloud	81	49	64	57
Nielsen Marketing Cloud	13	43	70	56
Oracle Eloqua	565	34	79	56
Adobe Campaign	298	39	69	54
Sugar Market	177	49	55	52
Zeta Marketing Platform	14	45	57	51
Mautic	18	46	54	50
HighLevel	53	48	52	50
Act!	51	34	60	47
Oracle Responsys	112	14	75	45
Acoustic Marketing Cloud	237	35	52	44
ClickDimensions	193	31	56	44
Freshmarketer	10	27	55	41
Retention Science	14	1	55	28
FMG Suite	11	0	53	27

* Products are ordered by G2 Score. Satisfaction score is used as a tiebreaker if two products have the same G2 Score.

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Grid® Scores for Marketing Automation Software (continued)

The table below shows the Satisfaction and Market Presence scores that determine product placement on the Grid®. To learn more about each of the products, please see the profile section.

Niche

	# of Reviews	Satisfaction	Market Presence	G2 Score
Total Expert	90	46	47	47
Appier AIQUA	10	43	49	46
MessageGears Platform	64	46	40	43
Agillic	15	47	38	42
Delivra	73	41	40	41
RedEye	65	40	41	40
ExpertSender	47	45	35	40
Odoo Marketing Automation	13	32	46	39
ActiveDEMAND	63	43	33	38
Agile CRM	151	30	45	37
Cheetah Engagement Data Platform	16	28	45	36
e-shot	10	39	33	36
eSputnik	52	44	27	35
ActiveTrail	14	30	38	34
User.com	39	34	32	33
Swift Digital Suite	10	34	32	33
Mapp Cloud	53	19	46	33
Plumb5	36	44	21	32
eMarketeer	10	41	23	32

(Grid® Scores for Marketing Automation Software continues on next page)

* Products are ordered by G2 Score. Satisfaction score is used as a tiebreaker if two products have the same G2 Score.

Grid® Scores for Marketing Automation Software (continued)

The table below shows the Satisfaction and Market Presence scores that determine product placement on the Grid®. To learn more about each of the products, please see the profile section.

Niche (continued)

	# of Reviews	Satisfaction	Market Presence	G2 Score
Jumplead	10	39	23	31
SeoSamba Marketing Operating System	14	21	40	31
Kartra	51	25	35	30
OutboundEngine	141	12	47	29
Ayna	11	30	28	29
eTrigue	35	31	23	27
Zymplify	93	26	28	27
Makesbridge	15	29	24	26
Kulea.ma	22	39	12	25
Wishpond	80	1	50	25
Insightly Marketing	10	11	38	25
MioDatos	20	26	22	24
EshopsWithIQ	10	40	7	24
Clastic	10	31	16	24
SalesPanda	15	19	29	24
Camp Automation	12	36	6	21
MarketingLeo	10	36	4	20
MindFire, Inc.	11	0	35	17
Revotas	15	0	31	15

(Grid® Scores for Marketing Automation Software continues on next page)

* Products are ordered by G2 Score. Satisfaction score is used as a tiebreaker if two products have the same G2 Score.

Grid® Scores for Marketing Automation Software (continued)

The table below shows the Satisfaction and Market Presence scores that determine product placement on the Grid®. To learn more about each of the products, please see the profile section.

Niche (continued)

	# of Reviews	Satisfaction	Market Presence	G2 Score
Lead Liaison	55	1	26	14
BNS AiO	10	15	10	13
Hey Oliver	11	11	14	13
Ryzeo	16	1	19	10

* Products are ordered by G2 Score. Satisfaction score is used as a tiebreaker if two products have the same G2 Score.

Grid® Methodology

Grid® Rating Methodology

The Grid® represents the democratic voice of real software users, rather than the subjective opinion of one analyst. G2 rates products from the Marketing Automation category algorithmically based on data sourced from product reviews shared by G2 users and data aggregated from online sources and social networks.

Technology buyers can use the Grid® to help them quickly select the best products for their businesses and to find peers with similar experiences. For sellers, media, investors, and analysts, the Grid® provides benchmarks for product comparison and market trend analysis.

Grid® Scoring Methodology

G2 rates products and sellers based on reviews gathered from our user community, as well as data aggregated from online sources and social networks. We apply a unique algorithm (v3.0) to this data to calculate the Satisfaction and Market Presence scores in real time. The Grid® Report for Marketing Automation | Summer 2023 is based on scores calculated using the G2 algorithm v3.0 from reviews collected through May 23, 2023. To view the Marketing Automation Grid® with the most recent data, please visit the Marketing Automation page. For more details on Grid® Scoring, please view the G2 Scoring Methodology here.

Grid® Categorization Methodology

Making G2 research relevant and easy for people to use as they evaluate and select business software products is one of our most important goals. In support of that goal, organizing products and software companies in a well-defined structure that makes capturing, evaluating, and displaying reviews and other research in an orderly manner is a critical part of the research process.

To manage the process of categorizing the software products and the related reviews in the G2 community, G2 follows a publicly available categorization methodology. All products appearing on the Grid® have passed through G2's categorization methodology and meet G2's category standards.

Many terms that appear regularly across G2 and are used to aid in product categorization warrant a definition to facilitate buyer understanding. These terms may be included within reviews from the G2 community or in executive summaries for products included on the Grid®. A list of standard definitions is available to G2 users to eliminate confusion and ease the buying process.

Rating Changes and Dynamics

The ratings in this report are based on a snapshot of the user reviews and social data collected by G2 up through May 23, 2023. The ratings may change as the products are further developed, the sellers grow, and as additional opinions are shared by users. G2 updates the ratings on its website in real time as additional data is received, and this report will be updated as significant data is received. By improving their products and support and/or by having more satisfied customer voices heard, Contenders may become Leaders and Niche sellers may become High Performers.

** Net Promoter, Net Promoter System, Net Promoter Score, NPS and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.

Grid® Methodology (continued)

Trust

Keeping our ratings unbiased is our top priority. We require the use of a LinkedIn account or verified business email address to validate a G2 user's identity and employer. We also validate users by partnering with sellers and organizations to securely authenticate users through select platforms. We do not allow users to review their current or former employers' products, or those of their employers' competitors. Additionally, all reviews are manually checked by our team after our algorithm filters out reviews that don't meet our submission requirements. All reviews must pass our moderation process before they are published.

Our G2 staff does not add any subjective input to the ratings, which are determined algorithmically based on data aggregated from publicly available online sources and social networks. Sellers cannot influence their ratings by spending time or money with us. Only the opinion of real users and data from public sources factor into the ratings.

G2 may occasionally offer incentives for honest reviews to help us gather a full and accurate data set. These incentives are offered as thank-yous for approved reviews. Incentives are never conditioned upon the substance of the review, positive or negative. Each such incentivized review is disclosed with an "Incentivized Review" banner.

Grid® Inclusion Criteria

All products in a G2 category that have at least 10 reviews from real users of the product are included on the Grid®. Inviting other users, such as colleagues and peers, to join G2 and share authentic product reviews will accelerate this process.

If a product is not yet listed on G2 and it fits the market definition above, then users are encouraged to suggest its addition to our Marketing Automation category.

Product Profiles

Product profiles and detailed charts are included for products with 10 or more reviews.
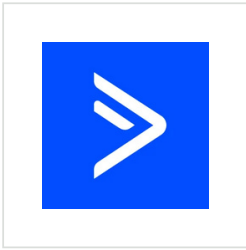
ActiveCampaign for Marketing

4.5 ★★★★½ (10,184)

Leader SUMMER 2023

ActiveCampaign for Marketing has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 97% of users rated it 4 or 5 stars, 87% of users believe it is headed in the right direction, and users said they would be likely to recommend ActiveCampaign for Marketing at a rate of 91%. ActiveCampaign for Marketing is also in the Pop-Up Builder, SMS Marketing, Email Template Builder, E-Commerce Personalization, Conversational Marketing, Online Form Builder, Landing Page Builders, Attribution, Social Media Advertising, Live Chat, and Salesforce AppExchange Apps categories.

Satisfaction Ratings
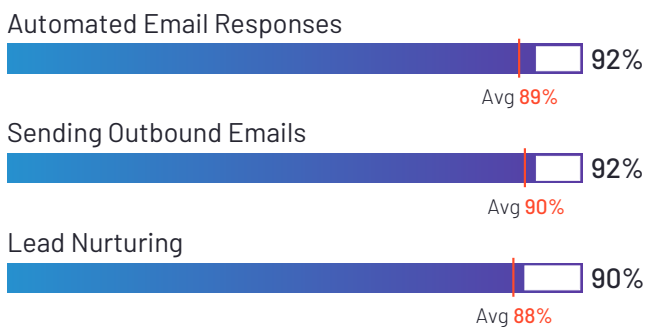
Quality of Support — **90%** — Avg **89%**
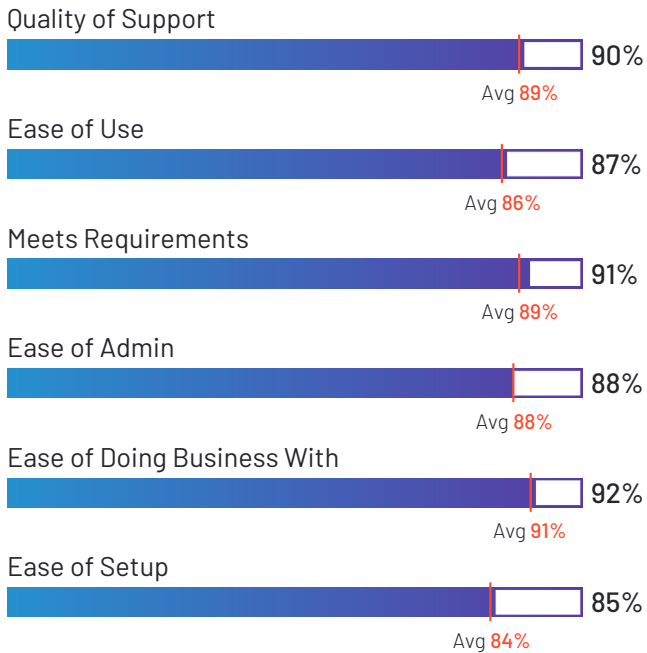
Ease of Use — **87%** — Avg **86%**

Meets Requirements — **91%** — Avg **89%**

Ease of Admin — **88%** — Avg **88%**

Ease of Doing Business With — **92%** — Avg **91%**

Ease of Setup — **85%** — Avg **84%**

Top Industries Represented

Industry	Count
Marketing and Advertising	1425
Health, Wellness and Fitness	1006
Professional Training & Coaching	838
E-Learning	456
Computer Software	283

Highest-Rated Features

Automated Email Responses — **92%** — Avg **89%**

Sending Outbound Emails — **92%** — Avg **90%**

Lead Nurturing — **90%** — Avg **88%**

Lowest-Rated Features

Landing Pages and Forms — **79%** — Avg **85%**

Revenue Analytics — **81%** — Avg **84%**

SEO / Keyword Analytics — **81%** — Avg **83%**
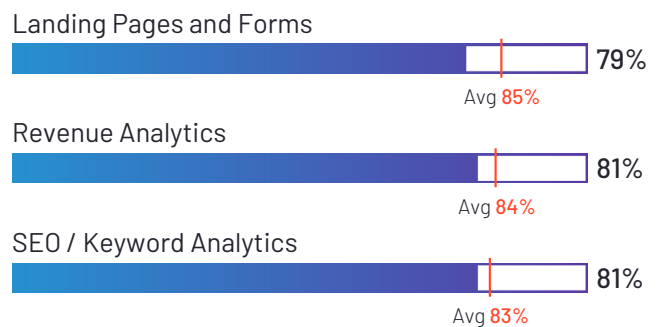
Ownership	HQ Location	Year Founded	Employees (Listed On Linkedin)	Company Website
ActiveCampaign	Chicago, IL	2003	794	activecampaign.com

HubSpot Marketing Hub

Marketing Hub

4.4 ★★★★½ (9,837)

Leader
SUMMER
2023

HubSpot Marketing Hub has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. HubSpot Marketing Hub has the largest Market Presence and received the highest Satisfaction score among products in Marketing Automation. 95% of users rated it 4 or 5 stars, 90% of users believe it is headed in the right direction, and users said they would be likely to recommend HubSpot Marketing Hub at a rate of 89%. HubSpot Marketing Hub is also in the Marketing Platforms, Account-Based Web and Content Experiences, Account-Based Orchestration Platforms, Conversational Marketing, Customer Journey Analytics, Account-Based Analytics, Account Data Management, Landing Page Builders, Marketing Analytics, Attribution, Social Media Advertising, and Social Media Management categories.
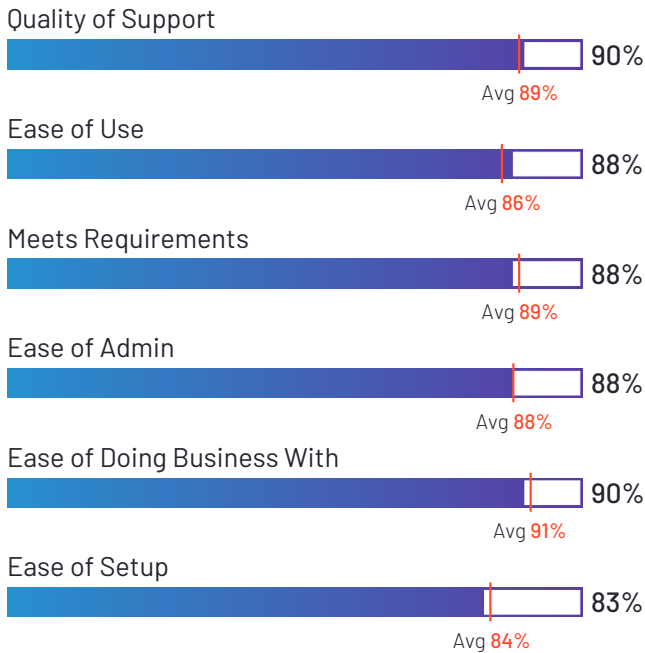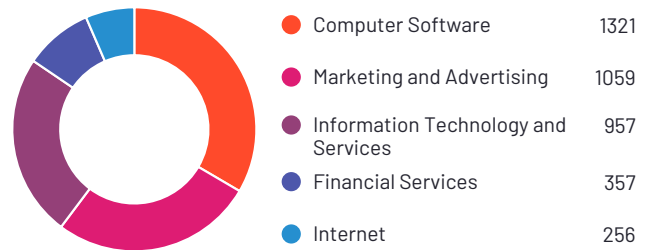
Satisfaction Ratings

Quality of Support
90%
Avg **89%**

Ease of Use
88%
Avg **86%**

Meets Requirements
88%
Avg **89%**

Ease of Admin
88%
Avg **88%**

Ease of Doing Business With
90%
Avg **91%**

Ease of Setup
83%
Avg **84%**

Top Industries Represented

● Computer Software	1321
● Marketing and Advertising	1059
● Information Technology and Services	957
● Financial Services	357
● Internet	256

Highest-Rated Features

Sending Outbound Emails
91%
Avg **90%**

Automated Email Responses
90%
Avg **89%**

Building and Personalizing Emails
90%
Avg **89%**

Lowest-Rated Features

Budgeting
78%
Avg **84%**

Revenue Analytics
79%
Avg **84%**

ROI Analytics
79%
Avg **84%**
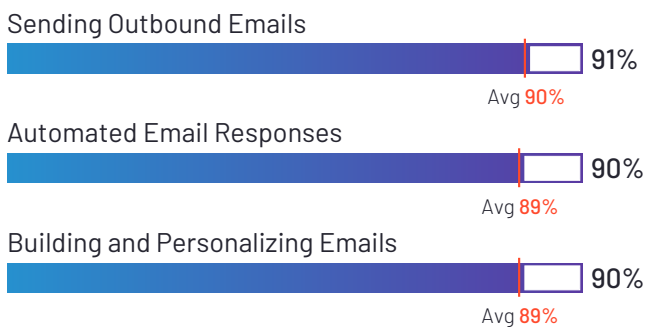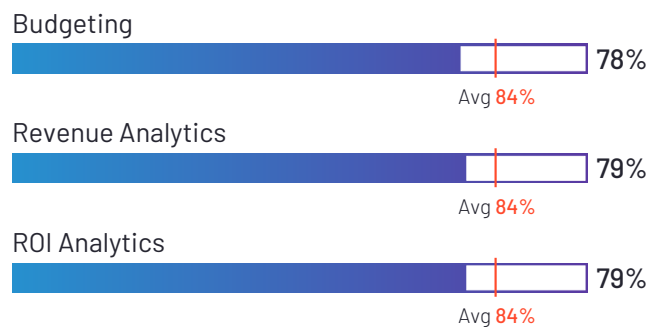
Ownership	**HQ Location**	**Year Founded**	**Employees (Listed On Linkedin)**	**Company Website**
HubSpot	Cambridge, MA	2006	8,223	hubspot.com

Klaviyo

4.6 ★★★★½ (984)
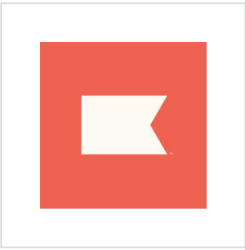
Leader
SUMMER
2023

Klaviyo has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 97% of users rated it 4 or 5 stars, 91% of users believe it is headed in the right direction, and users said they would be likely to recommend Klaviyo at a rate of 92%. Klaviyo is also in the SMS Marketing, Email Template Builder, Customer Data Platform (CDP), and Personalization categories.

Satisfaction Ratings

Quality of Support **87%**
Avg **89%**

Ease of Use **89%**
Avg **86%**

Meets Requirements **93%**
Avg **89%**

Ease of Admin **91%**
Avg **88%**

Ease of Doing Business With **92%**
Avg **91%**

Ease of Setup **88%**
Avg **84%**

Top Industries Represented

● Retail		171
● Apparel & Fashion		118
● Consumer Goods		116
● Marketing and Advertising		101
● Health, Wellness and Fitness		67

Highest-Rated Features

Sending Outbound Emails **94%**
Avg **90%**

Automated Email Responses **92%**
Avg **89%**

Segmentation **92%**
Avg **88%**

Lowest-Rated Features

Landing Pages and Forms **81%**
Avg **85%**

Social Media Engagement **81%**
Avg **84%**

SEO / Keyword Analytics **83%**
Avg **83%**
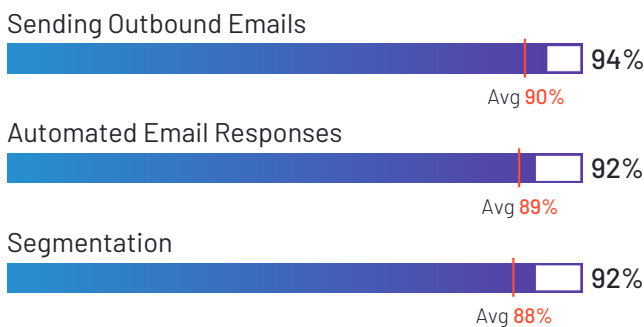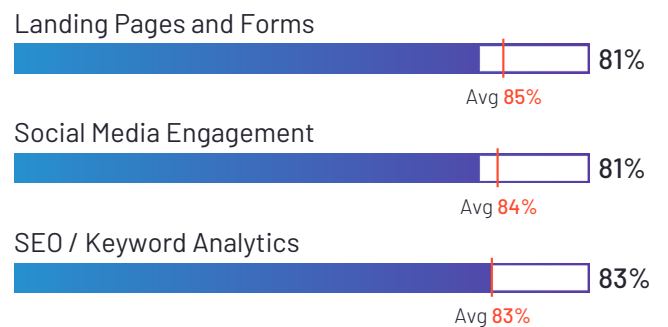
Ownership
Klaviyo

HQ Location
Boston, Massachusetts

Year Founded
2012

Employees (Listed On Linkedin)
1,673

Company Website
klaviyo.com

Insider

4.7 ★★★★⯪ (690)

Leader SUMMER 2023

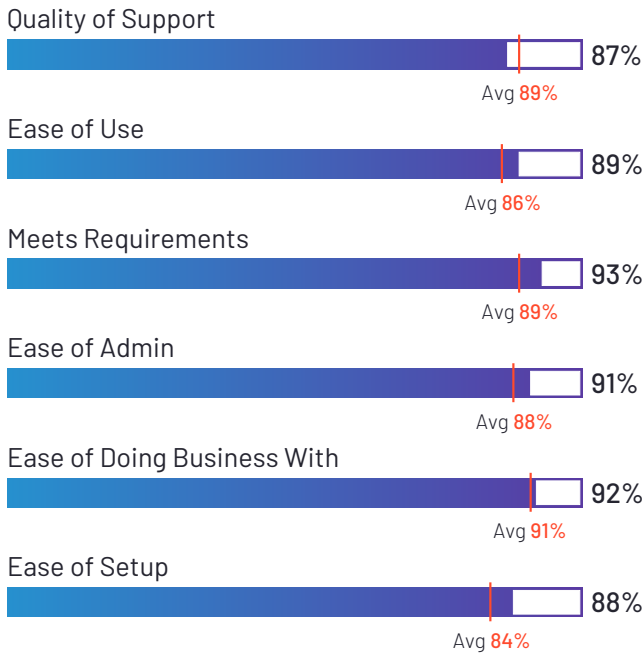Insider has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 99% of users rated it 4 or 5 stars, 98% of users believe it is headed in the right direction, and users said they would be likely to recommend Insider at a rate of 96%. Insider is also in the Personalization Engines, E-Commerce Personalization, Customer Journey Analytics, Customer Data Platform (CDP), Mobile Marketing, and Personalization categories.

Satisfaction Ratings

Quality of Support
97%
Avg **89%**

Ease of Use
96%
Avg **86%**

Meets Requirements
96%
Avg **89%**

Ease of Admin
93%
Avg **88%**

Ease of Doing Business With
97%
Avg **91%**

Ease of Setup
91%
Avg **84%**

Top Industries Represented

● Retail	71
● Apparel & Fashion	32
● Marketing and Advertising	17
● Food & Beverages	14
● Automotive	10

Highest-Rated Features

Building and Personalizing Emails
98%
Avg **89%**

Sending Outbound Emails
98%
Avg **90%**

CRM Lead Integration
98%
Avg **87%**

Lowest-Rated Features

Integration APIs
96%
Avg **86%**

Revenue Analytics
96%
Avg **84%**

Landing Pages and Forms
96%
Avg **85%**
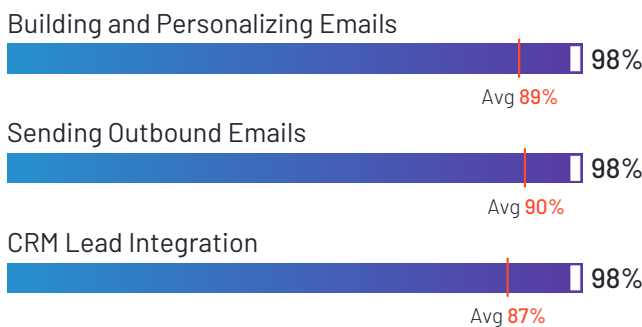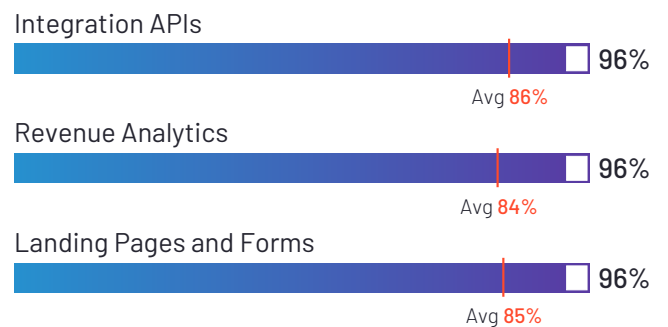
Ownership	HQ Location	Year Founded	Employees (Listed On Linkedin)	Company Website
Insider	London	2012	1,177	useinsider.com

Braze

4.5 ★★★★½ (695)

Leader
SUMMER
2023

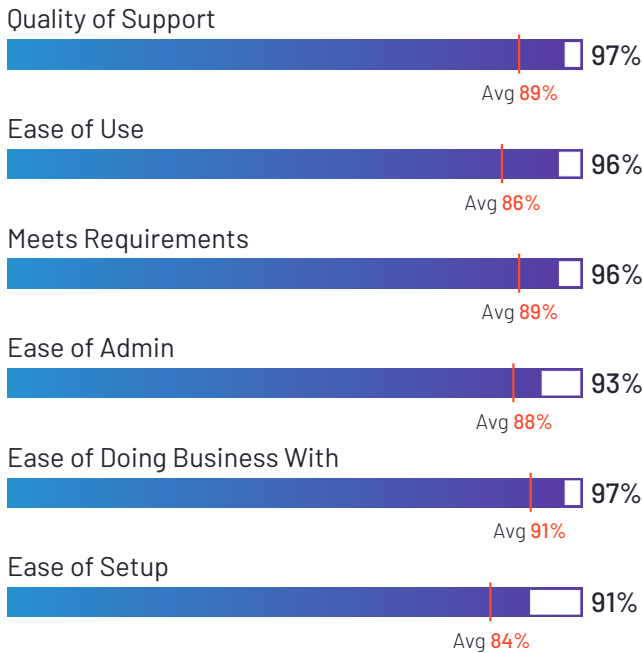Braze has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 97% of users rated it 4 or 5 stars, 93% of users believe it is headed in the right direction, and users said they would be likely to recommend Braze at a rate of 90%. Braze is also in the Push Notification, Mobile Marketing, and Personalization Engines categories.

Satisfaction Ratings
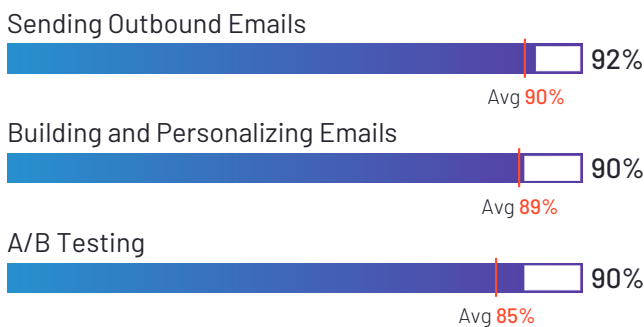
Quality of Support — 89%
Avg 89%

Ease of Use — 86%
Avg 86%

Meets Requirements — 88%
Avg 89%

Ease of Admin — 89%
Avg 88%

Ease of Doing Business With — 92%
Avg 91%

Ease of Setup — 78%
Avg 84%

Top Industries Represented

● Financial Services	67
● Health, Wellness and Fitness	43
● Food & Beverages	42
● Information Technology and Services	35
● Marketing and Advertising	35

Highest-Rated Features

Sending Outbound Emails — 92%
Avg 90%

Building and Personalizing Emails — 90%
Avg 89%

A/B Testing — 90%
Avg 85%

Lowest-Rated Features

Revenue Analytics — 72%
Avg 84%

Landing Pages and Forms — 76%
Avg 85%

Social Media Advertising — 77%
Avg 84%
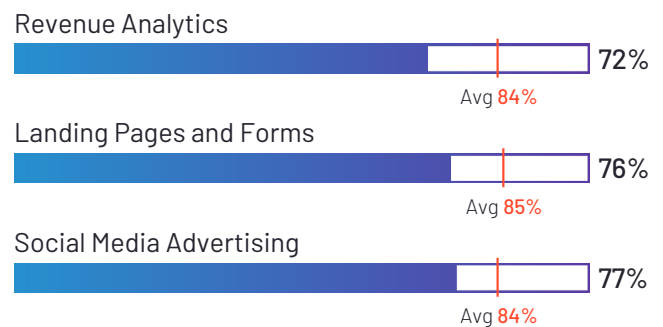
Ownership	**HQ Location**	**Year Founded**	**Employees (Listed On Linkedin)**	**Company Website**
Braze	New York	2011	1,601	www.braze.com

Mailchimp All-in-One Marketing Platform

4.4 ★★★★½ (4,968)

Leader SUMMER 2023

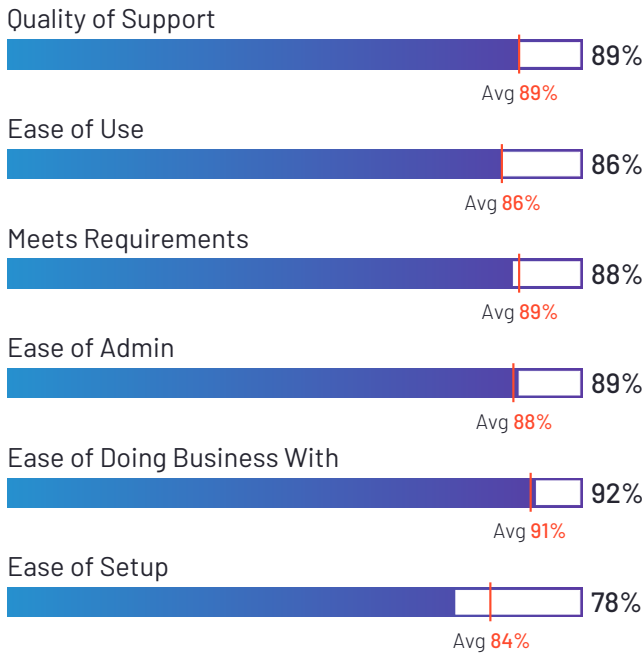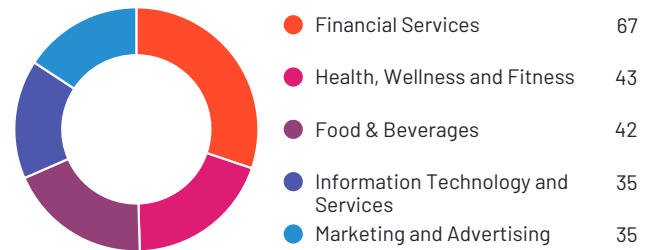Mailchimp All-in-One Marketing Platform has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 94% of users rated it 4 or 5 stars, 87% of users believe it is headed in the right direction, and users said they would be likely to recommend Mailchimp All-in-One Marketing Platform at a rate of 88%. Mailchimp All-in-One Marketing Platform is also in the Retargeting, Landing Page Builders, Marketing Analytics, Website Builder, Social Media Advertising, Domain Registration, Survey, and Marketing Platforms categories.

Satisfaction Ratings

Quality of Support — 87%
Avg 89%

Ease of Use — 89%
Avg 86%

Meets Requirements — 88%
Avg 89%

Ease of Admin — 89%
Avg 88%

Ease of Doing Business With — 89%
Avg 91%

Ease of Setup — 90%
Avg 84%

Top Industries Represented

Industry	Count
Marketing and Advertising	132
Information Technology and Services	66
Computer Software	47
Retail	38
Non-Profit Organization Management	37

Highest-Rated Features

Sending Outbound Emails — 93%
Avg 90%

Building and Personalizing Emails — 92%
Avg 89%

Performance and Reliability — 92%
Avg 88%

Lowest-Rated Features

Social Listening — 85%
Avg 83%

SEO / Keyword Analytics — 85%
Avg 83%

Revenue Analytics — 85%
Avg 84%

Ownership
Mailchimp

HQ Location
Atlanta, GA

Year Founded
2001

Employees (Listed On Linkedin)
1,615

Company Website
mailchimp.com

Brevo Marketing Platform

Brevo
Formerly *sendinblue*

4.5 ★★★★½ (1,651)

Leader
SUMMER
2023

Brevo Marketing Platform has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 93% of users rated it 4 or 5 stars, 88% of users believe it is headed in the right direction, and users said they would be likely to recommend Brevo Marketing Platform at a rate of 89%. Brevo Marketing Platform is also in the Appointment Reminder, Email Testing, SMS Marketing, Email Template Builder, Email Deliverability, Landing Page Builders, Online Appointment Scheduling, Transactional Email, Live Chat, and Push Notification categories.

Satisfaction Ratings

Quality of Support — 87% — Avg 89%
Ease of Use — 90% — Avg 86%
Meets Requirements — 90% — Avg 89%
Ease of Admin — 90% — Avg 88%
Ease of Doing Business With — 89% — Avg 91%
Ease of Setup — 88% — Avg 84%

Top Industries Represented

Industry	
Marketing and Advertising	75
Information Technology and Services	33
Computer Software	23
Retail	21
Internet	20

Highest-Rated Features

Building and Personalizing Emails — 92% — Avg 89%
Sending Outbound Emails — 91% — Avg 90%
User, Role, and Access Management — 91% — Avg 88%

Lowest-Rated Features

SEO / Keyword Analytics — 78% — Avg 83%
Breadth of Partner Applications — 79% — Avg 84%
Revenue Analytics — 83% — Avg 84%

Ownership Brevo

HQ Location Paris

Year Founded 2012

Employees (Listed On Linkedin) 728

Company Website sendinblue.com

Iterable

4.5 ★★★★⯨ (389)

Leader SUMMER 2023

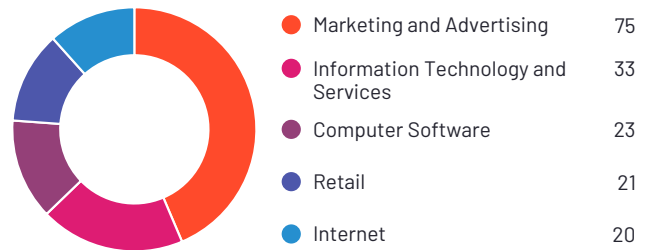Iterable has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 95% of users rated it 4 or 5 stars, 91% of users believe it is headed in the right direction, and users said they would be likely to recommend Iterable at a rate of 90%. Iterable is also in the Personalization, Personalization Engines, Push Notification, and Mobile Marketing categories.

Satisfaction Ratings

Quality of Support — 93%
Avg 89%

Ease of Use — 88%
Avg 86%

Meets Requirements — 89%
Avg 89%

Ease of Admin — 87%
Avg 88%

Ease of Doing Business With — 93%
Avg 91%

Ease of Setup — 81%
Avg 84%

Top Industries Represented

Industry	Count
Marketing and Advertising	44
Financial Services	25
Internet	25
Health, Wellness and Fitness	21
Computer Software	20

Highest-Rated Features

Sending Outbound Emails — 93%
Avg 90%

Building and Personalizing Emails — 92%
Avg 89%

Workflow Capability — 91%
Avg 86%

Lowest-Rated Features

ROI Analytics — 79%
Avg 84%

Lead Scoring and Grading — 80%
Avg 86%

Revenue Analytics — 80%
Avg 84%
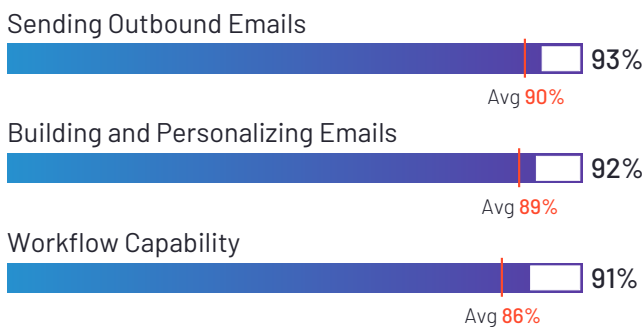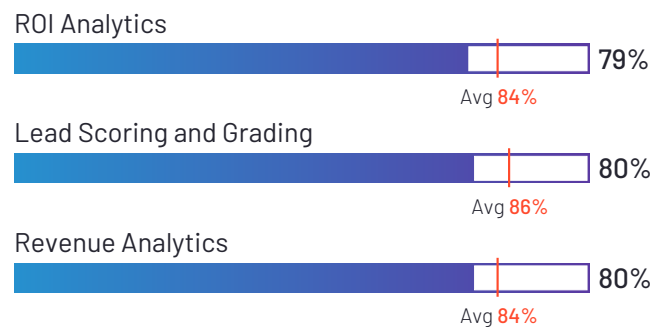
Ownership Iterable	**HQ Location** San Francisco, CA	**Year Founded** 2013	**Employees (Listed On Linkedin)** 753	**Company Website** iterable.com

Bloomreach

4.7 ⭐⭐⭐⭐⯪ (483)

Leader
SUMMER
2023

Bloomreach has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 99% of users rated it 4 or 5 stars, 93% of users believe it is headed in the right direction, and users said they would be likely to recommend Bloomreach at a rate of 94%. Bloomreach is also in the 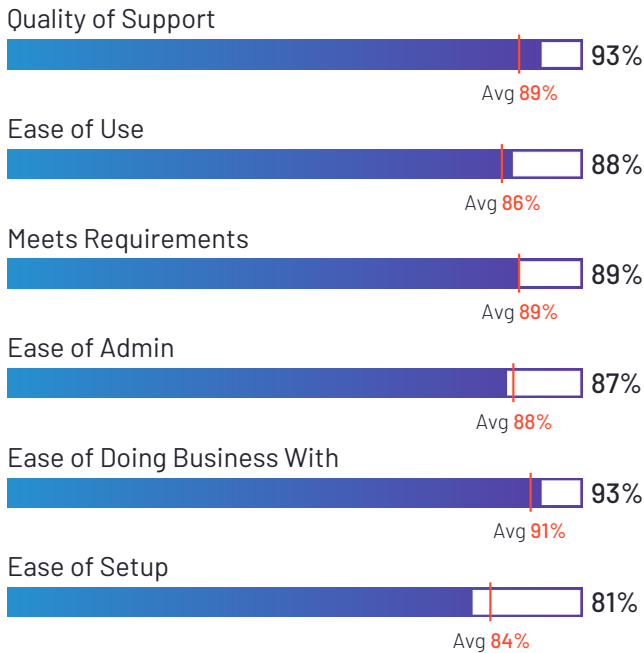SAP Store, E-Commerce Search, WebOps Platforms, SMS Marketing, Personalization Engines, Push Notification, E-Commerce Personalization, Digital Experience Platforms (DXP), Headless CMS, Customer Data Platform (CDP), E-Commerce Data Integration, A/B Testing, E-Merchandising, Cross-Channel Advertising, SEO Tools, Enterprise Search Software, Mobile Marketing, and Web Content Management categories.

Satisfaction Ratings

Quality of Support
96%
Avg 89%

Ease of Use
87%
Avg 86%

Meets Requirements
91%
Avg 89%

Ease of Admin
87%
Avg 88%

Ease of Doing Business With
93%
Avg 91%

Ease of Setup
82%
Avg 84%

Top Industries Represented

🔴 Retail	62
🟣 Marketing and Advertising	36
🟣 Apparel & Fashion	31
🔵 Information Technology and Services	25
🔵 Financial Services	24

Highest-Rated Features

Sending Outbound Emails
94%
Avg 90%

Segmentation
94%
Avg 88%

Building and Personalizing Emails
93%
Avg 89%

Lowest-Rated Features

Landing Pages and Forms
82%
Avg 85%

SEO / Keyword Analytics
84%
Avg 83%

Budgeting
85%
Avg 84%
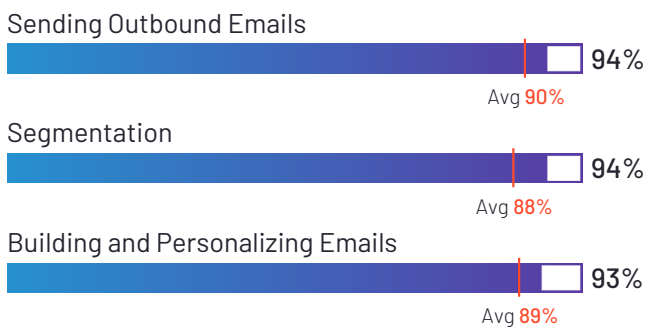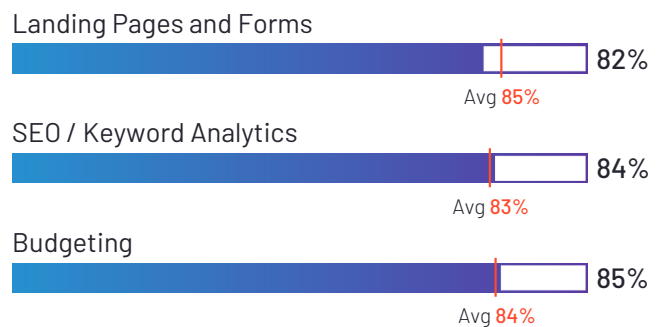
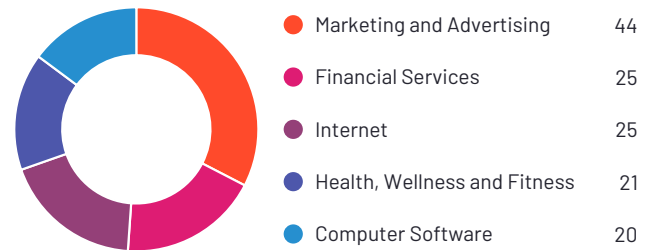| **Ownership**	**HQ Location**	**Year Founded**	**Employees (Listed On Linkedin)**	**Company Website**
Bloomreach	Mountain View, CA	2009	1,037	bloomreach.com

Thryv

4.6 ★★★★⯪ (247)

Thryv has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 96% of users rated it 4 or 5 stars, 92% of users believe it is headed in the 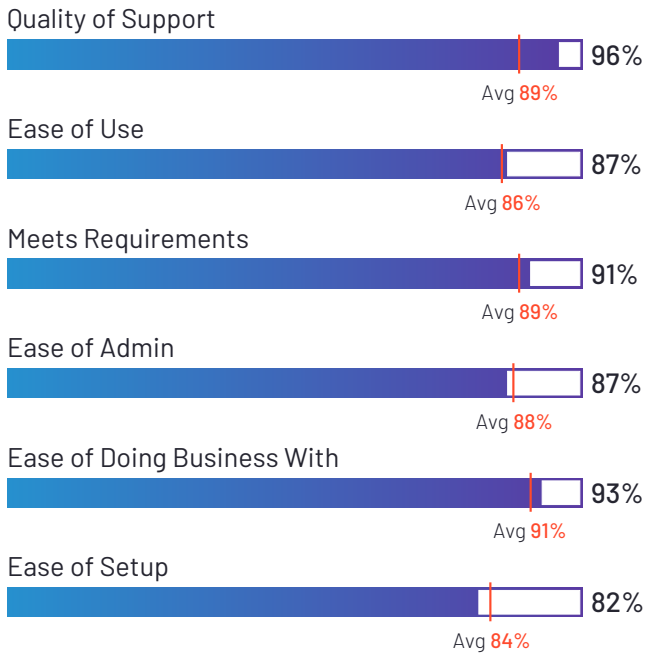right direction, and users said they would be likely to recommend Thryv at a rate of 94%. Thryv is also in the Local Listing Management, Online Appointment Scheduling, Online Reputation Management, Social Media Management, CRM, and Payment Processing categories.

Satisfaction Ratings

Quality of Support — 94% — Avg 89%
Ease of Use — 93% — Avg 86%
Meets Requirements — 91% — Avg 89%
Ease of Admin — 94% — Avg 88%
Ease of Doing Business With — 96% — Avg 91%
Ease of Setup — 94% — Avg 84%

Top Industries Represented

Industry	
Construction	18
Accounting	13
Consumer Services	11
Insurance	10
Health, Wellness and Fitness	8

Highest-Rated Features

Social Listening — 97% — Avg 83%
Manage Email Deliverability — 96% — Avg 88%
Sending Outbound Emails — 96% — Avg 90%

Lowest-Rated Features

Customization — 90% — Avg 85%
Revenue Analytics — 91% — Avg 84%
Workflow Capability — 92% — Avg 86%
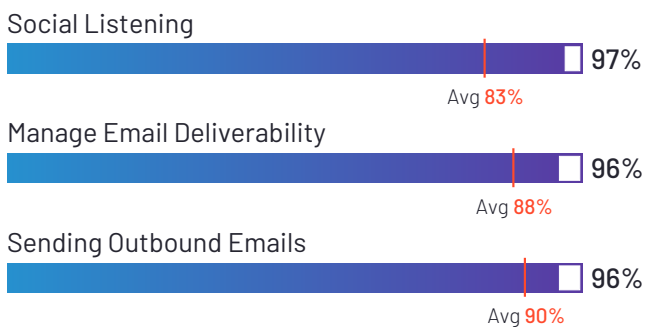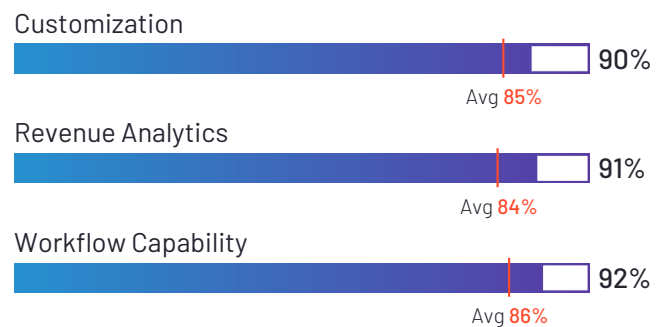
Ownership Thryv
HQ Location Atlanta, GA
Year Founded 2012
Employees (Listed On Linkedin) 2,221
Company Website thryv.com

GetResponse

4.2 ★★★★☆ (884)

Leader
SUMMER
2023

GetResponse has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 88% of users rated it 4 or 5 stars, 86% of users believe it is headed in the right direction, and users said they would be likely to recommend GetResponse at a rate of 84%. GetResponse is also in the Email Template Builder, E-Commerce Personalization, Webinar, Landing Page Builders, Website Builder, Transactional Email, Live Chat, and SMS Marketing categories.

Satisfaction Ratings

Quality of Support
88%
Avg 89%

Ease of Use
86%
Avg 86%

Meets Requirements
87%
Avg 89%

Ease of Admin
86%
Avg 88%

Ease of Doing Business With
88%
Avg 91%

Ease of Setup
84%
Avg 84%

Top Industries Represented

Marketing and Advertising	154
Information Technology and Services	55
Internet	55
Health, Wellness and Fitness	47
Real Estate	30

Highest-Rated Features

Sending Outbound Emails
90%
Avg 90%

Automated Email Responses
90%
Avg 89%

Building and Personalizing Emails
89%
Avg 89%

Lowest-Rated Features

Breadth of Partner Applications
82%
Avg 84%

Output Document Generation
82%
Avg 85%

Online Behavior Tracking
82%
Avg 87%

Ownership
GetResponse

HQ Location
Poland

Year Founded
1998

Employees (Listed On Linkedin)
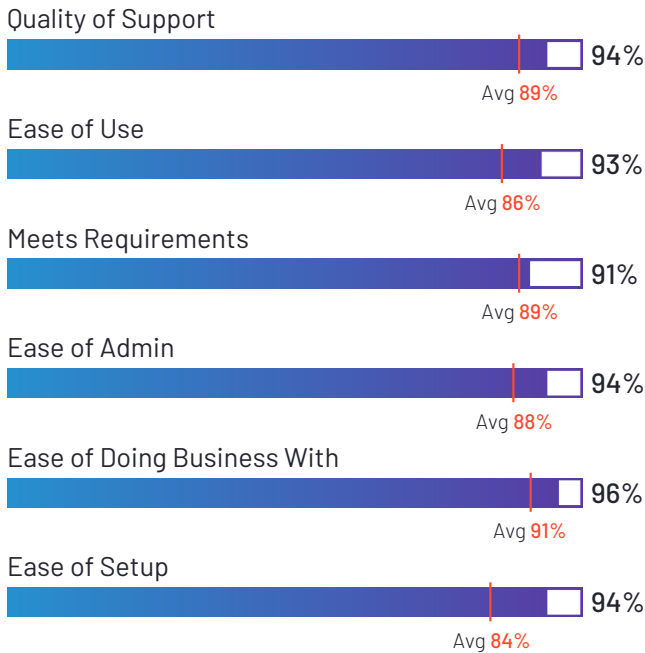463

Company Website
getresponse.com

Keap

4.2 ★★★★☆ (1,444)

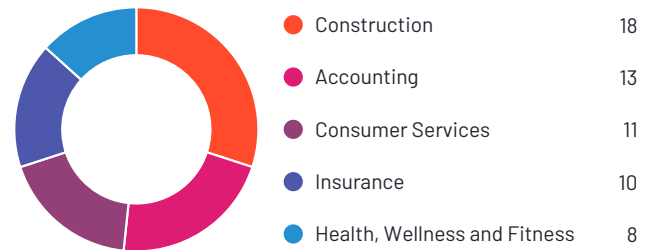Keap has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 86% of users rated it 4 or 5 stars, 80% of users believe it is headed in the right direction, and users said they would be likely to recommend Keap at a rate of 84%. Keap is also in the SMS Marketing, Quote-to-Cash, Email Template Builder, Invoice Management, Landing Page Builders, Sales Analytics, Lead Scoring, Lead Capture, Email Tracking, and CRM categories.

Satisfaction Ratings

Quality of Support — 86% — Avg 89%

Ease of Use — 76% — Avg 86%

Meets Requirements — 85% — Avg 89%

Ease of Admin — 78% — Avg 88%

Ease of Doing Business With — 85% — Avg 91%

Ease of Setup — 71% — Avg 84%

Top Industries Represented

Industry	
Marketing and Advertising	225
Health, Wellness and Fitness	97
Professional Training & Coaching	79
Real Estate	72
Management Consulting	55

Highest-Rated Features

Lead Nurturing — 89% — Avg 88%

Automated Email Responses — 89% — Avg 89%

Sending Outbound Emails — 89% — Avg 90%

Lowest-Rated Features

SEO / Keyword Analytics — 72% — Avg 83%

Social Listening — 74% — Avg 83%

Social Media Advertising — 76% — Avg 84%

Ownership
Keap

HQ Location
Chandler, Arizona

Year Founded
2001

Employees (Listed On Linkedin)
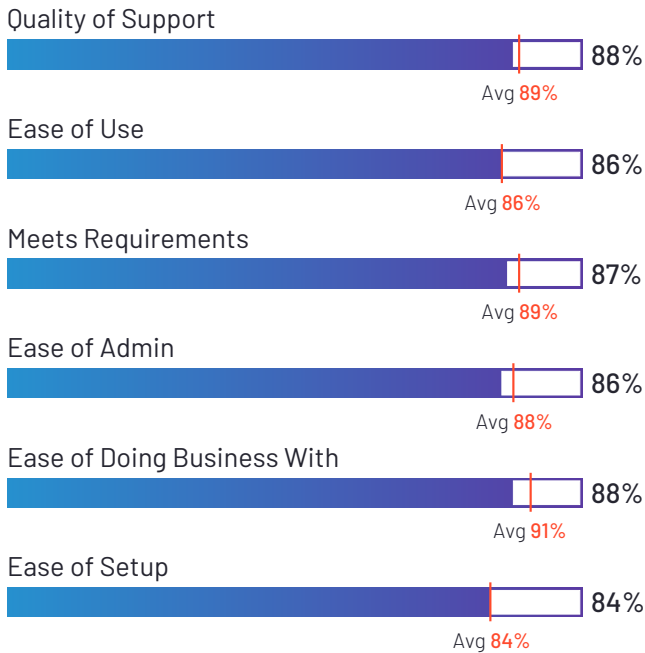368

Company Website
keap.com

CleverTap

4.5 ★★★★⯪ (370)

Leader
SUMMER
2023

CleverTap has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 100% of users rated it 4 or 5 stars, 97% of users believe it is headed in the right direction, and users said they would be likely to recommend CleverTap at a rate of 93%. CleverTap is also in the Push Notification, Marketing Analytics, Mobile App Analytics, Mobile App Optimization, Mobile Marketing, Personalization Engines, and Customer Journey Mapping categories.

Satisfaction Ratings

Quality of Support
95%
Avg **89%**

Ease of Use
93%
Avg **86%**

Meets Requirements
93%
Avg **89%**

Ease of Admin
94%
Avg **88%**

Ease of Doing Business With
95%
Avg **91%**

Ease of Setup
89%
Avg **84%**

Top Industries Represented

● Financial Services	11
● International Trade and Development	6
● Health, Wellness and Fitness	5
● Food & Beverages	4
● Marketing and Advertising	4

Highest-Rated Features

Social Media Engagement
99%
Avg **84%**

Automated Email Responses
98%
Avg **89%**

Social Media Advertising
98%
Avg **84%**

Lowest-Rated Features

Sandbox / Test Environments
79%
Avg **84%**

Breadth of Partner Applications
82%
Avg **84%**

Workflow Capability
83%
Avg **86%**

Ownership	HQ Location	Year Founded	Employees (Listed On Linkedin)	Company Website
CleverTap	Mountain View, California	2013	597	clevertap.com

MoEngage

4.5 ★★★★½ (356)

Leader SUMMER 2023

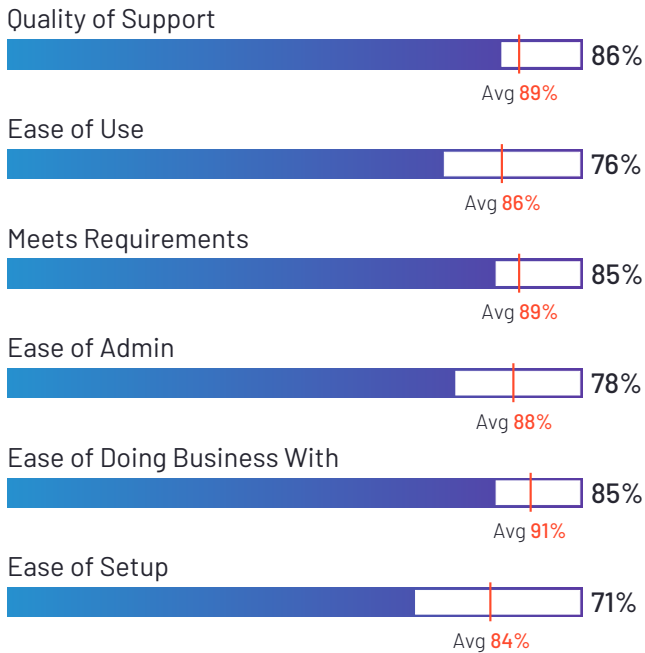MoEngage has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 98% of users rated it 4 or 5 stars, 97% of users believe it is headed in the right direction, and users said they would be likely to recommend MoEngage at a rate of 90%. MoEngage is also in the Marketing Platforms, Customer Journey Mapping, Personalization, Personalization Engines, Push Notification, E-Commerce Personalization, Customer Journey Analytics, A/B Testing, Marketing Analytics, Mobile App Analytics, and Mobile Marketing categories.

Satisfaction Ratings

Quality of Support 94% Avg 89%
Ease of Use 91% Avg 86%
Meets Requirements 89% Avg 89%
Ease of Admin 90% Avg 88%
Ease of Doing Business With 94% Avg 91%
Ease of Setup 87% Avg 84%

Top Industries Represented

- Financial Services 30
- Education Management 15
- Retail 13
- Marketing and Advertising 10
- Entertainment 9

Highest-Rated Features

Segmentation 92% Avg 88%
Performance and Reliability 91% Avg 88%
User, Role, and Access Management 91% Avg 88%

Lowest-Rated Features

Breadth of Partner Applications 80% Avg 84%
Budgeting 84% Avg 84%
Social Media Engagement 84% Avg 84%
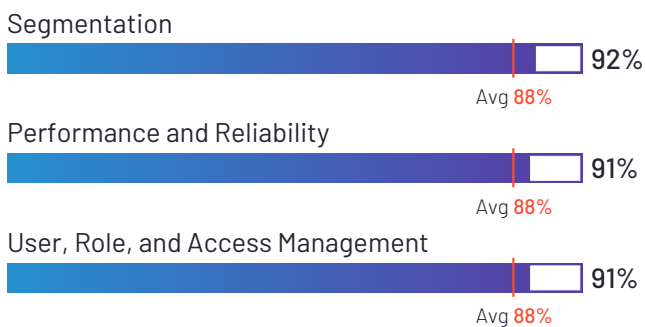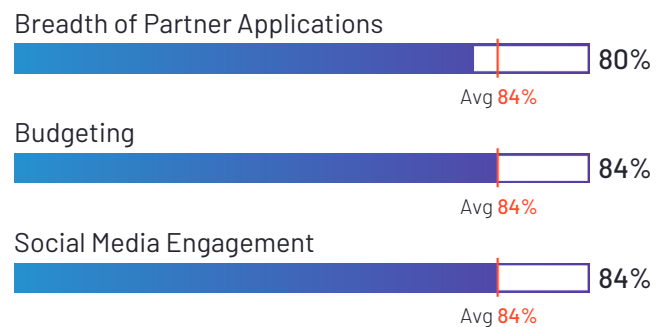
Ownership MoEngage
HQ Location San Francisco, California
Year Founded 2014
Employees (Listed On Linkedin) 781
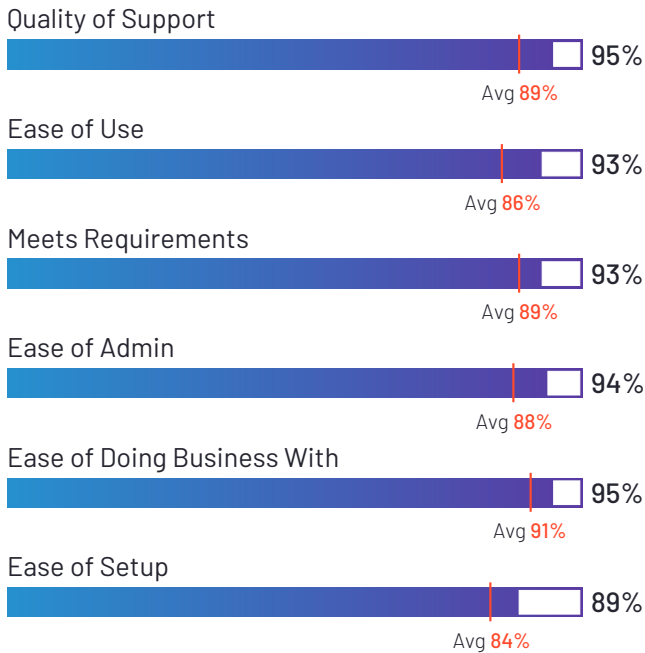**Company Website** moengage.com

28

Listrak

4.6 ★★★★½ (237)

Leader SUMMER 2023

Listrak has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 99% of users rated it 4 or 5 stars, 94% of users believe it is headed in the right direction, and users said they would be likely to recommend Listrak at a rate of 92%. Listrak is also in the SMS Marketing, Personalization, Identity Resolution, Customer Data Platform (CDP), and Mobile Marketing categories.

Satisfaction Ratings

Quality of Support
96%
Avg 89%

Ease of Use
89%
Avg 86%

Meets Requirements
91%
Avg 89%

Ease of Admin
90%
Avg 88%

Ease of Doing Business With
95%
Avg 91%

Ease of Setup
84%
Avg 84%

Top Industries Represented

● Retail	80
● Consumer Goods	19
● Apparel & Fashion	13
● Marketing and Advertising	12
● Sporting Goods	9

Highest-Rated Features

Sending Outbound Emails
95%
Avg 90%

User, Role, and Access Management
92%
Avg 88%

Manage Email Deliverability
92%
Avg 88%

Lowest-Rated Features

Social Sharing
66%
Avg 85%

Social Media Engagement
67%
Avg 84%

Social Campaigns
70%
Avg 85%
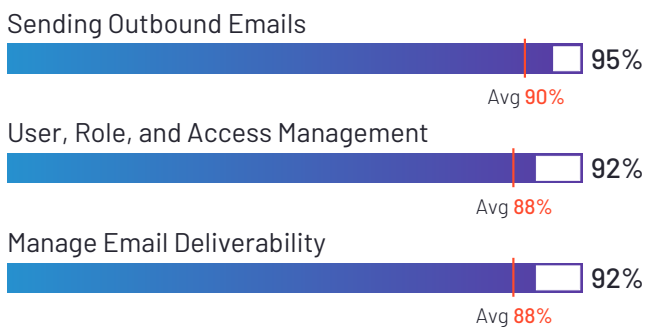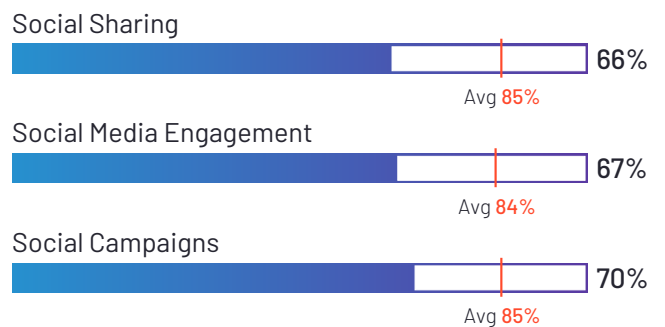
Ownership	HQ Location	Year Founded	Employees (Listed On Linkedin)	Company Website
Listrak	Lititz, PA	1999	373	listrak.com

Constant Contact Advanced Automation & CRM Platform

4.5 ★★★★½ (751)

Leader SUMMER 2023

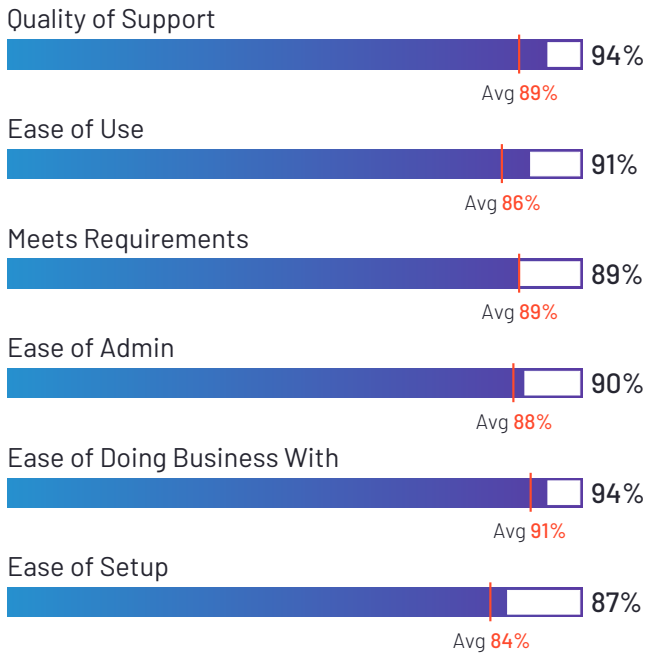Constant Contact Advanced Automation & CRM Platform has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 93% of users rated it 4 or 5 stars, 93% of users believe it is headed in the right direction, and users said they would be likely to recommend Constant Contact Advanced Automation & CRM Platform at a rate of 90%. Constant Contact Advanced Automation & CRM Platform is also in the Email Template Builder, Online Form Builder, Customer Journey Analytics, Landing Page Builders, Sales Analytics, Marketing Analytics, Visitor Identification, Attribution, Social Media Management, CRM, Sales Platforms, and Marketing Platforms categories.
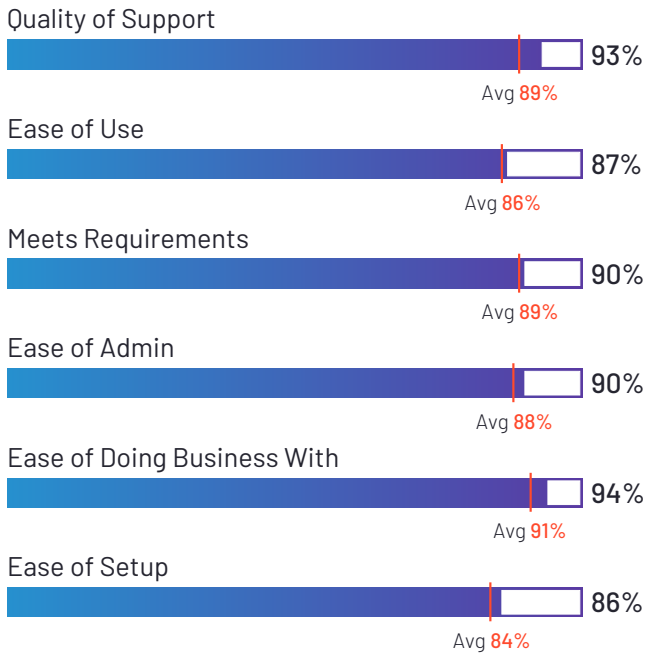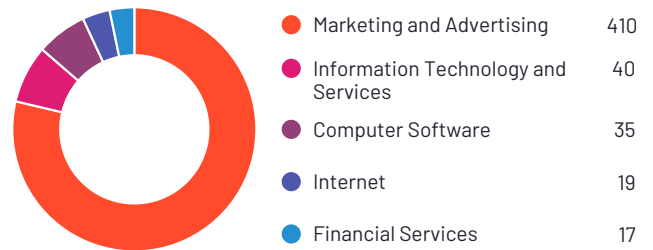
Satisfaction Ratings

Quality of Support — 93% — Avg **89%**

Ease of Use — 87% — Avg **86%**

Meets Requirements — 90% — Avg **89%**

Ease of Admin — 90% — Avg **88%**

Ease of Doing Business With — 94% — Avg **91%**

Ease of Setup — 86% — Avg **84%**

Top Industries Represented

Industry	Count
Marketing and Advertising	410
Information Technology and Services	40
Computer Software	35
Internet	19
Financial Services	17

Highest-Rated Features

Lead Scoring and Grading — 92% — Avg **86%**

Social Media Advertising — 92% — Avg **84%**

Sending Outbound Emails — 92% — Avg **90%**

Lowest-Rated Features

SEO / Keyword Analytics — 81% — Avg **83%**

Breadth of Partner Applications — 83% — Avg **84%**

Social Listening — 83% — Avg **83%**
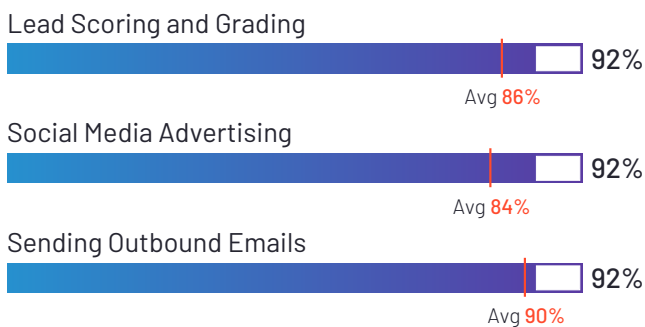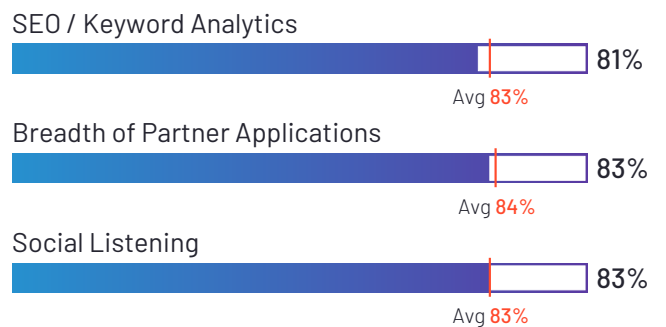
Ownership
Constant Contact

HQ Location
Waltham, MA

Employees (Listed On Linkedin)
1,148

Company Website
constantcontact.com

OneSignal

4.6 ⭐⭐⭐⭐½ (551)

Leader SUMMER 2023

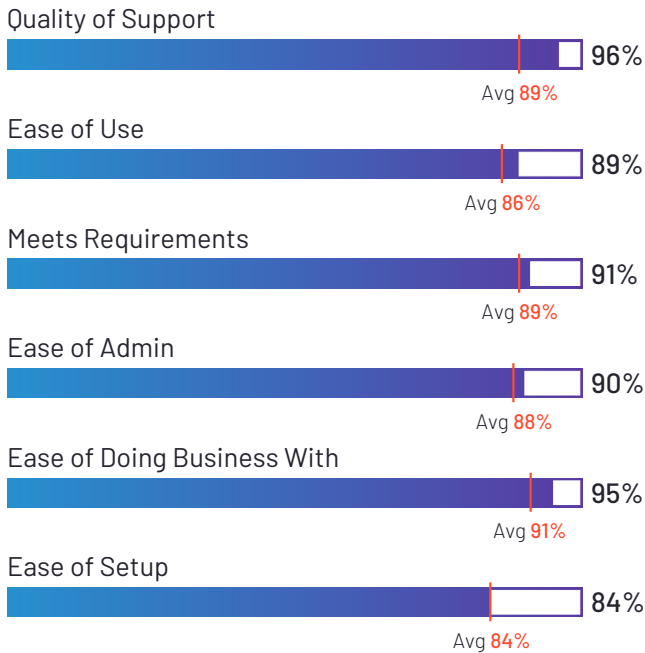OneSignal has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 99% of users rated it 4 or 5 stars, 92% of users believe it is headed in the right direction, and users said they would be likely to recommend OneSignal at a rate of 93%. OneSignal is also in the Push Notification, Mobile Marketing, Proactive Notification, and SMS Marketing categories.

Satisfaction Ratings

Quality of Support **91%**
Avg **89%**

Ease of Use **94%**
Avg **86%**

Meets Requirements **93%**
Avg **89%**

Ease of Admin **92%**
Avg **88%**

Ease of Doing Business With **93%**
Avg **91%**

Ease of Setup **91%**
Avg **84%**

Top Industries Represented

Industry	
Information Technology and Services	36
Computer Software	28
Computer Games	11
Marketing and Advertising	11
Health, Wellness and Fitness	10

Highest-Rated Features

Segmentation **97%**
Avg **88%**

CRM Lead Integration **97%**
Avg **87%**

Mobile Optimized **97%**
Avg **87%**

Lowest-Rated Features

Integration APIs **90%**
Avg **86%**

Breadth of Partner Applications **92%**
Avg **84%**

User, Role, and Access Management **93%**
Avg **88%**

Ownership
OneSignal

HQ Location
San Mateo, CA

Year Founded
2014

Employees (Listed On Linkedin)
160

Company Website
onesignal.com

Omnisend

4.5 ★★★★½ (815)

Leader
SUMMER
2023

Omnisend has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 97% of users rated it 4 or 5 stars, 90% of users believe it is headed in the right direction, and users said they would be likely to recommend Omnisend at a rate of 91%. Omnisend is also in the SMS Marketing, Email Template Builder, Personalization, Push Notification, and Transactional Email categories.

Satisfaction Ratings

Quality of Support
91%
Avg 89%

Ease of Use
93%
Avg 86%

Meets Requirements
91%
Avg 89%

Ease of Admin
94%
Avg 88%

Ease of Doing Business With
93%
Avg 91%

Ease of Setup
92%
Avg 84%

Top Industries Represented

● Retail	180
● Apparel & Fashion	128
● Consumer Goods	63
● Health, Wellness and Fitness	42
● Food & Beverages	35

Highest-Rated Features

Performance and Reliability
92%
Avg 88%

Sending Outbound Emails
92%
Avg 90%

Automated Email Responses
91%
Avg 89%

Lowest-Rated Features

SEO / Keyword Analytics
85%
Avg 83%

Social Media Advertising
87%
Avg 84%

Breadth of Partner Applications
87%
Avg 84%
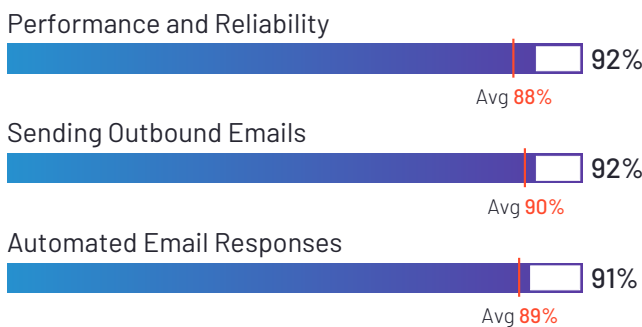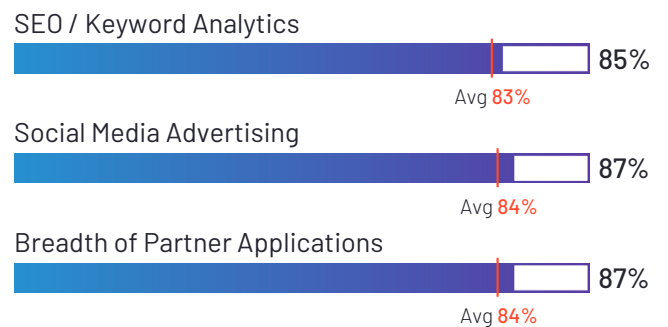
Ownership	HQ Location	Year Founded	Employees (Listed On Linkedin)	Company Website
Omnisend	London	2014	179	omnisend.com

Vendasta

4.5 ★★★★½ (312)

Leader
SUMMER
2023

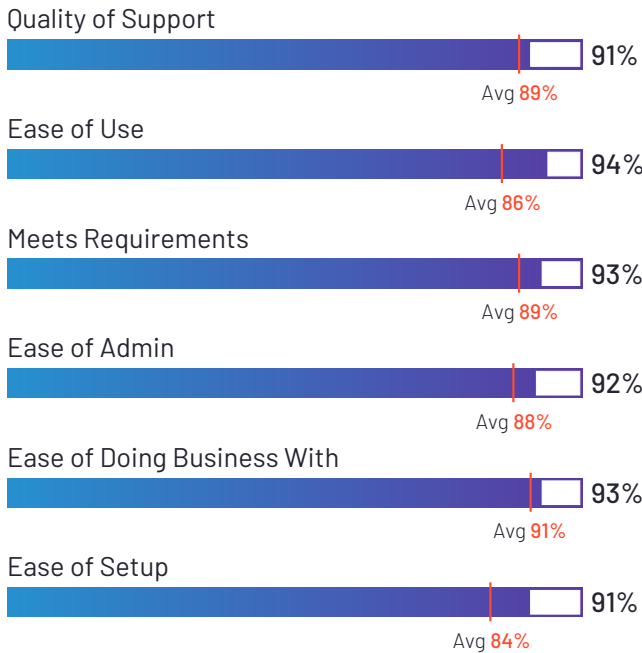Vendasta has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 95% of users rated it 4 or 5 stars, 92% of users believe it is headed in the right direction, and users said they would be likely to recommend Vendasta at a rate of 93%. Vendasta is also in the Multi-Location Marketing Platforms, Subscription Billing, Local Listing Management, Local SEO, Task Management, Website Builder, Online Appointment Scheduling, Online Reputation Management, Social Media Analytics, Social Media Management, CRM, Managed Hosting, E-Commerce Platforms, and WordPress Hosting categories.

Satisfaction Ratings

Quality of Support **94%** Avg **89%**

Ease of Use **88%** Avg **86%**

Meets Requirements **90%** Avg **89%**

Ease of Admin **87%** Avg **88%**

Ease of Doing Business With **93%** Avg **91%**

Ease of Setup **86%** Avg **84%**

Top Industries Represented

Marketing and Advertising	123
Information Technology and Services	9
Internet	7
Management Consulting	7
Health, Wellness and Fitness	3

Highest-Rated Features

Basic Reporting **93%** Avg **87%**

User, Role, and Access Management **93%** Avg **88%**

Marketing Lead Database **93%** Avg **88%**

Lowest-Rated Features

Integration APIs **78%** Avg **86%**

Customization **85%** Avg **85%**

Output Document Generation **85%** Avg **85%**

Ownership Vendasta

HQ Location Saskatchewan

Year Founded 2008

Employees (Listed On Linkedin) 640

Company Website vendasta.com
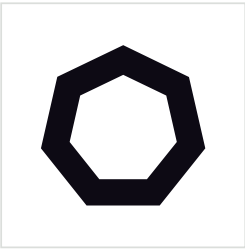
Optimove

4.6 ★★★★☆ (118)

Leader
SUMMER
2023

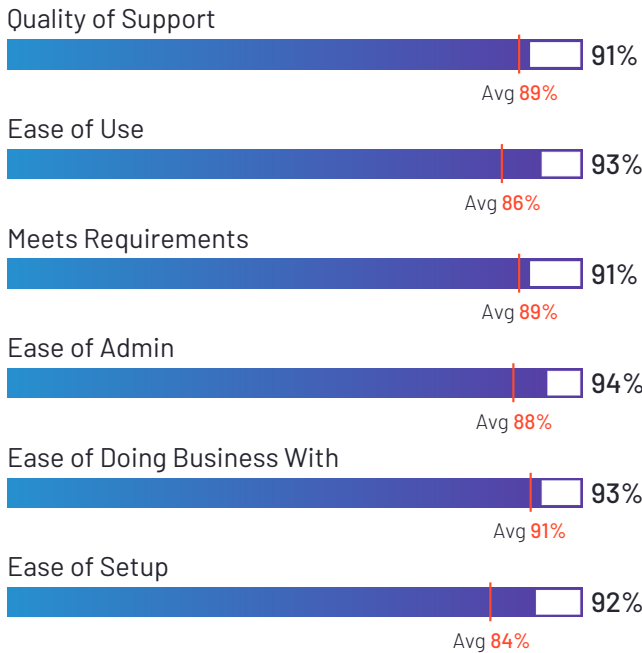Optimove has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 94% of users rated it 4 or 5 stars, 95% of users believe it is headed in the right direction, and users said they would be likely to recommend Optimove at a rate of 92%. Optimove is also in the Customer Data Platform (CDP), Customer Journey Analytics, Marketing Analytics, and Marketing Platforms categories.

Satisfaction Ratings

Quality of Support
95%
Avg 89%

Ease of Use
89%
Avg 86%

Meets Requirements
89%
Avg 89%

Ease of Admin
90%
Avg 88%

Ease of Doing Business With
90%
Avg 91%

Ease of Setup
80%
Avg 84%

Top Industries Represented

Gambling & Casinos	63
Marketing and Advertising	6
Entertainment	5
Food & Beverages	3
Retail	3

Highest-Rated Features

Building and Personalizing Emails
95%
Avg 89%

A/B Testing
94%
Avg 85%

Sending Outbound Emails
94%
Avg 90%

Lowest-Rated Features

Internationalization
80%
Avg 86%

Data Import & Export Tools
80%
Avg 87%

Integration APIs
81%
Avg 86%
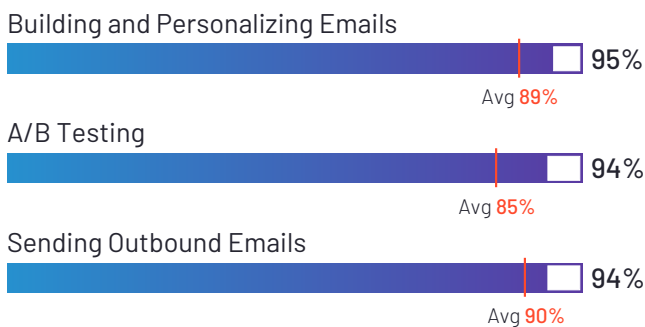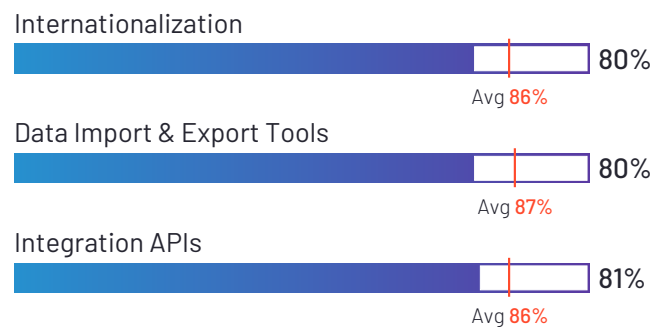
Ownership
Optimove

HQ Location
New York

Year Founded
2009

Employees (Listed On Linkedin)
434

Company Website
optimove.com

Netcore Customer Engagement and Experience Platform

4.5 ★★★★⯨ (90)

Leader
SUMMER
2023

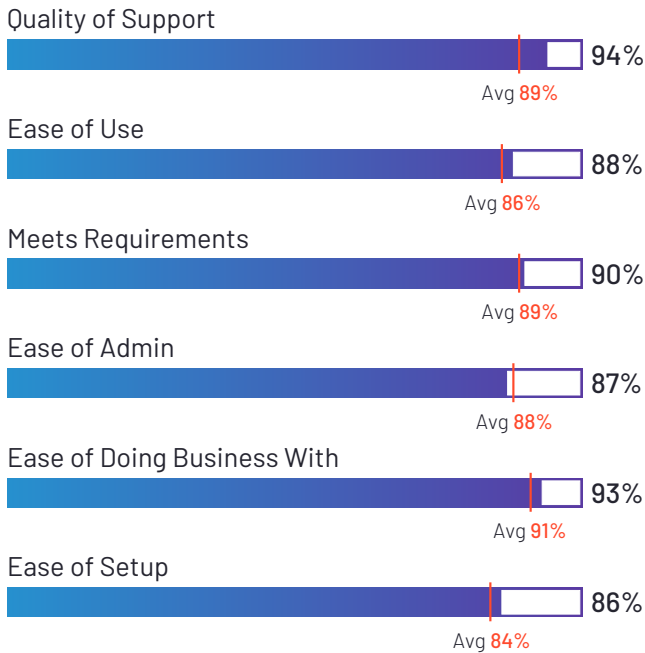Netcore Customer Engagement and Experience Platform has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 96% of users rated it 4 or 5 stars, 80% of users believe it is headed in the right direction, and users said they would be likely to recommend Netcore Customer Engagement and Experience Platform at a rate of 91%. Netcore Customer Engagement and Experience Platform is also in the Personalization, Push Notification, Mobile App Analytics, Geofencing, E-Commerce Personalization, Digital Adoption Platform, Marketing Platforms, Marketing Analytics, A/B Testing, SMS Marketing, Mobile Marketing, Personalization Engines, and Customer Data Platform (CDP) categories.

Satisfaction Ratings

Quality of Support
92%
Avg **89%**

Ease of Use
91%
Avg **86%**

Meets Requirements
90%
Avg **89%**

Ease of Admin
90%
Avg **88%**

Ease of Doing Business With
94%
Avg **91%**

Ease of Setup
88%
Avg **84%**

Top Industries Represented

● Financial Services	14
● Hospital & Health Care	5
● Consumer Goods	4
● Insurance	4
● Marketing and Advertising	4

Highest-Rated Features

Automated Alerts and Tasks
97%
Avg **87%**

Sending Outbound Emails
97%
Avg **90%**

Building and Personalizing Emails
97%
Avg **89%**

Lowest-Rated Features

Customization
91%
Avg **85%**

Automated Email Responses
92%
Avg **89%**

Data Quality Management
93%
Avg **87%**
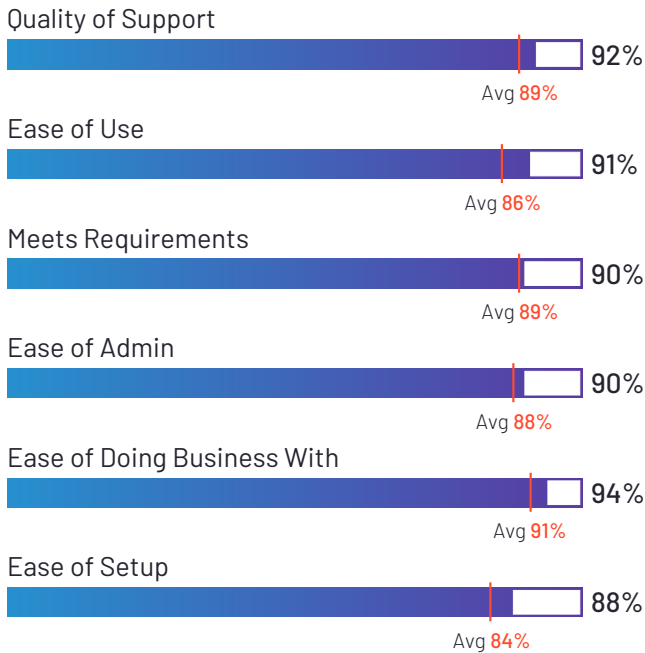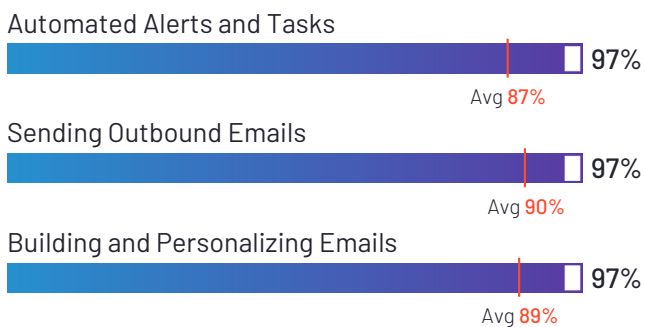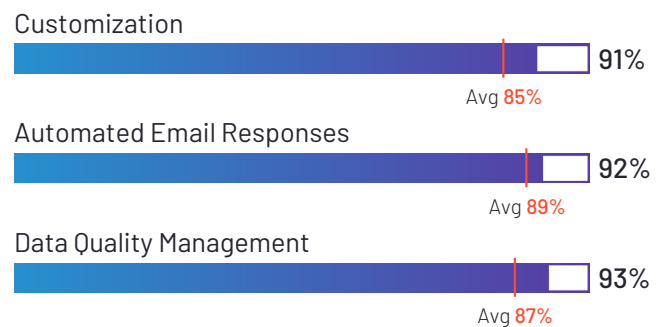
Ownership
Netcore Cloud

HQ Location
Mumbai, Maharashtra

Year Founded
1998

Employees (Listed On Linkedin)
1,043

Company Website
netcorecloud.com

Dotdigital

4.3 ★★★★☆ (677)

Leader SUMMER 2023

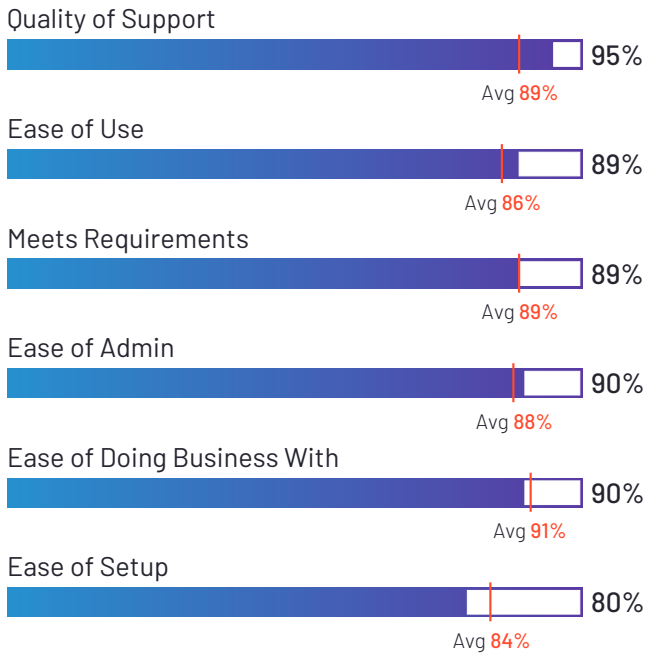Dotdigital has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 93% of users rated it 4 or 5 stars, 86% of users believe it is headed in the right direction, and users said they would be likely to recommend Dotdigital at a rate of 85%. Dotdigital is also in the SMS Marketing, Email Template Builder, Personalization, Personalization Engines, Email Deliverability, Customer Journey Analytics, Customer Data Platform (CDP), Landing Page Builders, Communication Platform as a Service, Transactional Email, and Mobile Marketing categories.

Satisfaction Ratings

Quality of Support
87%
Avg 89%

Ease of Use
88%
Avg 86%

Meets Requirements
86%
Avg 89%

Ease of Admin
84%
Avg 88%

Ease of Doing Business With
86%
Avg 91%

Ease of Setup
78%
Avg 84%

Top Industries Represented

● Retail	70
● Marketing and Advertising	40
● Non-Profit Organization Management	32
● Consumer Goods	23
● Financial Services	21

Highest-Rated Features

Sending Outbound Emails
92%
Avg 90%

Building and Personalizing Emails
90%
Avg 89%

Manage Email Deliverability
89%
Avg 88%

Lowest-Rated Features

Sandbox / Test Environments
81%
Avg 84%

Internationalization
82%
Avg 86%

Revenue Analytics
83%
Avg 84%
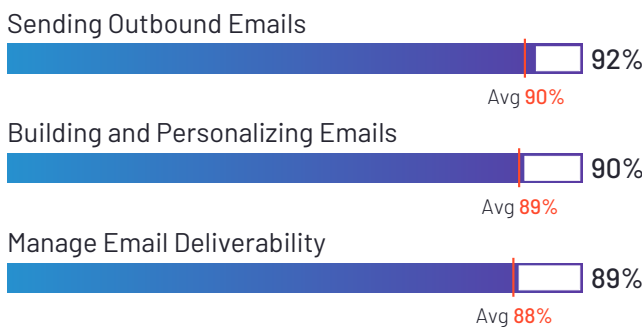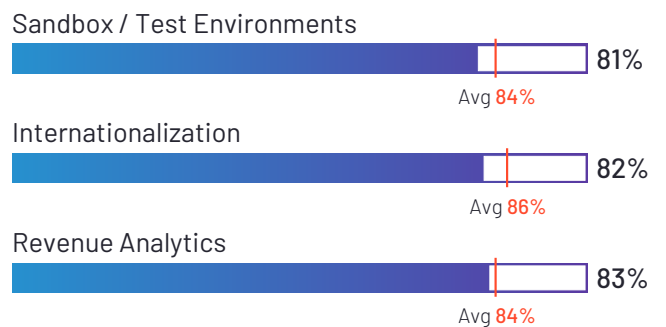
Ownership	**HQ Location**	**Year Founded**	**Employees (Listed On Linkedin)**	**Company Website**
Dotdigital	London Bridge, London	1999	371	dotdigital.com

Customer.io

4.3 ★★★★½ (201)

Leader SUMMER 2023

Customer.io has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 92% of users rated it 4 or 5 stars, 88% of users believe it is headed in the right direction, and users said they would be likely to recommend Customer.io at a rate of 86%. Customer.io is also in the SMS Marketing, Personalization, Push Notification, Transactional Email, and Mobile Marketing categories.

Satisfaction Ratings

Quality of Support
88%
Avg 89%

Ease of Use
86%
Avg 86%

Meets Requirements
88%
Avg 89%

Ease of Admin
87%
Avg 88%

Ease of Doing Business With
91%
Avg 91%

Ease of Setup
82%
Avg 84%

Top Industries Represented

Industry	
● Computer Software	18
● Financial Services	16
● Marketing and Advertising	15
● Information Technology and Services	14
● Internet	13

Highest-Rated Features

Sending Outbound Emails
93%
Avg 90%

Building and Personalizing Emails
93%
Avg 89%

User, Role, and Access Management
92%
Avg 88%

Lowest-Rated Features

Revenue Analytics
83%
Avg 84%

Basic Reporting
84%
Avg 87%

Landing Pages and Forms
85%
Avg 85%
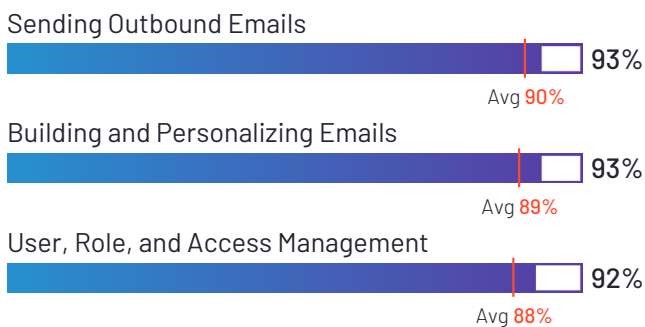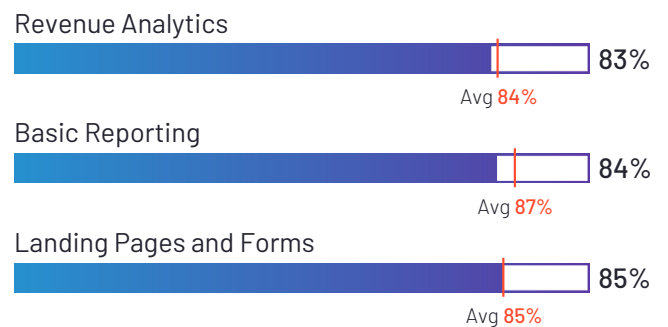
Ownership Customer.io	**HQ Location** Portland, OR	**Year Founded** 2012	**Employees (Listed On Linkedin)** 256	**Company Website** customer.io

Ontraport

4.5 ⭐⭐⭐⭐⭐ (186)

Leader SUMMER 2023
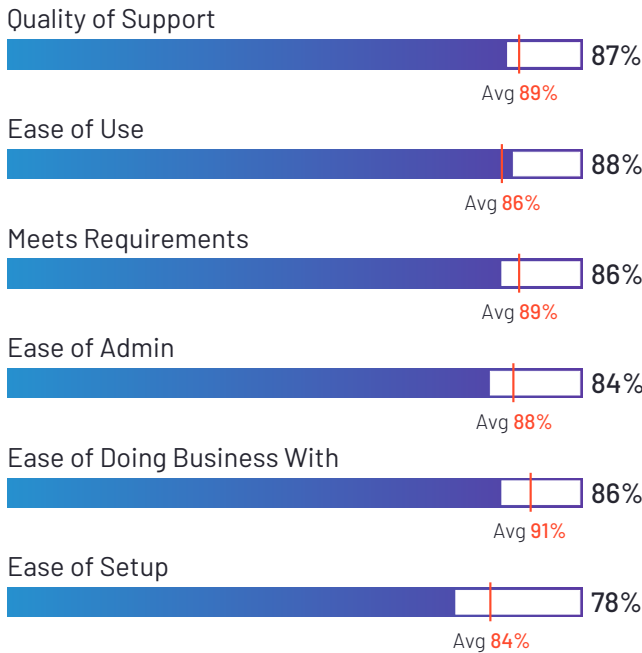
Ontraport has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 91% of users rated it 4 or 5 stars, 85% of users believe it is headed in the right direction, and users said they would be likely to recommend Ontraport at a rate of 89%. Ontraport is also in the CRM, Landing Page Builders, and Online Form Builder categories.

Satisfaction Ratings

Quality of Support — 93%
Avg 89%

Ease of Use — 84%
Avg 86%

Meets Requirements — 88%
Avg 89%

Ease of Admin — 86%
Avg 88%

Ease of Doing Business With — 92%
Avg 91%

Ease of Setup — 82%
Avg 84%

Top Industries Represented

Professional Training & Coaching	29
Marketing and Advertising	22
Health, Wellness and Fitness	13
Management Consulting	10
Internet	9

Highest-Rated Features

Internationalization — 95%
Avg 86%

Data Import & Export Tools — 94%
Avg 87%

Sending Outbound Emails — 94%
Avg 90%

Lowest-Rated Features

SEO / Keyword Analytics — 80%
Avg 83%

Search Tracking and Optimization — 81%
Avg 86%

Social Media Advertising — 82%
Avg 84%

Ownership
Ontraport

HQ Location
Santa Barbara, CA

Year Founded
2008

Employees (Listed On Linkedin)
131

Company Website
ontraport.com

Act-On

4.1 ★★★★☆ (993)

Leader
SUMMER
2023

Act-On has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 86% of users rated it 4 or 5 stars, 83% of users beli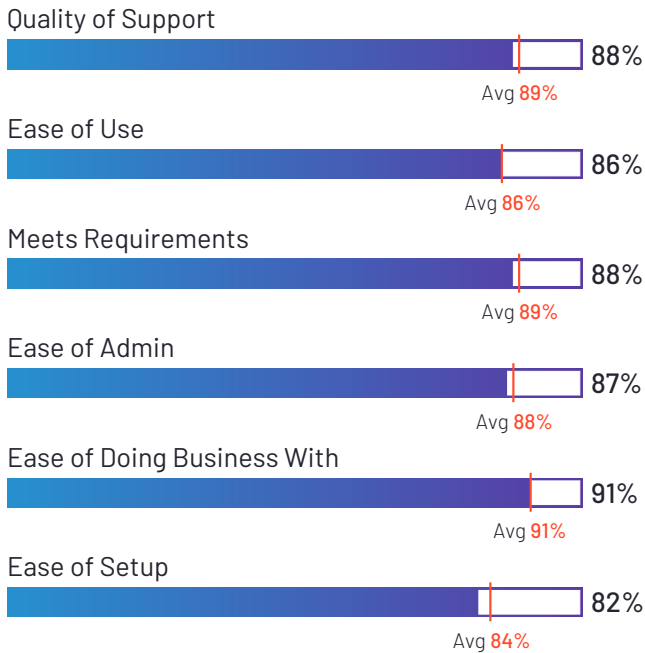eve it is headed in the right direction, and users said they would be likely to recommend Act-On at a rate of 82%. Act-On is also in the Personalization, Employee Advocacy, Marketing Account Intelligence, Marketing Analytics, Visitor Identification, SEO Tools, Social Media Analytics, Social Media Management, Email Template Builder, Customer Journey Mapping, Customer Journey Analytics, Online Form Builder, Transactional Email, Landing Page Builders, Lead Scoring, and Marketing Platforms categories.

Satisfaction Ratings

Quality of Support
88%
Avg **89%**

Ease of Use
82%
Avg **86%**

Meets Requirements
84%
Avg **89%**

Ease of Admin
85%
Avg **88%**

Ease of Doing Business With
87%
Avg **91%**

Ease of Setup
80%
Avg **84%**

Top Industries Represented

● Marketing and Advertising	116
● Computer Software	113
● Information Technology and Services	103
● Financial Services	43
● Hospital & Health Care	25

Highest-Rated Features

Sending Outbound Emails
90%
Avg **90%**

Automated Email Responses
87%
Avg **89%**

Segmentation
86%
Avg **88%**

Lowest-Rated Features

Social Listening
73%
Avg **83%**

Social Media Advertising
74%
Avg **84%**

Sandbox / Test Environments
74%
Avg **84%**

Ownership
Act-On Software

HQ Location
Portland, OR

Year Founded
2008

Employees (Listed On Linkedin)
263

Company Website
www.act-on.com

Selligent Marketing Cloud

4.1 ★★★★☆ (34)

Leader
SUMMER
2023

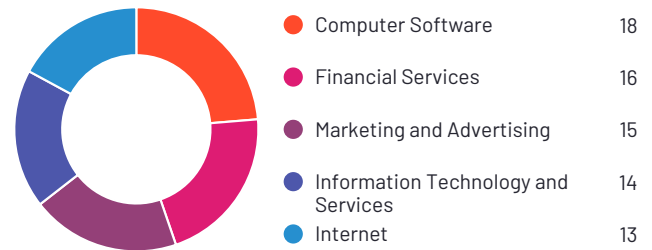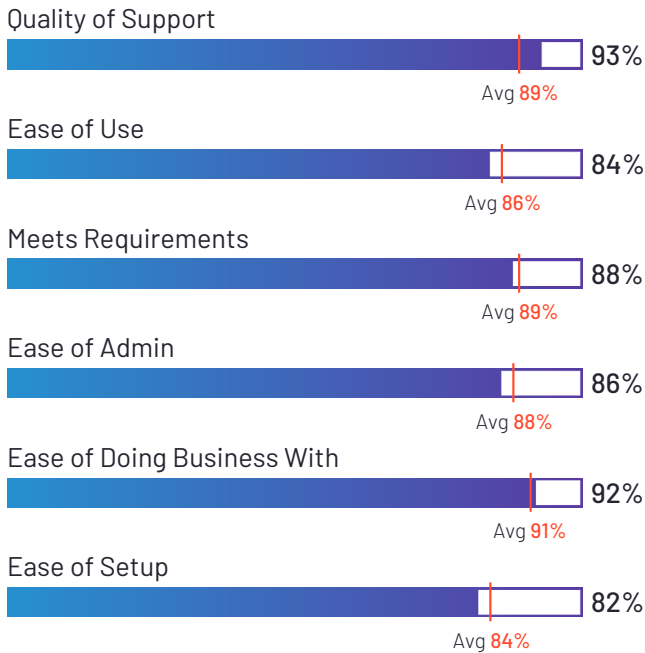Selligent Marketing Cloud has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 90% of users rated it 4 or 5 stars, 84% of users believe it is headed in the right direction, and users said they would be likely to recommend Selligent Marketing Cloud at a rate of 82%. Selligent Marketing Cloud is also in the Customer Data Platform (CDP), Marketing Analytics, and Marketing Platforms categories.

Satisfaction Ratings

Quality of Support
91%
Avg **89%**

Ease of Use
82%
Avg **86%**

Meets Requirements
86%
Avg **89%**

Ease of Admin
81%
Avg **88%**

Ease of Doing Business With
87%
Avg **91%**

Ease of Setup
76%
Avg **84%**

Top Industries Represented

● Marketing and Advertising	4
● Internet	3
● Retail	3
● Automotive	2
● Health, Wellness and Fitness	2

Highest-Rated Features

Marketing Lead Database
98%
Avg **88%**

Sending Outbound Emails
96%
Avg **90%**

Calendaring
95%
Avg **86%**

Lowest-Rated Features

Breadth of Partner Applications
74%
Avg **84%**

Integration APIs
79%
Avg **86%**

Revenue Analytics
81%
Avg **84%**
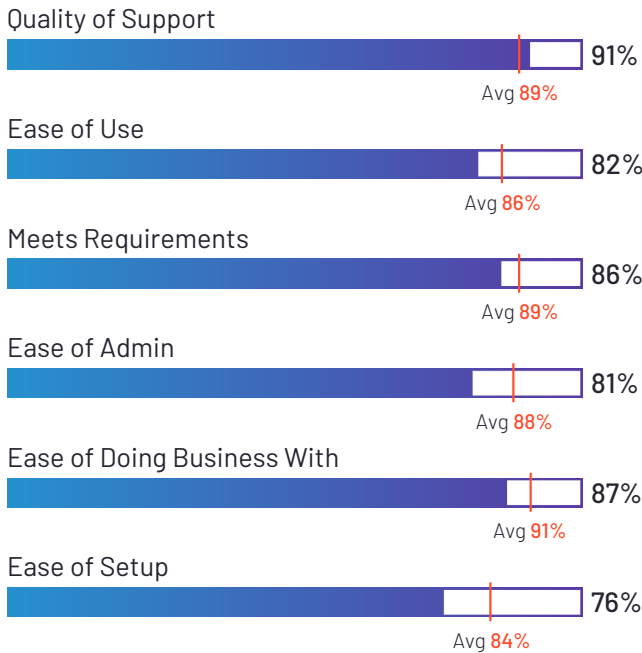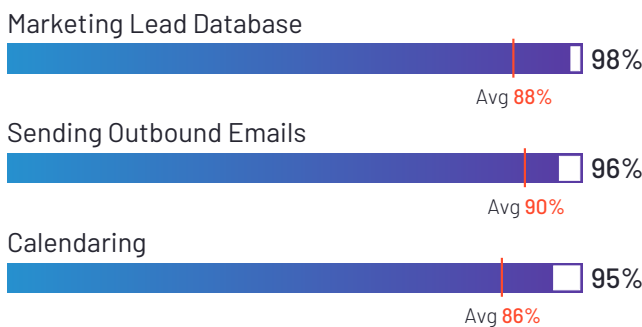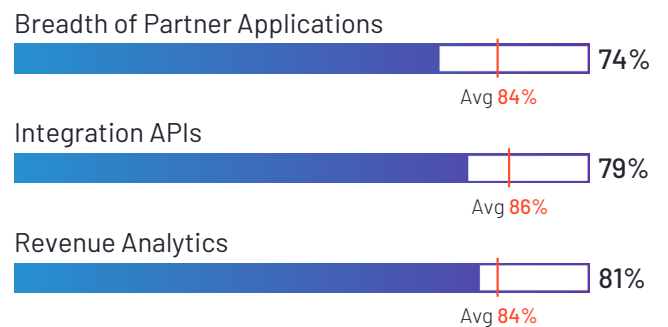
Ownership
Selligent

HQ Location
Braine-l'Alleud, Belgium

Employees (Listed On Linkedin)
204

Company Website
selligent.com

WebEngage

4.5 ★★★★☆ (299)

Leader SUMMER 2023

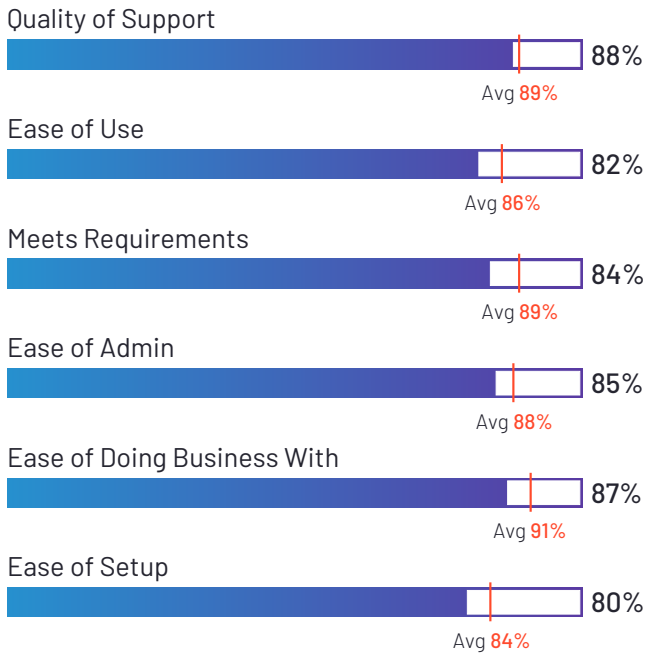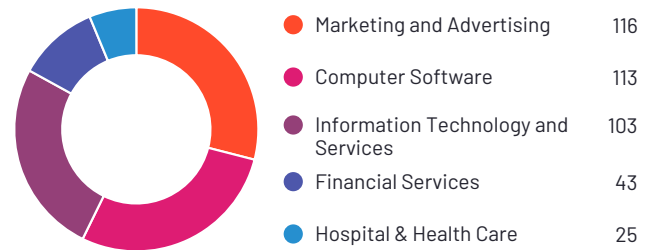WebEngage has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 99% of users rated it 4 or 5 stars, 94% of users believe it is headed in the right direction, and users said they would be likely to recommend WebEngage at a rate of 90%. WebEngage is also in the Customer Journey Mapping, Geofencing, SMS Marketing, Personalization, Push Notification, E-Commerce Personalization, Customer Journey Analytics, A/B Testing, Marketing Analytics, Transactional Email, Mobile Marketing, and Marketing Platforms categories.

Satisfaction Ratings

Quality of Support
90%
Avg **89%**

Ease of Use
91%
Avg **86%**

Meets Requirements
86%
Avg **89%**

Ease of Admin
90%
Avg **88%**

Ease of Doing Business With
91%
Avg **91%**

Ease of Setup
84%
Avg **84%**

Top Industries Represented

● Financial Services	21
● Internet	19
● E-Learning	16
● Marketing and Advertising	15
● Education Management	14

Highest-Rated Features

User, Role, and Access Management
91%
Avg **88%**

Building and Personalizing Emails
88%
Avg **89%**

Sandbox / Test Environments
88%
Avg **84%**

Lowest-Rated Features

Revenue Analytics
79%
Avg **84%**

ROI Analytics
81%
Avg **84%**

Social Media Engagement
81%
Avg **84%**
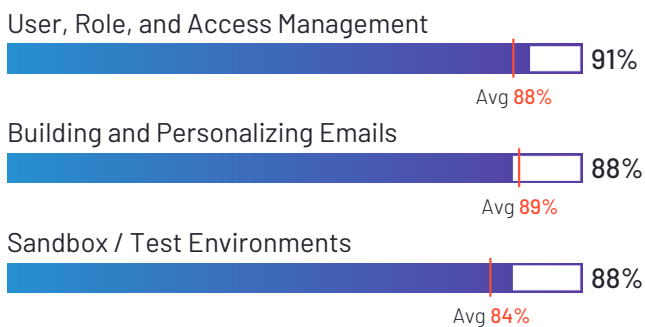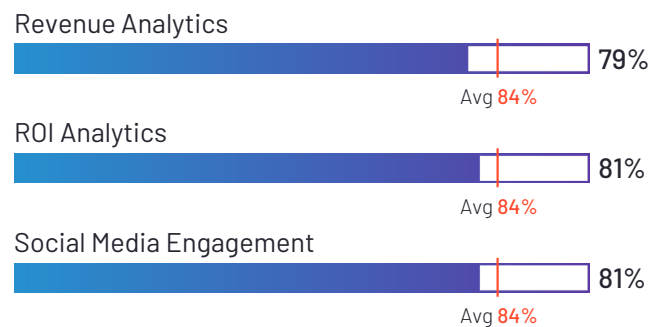
Ownership
WebEngage

HQ Location
Mumbai

Year Founded
2011

Employees (Listed On Linkedin)
377

Company Website
webengage.com

SALESmanago

4.4 ⭐⭐⭐⭐⯪ (248)

Leader
SUMMER
2023

SALESmanago has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 93% of users rated it 4 or 5 stars, 87% of users believe it is headed in the right direction, and users said they would be likely to recommend SALESmanago at a rate of 87%. SALESmanago is also in the Personalization, Push Notification, Account Data Management, A/B Testing, Marketing Analytics, Social Media Management, Live Chat, Customer Data Platform (CDP), and Marketing Platforms categories.

Satisfaction Ratings

Quality of Support
89%
Avg 89%

Ease of Use
82%
Avg 86%

Meets Requirements
87%
Avg 89%

Ease of Admin
85%
Avg 88%

Ease of Doing Business With
90%
Avg 91%

Ease of Setup
81%
Avg 84%

Top Industries Represented

🔴 Marketing and Advertising	30
🟣 Retail	16
🟣 Cosmetics	12
🔵 Information Technology and Services	11
🔵 Internet	11

Highest-Rated Features

Sending Outbound Emails
90%
Avg 90%

Automated Email Responses
90%
Avg 89%

Building and Personalizing Emails
89%
Avg 89%

Lowest-Rated Features

Output Document Generation
81%
Avg 85%

SEO / Keyword Analytics
82%
Avg 83%

Social Listening
83%
Avg 83%
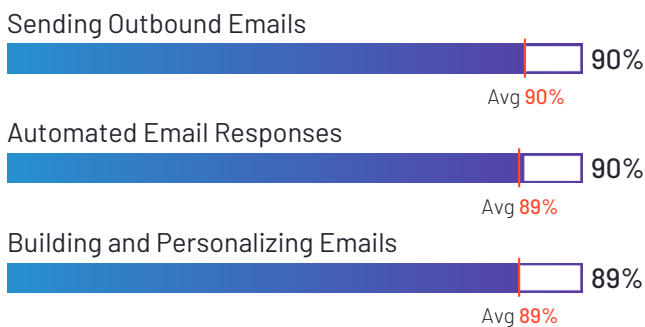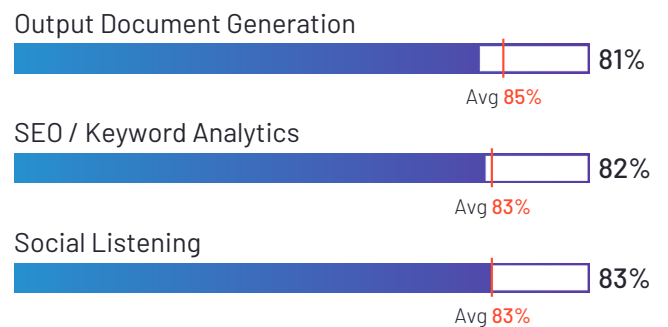
Ownership
SALESmanago

HQ Location
Krakow

Year Founded
2011

Employees (Listed On Linkedin)
448

Company Website
salesmanago.com

Leadsquared Marketing Automation

4.4 ★★★★½ (213)

Leader SUMMER 2023

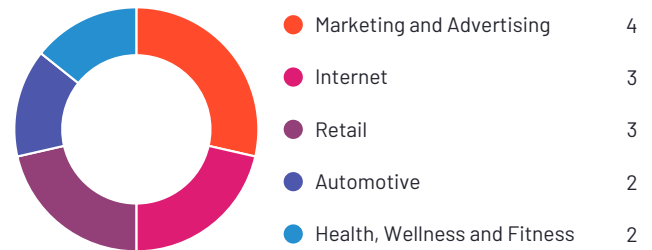Leadsquared Marketing Automation has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 97% of users rated it 4 or 5 stars, 94% of users believe it is headed in the right direction, and users said they would be likely to recommend Leadsquared Marketing Automation at a rate of 89%.

Satisfaction Ratings

Quality of Support
92%
Avg 89%

Ease of Use
89%
Avg 86%

Meets Requirements
88%
Avg 89%

Ease of Admin
88%
Avg 88%

Ease of Doing Business With
91%
Avg 91%

Ease of Setup
89%
Avg 84%

Top Industries Represented

● Education Management	41
● Marketing and Advertising	23
● Information Technology and Services	21
● Computer Software	15
● E-Learning	12

Highest-Rated Features

CRM Lead Integration
90%
Avg 87%

Marketing Lead Database
89%
Avg 88%

Sending Outbound Emails
89%
Avg 90%

Lowest-Rated Features

A/B Testing
78%
Avg 85%

Budgeting
78%
Avg 84%

Mobile Optimized
80%
Avg 87%
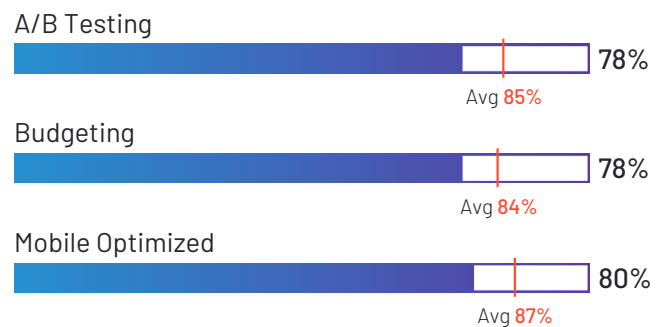
Ownership	**HQ Location**	**Year Founded**	**Employees (Listed On Linkedin)**	**Company Website**
LeadSquared	Bangalore	2011	1,449	leadsquared.com

Acquia Marketing Cloud

3.9 ★★★★☆ (80)

Leader
SUMMER 2023

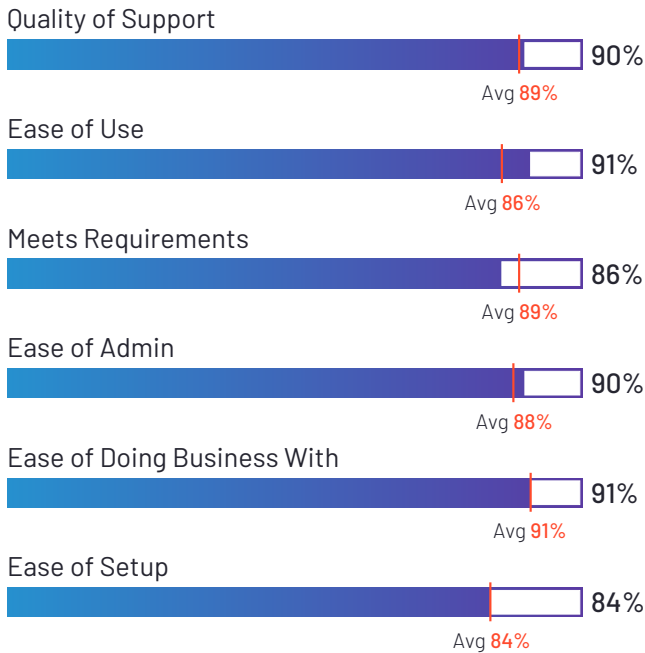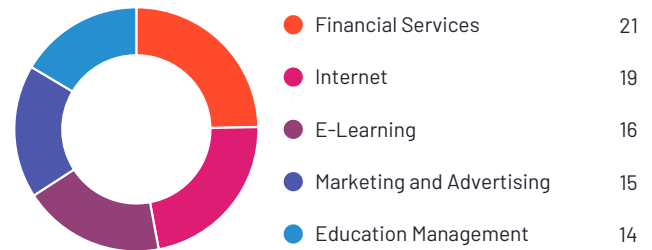Acquia Marketing Cloud has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 85% of users rated it 4 or 5 stars, 90% of users believe it is headed in the right direction, and users said they would be likely to recommend Acquia Marketing Cloud at a rate of 79%. Acquia Marketing Cloud is also in the Customer Journey Mapping, Personalization Engines, Digital Experience Platforms (DXP), Customer Journey Analytics, Customer Data Platform (CDP), and Digital Asset Management categories.
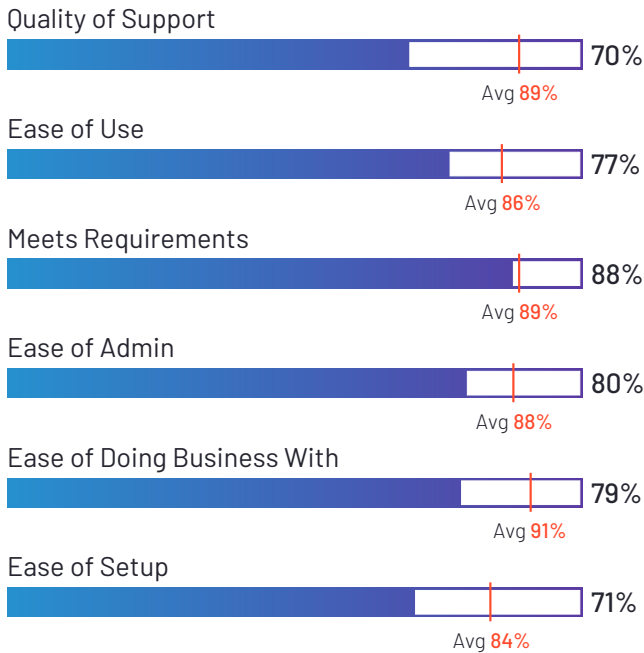
Satisfaction Ratings

Quality of Support
70%
Avg **89%**

Ease of Use
77%
Avg **86%**

Meets Requirements
88%
Avg **89%**

Ease of Admin
80%
Avg **88%**

Ease of Doing Business With
79%
Avg **91%**

Ease of Setup
71%
Avg **84%**

Top Industries Represented

Industry	Count
Information Technology and Services	10
Computer Software	9
Internet	7
Marketing and Advertising	7
Retail	2

Highest-Rated Features

Sending Outbound Emails
89%
Avg **90%**

Segmentation
88%
Avg **88%**

Landing Pages and Forms
87%
Avg **85%**

Lowest-Rated Features

Revenue Analytics
67%
Avg **84%**

SEO / Keyword Analytics
67%
Avg **83%**

ROI Analytics
70%
Avg **84%**
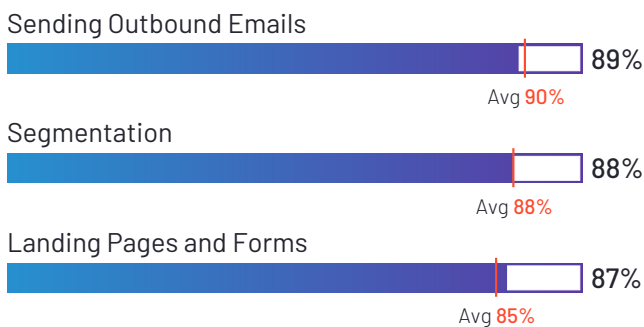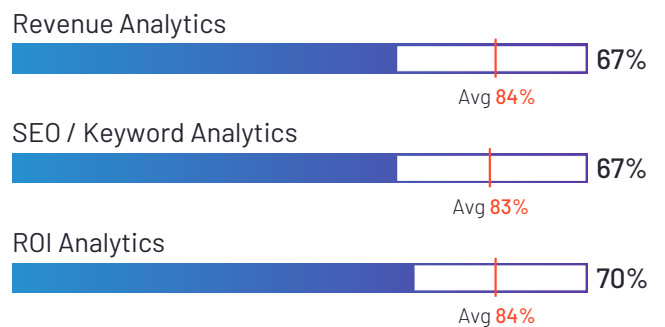
Ownership
Acquia

HQ Location
Boston, MA

Year Founded
2007

Employees (Listed On Linkedin)
1,064

Company Website
www.acquia.com

Zoho Marketing Automation

4.2 ★★★★☆ (64)

Leader SUMMER 2023

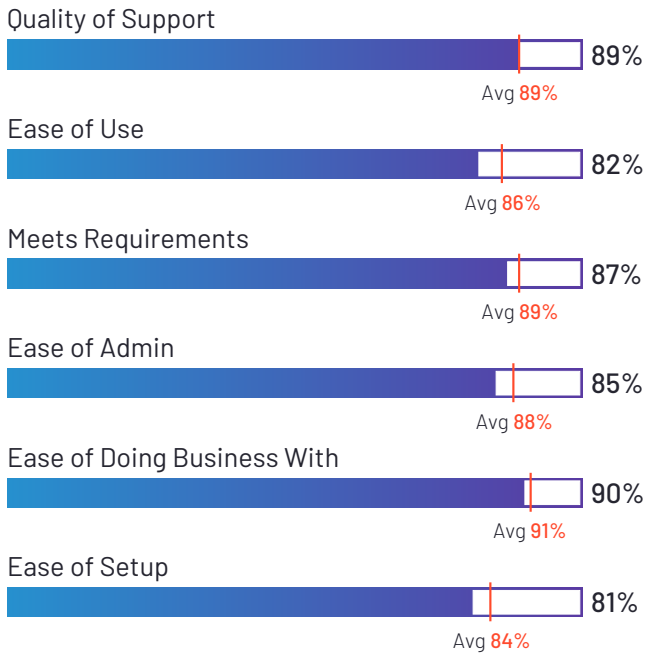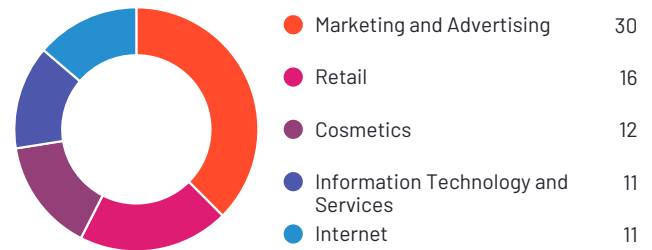Zoho Marketing Automation has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 87% of users rated it 4 or 5 stars, 80% of users believe it is headed in the right direction, and users said they would be likely to recommend Zoho Marketing Automation at a rate of 81%. Zoho Marketing Automation is also in the Marketing Analytics and Marketing Platforms categories.

Satisfaction Ratings

Quality of Support
79%
Avg 89%

Ease of Use
83%
Avg 86%

Meets Requirements
83%
Avg 89%

Ease of Admin
79%
Avg 88%

Ease of Doing Business With
86%
Avg 91%

Ease of Setup
82%
Avg 84%

Top Industries Represented

● Marketing and Advertising	11	
● Information Technology and Services	5	
● Computer Software	4	
● Retail	3	
● Apparel & Fashion	2	

Highest-Rated Features

Lead Nurturing
88%
Avg 88%

Basic Reporting
85%
Avg 87%

Program Management
85%
Avg 88%

Lowest-Rated Features

Event / Webinar Marketing
72%
Avg 86%

Customization
73%
Avg 85%

Internationalization
74%
Avg 86%
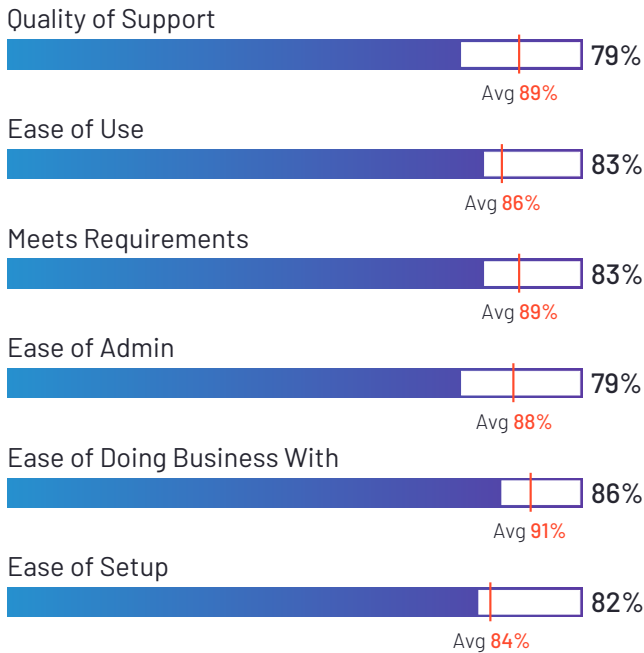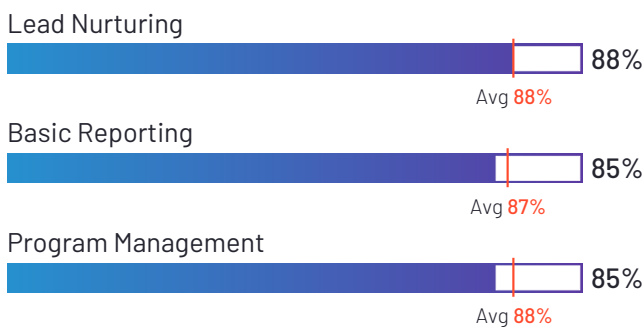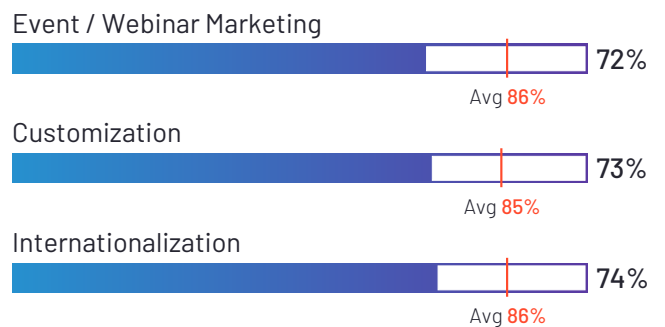
Ownership	HQ Location	Year Founded	Employees (Listed On Linkedin)	Company Website
Zoho Corporation Pvt. Ltd.	Austin, TX	1996	16,264	www.zoho.com

Manychat

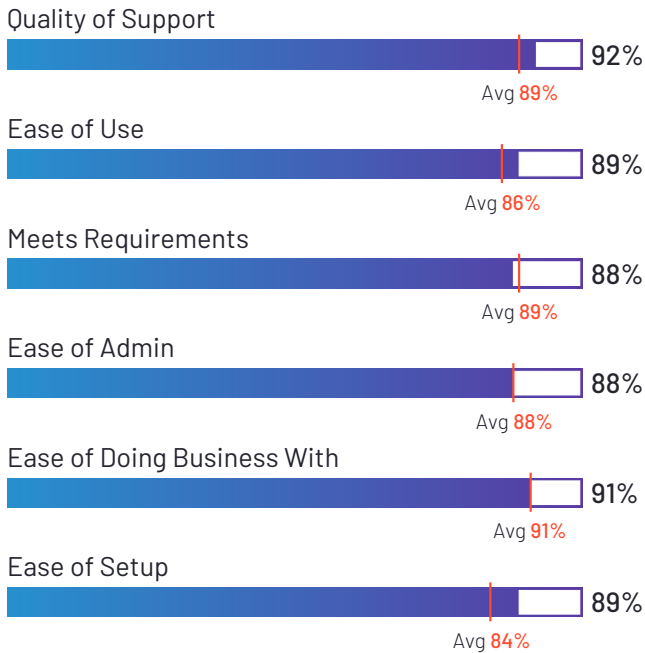**4.6** ★★★★⯨ (138)

Leader
SUMMER
2023
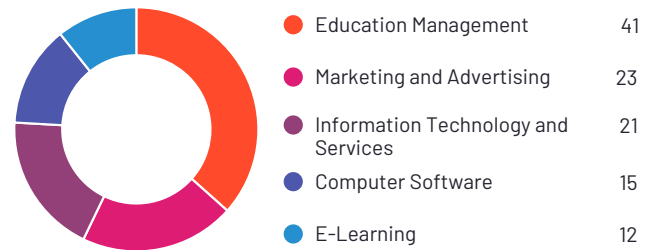
Manychat has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 96% of users rated it 4 or 5 stars, 92% of users believe it is headed in the right direction, and users said they would be likely to recommend Manychat at a rate of 93%. Manychat is also in the Conversational Marketing, Bot Platforms, SMS Marketing, and Social Commerce Platforms categories.
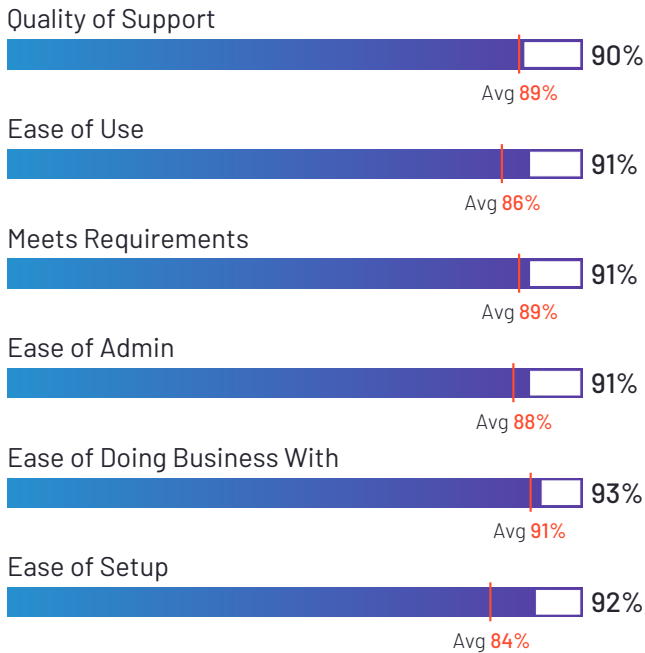
Satisfaction Ratings

Quality of Support
90%
Avg 89%

Ease of Use
91%
Avg 86%

Meets Requirements
91%
Avg 89%

Ease of Admin
91%
Avg 88%

Ease of Doing Business With
93%
Avg 91%

Ease of Setup
92%
Avg 84%

Top Industries Represented

● Marketing and Advertising	41
● Real Estate	6
● Education Management	3
● Health, Wellness and Fitness	3
● Hospital & Health Care	3

Highest-Rated Features

Social Media Advertising
98%
Avg 84%

SEO / Keyword Analytics
96%
Avg 83%

Social Campaigns
95%
Avg 85%

Lowest-Rated Features

Landing Pages and Forms
84%
Avg 85%

Program Management
84%
Avg 88%

Budgeting
86%
Avg 84%
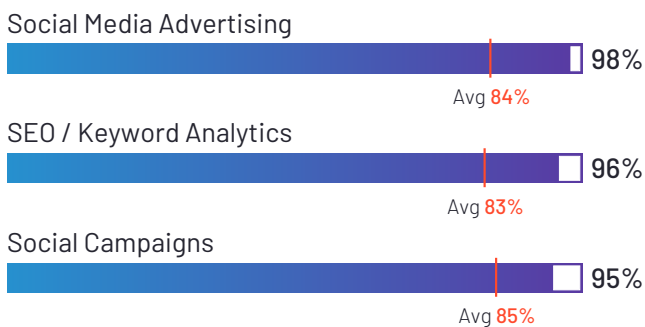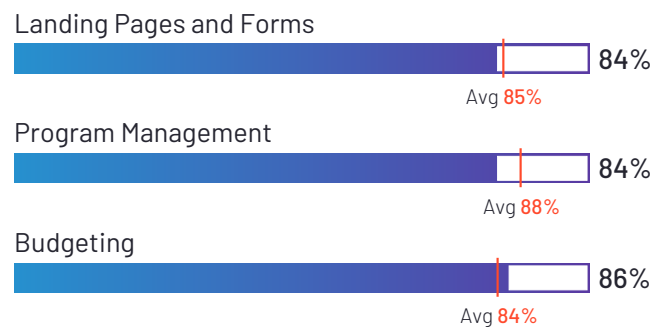
Ownership
ManyChat

HQ Location
San Francisco, California

Year Founded
2015

Employees (Listed On Linkedin)
172

Company Website
manychat.com

Drip

4.4 ★★★★☆ (453)

Leader SUMMER 2023

Drip has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 94% of users rated it 4 or 5 stars, 88% of users believe it is headed in the right direction, and users said they would be likely to recommend Drip at a rate of 88%. Drip is also in the Email Template Builder and E-Commerce Personalization categories.
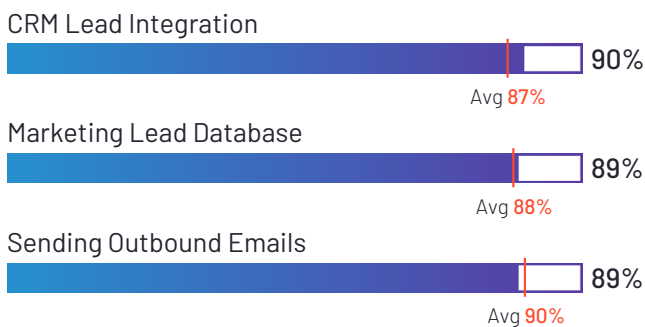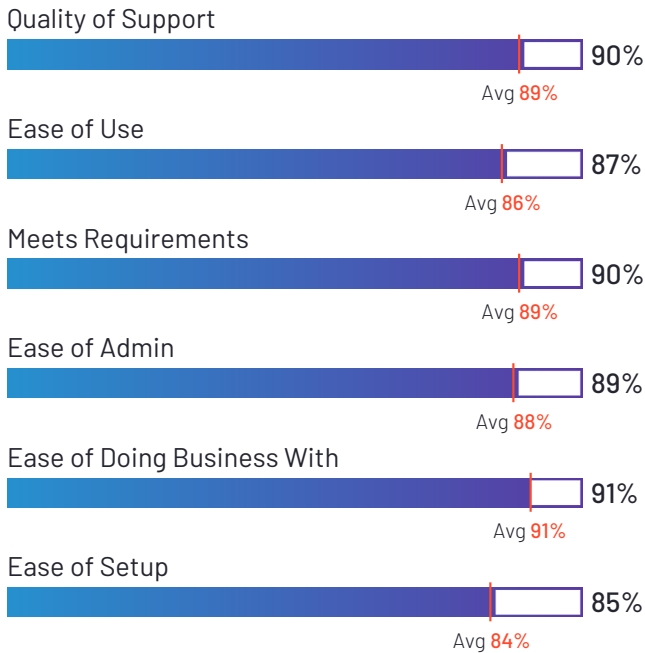
Satisfaction Ratings

Feature	Score	Avg
Quality of Support	90%	Avg 89%
Ease of Use	87%	Avg 86%
Meets Requirements	90%	Avg 89%
Ease of Admin	89%	Avg 88%
Ease of Doing Business With	91%	Avg 91%
Ease of Setup	85%	Avg 84%

Top Industries Represented

Industry	
Marketing and Advertising	67
Computer Software	30
Health, Wellness and Fitness	28
E-Learning	25
Internet	22

Highest-Rated Features

Feature	Score	Avg
Automated Email Responses	94%	Avg 89%
Sending Outbound Emails	92%	Avg 90%
Segmentation	90%	Avg 88%

Lowest-Rated Features

Feature	Score	Avg
Budgeting	71%	Avg 84%
Landing Pages and Forms	74%	Avg 85%
ROI Analytics	78%	Avg 84%
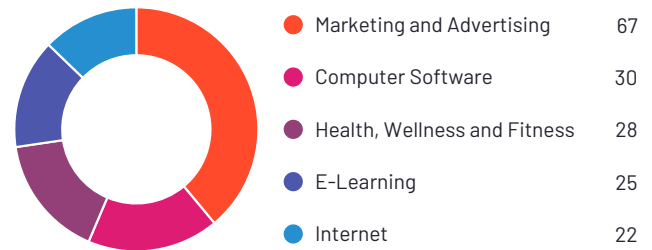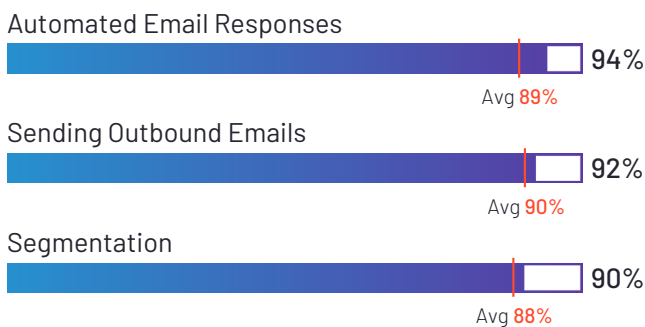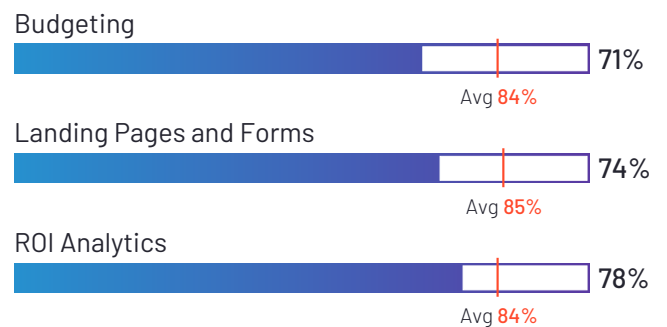
Ownership	HQ Location	Employees (Listed On Linkedin)	Company Website
Drip	Minneapolis, MN	133	drip.com

SAS Marketing Automation

4.3 ★★★★⯨ (20)

Leader
SUMMER
2023

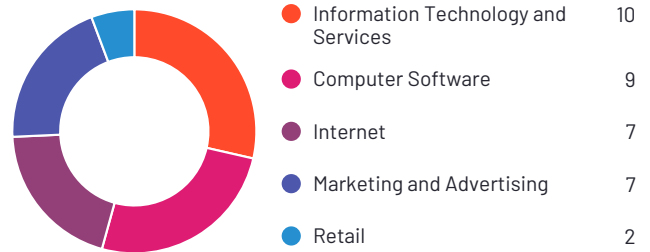SAS Marketing Automation has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 100% of users rated it 4 or 5 stars, 91% of users believe it is headed in the right direction, and users said they would be likely to recommend SAS at a rate of 87%.

Satisfaction Ratings
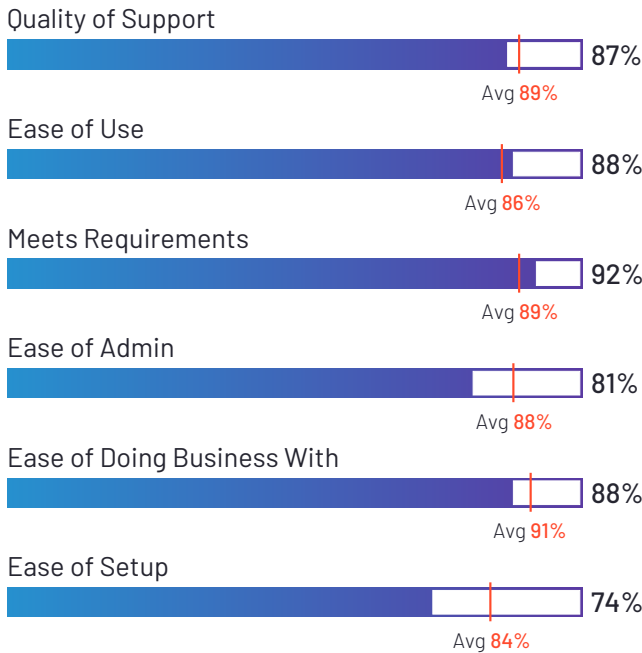
Quality of Support
87%
Avg **89%**

Ease of Use
88%
Avg **86%**

Meets Requirements
92%
Avg **89%**

Ease of Admin
81%
Avg **88%**

Ease of Doing Business With
88%
Avg **91%**

Ease of Setup
74%
Avg **84%**

Top Industries Represented

●	Information Technology and Services	5
●	Banking	2
●	Accounting	1
●	Commercial Real Estate	1
●	Computer & Network Security	1

Highest-Rated Features

Integration APIs
94%
Avg **86%**

User, Role, and Access Management
93%
Avg **88%**

Basic Reporting
93%
Avg **87%**

Lowest-Rated Features

Budgeting
80%
Avg **84%**

Social Listening
80%
Avg **83%**

Event / Webinar Marketing
82%
Avg **86%**
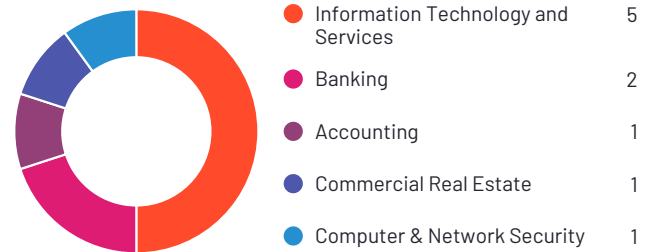
Ownership
SAS

HQ Location
Cary, NC

Year Founded
1976

Employees (Listed On Linkedin)
15,614

Company Website
www.sas.com

AVADA

4.9 ★★★★★ (195)

High Performer SUMMER 2023

AVADA has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 91% of users believe it is headed in the right direction, and users said they would be likely to recommend AVADA at a rate of 98%.

Satisfaction Ratings

Quality of Support
99%
Avg 89%

Ease of Use
92%
Avg 86%

Meets Requirements
94%
Avg 89%

Ease of Admin
92%
Avg 88%

Ease of Doing Business With
96%
Avg 91%

Ease of Setup
91%
Avg 84%

Top Industries Represented

● Retail	40
● Apparel & Fashion	29
● Consumer Goods	18
● Cosmetics	10
● Consumer Electronics	8

Highest-Rated Features

User, Role, and Access Management
98%
Avg 88%

Online Behavior Tracking
97%
Avg 87%

Integration APIs
96%
Avg 86%

Lowest-Rated Features

Sandbox / Test Environments
90%
Avg 84%

Data Quality Management
91%
Avg 87%

Lead Scoring and Grading
92%
Avg 86%
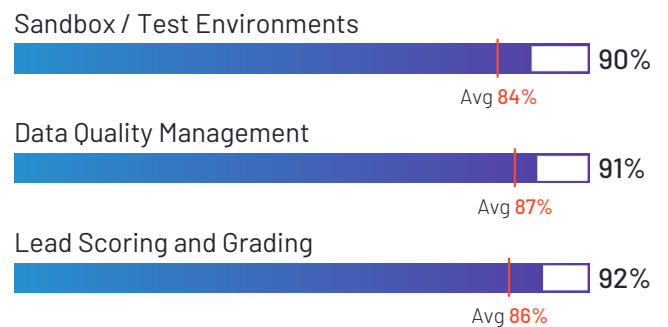
Ownership	**HQ Location**	**Year Founded**	**Employees (Listed On Linkedin)**	**Company Website**
AVADA Commerce	Singapore	2018	17	avada.io

ContactPigeon

4.9 ★★★★★ (121)

High Performer SUMMER 2023

ContactPigeon has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend ContactPigeon at a rate of 99%. ContactPigeon is also in the Retail Intelligence, Email Template Builder, Direct Mail Automation, E-Commerce Personalization, Customer Journey Analytics, Landing Page Builders, and Push Notification categories.
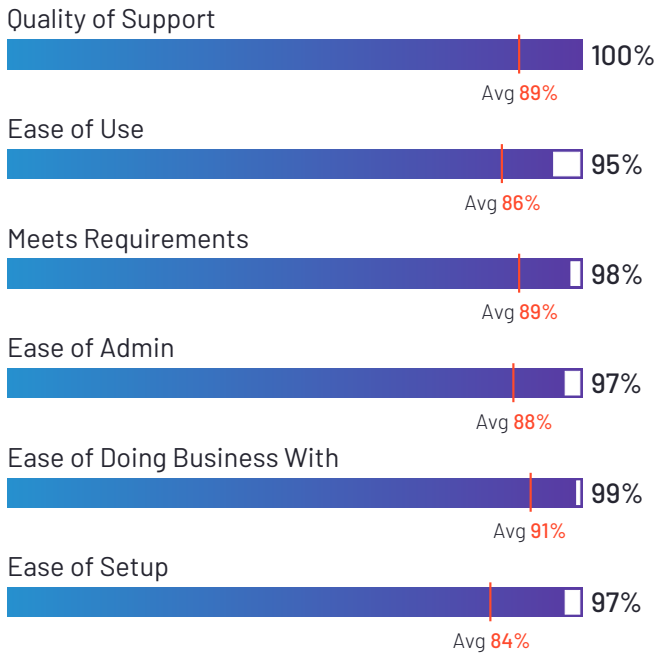
Satisfaction Ratings

Quality of Support
100%
Avg **89%**

Ease of Use
95%
Avg **86%**

Meets Requirements
98%
Avg **89%**

Ease of Admin
97%
Avg **88%**

Ease of Doing Business With
99%
Avg **91%**

Ease of Setup
97%
Avg **84%**

Top Industries Represented

Industry	
● Retail	20
● Apparel & Fashion	16
● Cosmetics	8
● Health, Wellness and Fitness	8
● Marketing and Advertising	6

Highest-Rated Features

Breadth of Partner Applications
100%
Avg **84%**

Integration APIs
100%
Avg **86%**

Data Import & Export Tools
100%
Avg **87%**

Lowest-Rated Features

Social Listening
94%
Avg **83%**

Social Sharing
94%
Avg **85%**

Social Campaigns
94%
Avg **85%**
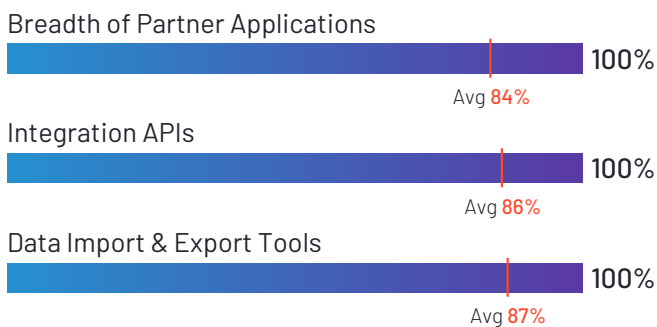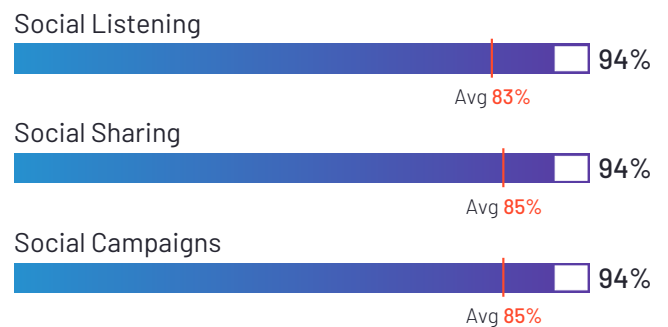
Ownership
ContactPigeon

HQ Location
Athens, Greece

Year Founded
2014

Employees (Listed On Linkedin)
32

Company Website
contactpigeon.com

edrone

4.8 ⭐⭐⭐⭐⭐ (139)

High Performer SUMMER 2023

edrone has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 99% of users rated it 4 or 5 stars, 92% of users believe it is headed in the right direction, and users said they would be likely to recommend edrone at a rate of 96%. edrone is also in the Personalization, E-Commerce Analytics, E-Commerce Personalization, E-Merchandising, Social Media Advertising, Transactional Email, CRM, and Pop-Up Builder categories.

Satisfaction Ratings

Quality of Support — 99%
Avg 89%

Ease of Use — 93%
Avg 86%

Meets Requirements — 94%
Avg 89%

Ease of Admin — 93%
Avg 88%

Ease of Doing Business With — 97%
Avg 91%

Ease of Setup — 91%
Avg 84%

Top Industries Represented

Industry	Count
Apparel & Fashion	25
Retail	21
Cosmetics	8
Writing and Editing	5
Consumer Electronics	4

Highest-Rated Features

Social Media Advertising — 95%
Avg 84%

Building and Personalizing Emails — 95%
Avg 89%

Basic Reporting — 95%
Avg 87%

Lowest-Rated Features

Integration APIs — 90%
Avg 86%

Internationalization — 91%
Avg 86%

Lead Scoring and Grading — 91%
Avg 86%
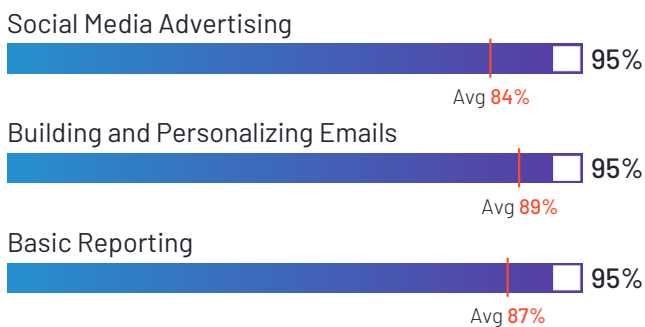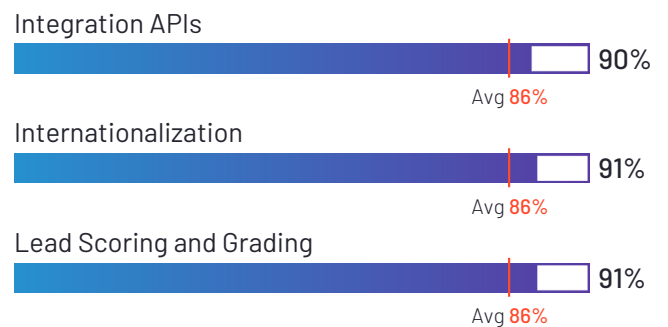
Ownership
edrone

HQ Location
Krakow, Małopolska

Year Founded
2015

Employees (Listed On Linkedin)
168

Company Website
www.edrone.me

SuperOffice CRM

4.5 ★★★★½ (68)

High Performer SUMMER 2023

SuperOffice CRM has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 89% of users believe it is headed in the right direction, and users said they would be likely to recommend SuperOffice CRM at a rate of 93%. SuperOffice CRM is also in the CRM and Online Form Builder categories.
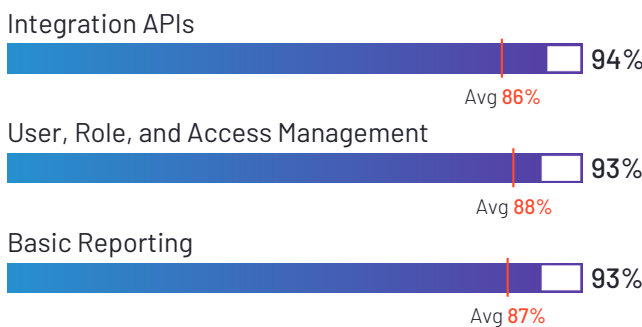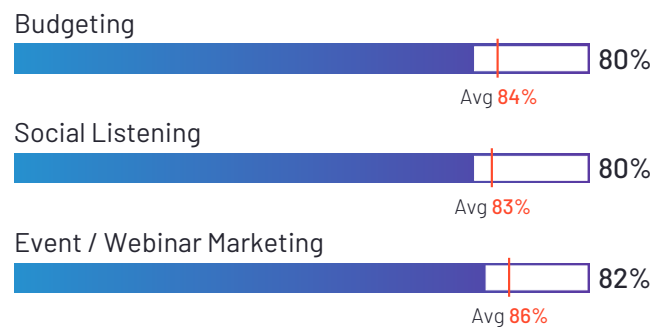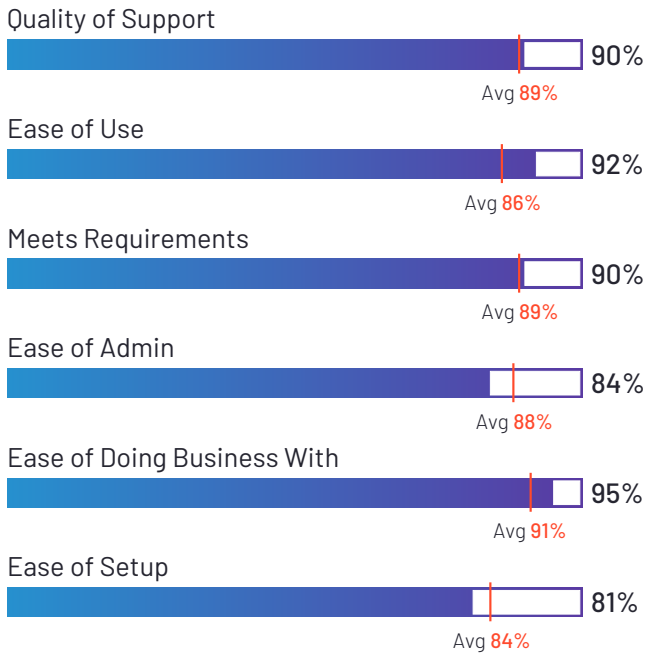
Satisfaction Ratings

Quality of Support — **90%** — Avg **89%**

Ease of Use — **92%** — Avg **86%**

Meets Requirements — **90%** — Avg **89%**

Ease of Admin — **84%** — Avg **88%**

Ease of Doing Business With — **95%** — Avg **91%**

Ease of Setup — **81%** — Avg **84%**

Top Industries Represented

Industry	
● Mechanical or Industrial Engineering	4
● Wholesale	4
● Information Technology and Services	3
● Accounting	2
● Construction	2

Highest-Rated Features

Dynamic Content — **88%** — Avg **86%**

CRM Lead Integration — **87%** — Avg **87%**

Mobile Optimized — **87%** — Avg **87%**

Lowest-Rated Features

SEO / Keyword Analytics — **60%** — Avg **83%**

Social Campaigns — **63%** — Avg **85%**

Social Media Engagement — **63%** — Avg **84%**
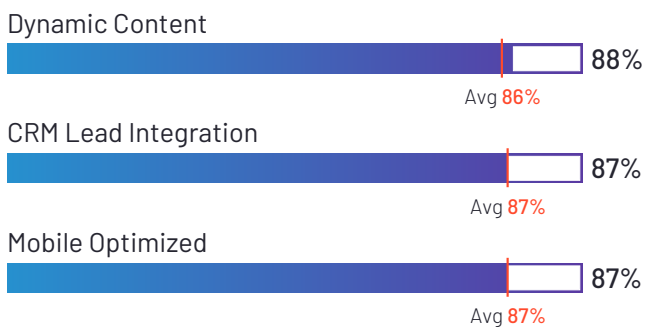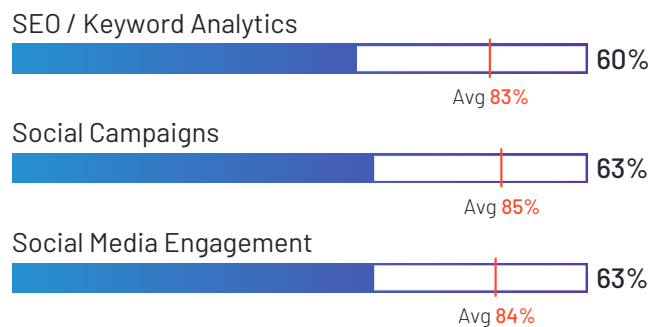
Ownership
SuperOffice AS

HQ Location
Oslo, Oslo

Year Founded
1990

Employees (Listed On Linkedin)
287

Company Website
superoffice.com

Maropost Marketing Cloud
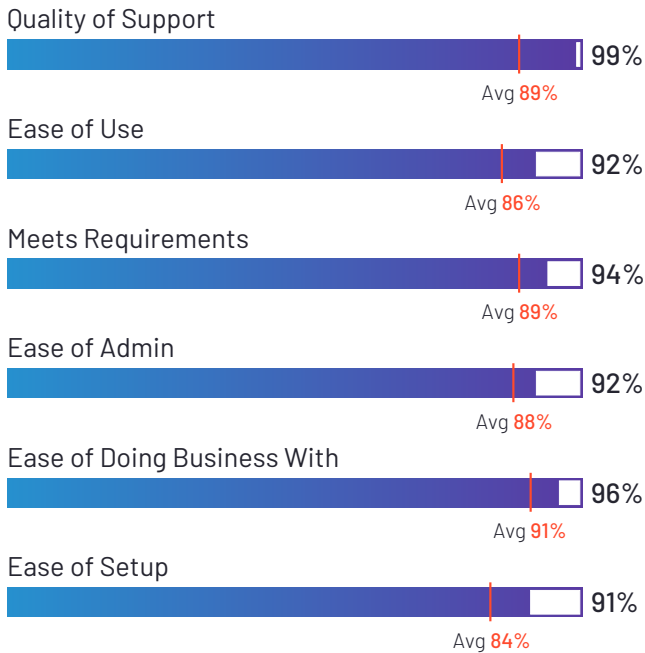
4.4 ★★★★½ (135)

High Performer SUMMER 2023

Maropost Marketing Cloud has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 88% of users rated it 4 or 5 stars, 89% of users believe it is headed in the right dire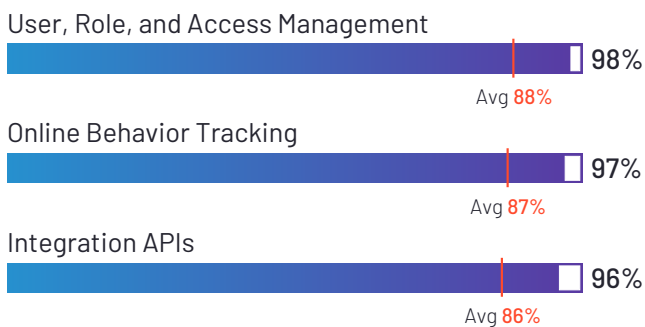ction, and users said they would be likely to recommend Maropost Marketing Cloud at a rate of 88%. Maropost Marketing Cloud is also in the Email Template Builder, Personalization, E-Commerce Personalization, Marketing Analytics, SMS Marketing, Transactional Email, and Marketing Platforms categories.
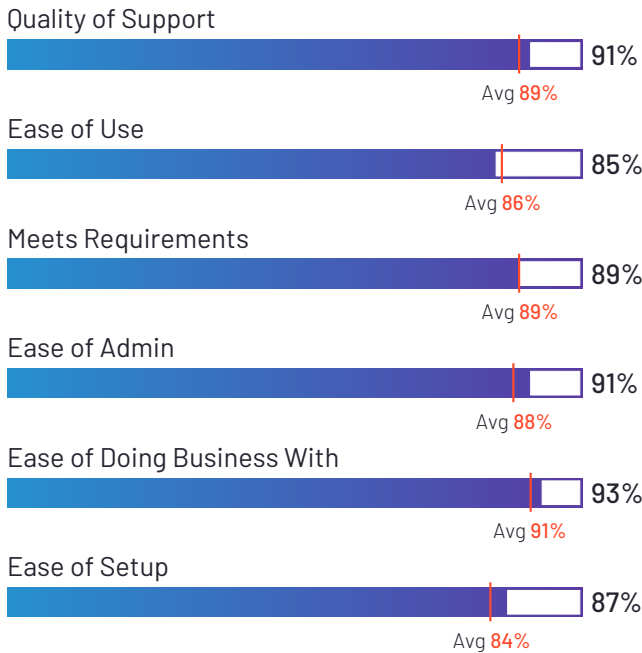
Satisfaction Ratings

Quality of Support — 91% — Avg 89%
Ease of Use — 85% — Avg 86%
Meets Requirements — 89% — Avg 89%
Ease of Admin — 91% — Avg 88%
Ease of Doing Business With — 93% — Avg 91%
Ease of Setup — 87% — Avg 84%

Top Industries Represented

Industry	
Marketing and Advertising	33
Health, Wellness and Fitness	17
Retail	8
Internet	7
Media Production	5

Highest-Rated Features

Performance and Reliability — 91% — Avg 88%
Output Document Generation — 91% — Avg 85%
Sending Outbound Emails — 91% — Avg 90%

Lowest-Rated Features

Revenue Analytics — 77% — Avg 84%
ROI Analytics — 78% — Avg 84%
Dynamic Content — 79% — Avg 86%
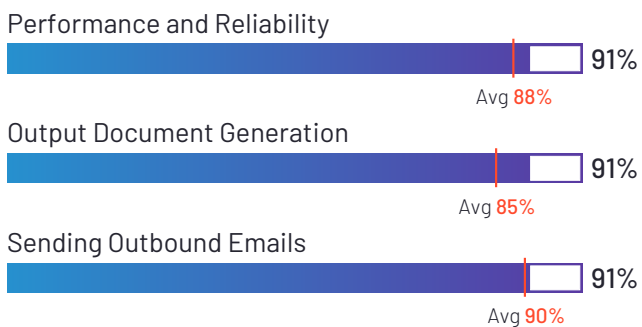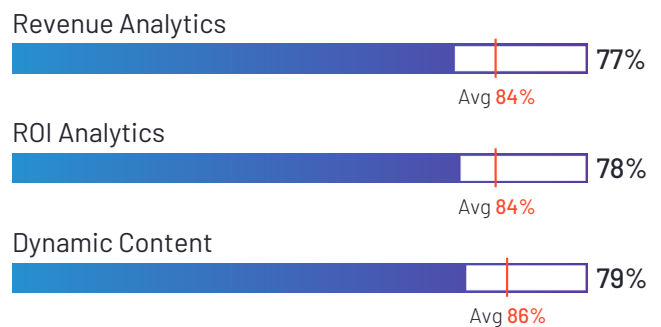
Ownership Maropost, Inc
HQ Location Toronto, Canada
Year Founded 2011
Employees (Listed On Linkedin) 335
Company Website maropost.com

EngageBay All-in-One Suite

4.6 ⭐⭐⭐⭐½ **(198)**

High Performer SUMMER 2023

EngageBay All-in-One Suite has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 97% of users rated it 4 or 5 stars, 99% of users believe it is headed in the right directi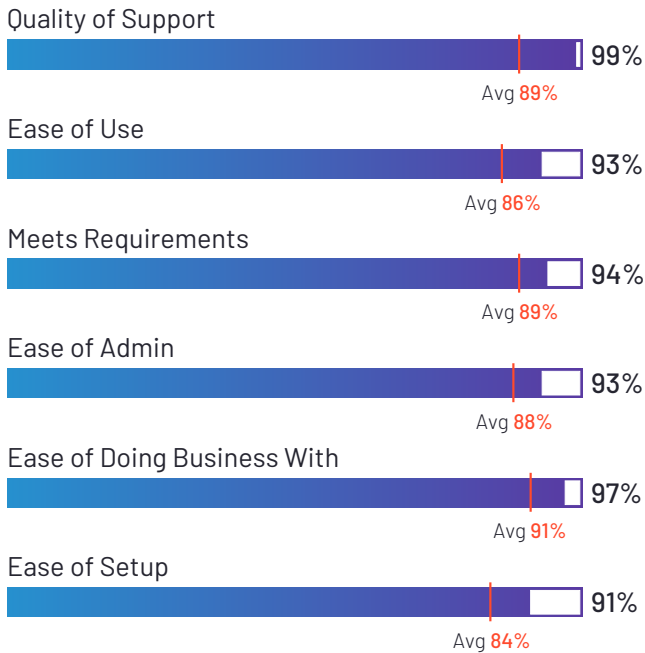on, and users said they would be likely to recommend EngageBay All-in-One Suite at a rate of 92%. EngageBay All-in-One Suite is also in the Landing Page Builders, Online Form Builder, A/B Testing, Email Tracking, CRM, and Help Desk categories.

Satisfaction Ratings

Quality of Support
96%
Avg **89%**

Ease of Use
92%
Avg **86%**

Meets Requirements
93%
Avg **89%**

Ease of Admin
93%
Avg **88%**

Ease of Doing Business With
96%
Avg **91%**

Ease of Setup
91%
Avg **84%**

Top Industries Represented

● Marketing and Advertising	27
● Computer Software	12
● Information Technology and Services	10
● E-Learning	6
● Education Management	6

Highest-Rated Features

Automated Alerts and Tasks
93%
Avg **87%**

User, Role, and Access Management
93%
Avg **88%**

Automated Email Responses
93%
Avg **89%**

Lowest-Rated Features

Breadth of Partner Applications
85%
Avg **84%**

Web Analytics
86%
Avg **86%**

Revenue Analytics
86%
Avg **84%**

Ownership
EngageBay Inc

HQ Location
Wilmington, Delaware

Year Founded
2018

Employees (Listed On Linkedin)
58

Company Website
engagebay.com

Shape Software

4.7 ★★★★☆ (61)

High Performer SUMMER 2023

Shape Software has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 98% of users rated it 4 or 5 stars, 87% of users believe it is headed in the right direction, and users said they would be likely to recommend Shape Software at a rate of 96%. Shape Software is also in the Email Template Builder, Auto Dialer, Client Portal, E-Signature, Email Tracking, Outbound Call Tracking, Inbound Call Tracking, and CRM categories.

Satisfaction Ratings

Quality of Support
97%
Avg **89%**

Ease of Use
97%
Avg **86%**

Meets Requirements
94%
Avg **89%**

Ease of Admin
90%
Avg **88%**

Ease of Doing Business With
96%
Avg **91%**

Ease of Setup
88%
Avg **84%**

Top Industries Represented

🔴 Financial Services	7
🔴 Accounting	6
🔴 Banking	3
🔵 Marketing and Advertising	3
🔵 Information Technology and Services	2

Highest-Rated Features

Data Import & Export Tools
100%
Avg **87%**

Performance and Reliability
100%
Avg **88%**

Workflow Capability
100%
Avg **86%**

Lowest-Rated Features

Landing Pages and Forms
95%
Avg **85%**

User, Role, and Access Management
96%
Avg **88%**

Sandbox / Test Environments
96%
Avg **84%**

Ownership
Shape Software

HQ Location
Irvine, California

Employees (Listed On Linkedin)
33

Company Website
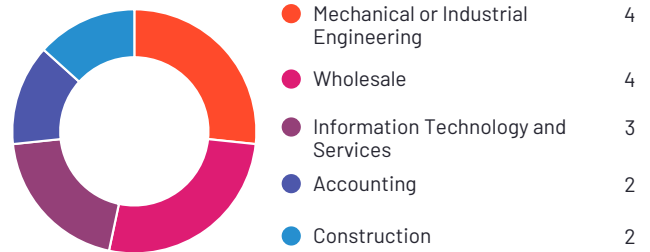setshape.com

Ometria

4.8 ★★★★★ (21)

High Performer SUMMER 2023

Ometria has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 95% of users rated it 4 or 5 stars, 90% of users believe it is headed in the right direction, and users said they would be likely to recommend Ometria at a rate of 97%. Ometria is also in the Customer Data Platform (CDP), Marketing Analytics, E-Commerce Personalization, and Marketing Platforms categories.

Satisfaction Ratings

Quality of Support
95%
Avg 89%

Ease of Use
96%
Avg 86%

Meets Requirements
96%
Avg 89%

Ease of Admin
91%
Avg 88%

Ease of Doing Business With
100%
Avg 91%

Ease of Setup
83%
Avg 84%

Top Industries Represented

● Retail	8
● Apparel & Fashion	4
● Furniture	3
● Luxury Goods & Jewelry	2
● Construction	1

Highest-Rated Features

Sending Outbound Emails
94%
Avg 90%

Segmentation
91%
Avg 88%

Building and Personalizing Emails
83%
Avg 89%

Lowest-Rated Features

Automated Email Responses
77%
Avg 89%

Manage Email Deliverability
80%
Avg 88%

A/B Testing
80%
Avg 85%
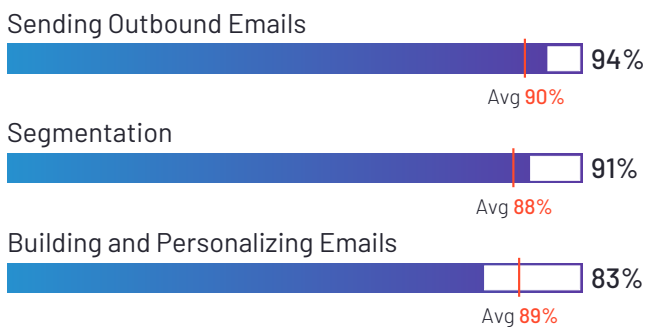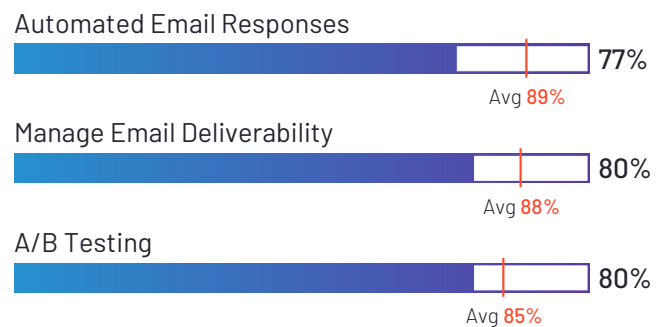
Ownership
Ometria

HQ Location
London, London

Year Founded
2013

Employees (Listed On Linkedin)
140

Company Website
ometria.com

Referrizer

4.6 ★★★★½ (71)

High Performer SUMMER 2023

Referrizer has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 98% of users rated it 4 or 5 stars, 94% of users believe it is headed in the right direction, and users said they would be likely to recommend Referrizer at a rate of 96%. Referrizer is also in the Loyalty Management, Landing Page Builders, Online Reputation Management, and CRM categories.

Satisfaction Ratings

Quality of Support
94%
Avg **89%**

Ease of Use
90%
Avg **86%**

Meets Requirements
90%
Avg **89%**

Ease of Admin
92%
Avg **88%**

Ease of Doing Business With
97%
Avg **91%**

Ease of Setup
89%
Avg **84%**

Top Industries Represented

● Health, Wellness and Fitness	31
● Alternative Medicine	6
● Consumer Services	4
● Marketing and Advertising	3
● Retail	3

Highest-Rated Features

CRM Lead Integration
98%
Avg **87%**

Search Tracking and Optimization
97%
Avg **86%**

Program Management
97%
Avg **88%**

Lowest-Rated Features

Customization
88%
Avg **85%**

Basic Reporting
91%
Avg **87%**

Data Import & Export Tools
91%
Avg **87%**
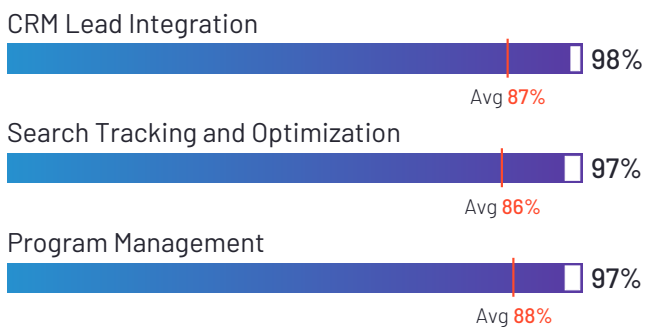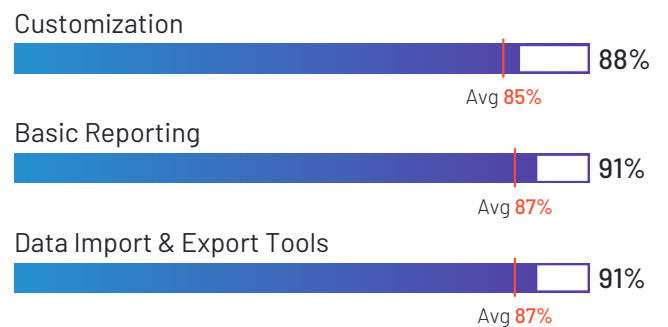
Ownership	HQ Location	Year Founded	Employees (Listed On Linkedin)	Company Website
Referrizer	Miami, FL	2013	125	referrizer.com

vcita

4.5 ★★★★½ (63)

High Performer SUMMER 2023

vcita has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend vcita at a rate of 93%. vcita is also in the Business Scheduling, Online Form Builder, Invoice Management, Online Appointment Scheduling, CRM, Calendar, Billing, and Client Portal categories.

Satisfaction Ratings

Quality of Support
89%
Avg 89%

Ease of Use
93%
Avg 86%

Meets Requirements
96%
Avg 89%

Ease of Admin
98%
Avg 88%

Ease of Doing Business With
100%
Avg 91%

Ease of Setup
88%
Avg 84%

Top Industries Represented

● Health, Wellness and Fitness	3
● Human Resources	2
● Accounting	1
● Alternative Medicine	1
● Biotechnology	1

Highest-Rated Features

Calendaring
100%
Avg 86%

Basic Reporting
83%
Avg 87%

Lowest-Rated Features

Sending Outbound Emails
80%
Avg 90%

Manage Email Deliverability
80%
Avg 88%
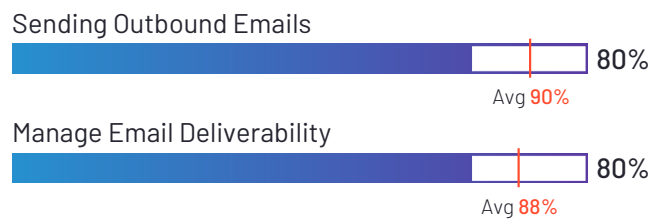
Ownership
vcita

HQ Location
Bellevue, WA

Year Founded
2010

Employees (Listed On Linkedin)
179

Company Website
www.vcita.com

iPost Enterprise

4.4 ★★★★☆ **(21)**

High Performer SUMMER 2023

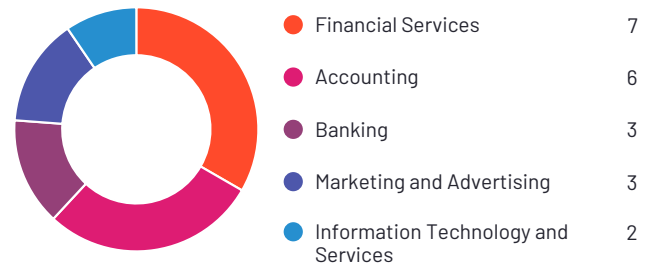iPost Enterprise has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 95% of users rated it 4 or 5 stars, 89% of users believe it is headed in the right direction, and users said they would be likely to recommend iPost Enterprise at a rate of 88%. iPost Enterprise is also in the Email Deliverability and Email Template Builder categories.
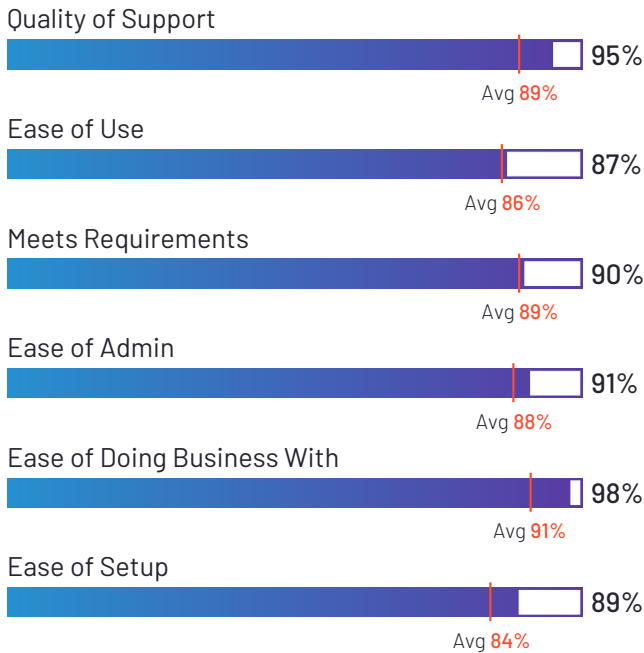
Satisfaction Ratings

Quality of Support
95%
Avg **89%**

Ease of Use
87%
Avg **86%**

Meets Requirements
90%
Avg **89%**

Ease of Admin
91%
Avg **88%**

Ease of Doing Business With
98%
Avg **91%**

Ease of Setup
89%
Avg **84%**

Top Industries Represented

● Marketing and Advertising		7
● Financial Services		3
● Retail		2
● Automotive		1
● Computer Software		1

Highest-Rated Features

Integration APIs
97%
Avg **86%**

Data Import & Export Tools
97%
Avg **87%**

User, Role, and Access Management
97%
Avg **88%**

Lowest-Rated Features

A/B Testing
80%
Avg **85%**

CRM Lead Integration
81%
Avg **87%**

Automated Email Responses
86%
Avg **89%**
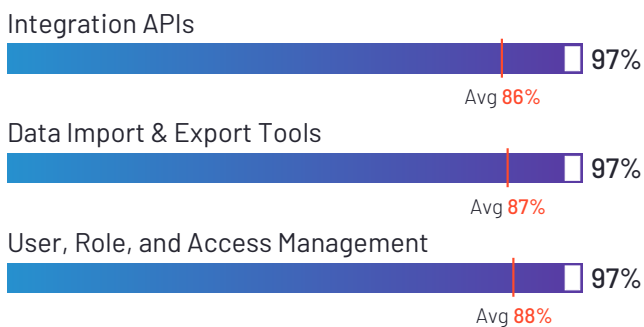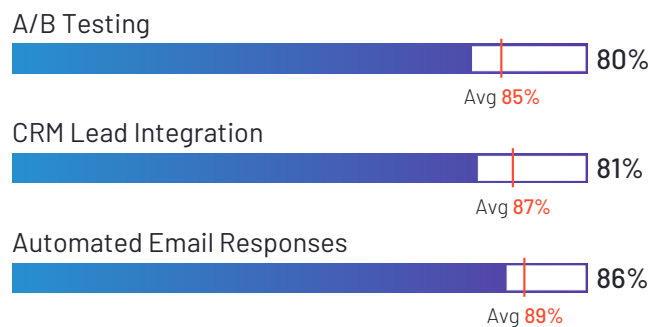
Ownership
iPost

HQ Location
San Mateo, CA

Year Founded
1996

Employees (Listed On Linkedin)
36

Company Website
www.ipost.com

RD Station

4.7 ★★★★½ (311)

High Performer SUMMER 2023

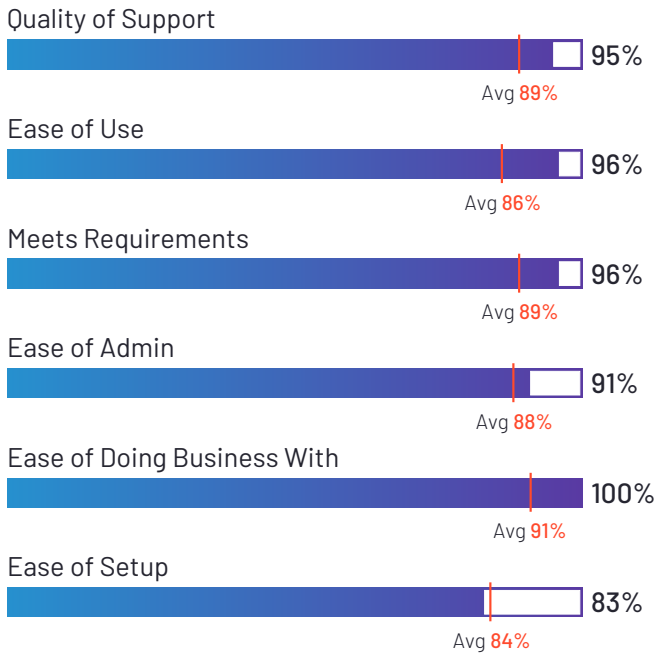RD Station has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 99% of users rated it 4 or 5 stars, 92% of users believe it is headed in the right direction, and users said they would be likely to recommend RD Station at a rate of 94%.

Satisfaction Ratings

Quality of Support
94%
Avg **89%**

Ease of Use
92%
Avg **86%**

Meets Requirements
91%
Avg **89%**

Ease of Admin
91%
Avg **88%**

Ease of Doing Business With
92%
Avg **91%**

Ease of Setup
89%
Avg **84%**

Top Industries Represented

Computer Software	43
Marketing and Advertising	28
Education Management	21
Information Technology and Services	17
Financial Services	10

Highest-Rated Features

Marketing Lead Database
92%
Avg **88%**

Automated Email Responses
92%
Avg **89%**

Sending Outbound Emails
90%
Avg **90%**

Lowest-Rated Features

Social Listening
72%
Avg **83%**

Customization
80%
Avg **85%**

ROI Analytics
81%
Avg **84%**

Ownership
Resultados Digitais

HQ Location
Florianopolis, SC

Employees (Listed On Linkedin)
2

Company Website
rdstation.com.br

VBOUT

4.7 ★★★★½ (228)

High Performer SUMMER 2023

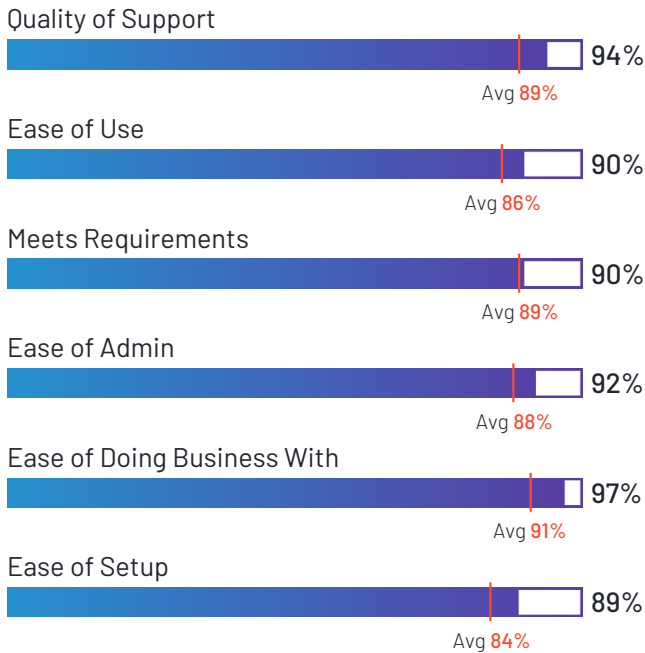VBOUT has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 96% of users believe it is headed in the right direction, and users said they would be likely to recommend VBOUT at a rate of 95%. VBOUT is also in the Landing Page Builders, Social Media Analytics, Social Media Management, and CRM categories.

Satisfaction Ratings

Quality of Support
98%
Avg 89%

Ease of Use
91%
Avg 86%

Meets Requirements
94%
Avg 89%

Ease of Admin
92%
Avg 88%

Ease of Doing Business With
98%
Avg 91%

Ease of Setup
92%
Avg 84%

Top Industries Represented

Industry	Count
Marketing and Advertising	72
Information Technology and Services	13
E-Learning	9
Education Management	9
Retail	9

Highest-Rated Features

Calendaring
95%
Avg 86%

Lead Scoring and Grading
95%
Avg 86%

Data Import & Export Tools
95%
Avg 87%

Lowest-Rated Features

Budgeting
87%
Avg 84%

Sandbox / Test Environments
87%
Avg 84%

Output Document Generation
89%
Avg 85%
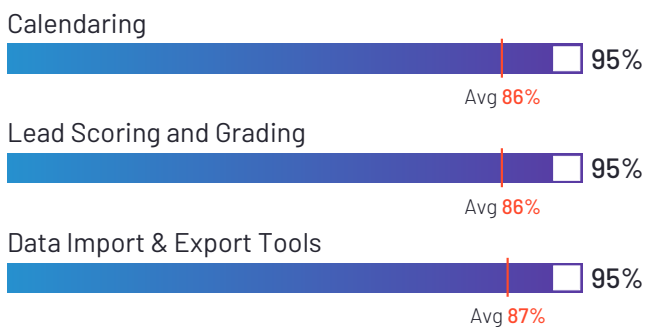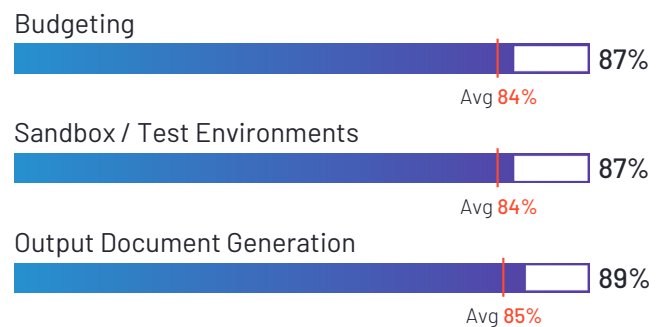
Ownership
Vbout Inc.

HQ Location
New York, NY

Year Founded
2013

Employees (Listed On Linkedin)
33

Company Website
vbout.com

Encharge

4.7 ★★★★½ (309)

High Performer SUMMER 2023

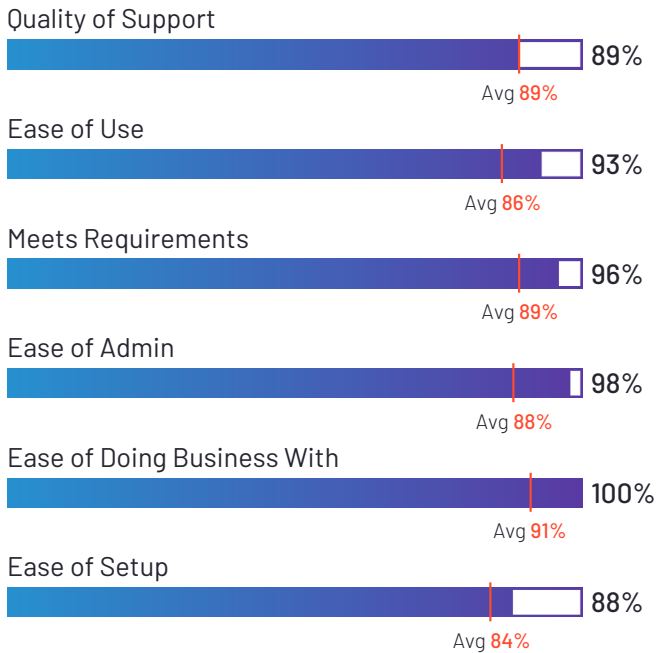Encharge has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 99% of users rated it 4 or 5 stars, 94% of users believe it is headed in the right direction, and users said they would be likely to recommend Encharge at a rate of 94%.

Satisfaction Ratings

Quality of Support
94%
Avg 89%

Ease of Use
95%
Avg 86%

Meets Requirements
91%
Avg 89%

Ease of Admin
95%
Avg 88%

Ease of Doing Business With
94%
Avg 91%

Ease of Setup
94%
Avg 84%

Top Industries Represented

- Marketing and Advertising — 108
- Education Management — 17
- Health, Wellness and Fitness — 15
- Computer Software — 13
- Information Technology and Services — 13

Highest-Rated Features

Sending Outbound Emails
94%
Avg 90%

Automated Email Responses
94%
Avg 89%

Manage Email Deliverability
93%
Avg 88%

Lowest-Rated Features

Landing Pages and Forms
71%
Avg 85%

Social Listening
80%
Avg 83%

Social Media Engagement
83%
Avg 84%

Ownership
Encharge

HQ Location
Houston, Texas

Year Founded
2009

Employees (Listed On Linkedin)
2

Company Website
encharge.io

Xtremepush

4.6 ★★★★⯨ (144)

High Performer SUMMER 2023

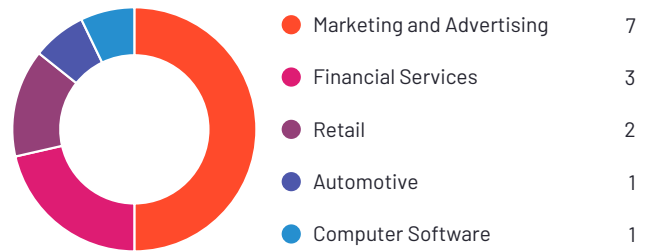Xtremepush has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 96% of users rated it 4 or 5 stars, 95% of users believe it is headed in the right direction, and users said they would be likely to recommend Xtremepush at a rate of 89%. Xtremepush is also in the SMS Marketing, Personalization Engines, Push Notification, E-Commerce Personalization, Location-Based Marketing, Customer Journey Analytics, Customer Data Platform (CDP), Marketing Analytics, Mobile Marketing, and Web Content Management categories.

Satisfaction Ratings

Quality of Support
94%
Avg **89%**

Ease of Use
91%
Avg **86%**

Meets Requirements
88%
Avg **89%**

Ease of Admin
93%
Avg **88%**

Ease of Doing Business With
96%
Avg **91%**

Ease of Setup
90%
Avg **84%**

Top Industries Represented

● Gambling & Casinos	29
● Retail	4
● Entertainment	3
● Airlines/ Aviation	2
● Computer Games	2

Ownership
Xtremepush

HQ Location
Dublin

Year Founded
2014

Employees (Listed On Linkedin)
79

Company Website
xtremepush.com

Dashly

4.7 ★★★★½ (61)

High Performer SUMMER 2023

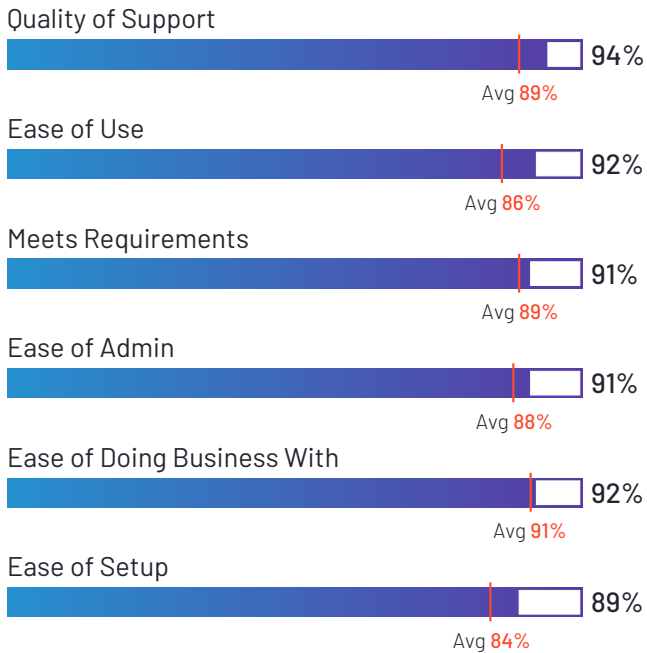Dashly has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 98% of users rated it 4 or 5 stars, 91% of users believe it is headed in the right direction, and users said they would be likely to recommend Dashly at a rate of 94%. Dashly is also in the Conversational Marketing category.

Satisfaction Ratings

Quality of Support
93%
Avg **89%**

Ease of Use
95%
Avg **86%**

Meets Requirements
93%
Avg **89%**

Ease of Admin
93%
Avg **88%**

Ease of Doing Business With
92%
Avg **91%**

Ease of Setup
94%
Avg **84%**

Top Industries Represented

● Marketing and Advertising	8
● Computer Software	6
● Information Technology and Services	6
● E-Learning	4
● Education Management	2

Highest-Rated Features

Integration APIs
98%
Avg **86%**

Output Document Generation
98%
Avg **85%**

Revenue Analytics
97%
Avg **84%**

Lowest-Rated Features

Landing Pages and Forms
84%
Avg **85%**

Budgeting
86%
Avg **84%**

Social Listening
87%
Avg **83%**
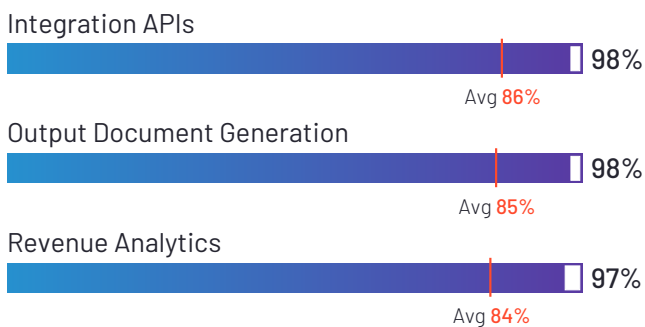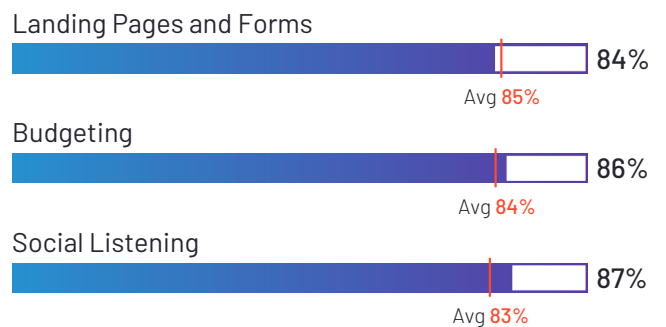
Ownership
Dashly

HQ Location
Wilmington, Delaware

Year Founded
2018

Employees (Listed On Linkedin)
43

Company Website
www.dashly.app

Cordial

4.6 ★★★★½ (45)

High Performer
SUMMER
2023

Cordial has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 98% of users rated it 4 or 5 stars, 94% of users believe it is headed in the right direction, and users said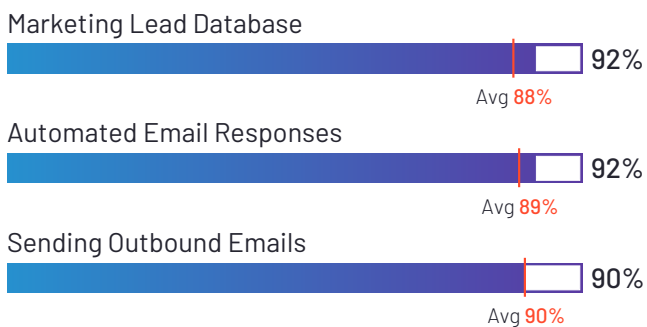 they 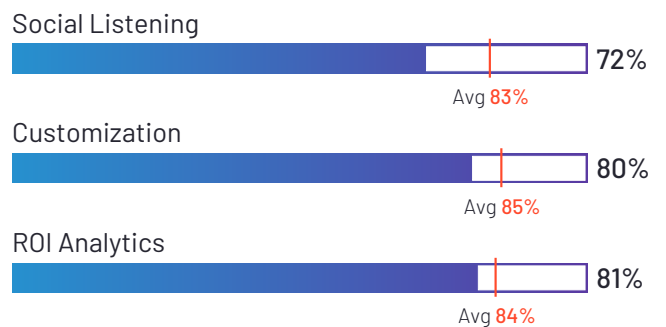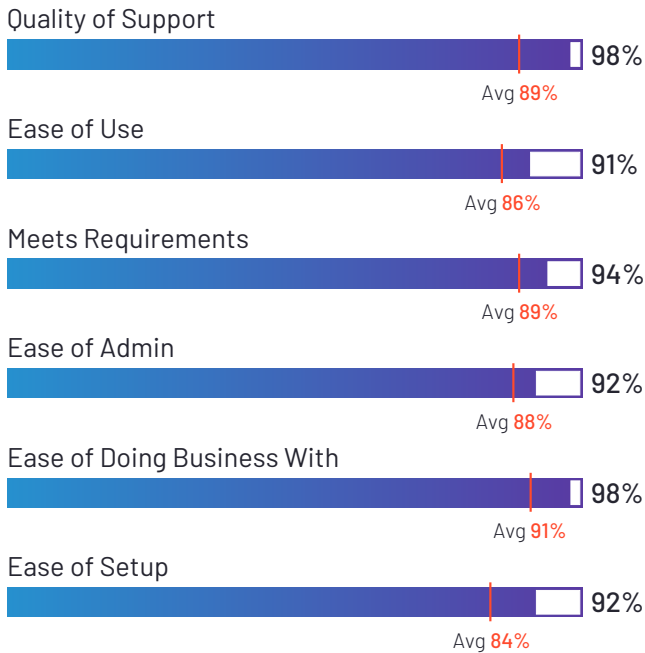would be likely to recommend Cordial at a rate of 91%. Cordial is also in the Personalization Engines, Push Notification, and Mobile Marketing categories.

Satisfaction Ratings

Quality of Support
97%
Avg 89%

Ease of Use
85%
Avg 86%

Meets Requirements
91%
Avg 89%

Ease of Admin
89%
Avg 88%

Ease of Doing Business With
98%
Avg 91%

Ease of Setup
79%
Avg 84%

Top Industries Represented

Retail		12
Apparel & Fashion		5
Cosmetics		3
Marketing and Advertising		3
Furniture		2

Highest-Rated Features

CRM Lead Integration
97%
Avg 87%

Sending Outbound Emails
96%
Avg 90%

Automated Alerts and Tasks
96%
Avg 87%

Lowest-Rated Features

Output Document Generation
76%
Avg 85%

Basic Reporting
79%
Avg 87%

User, Role, and Access Management
79%
Avg 88%
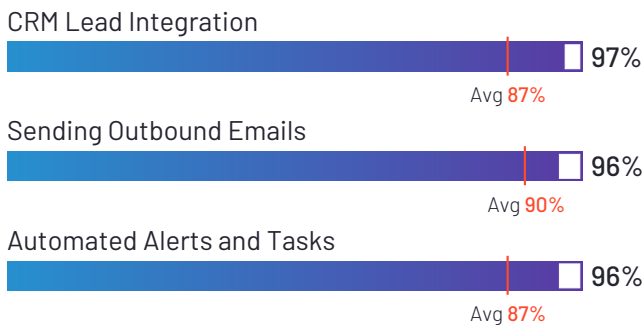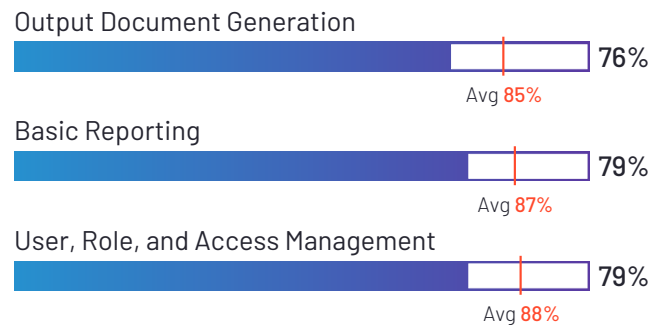
Ownership	HQ Location	Year Founded	Employees (Listed On Linkedin)	Company Website
Cordial	San Diego, CA	2014	169	cordial.com

Actito

4.3 ★★★★☆ (142)

High Performer SUMMER 2023

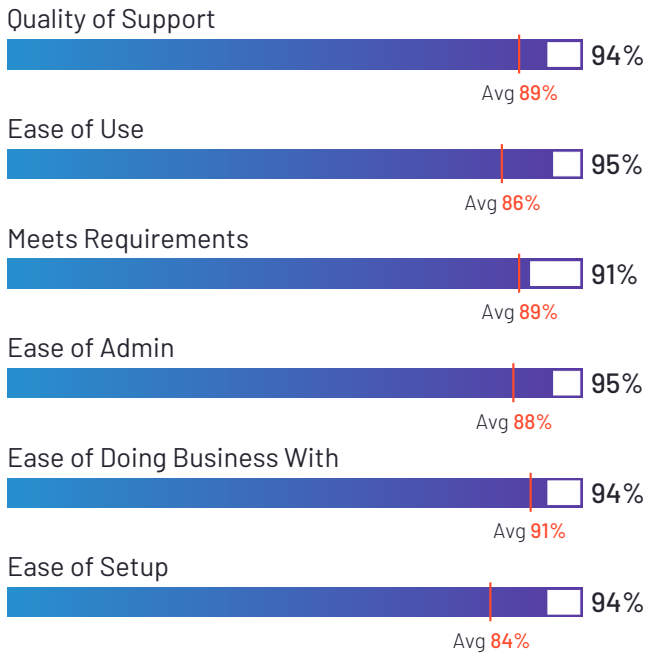Actito has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 98% of users rated it 4 or 5 stars, 94% of users believe it is headed in the right direction, and users said they would be likely to recommend Actito at a rate of 85%. Actito is also in the Marketing Platforms, E-Commerce Personalization, Marketing Analytics, Customer Data Platform (CDP), Personalization, Personalization Engines, and Mobile Marketing categories.

Satisfaction Ratings

Quality of Support — 91%
Avg 89%

Ease of Use — 87%
Avg 86%

Meets Requirements — 87%
Avg 89%

Ease of Admin — 86%
Avg 88%

Ease of Doing Business With — 89%
Avg 91%

Ease of Setup — 84%
Avg 84%

Top Industries Represented

Industry	Count
Retail	11
Leisure, Travel & Tourism	10
Marketing and Advertising	10
Financial Services	7
Online Media	7

Highest-Rated Features

SEO / Keyword Analytics — 96%
Avg 83%

Budgeting — 94%
Avg 84%

Social Sharing — 94%
Avg 85%

Lowest-Rated Features

Breadth of Partner Applications — 77%
Avg 84%

Web Analytics — 79%
Avg 86%

Output Document Generation — 79%
Avg 85%
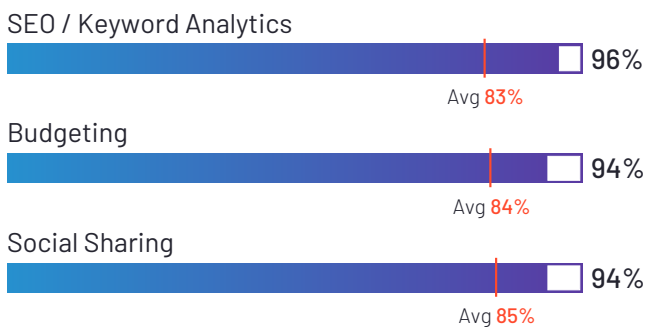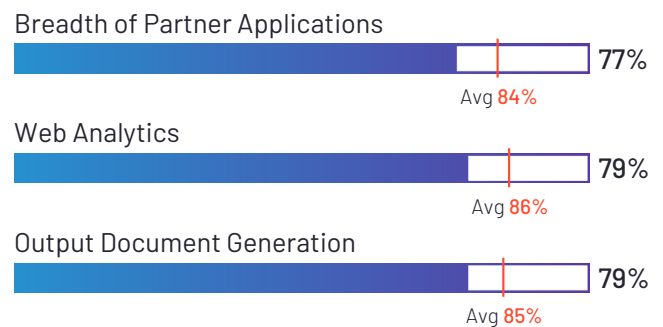
Ownership
ACTITO

HQ Location
Louvain-la-Neuve, Belgium

Year Founded
2000

Employees (Listed On Linkedin)
265

Company Website
www.actito.com

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emfluence Marketing Platform

4.3 ★★★★⯨ (86)

High Performer SUMMER 2023

emfluence Marketing Platform has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 90% of users rated it 4 or 5 stars, 94% of users believe it is headed in the right direction, and users said they would be likely to recommend emfluence Marketing Platform at a rate of 85%.
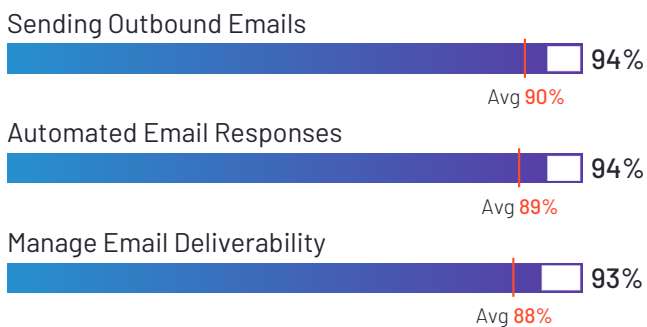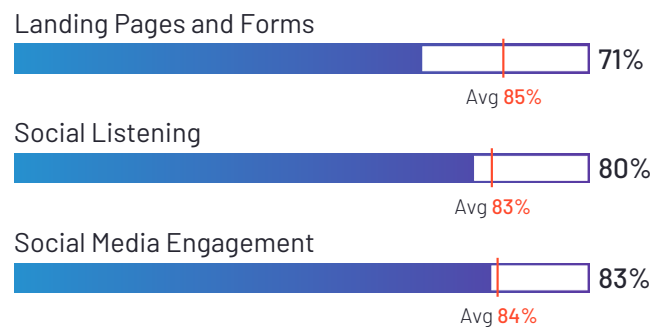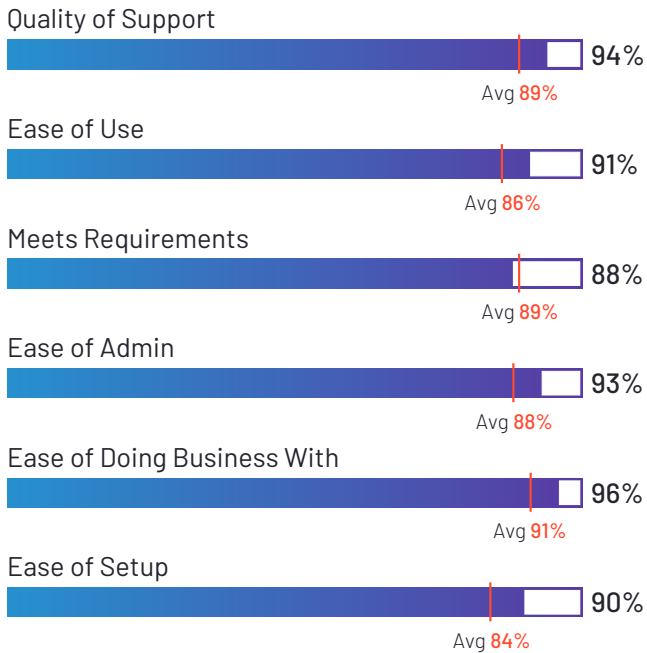
Satisfaction Ratings
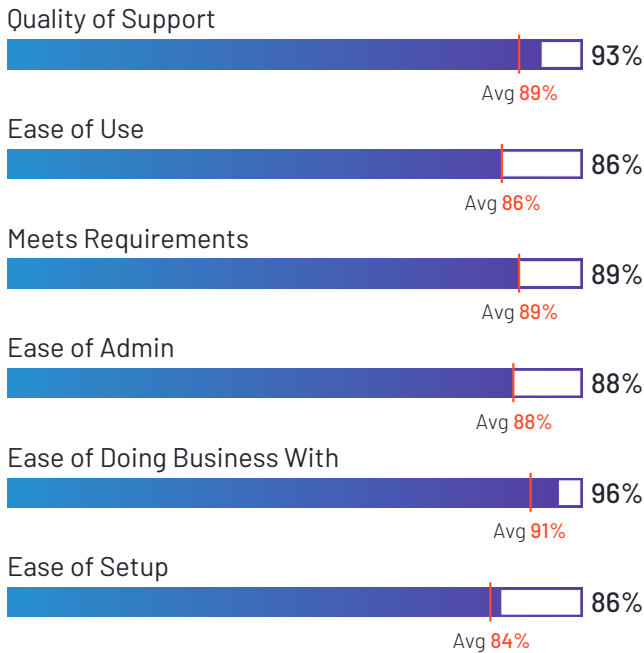
Quality of Support
93%
Avg **89%**

Ease of Use
86%
Avg **86%**

Meets Requirements
89%
Avg **89%**

Ease of Admin
88%
Avg **88%**

Ease of Doing Business With
96%
Avg **91%**

Ease of Setup
86%
Avg **84%**

Top Industries Represented

Industry	
● Marketing and Advertising	18
● Food & Beverages	4
● Insurance	4
● Banking	3
● Education Management	3

Highest-Rated Features

Performance and Reliability
93%
Avg **88%**

Sending Outbound Emails
92%
Avg **90%**

Breadth of Partner Applications
92%
Avg **84%**

Lowest-Rated Features

Integration APIs
79%
Avg **86%**

CRM Lead Integration
82%
Avg **87%**

Lead Scoring and Grading
82%
Avg **86%**
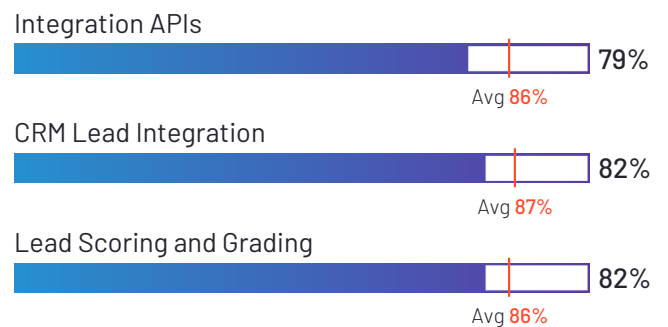
Ownership	**HQ Location**	**Year Founded**	**Employees (Listed On Linkedin)**	**Company Website**
emfluence digital marketing	Kansas City, MO	2003	41	emfluence.com

AiTrillion

4.9 ★★★★★ **(67)**

High Performer SUMMER 2023

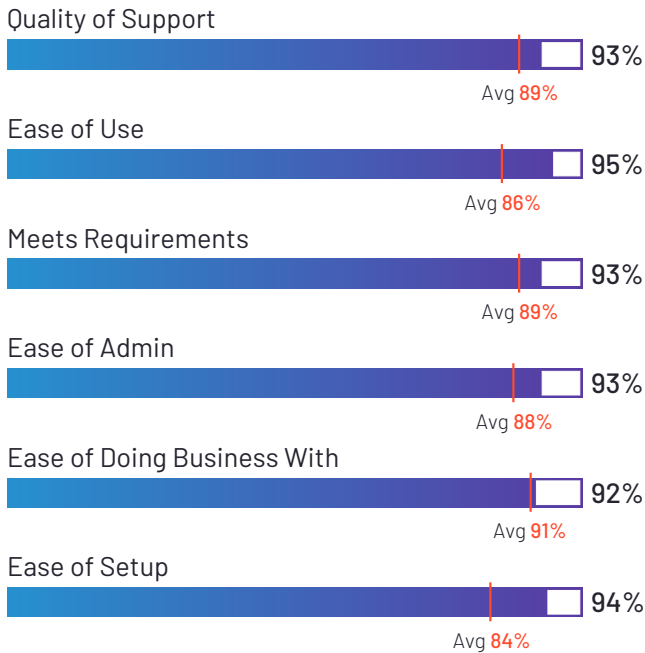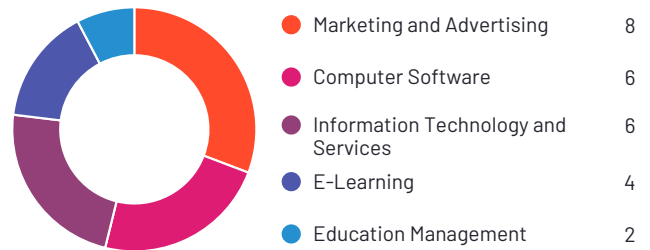AiTrillion has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend AiTrillion at a rate of 97%. AiTrillion is also in the Pop-Up Builder, Personalization, Push Notification, Loyalty Management, Live Chat, Product Reviews, Email Marketing, and E-Commerce Personalization categories.

Satisfaction Ratings

Quality of Support
100%
Avg **89%**

Ease of Use
94%
Avg **86%**

Meets Requirements
99%
Avg **89%**

Ease of Admin
97%
Avg **88%**

Ease of Doing Business With
99%
Avg **91%**

Ease of Setup
97%
Avg **84%**

Top Industries Represented

Apparel & Fashion	8
Consumer Services	2
Fine Art	2
Airlines/ Aviation	1
Alternative Medicine	1

Ownership
AAAeCommerce Inc.

HQ Location
Claymont, Delaware

Year Founded
2018

Employees (Listed On Linkedin)
38

Company Website
aaaecommerce.com

Blueshift

4.4 ★★★★½ (232)

High Performer SUMMER 2023

Blueshift has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 95% of users rated it 4 or 5 stars, 92% of users believe it is headed in the right direction, and users said they would be likely to recommend Blueshift at a rate of 87%. Blueshift is also in the Customer Data Platform (CDP) and Mobile Marketing categories.
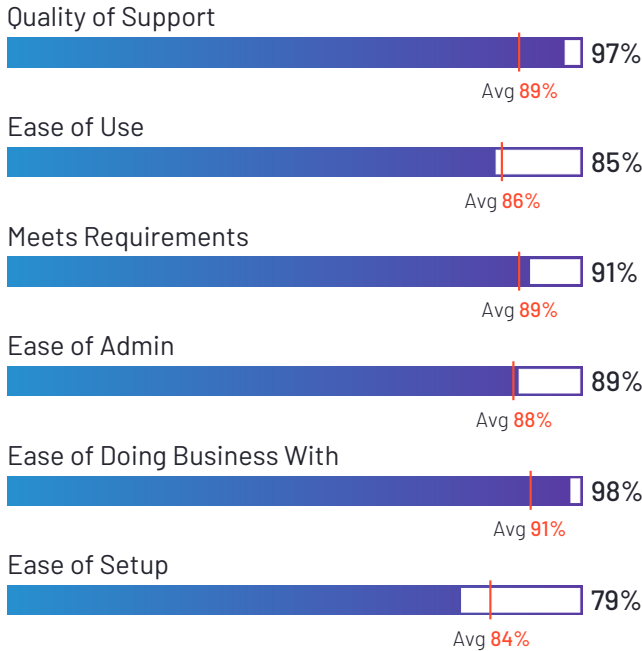
Satisfaction Ratings

Quality of Support
92%
Avg **89%**

Ease of Use
82%
Avg **86%**

Meets Requirements
89%
Avg **89%**

Ease of Admin
86%
Avg **88%**

Ease of Doing Business With
93%
Avg **91%**

Ease of Setup
79%
Avg **84%**

Top Industries Represented

● Financial Services	30
● E-Learning	19
● Marketing and Advertising	19
● Internet	18
● Consumer Goods	14

Highest-Rated Features

Segmentation
93%
Avg **88%**

Sending Outbound Emails
92%
Avg **90%**

User, Role, and Access Management
91%
Avg **88%**

Lowest-Rated Features

Output Document Generation
83%
Avg **85%**

Revenue Analytics
83%
Avg **84%**

Breadth of Partner Applications
84%
Avg **84%**
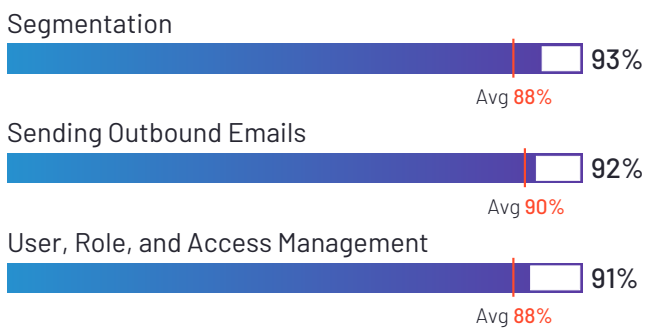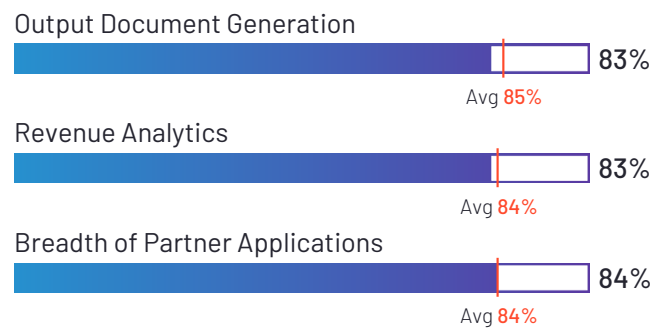
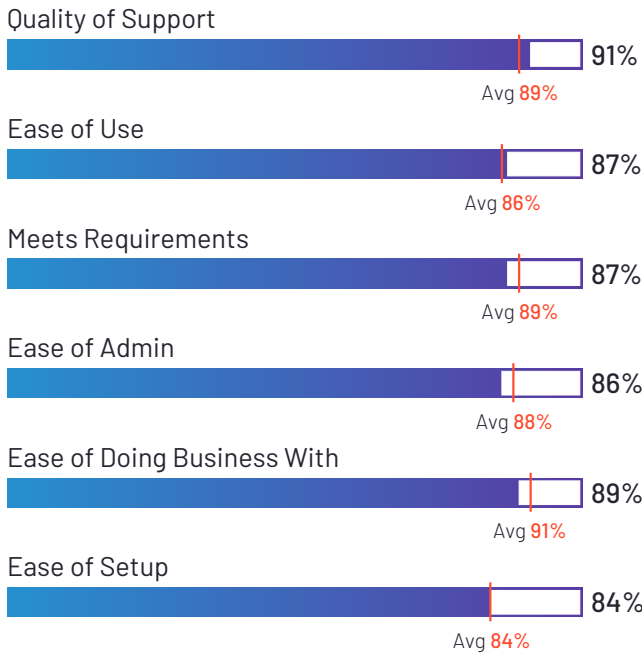| **Ownership**	**HQ Location**	**Year Founded**	**Employees (Listed On Linkedin)**	**Company Website**
Blueshift Labs	San Francisco, CA	2014	115	blueshift.com

Regal.io

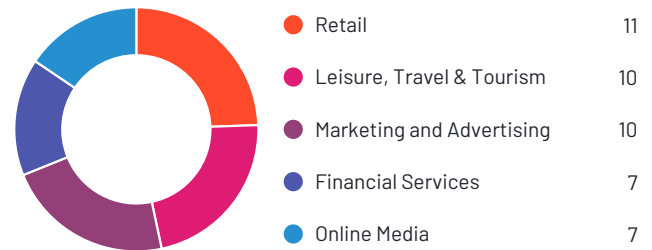**REGAL**

4.9 ★★★★★ (24)

High Performer SUMMER 2023

Regal.io has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Regal.io at a rate of 98%. Regal.io is also in the SMS Marketing, AI Sales Assistant, Conversational Marketing, Mobile Marketing, and Contact Center categories.

Satisfaction Ratings

Quality of Support
98%
Avg **89%**

Ease of Use
95%
Avg **86%**

Meets Requirements
96%
Avg **89%**

Ease of Admin
93%
Avg **88%**

Ease of Doing Business With
100%
Avg **91%**

Ease of Setup
90%
Avg **84%**

Top Industries Represented

● Insurance	3
● Construction	2
● Legal Services	2
● Financial Services	1
● Hospital & Health Care	1

Ownership
Regal Voice

Year Founded
2020

Employees (Listed On Linkedin)
129

Company Website
regalvoice.com

Dialog Insight

4.6 ★★★★½ (23)

High Performer SUMMER 2023

Dialog Insight has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 90% of users rated it 4 or 5 stars, 86% of users believe it is headed in the right direction, and users said they would be likely to recommend Dialog Insight at a rate of 91%. Dialog Insight is also in the Personalization, Customer Data Platform (CDP), and SMS Marketing categories.
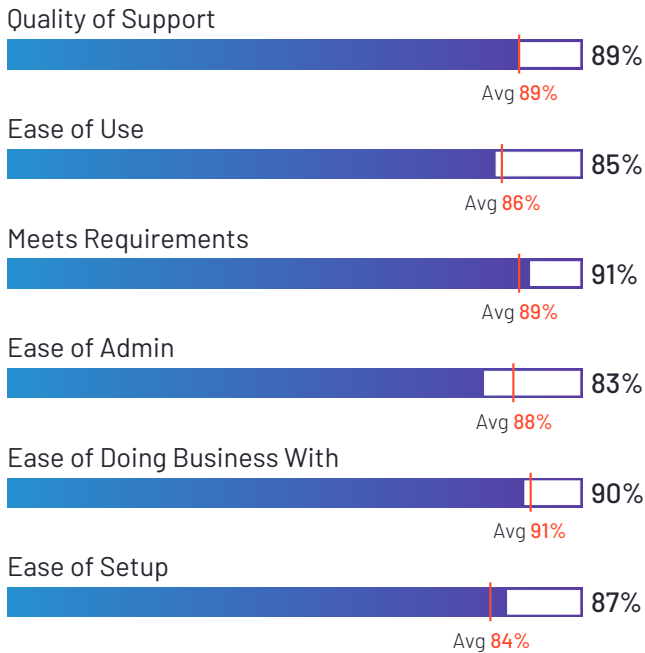
Satisfaction Ratings

Quality of Support
89%
Avg 89%

Ease of Use
85%
Avg 86%

Meets Requirements
91%
Avg 89%

Ease of Admin
83%
Avg 88%

Ease of Doing Business With
90%
Avg 91%

Ease of Setup
87%
Avg 84%

Top Industries Represented

● Food & Beverages	2
● Health, Wellness and Fitness	2
● Insurance	2
● Non-Profit Organization Management	2
● Performing Arts	2

Highest-Rated Features

A/B Testing
98%
Avg 85%

Segmentation
97%
Avg 88%

Manage Email Deliverability
94%
Avg 88%

Lowest-Rated Features

User, Role, and Access Management
80%
Avg 88%

Landing Pages and Forms
81%
Avg 85%

Data Import & Export Tools
88%
Avg 87%
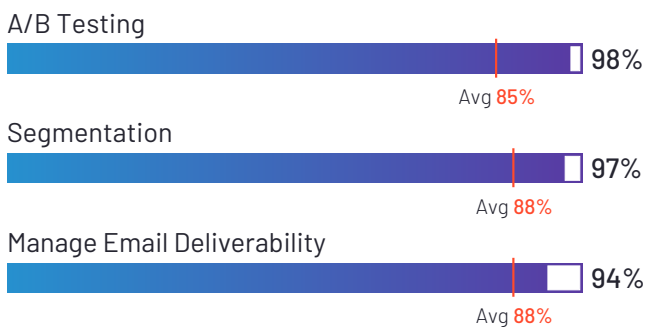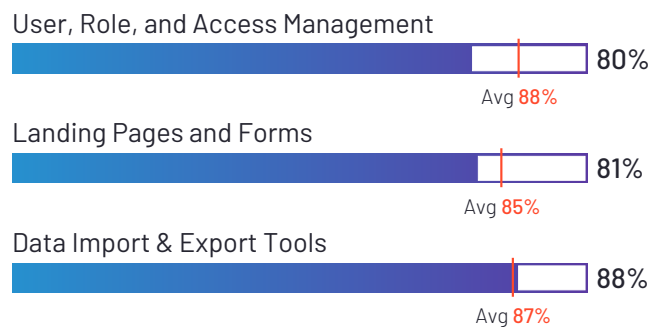
Ownership
Dialog Insight

HQ Location
Quebec, Canada

Employees (Listed On Linkedin)
66

Company Website
dialoginsight.com

Contlo

4.6 ★★★★½ (96)

High Performer SUMMER 2023

Contlo has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 93% of users believe it is headed in the right direction, and users said they would be likely to recommend Contlo at a rate of 92%. Contlo is also in the 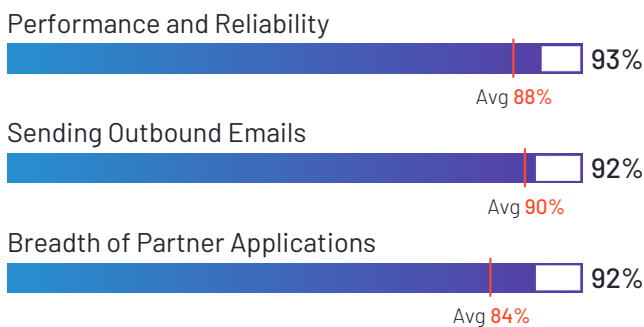Email Template Builder, Personalization, E-Commerce Analytics, AI Writing Assistant, Push Notification, AI Sales Assistant, Conversational Marketing, Customer Data Platform (CDP), E-Commerce Data Integration, and SMS Marketing categories.

Satisfaction Ratings

Quality of Support
93%
Avg **89%**

Ease of Use
90%
Avg **86%**

Meets Requirements
88%
Avg **89%**

Ease of Admin
90%
Avg **88%**

Ease of Doing Business With
91%
Avg **91%**

Ease of Setup
90%
Avg **84%**

Top Industries Represented

● Apparel & Fashion	21
● Consumer Goods	9
● Health, Wellness and Fitness	7
● Retail	5
● Cosmetics	3

Highest-Rated Features

Workflow Capability
92%
Avg **86%**

Sending Outbound Emails
88%
Avg **90%**

Building and Personalizing Emails
88%
Avg **89%**

Lowest-Rated Features

Sandbox / Test Environments
57%
Avg **84%**

Social Listening
59%
Avg **83%**

Budgeting
64%
Avg **84%**

Ownership	**HQ Location**	**Employees (Listed On Linkedin)**	**Company Website**
Contlo	Newark DE, DE	71	contlo.com

Sailthru

SAILTHRU by MARIGOLD

4.2 ★★★★☆ (152)

High Performer SUMMER 2023
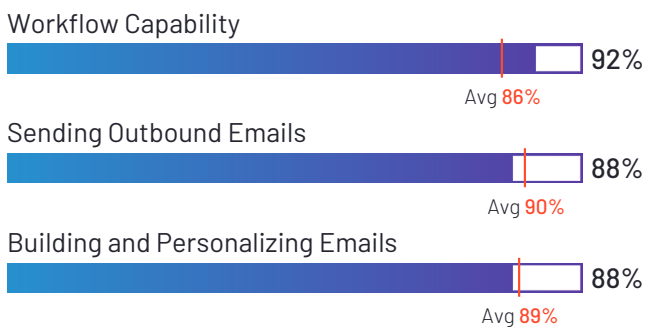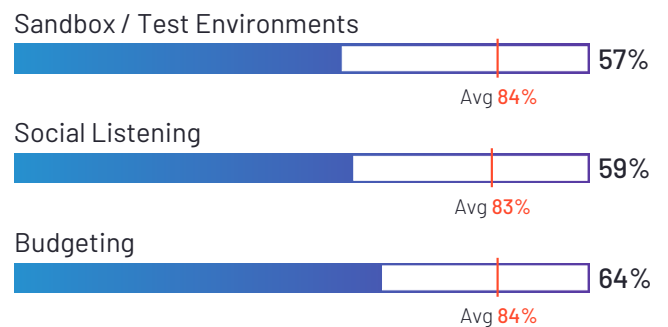
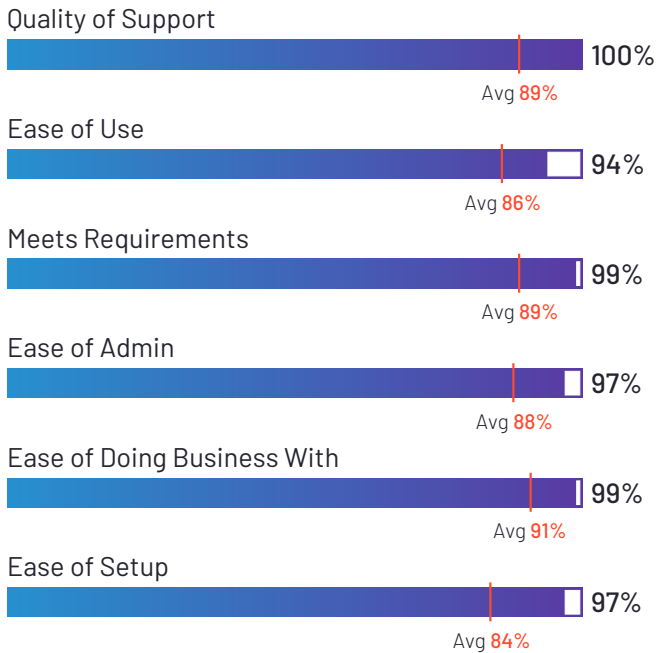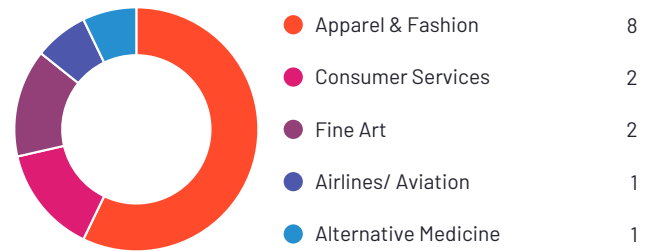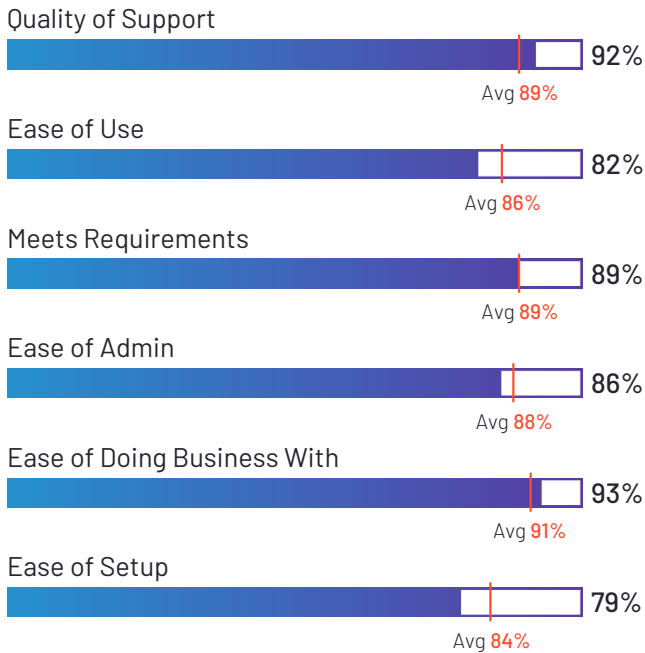Sailthru has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 88% of users rated it 4 or 5 stars, 79% of users believe it is headed in the right direction, and users said they would be likely to recommend Sailthru at a rate of 83%. Sailthru is also in the Mobile Marketing and Personalization categories.

Satisfaction Ratings

Quality of Support — 87% — Avg 89%

Ease of Use — 86% — Avg 86%

Meets Requirements — 89% — Avg 89%

Ease of Admin — 88% — Avg 88%

Ease of Doing Business With — 89% — Avg 91%

Ease of Setup — 83% — Avg 84%

Top Industries Represented

Industry	Count
Retail	19
Publishing	18
Marketing and Advertising	13
Media Production	12
Apparel & Fashion	11

Highest-Rated Features

Calendaring — 94% — Avg 86%

Sending Outbound Emails — 91% — Avg 90%

User, Role, and Access Management — 89% — Avg 88%

Lowest-Rated Features

Social Campaigns — 73% — Avg 85%

Lead Scoring and Grading — 79% — Avg 86%

CRM Lead Integration — 79% — Avg 87%
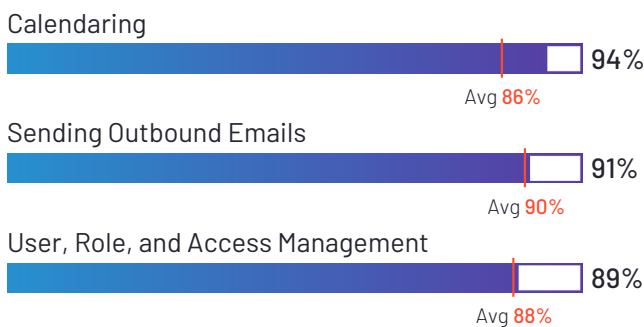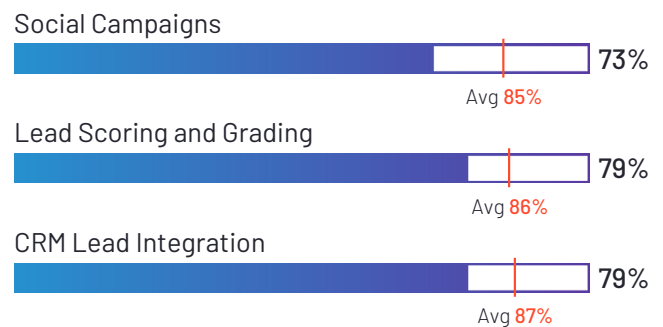
Ownership
Sailthru

HQ Location
New York, NY

Year Founded
2008

Employees (Listed On Linkedin)
40

Company Website
sailthru.com

RollWorks Account-Based Platform

4.2 ★★★★☆ (406)
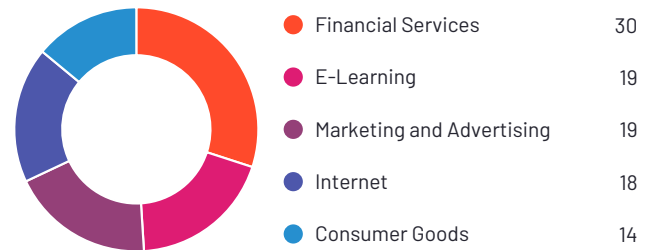
High Performer SUMMER 2023

RollWorks Account-Based Platform has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 98% of users rated it 4 or 5 stars, 91% of users believe it is headed in the right direction, and users said they would be likely to recommend RollWorks Account-Based Platform at a rate of 88%. RollWorks Account-Based Platform is also in the Marketing Platforms, Account-Based Advertising, Account-Based Orchestration Platforms, Buyer Intent Data Providers, Retargeting, Customer Data Platform (CDP), Account-Based Analytics, Marketing Account Intelligence, Account Data Management, Marketing Analytics, Cross-Channel Advertising, Social Media Advertising, Display Advertising, and Sales Intelligence categories.

Satisfaction Ratings
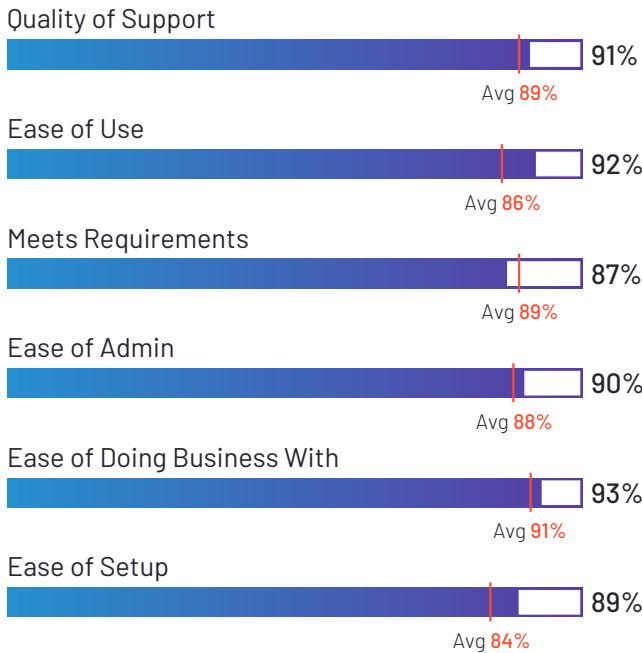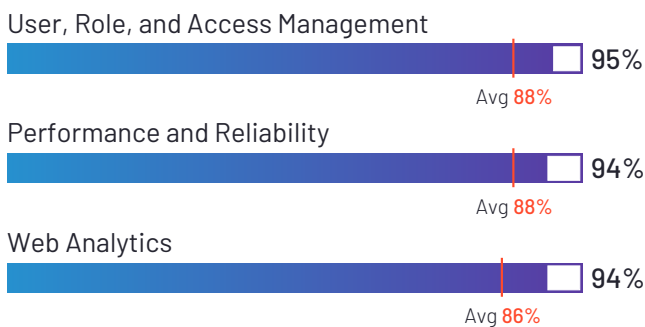
Quality of Support
91%
Avg 89%

Ease of Use
92%
Avg 86%

Meets Requirements
87%
Avg 89%

Ease of Admin
90%
Avg 88%

Ease of Doing Business With
93%
Avg 91%

Ease of Setup
89%
Avg 84%

Top Industries Represented

● Computer Software	10
● Information Technology and Services	6
● Hospital & Health Care	5
● Marketing and Advertising	5
● E-Learning	3

Highest-Rated Features

User, Role, and Access Management
95%
Avg 88%

Performance and Reliability
94%
Avg 88%

Web Analytics
94%
Avg 86%

Lowest-Rated Features

Event / Webinar Marketing
69%
Avg 86%

Data Import & Export Tools
80%
Avg 87%

Integration APIs
80%
Avg 86%
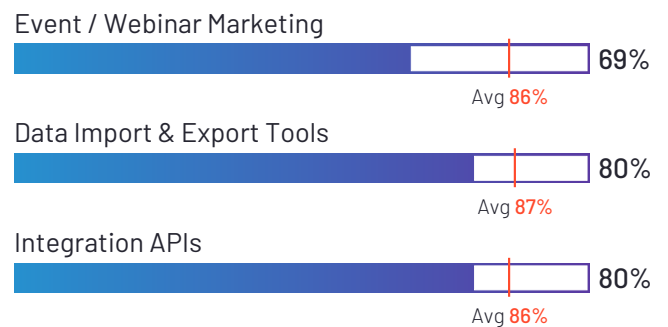
Ownership	**HQ Location**	**Year Founded**	**Employees (Listed On Linkedin)**	**Company Website**
NextRoll	San Francisco, California	2018	152	nextroll.com

Kizen

4.4 ★★★★½ (28)

High Performer SUMMER 2023

Kizen has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Kizen at a rate of 93%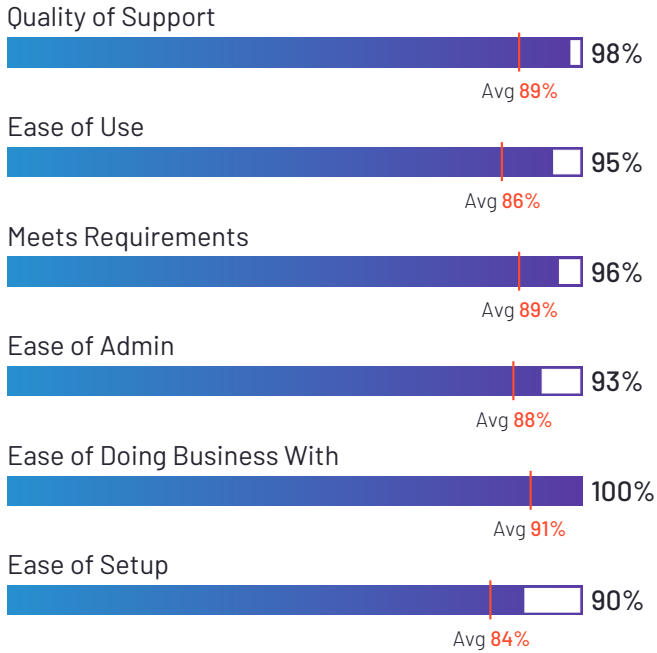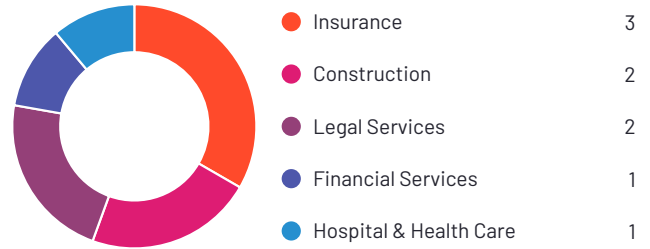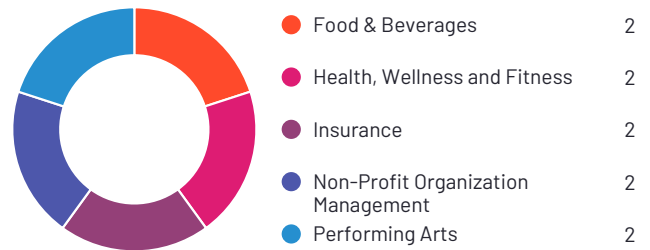. Kizen is also in the Customer Revenue Optimization, Online Form Builder, Customer Data Platform (CDP), CRM, and Revenue Operations & Intelligence (RO&I) categories.

Satisfaction Ratings
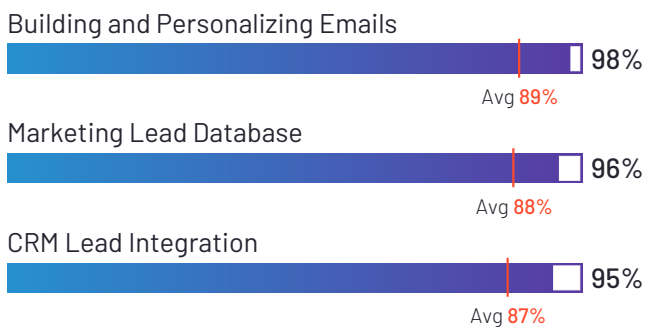
Quality of Support
96%
Avg 89%

Ease of Use
95%
Avg 86%

Meets Requirements
96%
Avg 89%

Ease of Admin
100%
Avg 88%

Ease of Doing Business With
100%
Avg 91%

Ease of Setup
95%
Avg 84%

Top Industries Represented

● Health, Wellness and Fitness	3
● Marketing and Advertising	3
● Apparel & Fashion	1
● Construction	1
● Financial Services	1

Highest-Rated Features

Building and Personalizing Emails
98%
Avg 89%

Marketing Lead Database
96%
Avg 88%

CRM Lead Integration
95%
Avg 87%

Lowest-Rated Features

Calendaring
77%
Avg 86%

Budgeting
83%
Avg 84%

Dynamic Content
86%
Avg 86%

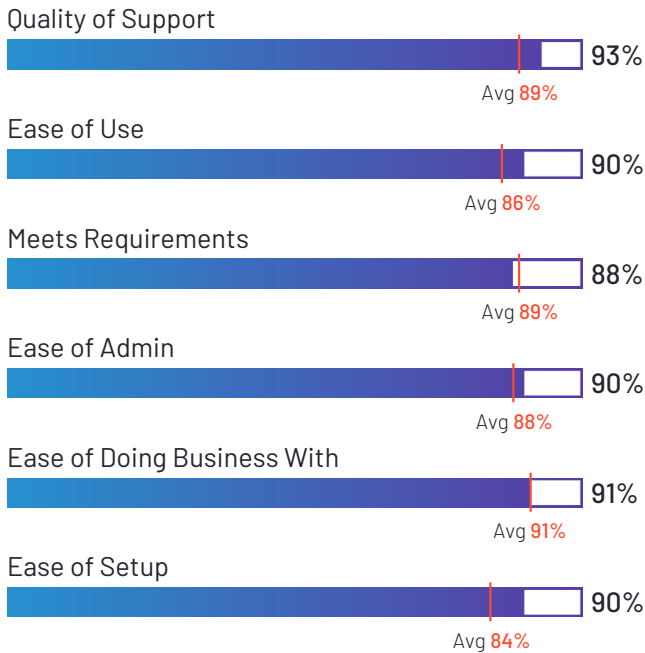| **Ownership**	**HQ Location**	**Year Founded**	**Employees (Listed On Linkedin)**	**Company Website**
KIZEN	Austin, Texas	2018	49	kizen.com

Deployteq

4.4 ★★★★½ (33)
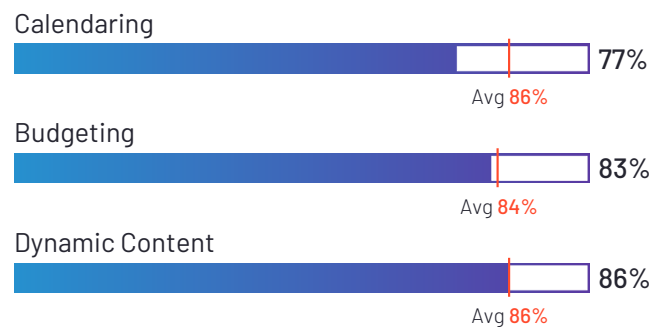
High Performer SUMMER 2023

Deployteq has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 86% of users believe it is headed in the right direction, and users said they would be likely to recommend Deployteq at a rate of 88%. Deployteq is also in the Transactional Email category.

Satisfaction Ratings
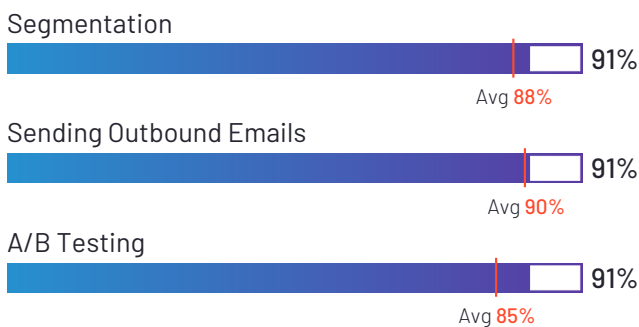
Quality of Support
86%
Avg **89%**

Ease of Use
87%
Avg **86%**

Meets Requirements
89%
Avg **89%**

Ease of Admin
89%
Avg **88%**

Ease of Doing Business With
84%
Avg **91%**

Ease of Setup
79%
Avg **84%**

Top Industries Represented

● Marketing and Advertising	9
● Insurance	4
● Leisure, Travel & Tourism	4
● Retail	4
● Apparel & Fashion	2

Highest-Rated Features

Segmentation
91%
Avg **88%**

Sending Outbound Emails
91%
Avg **90%**

A/B Testing
91%
Avg **85%**

Lowest-Rated Features

Online Behavior Tracking
69%
Avg **87%**

Social Listening
71%
Avg **83%**

Sandbox / Test Environments
74%
Avg **84%**
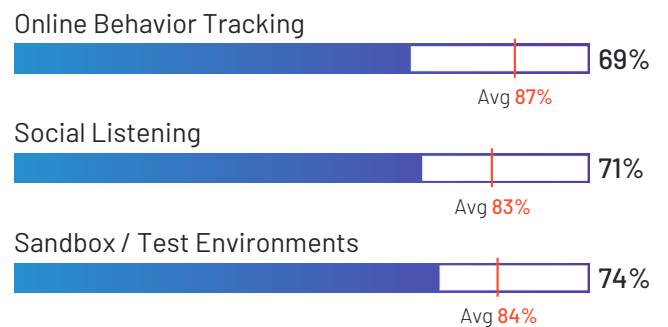
Ownership	**HQ Location**	**Year Founded**	**Employees (Listed On Linkedin)**	**Company Website**
Deployteq	London, England	2000	69	deployteq.com

Ortto

ortto

4.3 ★★★★½ (564)

High Performer SUMMER 2023

Ortto has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 92% of users rated it 4 or 5 stars, 91% of users believe it is headed in the right direction, and users said they would be likely to recommend Ortto at a rate of 88%. Ortto is also in the Marketing Platforms, Pop-Up Builder, Customer Journey Mapping, Email Template Builder, Personalization, Online Form Builder, Customer Data Platform (CDP), E-Commerce Data Integration, Marketing Analytics, Lead Scoring, Lead Capture, and Mobile Marketing categories.
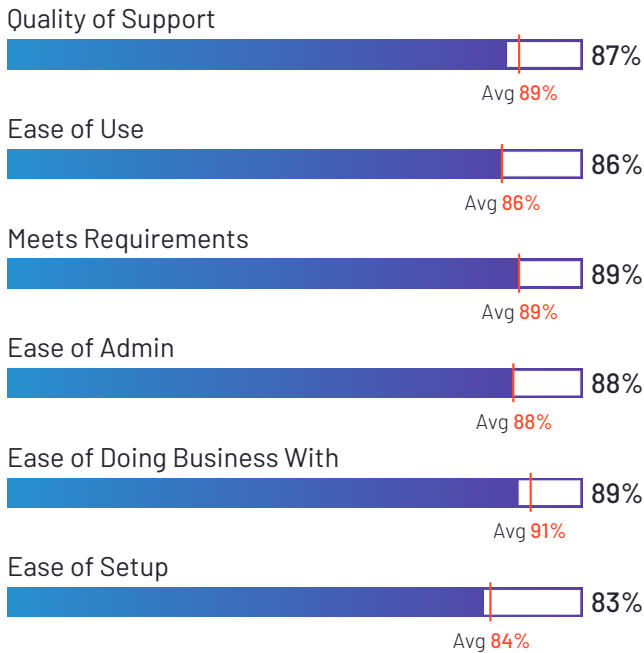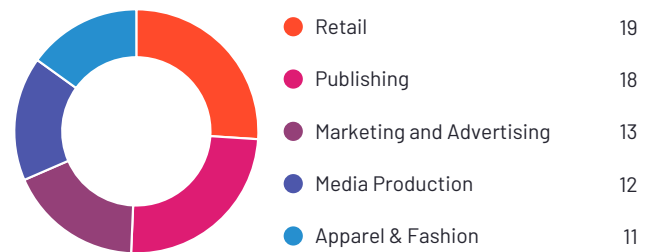
Satisfaction Ratings

Quality of Support
90%
Avg 89%

Ease of Use
90%
Avg 86%

Meets Requirements
87%
Avg 89%

Ease of Admin
90%
Avg 88%

Ease of Doing Business With
90%
Avg 91%

Ease of Setup
88%
Avg 84%

Top Industries Represented

● Marketing and Advertising	70
● Computer Software	59
● Information Technology and Services	38
● Internet	22
● Financial Services	19

Highest-Rated Features

Automated Email Responses
92%
Avg 89%

Sending Outbound Emails
90%
Avg 90%

Lead Nurturing
90%
Avg 88%

Lowest-Rated Features

SEO / Keyword Analytics
66%
Avg 83%

Social Listening
71%
Avg 83%

Revenue Analytics
71%
Avg 84%
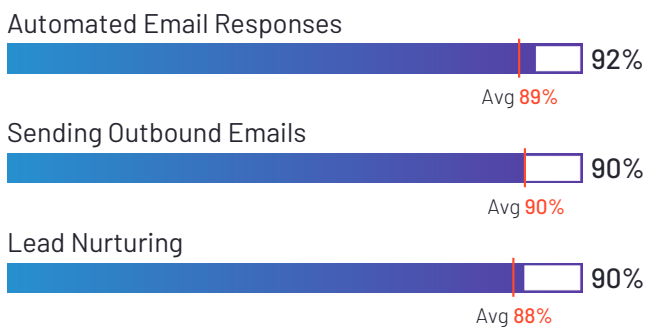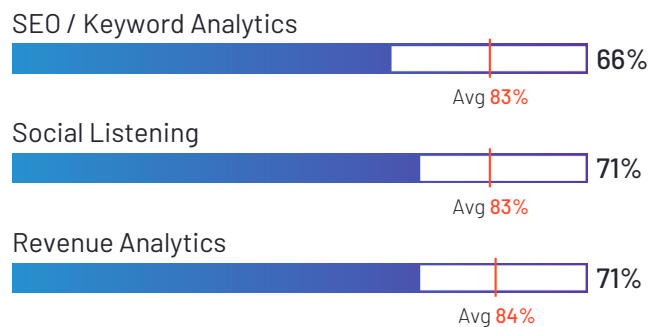
Ownership
Ortto

HQ Location
Sydney, Australia

Year Founded
2015

Employees (Listed On Linkedin)
52

Company Website
ortto.com

Higher Logic Thrive

4.3 ⭐⭐⭐⭐⯨ (407)

High Performer SUMMER 2023

Higher Logic Thrive has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 90% of users rated it 4 or 5 stars, 92% of users believe it is headed in the right direction, and users said they would be likely to recommend Higher Logic Thrive at a rate of 85%. Higher Logic Thrive is also in the Online Community Management category.
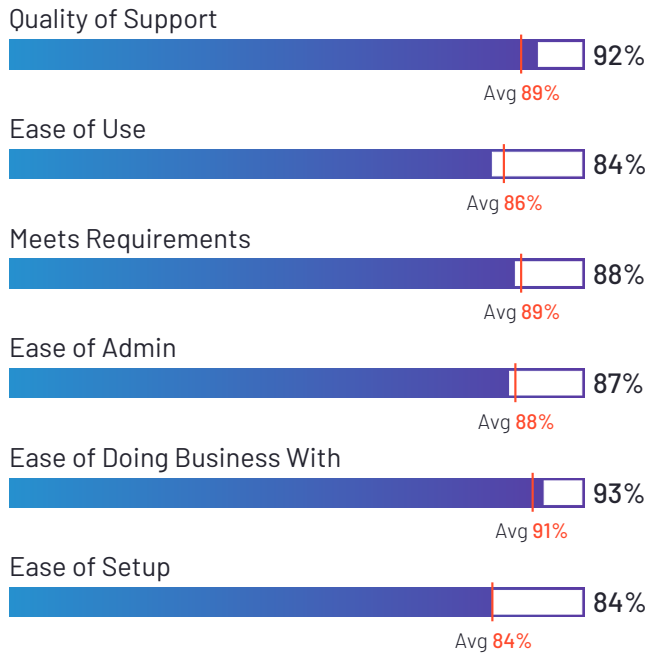
Satisfaction Ratings

Quality of Support
92%
Avg 89%

Ease of Use
84%
Avg 86%

Meets Requirements
88%
Avg 89%

Ease of Admin
87%
Avg 88%

Ease of Doing Business With
93%
Avg 91%

Ease of Setup
84%
Avg 84%

Top Industries Represented

🔴	Non-Profit Organization Management	73
🔴	Marketing and Advertising	17
🟣	Hospital & Health Care	12
🔵	Financial Services	9
🔵	Publishing	7

Highest-Rated Features

Internationalization
92%
Avg 86%

Sending Outbound Emails
91%
Avg 90%

Performance and Reliability
91%
Avg 88%

Lowest-Rated Features

ROI Analytics
81%
Avg 84%

Landing Pages and Forms
82%
Avg 85%

CRM Lead Integration
84%
Avg 87%
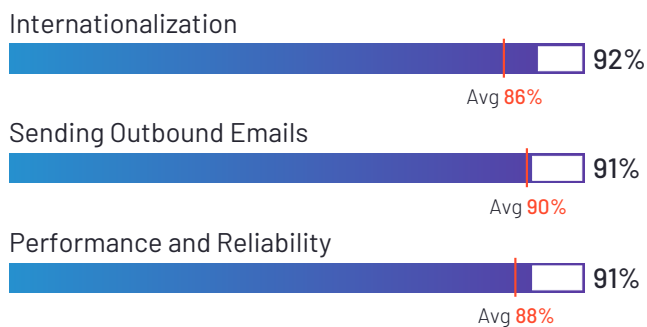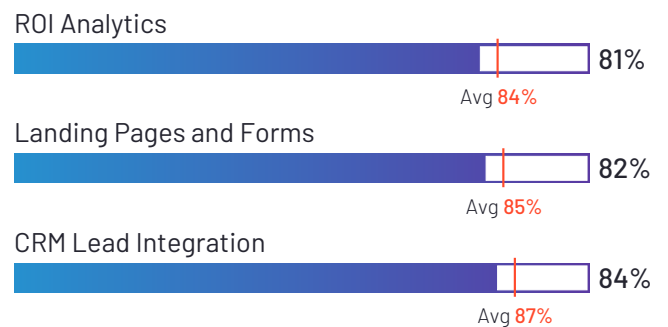
Ownership	**HQ Location**	**Year Founded**	**Employees (Listed On Linkedin)**	**Company Website**
Higher Logic	Arlington, VA	2007	354	higherlogic.com

Sendlane

4.7 ★★★★½ (56)

High Performer SUMMER 2023

Sendlane has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 98% of users rated it 4 or 5 stars, 97% of users believe it is headed in the right direction, and users said they would be likely to recommend Sendlane at a rate of 93%. Sendlane is also in the SMS Marketing category.
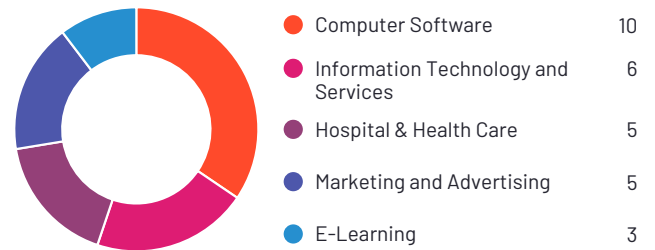
Satisfaction Ratings

Quality of Support
95%
Avg **89%**

Ease of Use
93%
Avg **86%**

Meets Requirements
92%
Avg **89%**

Ease of Admin
94%
Avg **88%**

Ease of Doing Business With
90%
Avg **91%**

Ease of Setup
96%
Avg **84%**

Top Industries Represented

● Marketing and Advertising		10
● Health, Wellness and Fitness		6
● Information Technology and Services		3
● Internet		3
● Alternative Medicine		2

Highest-Rated Features

Performance and Reliability
97%
Avg **88%**

Sending Outbound Emails
95%
Avg **90%**

Automated Email Responses
92%
Avg **89%**

Lowest-Rated Features

Event / Webinar Marketing
73%
Avg **86%**

Data Import & Export Tools
76%
Avg **87%**

Landing Pages and Forms
80%
Avg **85%**

Ownership
Sendlane

HQ Location
San Diego, CA

Year Founded
2013

Employees (Listed On Linkedin)
65

Company Website
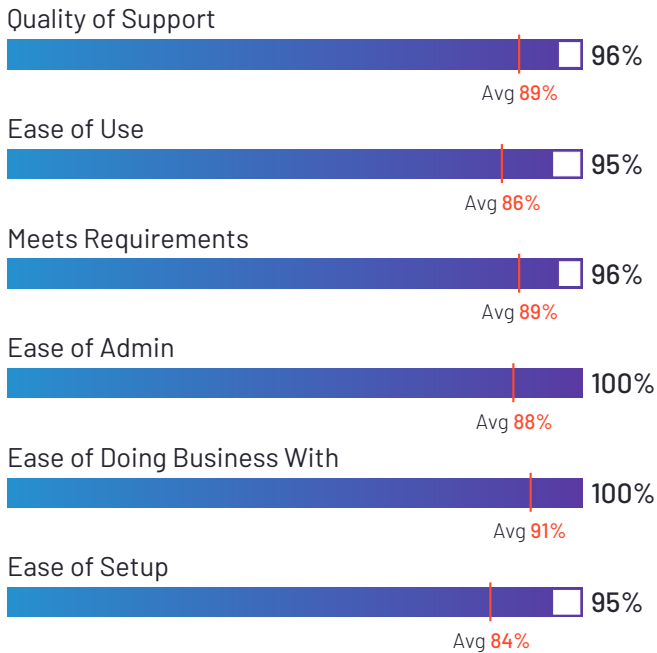sendlane.com

Magnews

4.7 ★★★★☆ (15)

High Performer SUMMER 2023

Magnews has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 93% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Magnews at a rate of 94%. Magnews is also in the Pop-Up Builder, Customer Journey Mapping, Email Testing, SMS Marketing, Email Template Builder, Personalization, Email Deliverability, Customer Journey Analytics, Marketing Analytics, Transactional Email, and Marketing Platforms categories.

Satisfaction Ratings

Quality of Support — 100% Avg **89%**

Ease of Use — 84% Avg **86%**

Meets Requirements — 89% Avg **89%**

Ease of Admin — 97% Avg **88%**

Ease of Doing Business With — 100% Avg **91%**

Ease of Setup — N/A Avg **84%**

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

- Computer Software — 3
- Food & Beverages — 2
- Hospitality — 2
- Apparel & Fashion — 1
- Automotive — 1

Ownership MagNews

HQ Location Milan, Italy

Employees (Listed On Linkedin) 2

Company Website magnews.com

Sales Snap

4.8 ★★★★★ (13)

High Performer SUMMER 2023

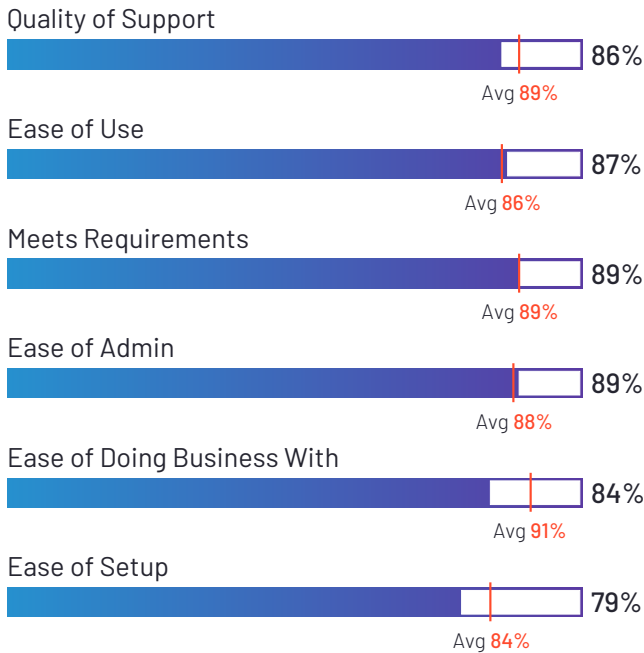Sales Snap has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Sales Snap at a rate of 95%.

Satisfaction Ratings

Quality of Support
96%
Avg **89%**

Ease of Use
97%
Avg **86%**

Meets Requirements
99%
Avg **89%**

Ease of Admin
96%
Avg **88%**

Ease of Doing Business With
100%
Avg **91%**

Ease of Setup
98%
Avg **84%**

Top Industries Represented

● Marketing and Advertising	2
● Banking	1
● Building Materials	1
● Computer & Network Security	1
● Design	1

Highest-Rated Features

Internationalization
100%
Avg **86%**

Web Analytics
100%
Avg **86%**

Basic Reporting
100%
Avg **87%**

Lowest-Rated Features

Budgeting
90%
Avg **84%**

Event / Webinar Marketing
94%
Avg **86%**

Social Campaigns
94%
Avg **85%**

Ownership
New Look
Entertainment LLC

HQ Location
Belgrade, Serbia

Employees (Listed On Linkedin)
30

Company Website
sales-snap.com

Voyado

4.8 ⭐⭐⭐⭐⭐ (15)

High Performer SUMMER 2023

Voyado has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Voyado at a rate of 96%. Voyado is also in the Loyalty Management category.
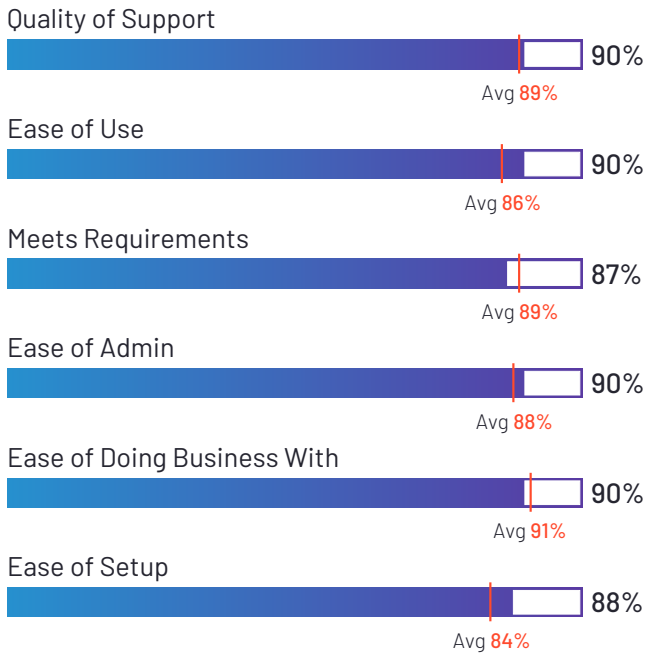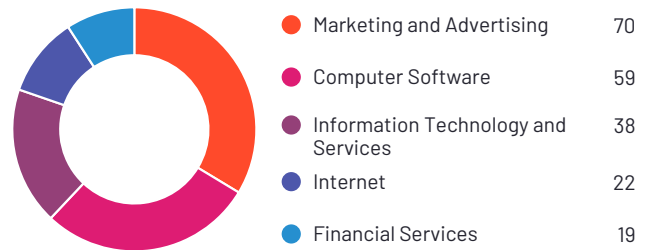
Satisfaction Ratings

Quality of Support
93%
Avg **89%**

Ease of Use
93%
Avg **86%**

Meets Requirements
96%
Avg **89%**

Ease of Admin
N/A
Avg **88%**

Ease of Doing Business With
N/A
Avg **91%**

Ease of Setup
N/A
Avg **84%**

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

🔴 Retail	2
🟣 Apparel & Fashion	1
🟣 Business Supplies and Equipment	1
🔵 Computer & Network Security	1
🔵 Computer Software	1

Highest-Rated Features

CRM Lead Integration
97%
Avg **87%**

Landing Pages and Forms
97%
Avg **85%**

Automated Email Responses
97%
Avg **89%**

Lowest-Rated Features

Mobile Optimized
83%
Avg **87%**

Program Management
86%
Avg **88%**

Building and Personalizing Emails
89%
Avg **89%**
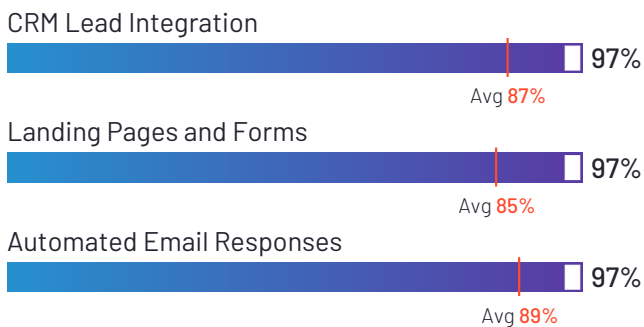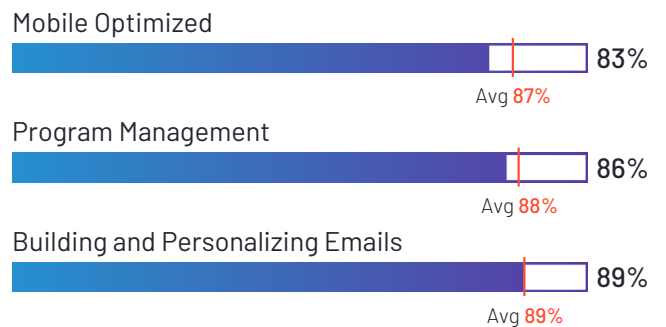
Ownership	HQ Location	Year Founded	Employees (Listed On Linkedin)	Company Website
Voyado	Stockholm, Stockholm	2005	290	www.voyado.com

BenchmarkONE

4.5 ★★★★½ (185)

High Performer SUMMER 2023

BenchmarkONE has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 91% of users rated it 4 or 5 stars, 87% of users believe it is headed in the right direction, and users said they would be likely to recommend BenchmarkONE at a rate of 88%. BenchmarkONE is also in the CRM category.

Satisfaction Ratings

Quality of Support — 93%
Avg 89%

Ease of Use — 90%
Avg 86%

Meets Requirements — 86%
Avg 89%

Ease of Admin — 91%
Avg 88%

Ease of Doing Business With — 92%
Avg 91%

Ease of Setup — 90%
Avg 84%

Top Industries Represented

● Marketing and Advertising	21
● Information Technology and Services	10
● Computer Software	7
● Management Consulting	4
● Non-Profit Organization Management	4

Highest-Rated Features

Performance and Reliability — 95%
Avg 88%

Automated Email Responses — 95%
Avg 89%

User, Role, and Access Management — 95%
Avg 88%

Lowest-Rated Features

SEO / Keyword Analytics — 69%
Avg 83%

Revenue Analytics — 77%
Avg 84%

Budgeting — 78%
Avg 84%

Ownership
BenchmarkONE

HQ Location
St Louis, MO

Year Founded
2011

Employees (Listed On Linkedin)
14

Company Website
benchmarkone.com

Exposebox

4.7 ★★★★☆ (10)

High Performer
SUMMER
2023

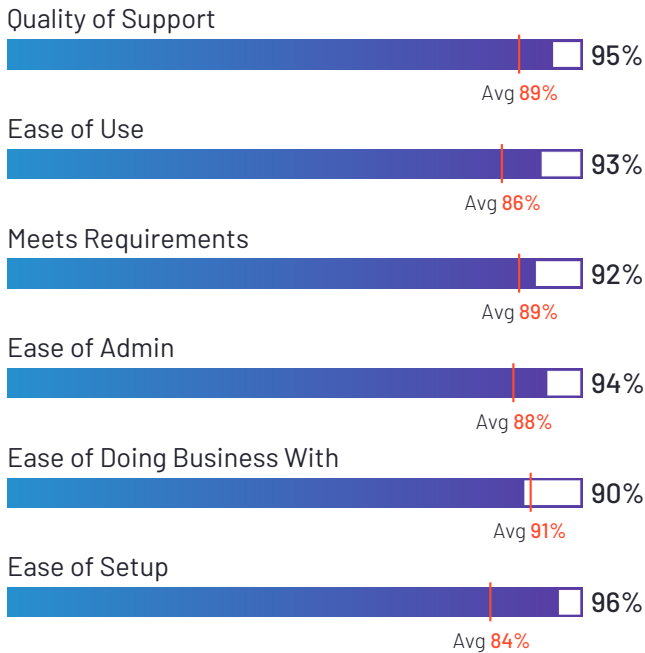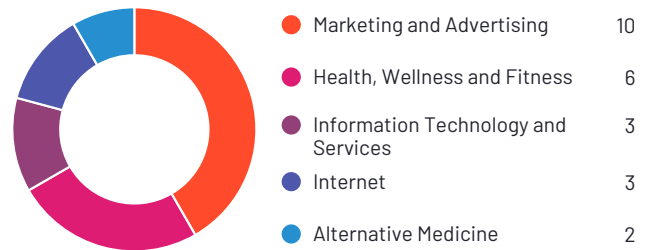Exposebox has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 86% of users believe it is headed in the right direction, and users said they would be likely to recommend Exposebox at a rate of 94%.

Satisfaction Ratings

Quality of Support
97%
Avg **89%**

Ease of Use
92%
Avg **86%**

Meets Requirements
87%
Avg **89%**

Ease of Admin
89%
Avg **88%**

Ease of Doing Business With
94%
Avg **91%**

Ease of Setup
91%
Avg **84%**

Top Industries Represented

● Retail	3
● Internet	2
● Computer Software	1
● Consumer Goods	1
● Leisure, Travel & Tourism	1

Highest-Rated Features

Mobile Optimized
97%
Avg **87%**

Automated Email Responses
95%
Avg **89%**

Manage Email Deliverability
95%
Avg **88%**

Lowest-Rated Features

Segmentation
83%
Avg **88%**

Building and Personalizing Emails
95%
Avg **89%**

Sending Outbound Emails
95%
Avg **90%**

Ownership	HQ Location	Year Founded	Employees (Listed On Linkedin)	Company Website
Exposebox	London	2013	11	exposebox.com

Symplify Communication

SYMPLIFY

4.5 ★★★★½ (30)

High Performer SUMMER 2023

Symplify Communication has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 92% of users rated it 4 or 5 stars, 94% of users believe it is headed in the right direction, and users said they would be likely to recommend Symplify Communication at a rate o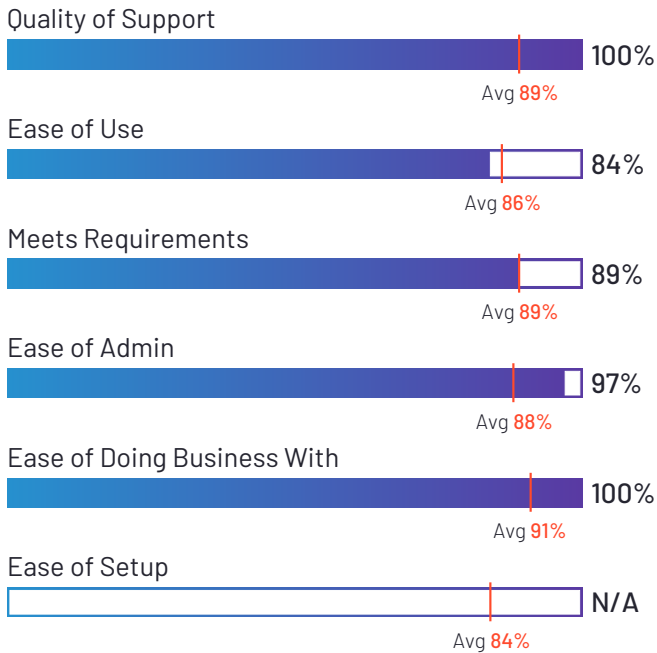f 91%. Symplify Communication is also in the Push Notification, Customer Journey Analytics, and Email Template Builder categories.
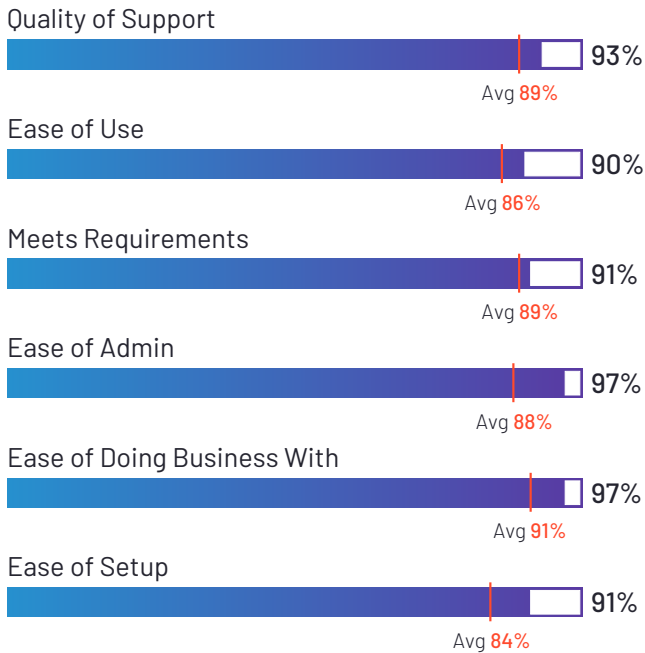
Satisfaction Ratings

Quality of Support
93%
Avg 89%

Ease of Use
90%
Avg 86%

Meets Requirements
91%
Avg 89%

Ease of Admin
97%
Avg 88%

Ease of Doing Business With
97%
Avg 91%

Ease of Setup
91%
Avg 84%

Top Industries Represented

🔴 Publishing	3
🔴 Airlines/ Aviation	2
🟣 Media Production	2
🔵 Pharmaceuticals	2
🔵 Veterinary	2

Highest-Rated Features

Program Management
98%
Avg 88%

Building and Personalizing Emails
98%
Avg 89%

Social Media Engagement
97%
Avg 84%

Lowest-Rated Features

Segmentation
87%
Avg 88%

Mobile Optimized
89%
Avg 87%

Search Tracking and Optimization
90%
Avg 86%
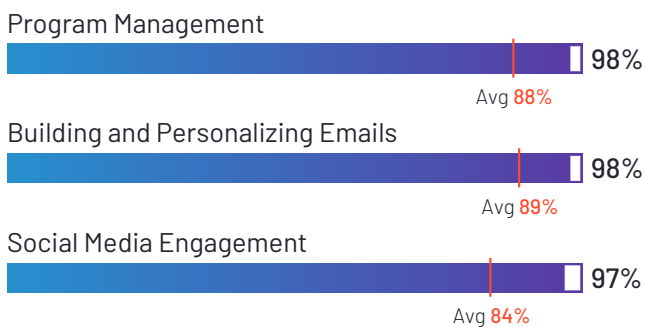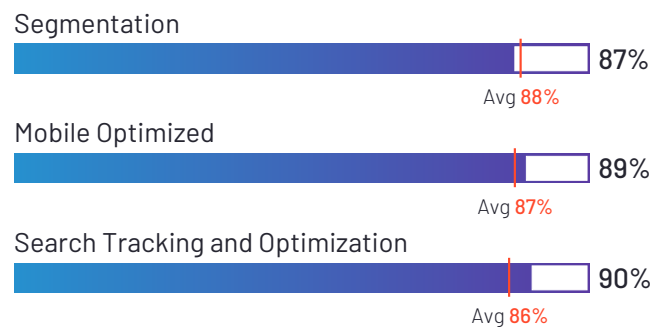
Ownership
Symplify

HQ Location
Stockholm

Year Founded
2000

Employees (Listed On Linkedin)
51

Company Website
symplify.com

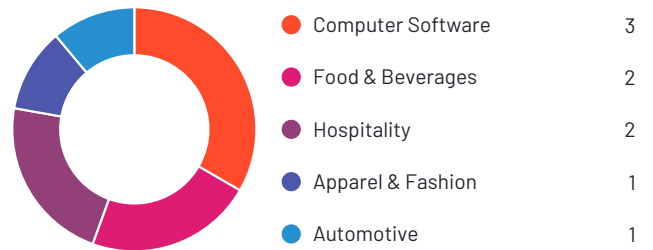# Gamooga

4.6 ★★★★½ (19)

High Performer SUMMER 2023

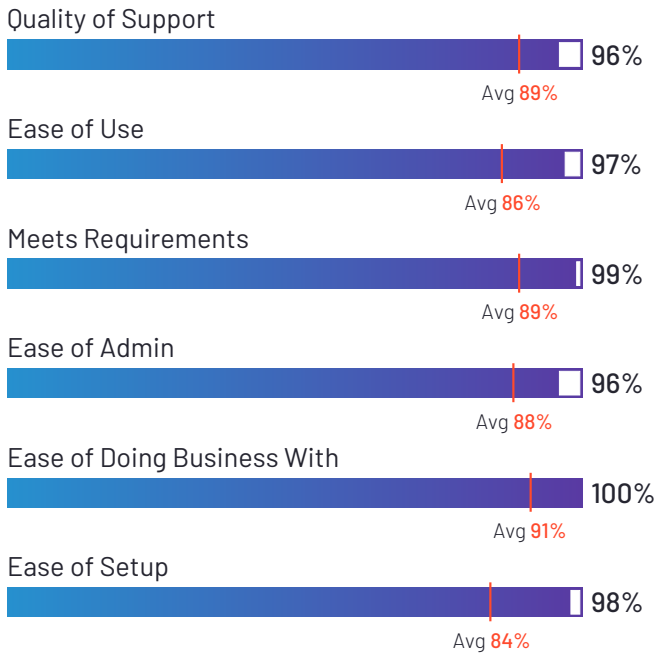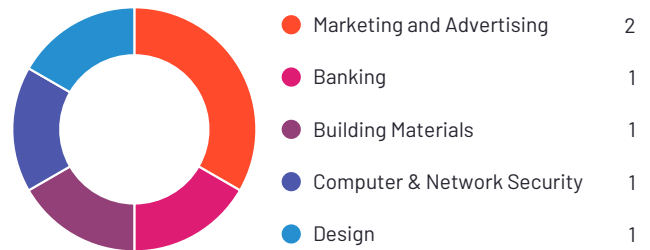Gamooga has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 71% of users believe it is headed in the right direction, and users said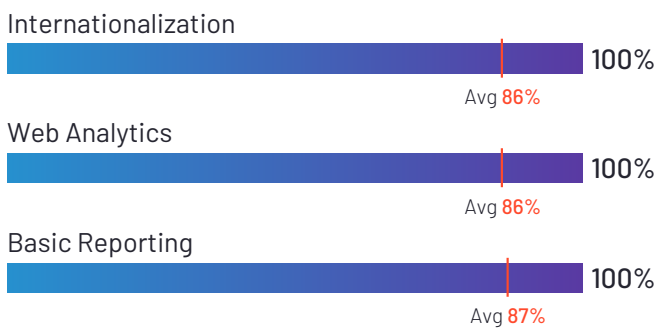 they would be likely to recommend Gamooga at a rate of 91%. Gamooga is also in the A/B Testing, Marketing Analytics, Mobile Marketing, Push Notification, and Marketing Platforms categories.

Satisfaction Ratings

Quality of Support
91%
Avg **89%**

Ease of Use
86%
Avg **86%**

Meets Requirements
96%
Avg **89%**

Ease of Admin
90%
Avg **88%**

Ease of Doing Business With
94%
Avg **91%**

Ease of Setup
84%
Avg **84%**

Top Industries Represented

● Marketing and Advertising	5
● Information Technology and Services	3
● Apparel & Fashion	1
● Computer Software	1
● Insurance	1

Highest-Rated Features

Automated Email Responses
100%
Avg **89%**

Web Analytics
98%
Avg **86%**

Calendaring
98%
Avg **86%**

Lowest-Rated Features

Workflow Capability
80%
Avg **86%**

Customization
83%
Avg **85%**

Breadth of Partner Applications
83%
Avg **84%**
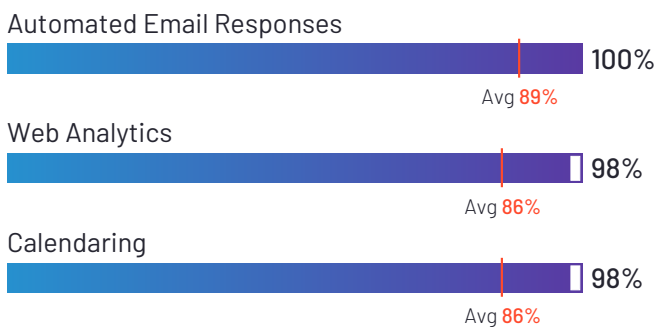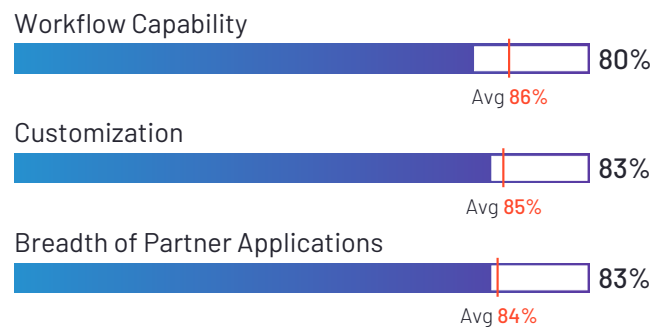
Ownership
Gamooga

HQ Location
Hyderabad, India

Year Founded
2011

Employees (Listed On Linkedin)
29

Company Website
gamooga.com

Upsales Sales and Marketing Platform

upsales

4.5 ★★★★½ (150)

High Performer SUMMER 2023

Upsales Sales and Marketing Platform has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 98% of users rated it 4 or 5 stars, 84% of users believe it is headed in the right direction, and users said they would be likely to recommend Upsales at a rate of 91%. Upsales is also in the CRM category.
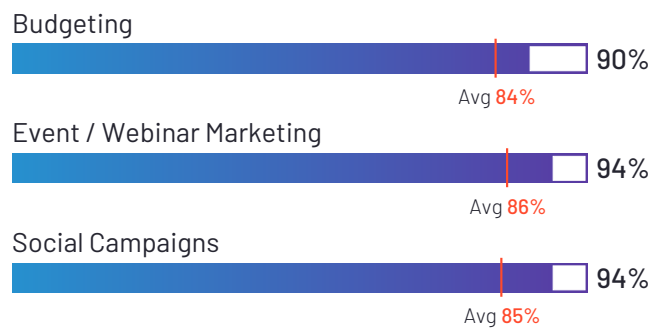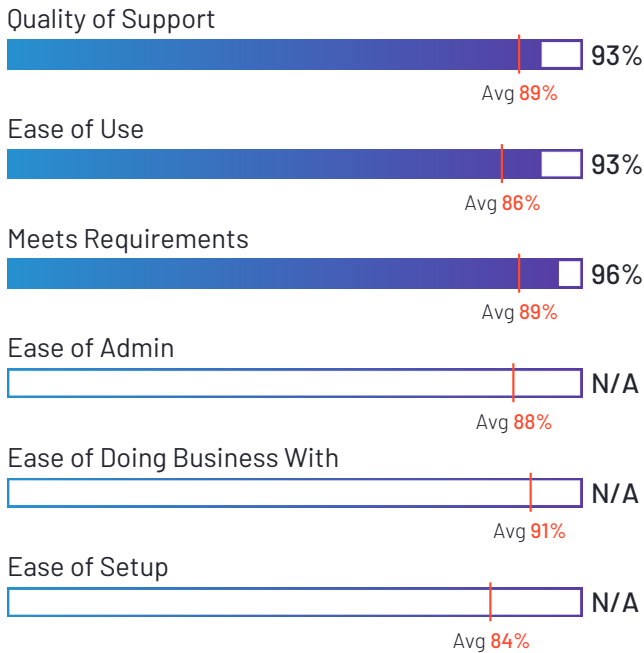
Satisfaction Ratings

Quality of Support
92%
Avg **89%**

Ease of Use
88%
Avg **86%**

Meets Requirements
86%
Avg **89%**

Ease of Admin
90%
Avg **88%**

Ease of Doing Business With
90%
Avg **91%**

Ease of Setup
87%
Avg **84%**

Top Industries Represented

● Computer Software		9
● Accounting		3
● Staffing and Recruiting		3
● Telecommunications		3
● Business Supplies and Equipment		2

Highest-Rated Features

Performance and Reliability
90%
Avg **88%**

CRM Lead Integration
89%
Avg **87%**

User, Role, and Access Management
87%
Avg **88%**

Lowest-Rated Features

Building and Personalizing Emails
71%
Avg **89%**

Program Management
71%
Avg **88%**

Customization
71%
Avg **85%**

Ownership
Upsales

HQ Location
Stockholm

Year Founded
2003

Employees (Listed On Linkedin)
86

Company Website
upsales.com

ConvergeHub

4.8 ★★★★★ (35)

High Performer SUMMER 2023
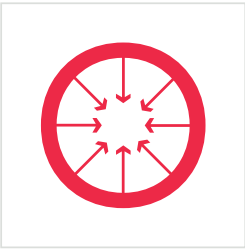
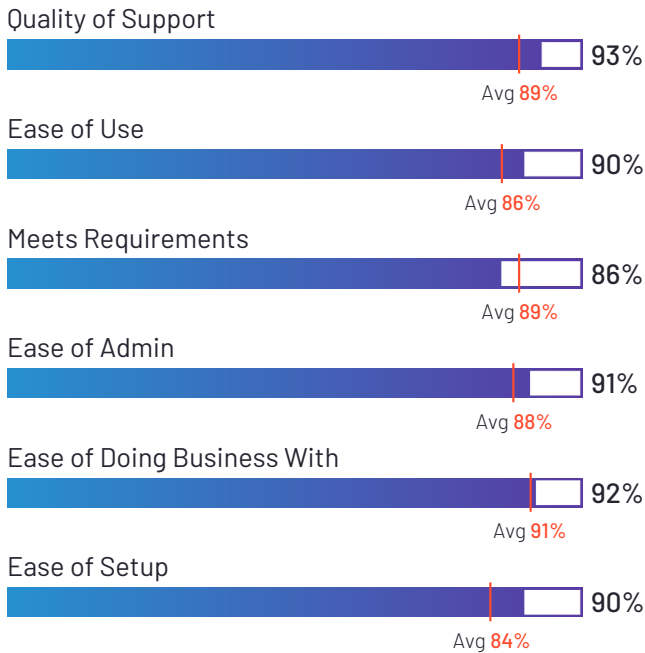ConvergeHub has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 95% of users believe it is headed in the right direction, and users said they would be likely to recommend ConvergeHub at a rate of 96%. ConvergeHub is also in the Help Desk, Billing, and CRM categories.

Satisfaction Ratings

Quality of Support — 93% — Avg 89%

Ease of Use — 93% — Avg 86%

Meets Requirements — 91% — Avg 89%

Ease of Admin — 93% — Avg 88%

Ease of Doing Business With — 95% — Avg 91%

Ease of Setup — 92% — Avg 84%

Top Industries Represented

Marketing and Advertising	7
Information Technology and Services	3
Computer Software	2
Financial Services	2
Management Consulting	2

Highest-Rated Features

Internationalization — 97% — Avg 86%

Basic Reporting — 96% — Avg 87%

Lead Nurturing — 96% — Avg 88%

Lowest-Rated Features

Social Media Engagement — 80% — Avg 84%

Social Media Advertising — 81% — Avg 84%

Social Campaigns — 84% — Avg 85%

Ownership
ConvergeHub

HQ Location
San Francisco Bay Area, California

Year Founded
2016

Employees (Listed On Linkedin)
9

Company Website
convergehub.com

Spotler

4.5 ★★★★½ (126)

High Performer SUMMER 2023

Spotler has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 95% of users rated it 4 or 5 stars, 94% of users believe it is headed in the right direction, and users said they would be likely to recommend Spotler at a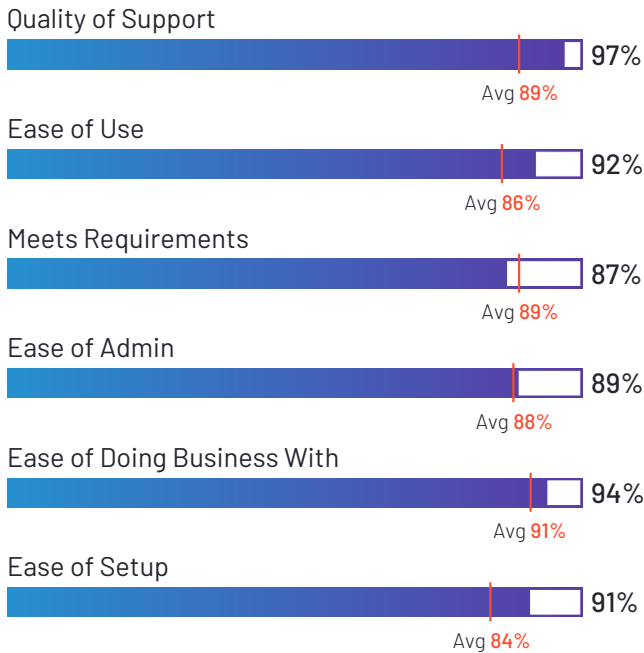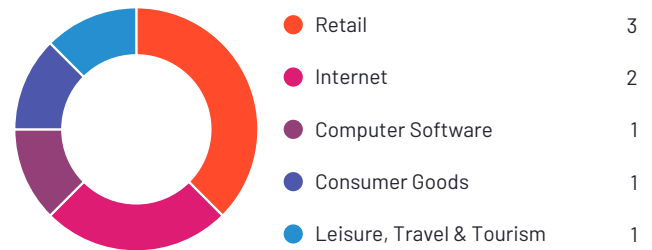 rate of 90%. Spotler is also in the Employee Advocacy, AI Sales Assistant, Marketing Account Intelligence, Sales Intelligence, Survey, Social Media Management, Lead Capture, and Visitor Identification categories.

Satisfaction Ratings

Quality of Support
93%
Avg 89%

Ease of Use
87%
Avg 86%

Meets Requirements
88%
Avg 89%

Ease of Admin
84%
Avg 88%

Ease of Doing Business With
88%
Avg 91%

Ease of Setup
82%
Avg 84%

Top Industries Represented

🔴 Information Technology and Services	20
🟣 Marketing and Advertising	19
🟣 Computer Software	13
🔵 Construction	5
🔵 Retail	4

Highest-Rated Features

Sending Outbound Emails
91%
Avg 90%

Manage Email Deliverability
90%
Avg 88%

Automated Email Responses
89%
Avg 89%

Lowest-Rated Features

Workflow Capability
69%
Avg 86%

User, Role, and Access Management
69%
Avg 88%

Internationalization
70%
Avg 86%

Ownership
Spotler

HQ Location
Guildford , United Kingdom

Year Founded
2005

Employees (Listed On Linkedin)
50

Company Website
spotler.co.uk

Force24

4.4 ★★★★½ (188)

High Performer SUMMER 2023

Force24 has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 96% of users rated it 4 or 5 stars, 94% of users believe it is headed in the right direction, and users said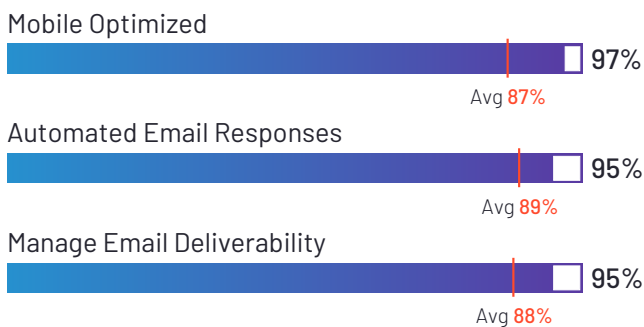 they would be likely to recommend Force24 at a rate of 88%. Force24 is also in the Landing Page Builders, Marketing Analytics, and Marketing Platforms categories.
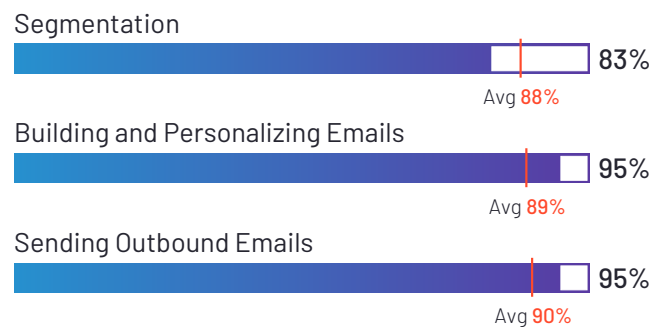
Satisfaction Ratings

Quality of Support
95%
Avg **89%**

Ease of Use
85%
Avg **86%**

Meets Requirements
87%
Avg **89%**

Ease of Admin
84%
Avg **88%**

Ease of Doing Business With
91%
Avg **91%**

Ease of Setup
74%
Avg **84%**

Top Industries Represented

● Staffing and Recruiting	25
● Marketing and Advertising	17
● Financial Services	15
● Automotive	13
● Information Technology and Services	12

Highest-Rated Features

Sending Outbound Emails
93%
Avg **90%**

Lead Scoring and Grading
89%
Avg **86%**

Segmentation
89%
Avg **88%**

Lowest-Rated Features

Revenue Analytics
79%
Avg **84%**

Integration APIs
80%
Avg **86%**

Budgeting
80%
Avg **84%**
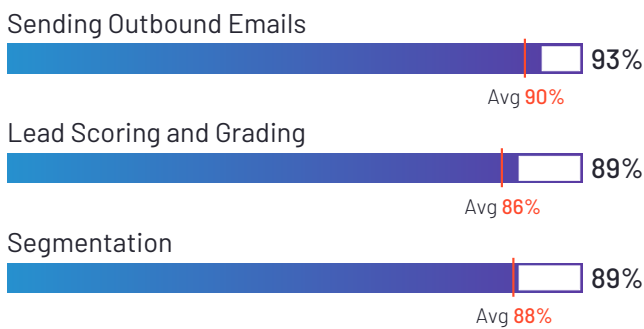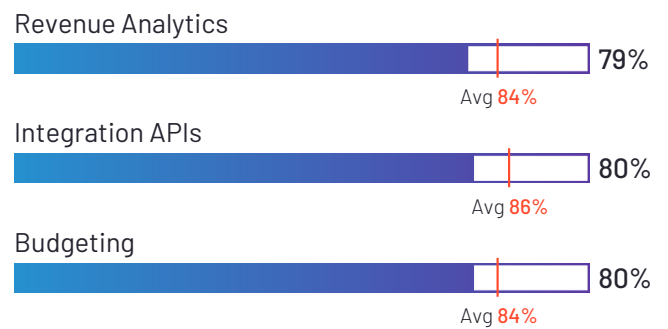
Ownership
Force24

HQ Location
Leeds, England

Year Founded
2010

Employees (Listed On Linkedin)
62

Company Website
force24.co.uk

Aritic PinPoint

4.9 ★★★★★ (41)

High Performer SUMMER 2023

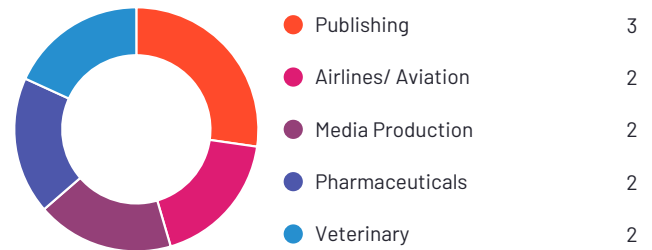Aritic PinPoint has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is he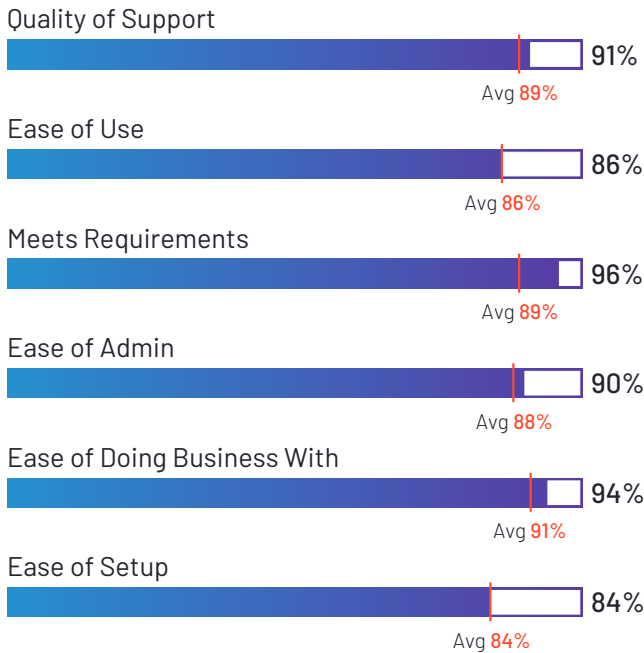aded in the right direction, and users said they would be likely to recommend Aritic at a rate of 97%. Aritic is also in the Mobile Marketing category.
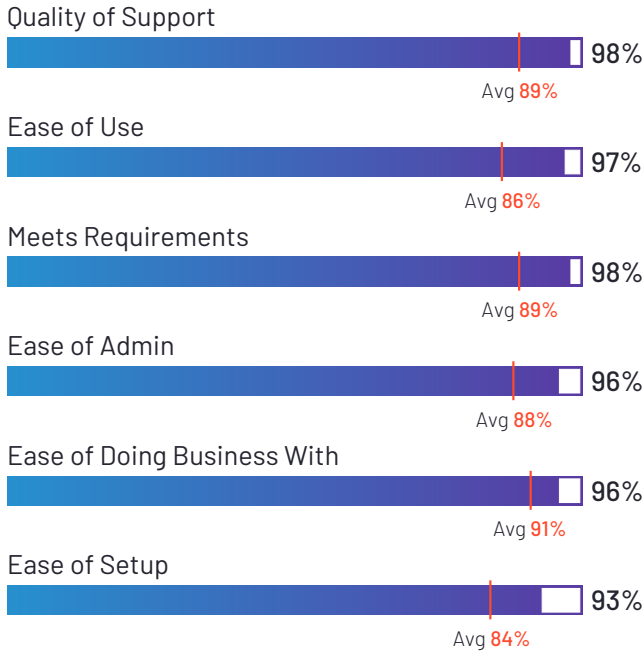
Satisfaction Ratings

Quality of Support
98%
Avg 89%

Ease of Use
97%
Avg 86%

Meets Requirements
98%
Avg 89%

Ease of Admin
96%
Avg 88%

Ease of Doing Business With
96%
Avg 91%

Ease of Setup
93%
Avg 84%

Top Industries Represented

● Marketing and Advertising	11	
● Information Technology and Services	3	
● Banking	2	
● Computer & Network Security	2	
● Computer Software	2	

Highest-Rated Features

Workflow Capability
100%
Avg 86%

Building and Personalizing Emails
100%
Avg 89%

Segmentation
99%
Avg 88%

Lowest-Rated Features

ROI Analytics
93%
Avg 84%

Web Analytics
93%
Avg 86%

Search Tracking and Optimization
94%
Avg 86%
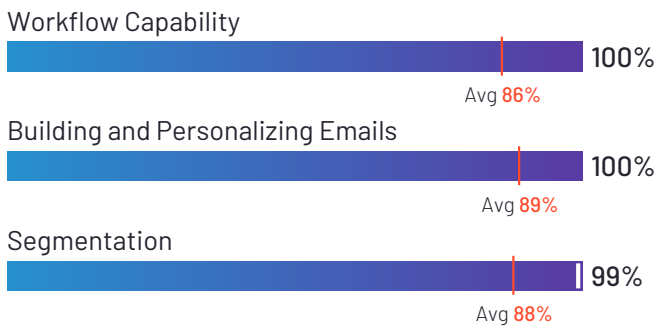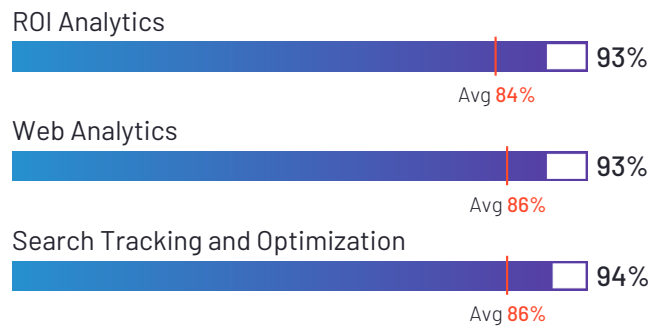
Ownership
Dataaegis Software

HQ Location
Bengaluru, India

Employees (Listed On Linkedin)
2

Company Website
aritic.com

IntelligenceBank Marketing Software

4.6 ★★★★⯪ (241)

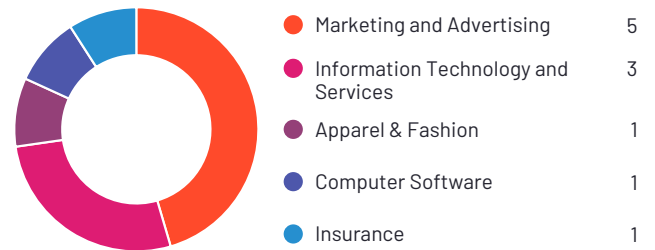**High Performer** SUMMER 2023

IntelligenceBank Marketing Software has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 95% of users rated it 4 or 5 stars, 93% of users believe it is headed in the right direction, and users said they would be likely to recommend IntelligenceBank at a rate of 86%. IntelligenceBank is also in the Creative Portfolio Management, Online Proofing, Digital Asset Management, Marketing Resource Management, and Workflow Management categories.

Satisfaction Ratings

Quality of Support
92%
Avg **89%**

Ease of Use
90%
Avg **86%**

Meets Requirements
92%
Avg **89%**

Ease of Admin
89%
Avg **88%**

Ease of Doing Business With
92%
Avg **91%**

Ease of Setup
84%
Avg **84%**

Top Industries Represented

Industry	
● Construction	3
● Marketing and Advertising	2
● Retail	2
● Consumer Electronics	1
● Consumer Goods	1
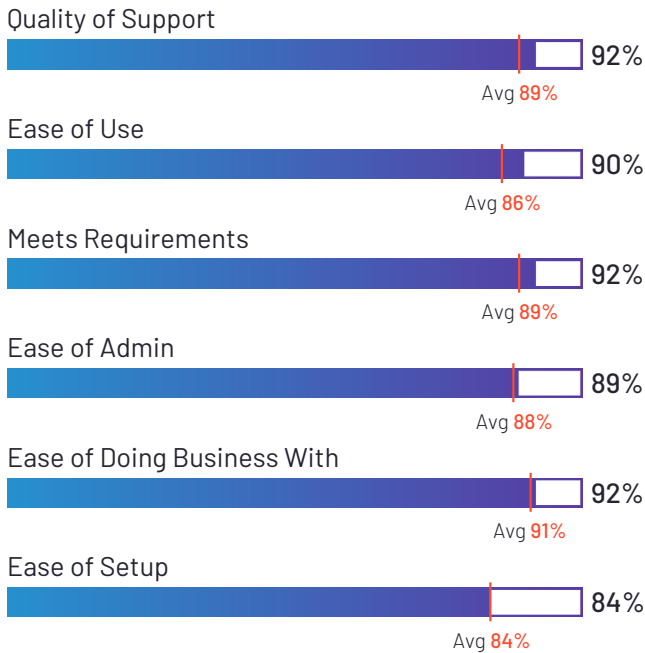
Ownership
IntelligenceBank

HQ Location
Melbourne, VIC

Year Founded
2009

Employees (Listed On Linkedin)
98

Company Website
intelligencebank.com

GreenRope

4.4 ★★★★½ (204)

High Performer SUMMER 2023

GreenRope has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 88% of users rated it 4 or 5 stars, 89% of users believe it is headed in the right direction, and users said they would be likely to recommend GreenRope at a rate of 87%. GreenRope is also in the Survey, Landing Page Builders, and CRM categories.
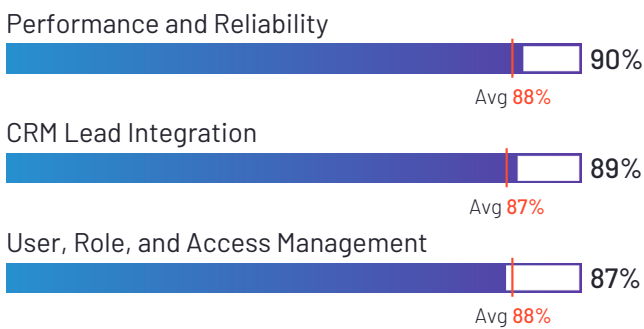
Satisfaction Ratings

Quality of Support
93%
Avg **89%**

Ease of Use
75%
Avg **86%**

Meets Requirements
87%
Avg **89%**

Ease of Admin
79%
Avg **88%**

Ease of Doing Business With
92%
Avg **91%**

Ease of Setup
74%
Avg **84%**

Top Industries Represented

Industry	Count
Marketing and Advertising	15
Financial Services	13
Non-Profit Organization Management	13
Computer Software	9
Information Technology and Services	9

Highest-Rated Features

Budgeting
91%
Avg **84%**

Event / Webinar Marketing
90%
Avg **86%**

Automated Email Responses
89%
Avg **89%**

Lowest-Rated Features

Social Campaigns
75%
Avg **85%**

Breadth of Partner Applications
75%
Avg **84%**

Social Sharing
76%
Avg **85%**

Ownership
GreenRope

HQ Location
Solana Beach, CA

Year Founded
2008

Employees (Listed On Linkedin)
16

Company Website
greenrope.com

Webmecanik Automation

4.7 ★★★★★ (13)

High Performer SUMMER 2023

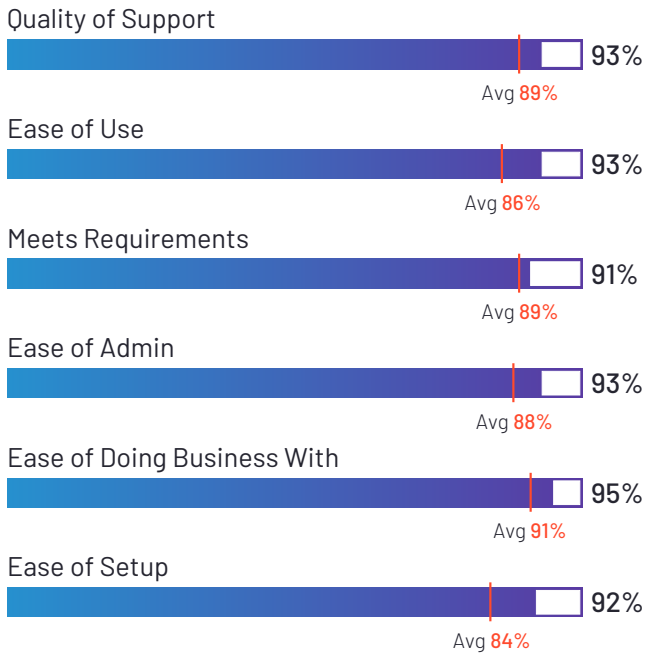Webmecanik Automation has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 92% of users believe it is headed in the right direction, and users said they would be likely to recommend Automation at a rate of 95%.

Satisfaction Ratings

Quality of Support
93%
Avg 89%

Ease of Use
85%
Avg 86%

Meets Requirements
93%
Avg 89%

Ease of Admin
81%
Avg 88%

Ease of Doing Business With
95%
Avg 91%

Ease of Setup
93%
Avg 84%

Top Industries Represented

Industry	
Marketing and Advertising	3
Automotive	1
Business Supplies and Equipment	1
Computer & Network Security	1
Computer Software	1

Highest-Rated Features

Dynamic Content
98%
Avg 86%

Social Campaigns
98%
Avg 85%

Data Import & Export Tools
97%
Avg 87%

Lowest-Rated Features

Manage Email Deliverability
87%
Avg 88%

Performance and Reliability
88%
Avg 88%

Building and Personalizing Emails
88%
Avg 89%

Ownership
Webmecanik

Year Founded
2012

Employees (Listed On Linkedin)
28

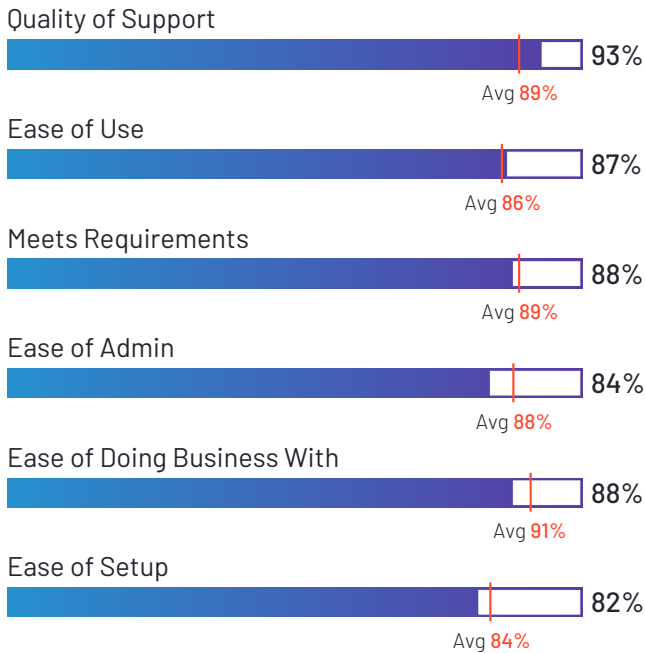**Company Website**
webmecanik.com
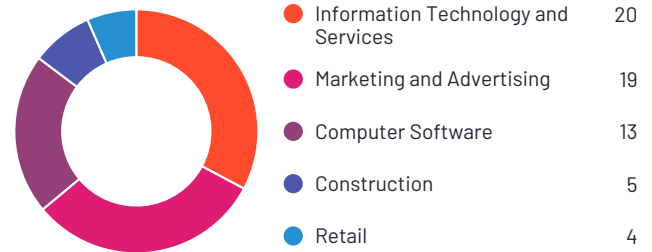
Genoo

4.3 ★★★★☆ (31)

High Performer SUMMER 2023

Genoo has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 89% of users rated it 4 or 5 stars, 81% of users believe it is headed in the right direction, and users said they would be likely to recommend Genoo at a rate of 86%.

Satisfaction Ratings

Quality of Support
86%
Avg 89%

Ease of Use
88%
Avg 86%

Meets Requirements
87%
Avg 89%

Ease of Admin
94%
Avg 88%

Ease of Doing Business With
94%
Avg 91%

Ease of Setup
91%
Avg 84%

Top Industries Represented

● Marketing and Advertising	5
● Education Management	3
● Telecommunications	3
● Computer Software	2
● Information Technology and Services	2

Highest-Rated Features

Customization
97%
Avg 85%

Sandbox / Test Environments
97%
Avg 84%

SEO / Keyword Analytics
96%
Avg 83%

Lowest-Rated Features

Mobile Optimized
80%
Avg 87%

A/B Testing
84%
Avg 85%

Automated Email Responses
85%
Avg 89%

Ownership
Genoo, LLC

HQ Location
Minneapolis, MN

Year Founded
2008

Employees (Listed On Linkedin)
6

Company Website
www.genoo.com

Netmera

4.2 ★★★★☆ (19)

High Performer SUMMER 2023

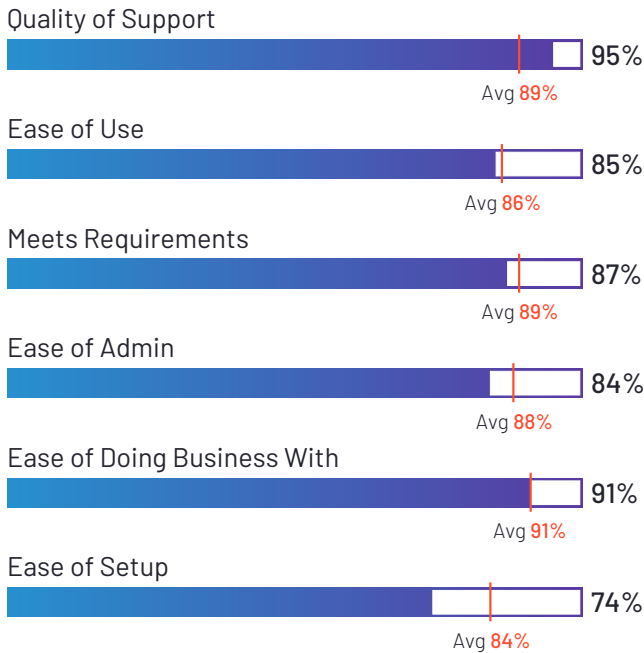Netmera has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Netmera at a rate of 88%. Netmera is also in the Mobile Marketing, Location-Based Marketing, and Push Notification categories.

Satisfaction Ratings

Quality of Support
98%
Avg **89%**

Ease of Use
84%
Avg **86%**

Meets Requirements
98%
Avg **89%**

Ease of Admin
89%
Avg **88%**

Ease of Doing Business With
96%
Avg **91%**

Ease of Setup
79%
Avg **84%**

Top Industries Represented

● Telecommunications	4
● Arts and Crafts	1
● Automotive	1
● Business Supplies and Equipment	1
● Entertainment	1

Highest-Rated Features

User, Role, and Access Management
91%
Avg **88%**

Integration APIs
86%
Avg **86%**

Lowest-Rated Features

Basic Reporting
81%
Avg **87%**

A/B Testing
86%
Avg **85%**
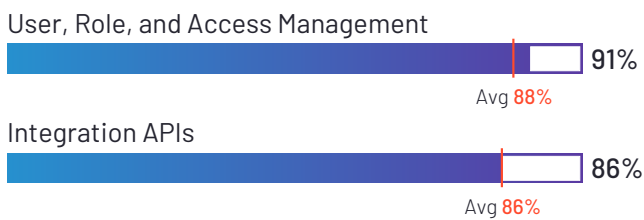
Ownership
Netmera

HQ Location
Istanbul, Turkey

Year Founded
2010

Employees (Listed On Linkedin)
45

Company Website
netmera.com

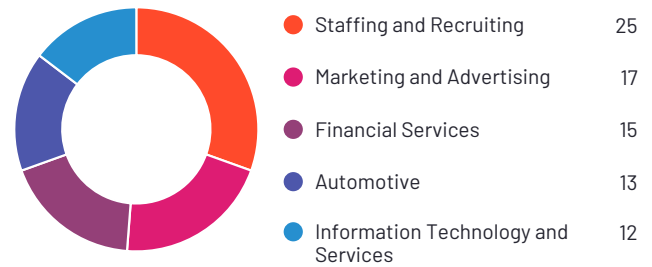# SalezShark

4.5 ★★★★½ (24)

High Performer SUMMER 2023

SalezShark has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 93% of users believe it is headed in the right direction, and users said they would be likely to recommend SalezShark at a rate of 93%. SalezShark is also in the CRM category.

Satisfaction Ratings

Quality of Support
90%
Avg **89%**

Ease of Use
96%
Avg **86%**

Meets Requirements
97%
Avg **89%**

Ease of Admin
N/A
Avg **88%**

Ease of Doing Business With
N/A
Avg **91%**

Ease of Setup
N/A
Avg **84%**

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

●	Information Technology and Services	8
●	Human Resources	2
●	Computer & Network Security	1
●	Construction	1
●	Consumer Electronics	1

Highest-Rated Features

Web Analytics
98%
Avg **86%**

Event / Webinar Marketing
96%
Avg **86%**

Basic Reporting
96%
Avg **87%**

Lowest-Rated Features

Data Quality Management
88%
Avg **87%**

Dynamic Content
88%
Avg **86%**

A/B Testing
90%
Avg **85%**
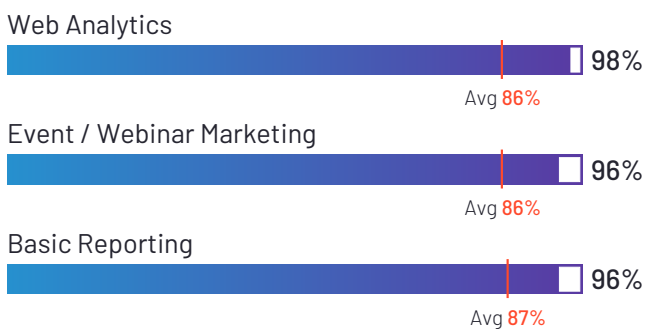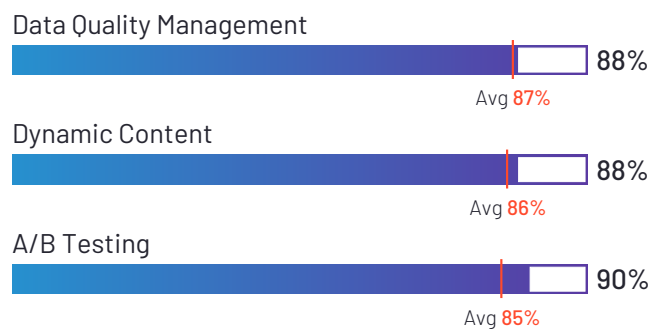
Ownership	**HQ Location**	**Year Founded**	**Employees (Listed On Linkedin)**	**Company Website**
SalezShark	Great Falls, Virginia	2014	67	salezshark.com

Upland Adestra
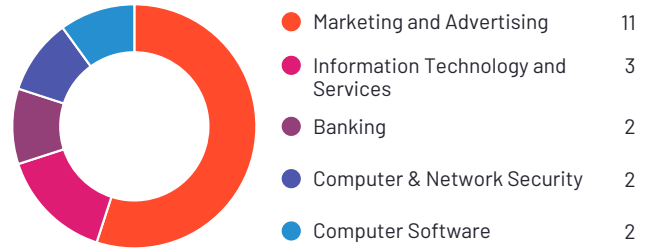
4.4 ★★★★½ (76)

High Performer SUMMER 2023

Upland Adestra has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 94% of users rated it 4 or 5 stars, 88% of users believe it is headed in the right direction, and users said they would be likely to recommend Upland Adestra at a rate of 89%. Upland Adestra is also in the Email Marketing and Email Template Builder categories.
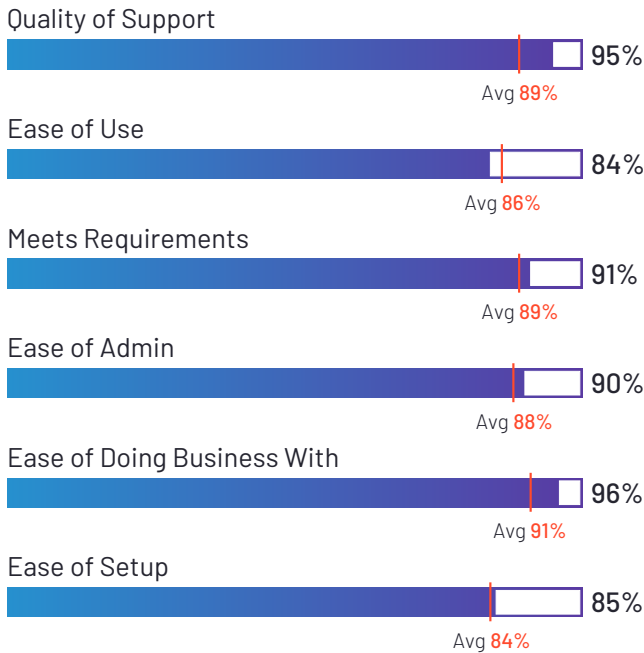
Satisfaction Ratings

Quality of Support
95%
Avg 89%

Ease of Use
84%
Avg 86%

Meets Requirements
91%
Avg 89%

Ease of Admin
90%
Avg 88%

Ease of Doing Business With
96%
Avg 91%

Ease of Setup
85%
Avg 84%

Top Industries Represented

● Marketing and Advertising		23
● Internet		9
● Publishing		8
● Information Technology and Services		5
● Events Services		3

Highest-Rated Features

Performance and Reliability
96%
Avg 88%

Data Import & Export Tools
94%
Avg 87%

Internationalization
94%
Avg 86%

Lowest-Rated Features

Revenue Analytics
80%
Avg 84%

CRM Lead Integration
80%
Avg 87%

SEO / Keyword Analytics
81%
Avg 83%
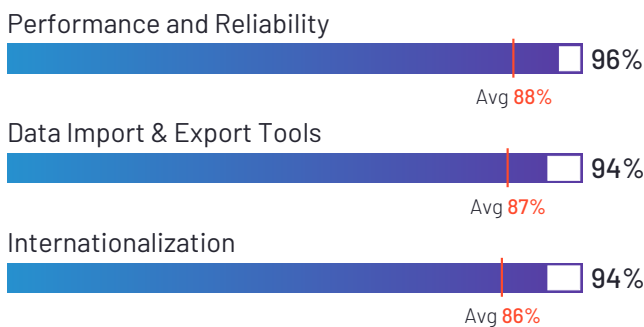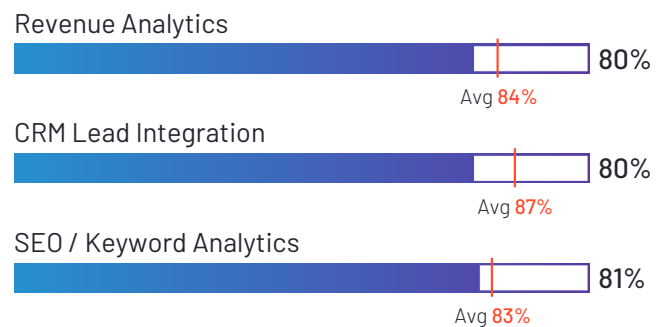
Ownership
Upland Software

HQ Location
Austin, TX

Year Founded
2010

Employees (Listed On Linkedin)
1,044

Company Website
uplandsoftware.com

Captavi Platform

4.6 ★★★★½ (18)

High Performer SUMMER 2023

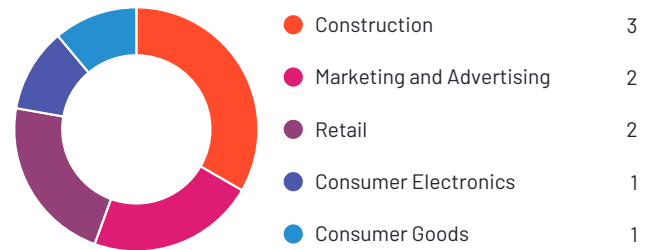Captavi Platform has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 88% of users rated it 4 or 5 stars, 94% of users believe it is headed in the right direction, and users said they would be likely to recommend Captavi Platform at a rate of 92%.

Satisfaction Ratings

Quality of Support
98%
Avg 89%

Ease of Use
91%
Avg 86%

Meets Requirements
95%
Avg 89%

Ease of Admin
88%
Avg 88%

Ease of Doing Business With
97%
Avg 91%

Ease of Setup
87%
Avg 84%

Top Industries Represented

● Oil & Energy		5
● Computer Software		2
● Information Technology and Services		2
● Real Estate		2
● Accounting		1

Highest-Rated Features

Customization
100%
Avg 85%

Revenue Analytics
100%
Avg 84%

ROI Analytics
100%
Avg 84%

Lowest-Rated Features

Search Tracking and Optimization
94%
Avg 86%

Marketing Lead Database
94%
Avg 88%

Online Behavior Tracking
94%
Avg 87%

Ownership
Captavi

HQ Location
Sugar Land, TX

Year Founded
2001

Employees (Listed On Linkedin)
2

Company Website
captavi.com

Platformly

4.5 ⭐⭐⭐⭐⭐ (102)

High Performer SUMMER 2023

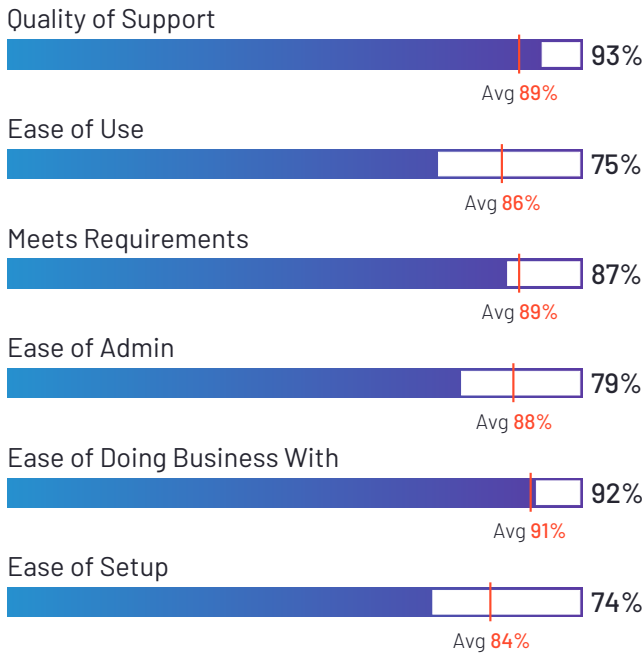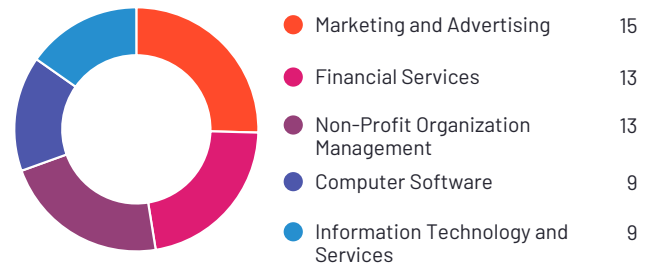Platformly has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 99% of users rated it 4 or 5 stars, 99% of users believe it is headed in the right direction, and users said they would be likely to recommend Platformly at a rate of 91%. Platformly is also in the Marketing Analytics, CRM, and Marketing Platforms categories.

Satisfaction Ratings

Quality of Support
95%
Avg 89%

Ease of Use
86%
Avg 86%

Meets Requirements
93%
Avg 89%

Ease of Admin
90%
Avg 88%

Ease of Doing Business With
95%
Avg 91%

Ease of Setup
85%
Avg 84%

Top Industries Represented

🔴 Marketing and Advertising	32
🔴 Information Technology and Services	10
🟣 E-Learning	7
🔵 Computer Software	6
🔵 Design	4

Highest-Rated Features

Data Quality Management
97%
Avg 87%

Budgeting
93%
Avg 84%

Segmentation
92%
Avg 88%

Lowest-Rated Features

Landing Pages and Forms
78%
Avg 85%

A/B Testing
83%
Avg 85%

Dynamic Content
84%
Avg 86%
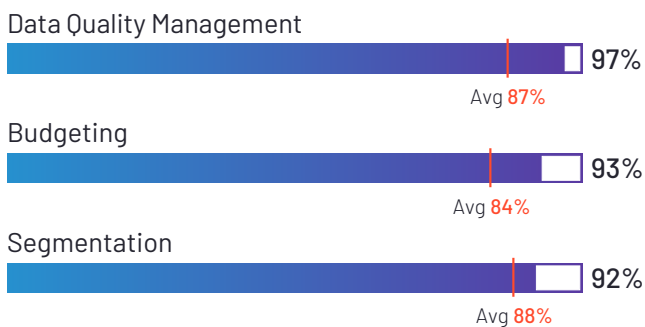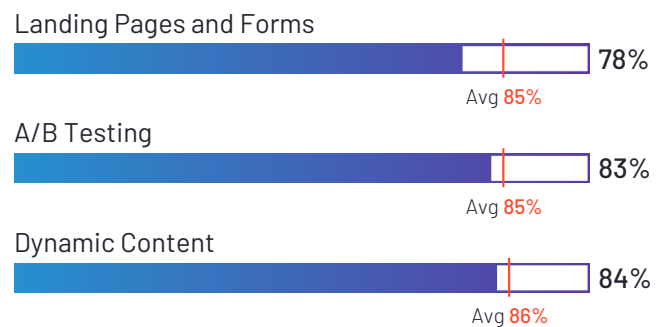
Ownership
Platformly

HQ Location
Tortola, British Virgin Islands

Year Founded
2017

Employees (Listed On Linkedin)
9

Company Website
platform.ly

BuyerGenomics

4.8 ★★★★★ (24)

High Performer SUMMER 2023

BuyerGenomics has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they w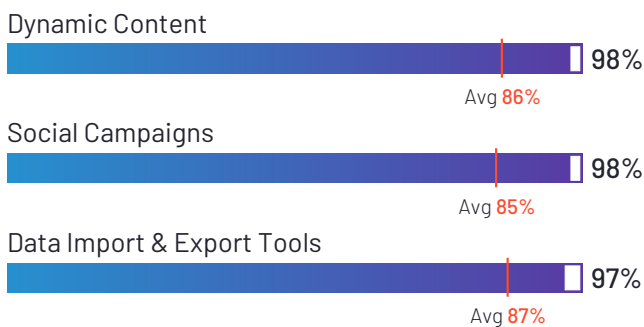ould be likely to recommend BuyerGenomics at a rate of 97%. BuyerGenomics is also in the Customer Data Platform (CDP), Marketing Analytics, and Marketing Platforms categories.

Satisfaction Ratings

Quality of Support — 96% — Avg 89%
Ease of Use — 90% — Avg 86%
Meets Requirements — 97% — Avg 89%
Ease of Admin — 88% — Avg 88%
Ease of Doing Business With — 100% — Avg 91%
Ease of Setup — 91% — Avg 84%

Top Industries Represented

- Apparel & Fashion — 4
- Restaurants — 3
- Banking — 2
- Consumer Goods — 2
- Food & Beverages — 2

Highest-Rated Features

Automated Alerts and Tasks — 100% — Avg 87%
Online Behavior Tracking — 98% — Avg 87%
Social Media Engagement — 97% — Avg 84%

Lowest-Rated Features

Calendaring — 89% — Avg 86%
Sending Outbound Emails — 90% — Avg 90%
Building and Personalizing Emails — 91% — Avg 89%
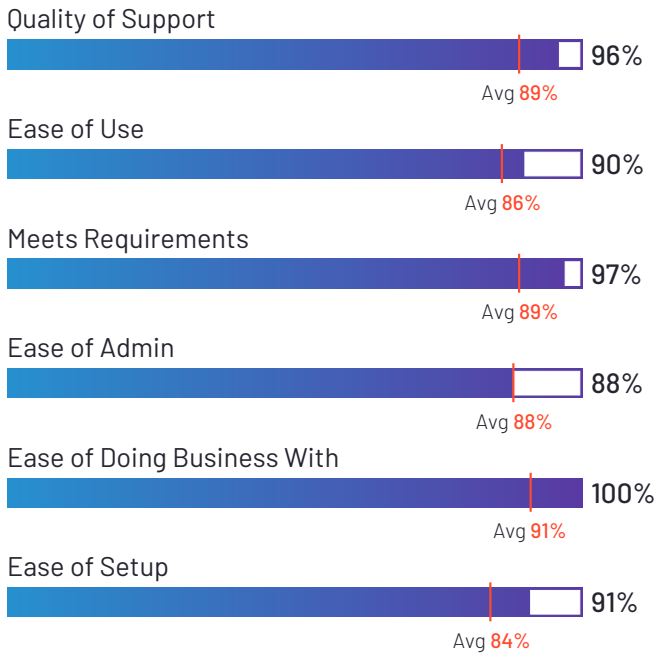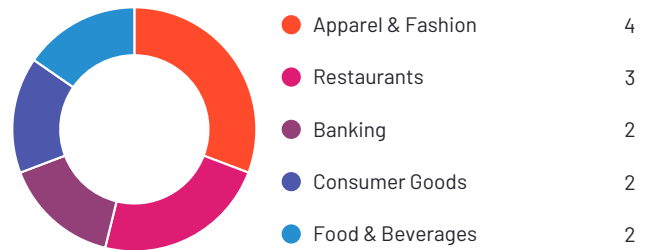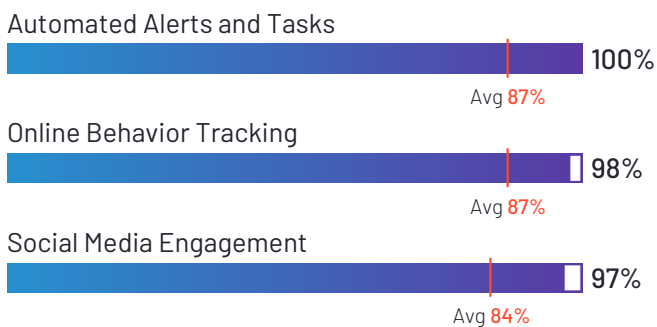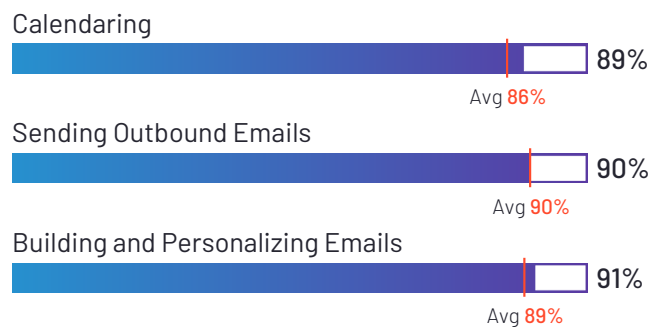
Ownership BuyerGenomics
HQ Location New York, New York
Employees (Listed On Linkedin) 5
Company Website buyergenomics.com

Net-Results

4.5 ★★★★½ (114)

High Performer SUMMER 2023

Net-Results has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 94% of users rated it 4 or 5 stars, 94% of users believe it is headed in the right direction, and users said they would be likely to recommend Net-Results at a rate of 89%.
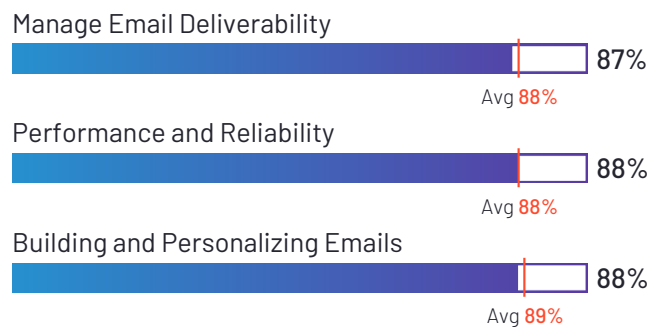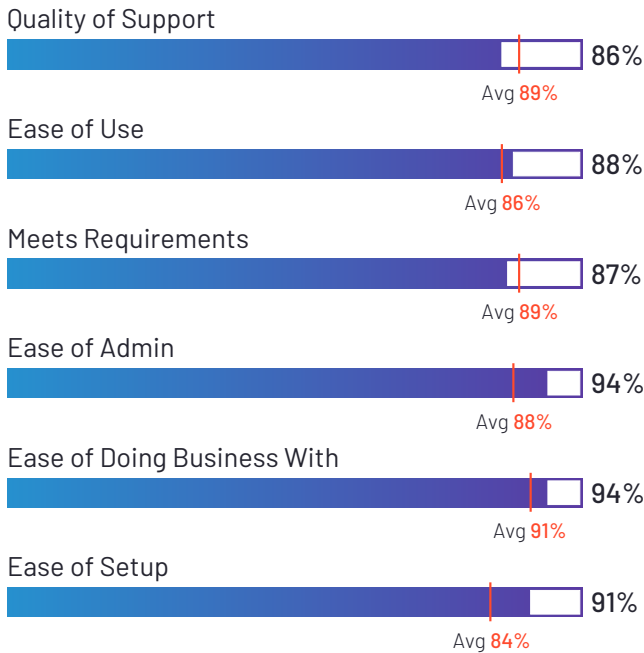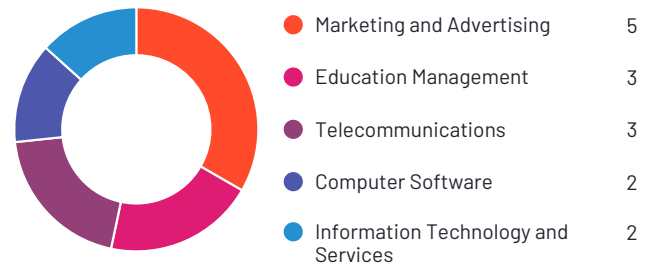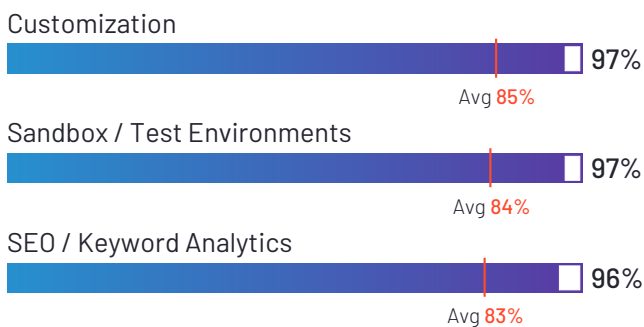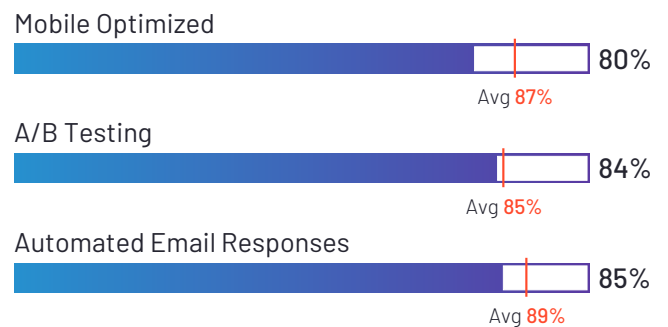
Satisfaction Ratings
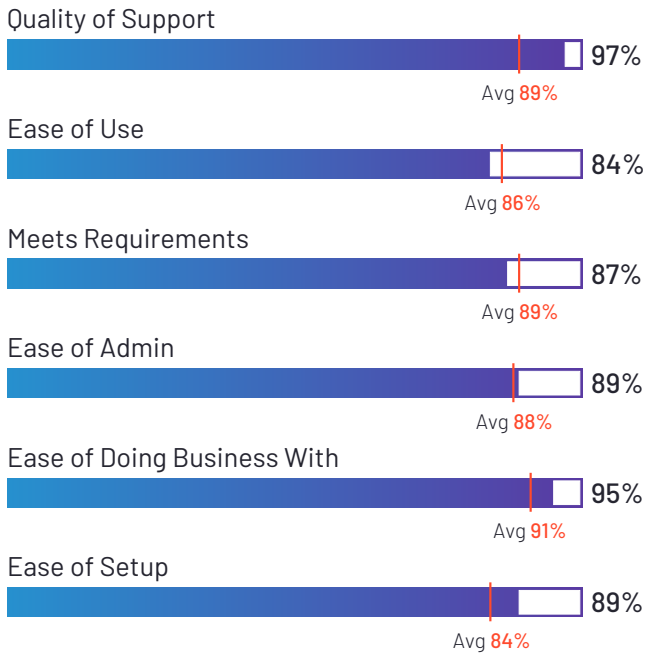
Quality of Support
97%
Avg 89%

Ease of Use
84%
Avg 86%

Meets Requirements
87%
Avg 89%

Ease of Admin
89%
Avg 88%

Ease of Doing Business With
95%
Avg 91%

Ease of Setup
89%
Avg 84%

Top Industries Represented

- ● Computer Software — 21
- ● Marketing and Advertising — 21
- ● Information Technology and Services — 12
- ● Internet — 5
- ● Medical Devices — 4

Highest-Rated Features

Automated Email Responses
94%
Avg 89%

Output Document Generation
93%
Avg 85%

Segmentation
92%
Avg 88%

Lowest-Rated Features

A/B Testing
80%
Avg 85%

Social Sharing
80%
Avg 85%

Landing Pages and Forms
81%
Avg 85%
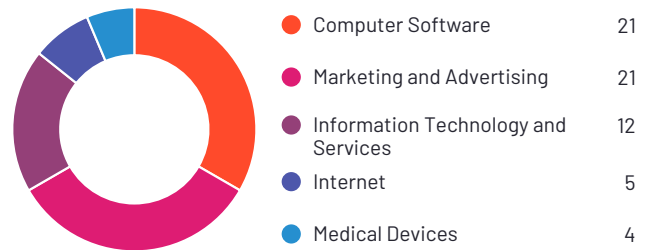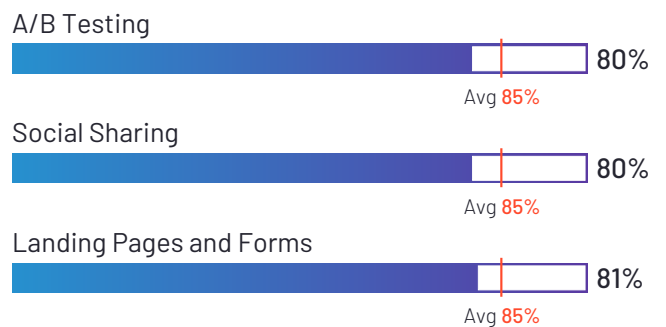
Ownership
Net-Results

HQ Location
Denver, CO

Year Founded
2003

Employees (Listed On Linkedin)
21

Company Website
net-results.com

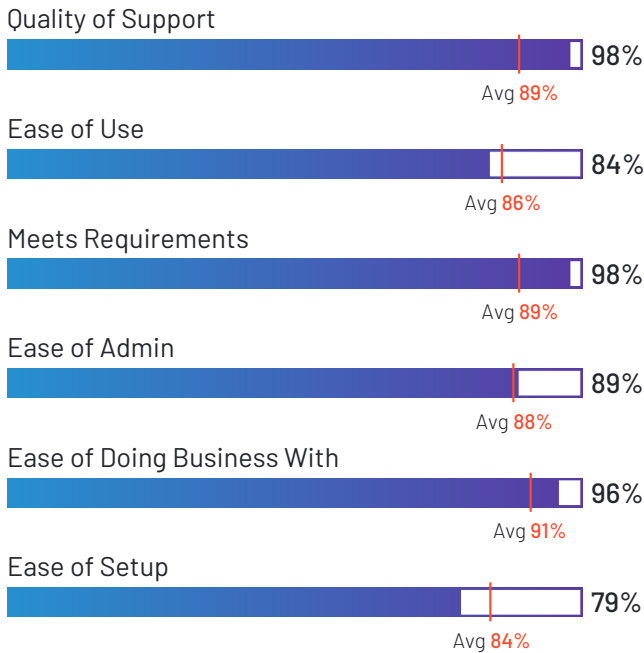# Right On Interactive

4.5 ★★★★½ (37)

High Performer SUMMER 2023

Right On Interactive has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 97% of users rated it 4 or 5 stars, 97% of users believe it is headed in the right direction, and users said they would be likely to recommend Right On at a rate of 90%.

Satisfaction Ratings
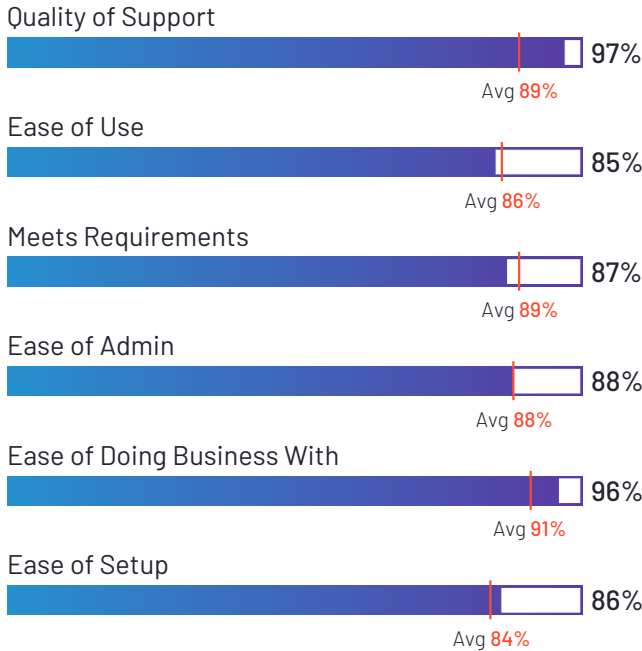
Quality of Support — 97%
Avg **89%**

Ease of Use — 85%
Avg **86%**

Meets Requirements — 87%
Avg **89%**

Ease of Admin — 88%
Avg **88%**

Ease of Doing Business With — 96%
Avg **91%**

Ease of Setup — 86%
Avg **84%**

Top Industries Represented

● Marketing and Advertising	8
● Computer Software	5
● E-Learning	3
● Events Services	2
● Hospital & Health Care	2

Highest-Rated Features

User, Role, and Access Management — 94%
Avg **88%**

Segmentation — 94%
Avg **88%**

Data Import & Export Tools — 94%
Avg **87%**

Lowest-Rated Features

Revenue Analytics — 79%
Avg **84%**

Mobile Optimized — 79%
Avg **87%**

Social Media Engagement — 79%
Avg **84%**
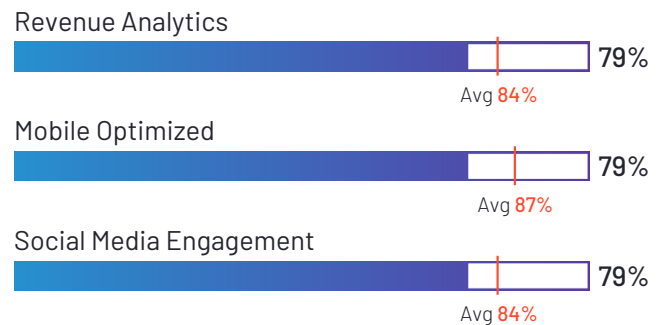
Ownership
Right On Interactive

HQ Location
Indianapolis, IN

Year Founded
2006

Employees (Listed On Linkedin)
5

Company Website
rightoninteractive.com

Leadfwd

4.4 ★★★★☆ (47)

High Performer
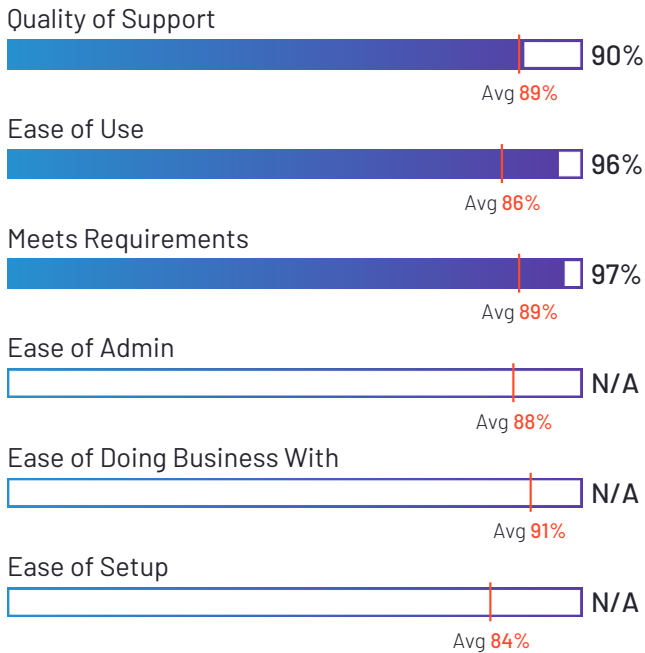SUMMER 2023
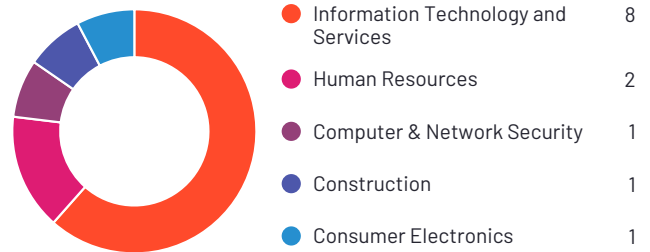
Leadfwd has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 96% of users rated it 4 or 5 stars, 95% of users believe it is headed in the right direction, and users said they would be likely to recommend Leadfwd at a rate of 89%. Leadfwd is also in the Visitor Identification, Account-Based Analytics, Marketing Analytics, and Marketing Platforms categories.

Satisfaction Ratings

Quality of Support
95%
Avg 89%

Ease of Use
84%
Avg 86%

Meets Requirements
86%
Avg 89%

Ease of Admin
90%
Avg 88%

Ease of Doing Business With
93%
Avg 91%

Ease of Setup
85%
Avg 84%

Top Industries Represented

● Computer Software		8
● Marketing and Advertising		6
● Financial Services		5
● Information Technology and Services		3
● Internet		3

Highest-Rated Features

CRM Lead Integration
92%
Avg 87%

Data Import & Export Tools
91%
Avg 87%

Performance and Reliability
91%
Avg 88%

Lowest-Rated Features

A/B Testing
68%
Avg 85%

Social Media Advertising
69%
Avg 84%

Social Listening
73%
Avg 83%

Ownership	HQ Location	Year Founded	Employees (Listed On Linkedin)	Company Website
LeadFWD Corp	Staten Island, NY	2006	5	leadfwd.com

MaaxMarket

4.4 ★★★★☆ (20)

High Performer SUMMER 2023

MaaxMarket has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 94% of users rated it 4 or 5 stars, 93% of users believe it is headed in the right direction, and users said they would be likely to recommend MaaxMarket at a rate of 94%. MaaxMarket is also in the Live Chat, Personalization, SEO Tools, Marketing Analytics, and Marketing Platforms categories.
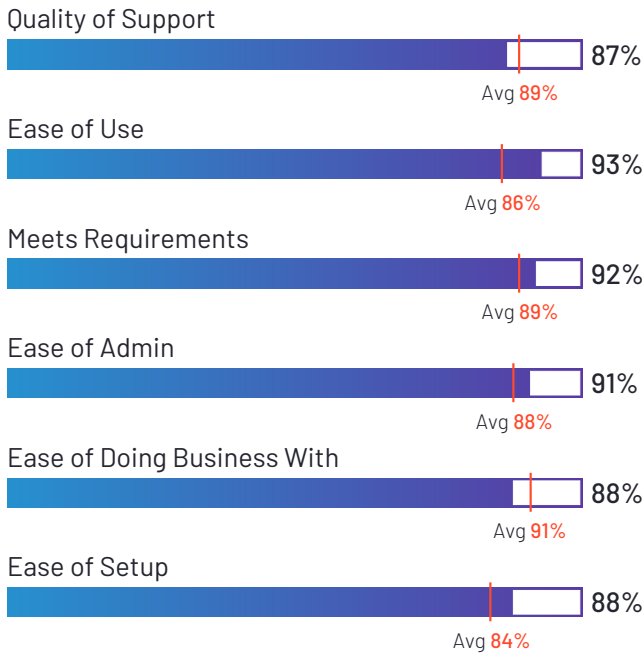
Satisfaction Ratings

Quality of Support — 87% — Avg 89%

Ease of Use — 93% — Avg 86%

Meets Requirements — 92% — Avg 89%

Ease of Admin — 91% — Avg 88%

Ease of Doing Business With — 88% — Avg 91%

Ease of Setup — 88% — Avg 84%

Top Industries Represented

Industry	Count
Marketing and Advertising	2
Accounting	1
Computer Software	1
Design	1
Financial Services	1

Highest-Rated Features

ROI Analytics — 92% — Avg 84%

Program Management — 91% — Avg 88%

Web Analytics — 91% — Avg 86%

Lowest-Rated Features

Budgeting — 73% — Avg 84%

Customization — 74% — Avg 85%

A/B Testing — 75% — Avg 85%
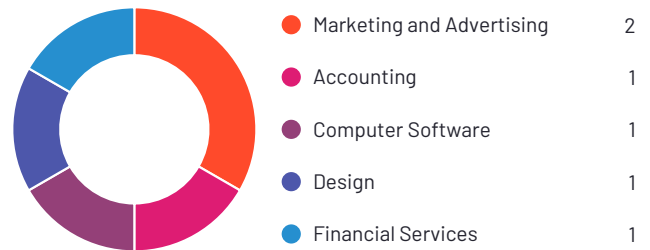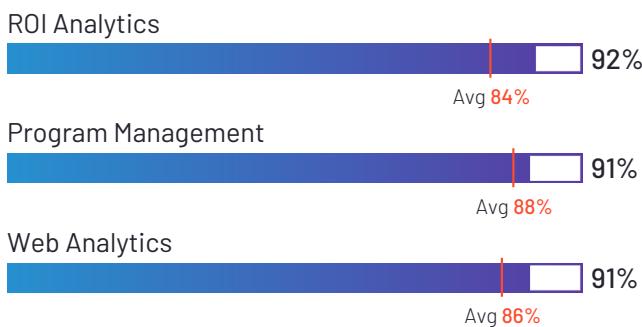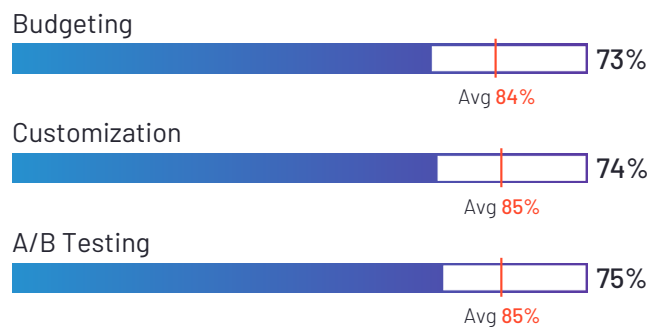
Ownership
MaaxMarket

HQ Location
Boulder, Colorado

Year Founded
2015

Employees (Listed On Linkedin)
3

Company Website
maaxmarket.com

Leadfox

4.5 ★★★★½ (15)

Leadfox has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 92% of users rated it 4 or 5 stars, 91% of users believe it is headed in the right direction, and users said they would be likely to recommend Leadfox at a rate of 88%. Leadfox is also in the Lead Capture category.
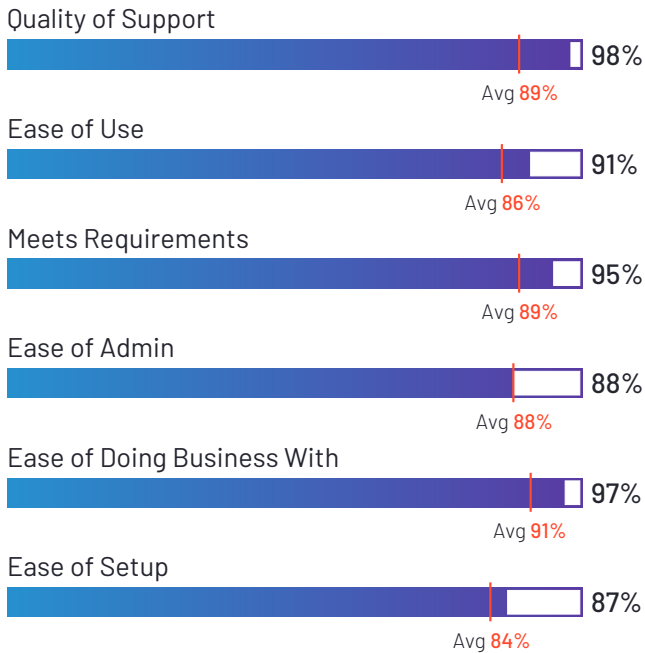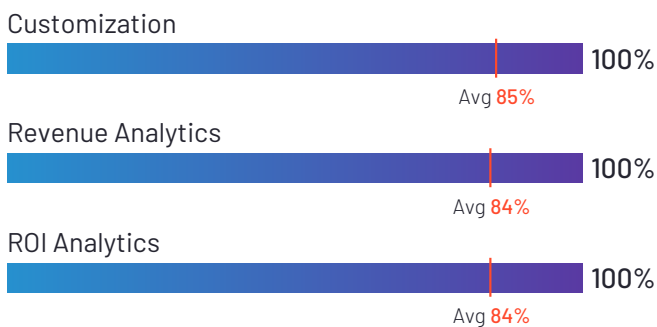
Satisfaction Ratings
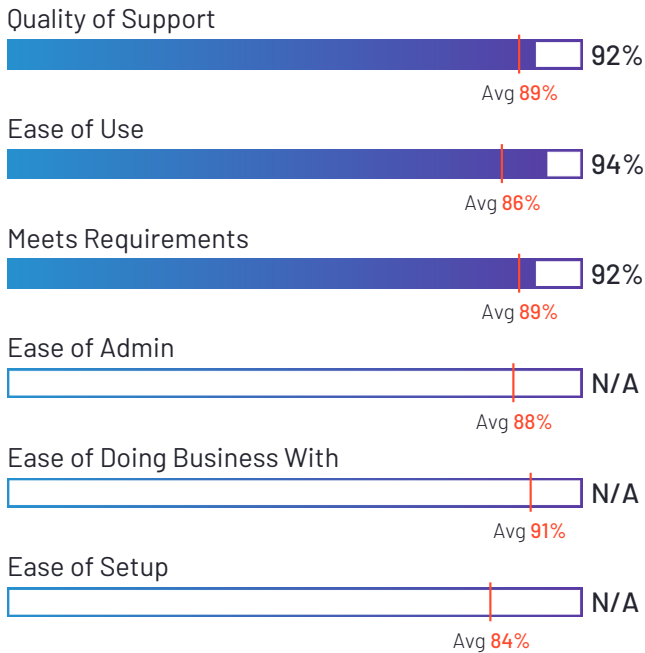
Quality of Support **92%** Avg **89%**
Ease of Use **94%** Avg **86%**
Meets Requirements **92%** Avg **89%**
Ease of Admin **N/A** Avg **88%**
Ease of Doing Business With **N/A** Avg **91%**
Ease of Setup **N/A** Avg **84%**

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

- Information Technology and Services — 3
- Consumer Services — 1
- Entertainment — 1
- Information Services — 1
- Luxury Goods & Jewelry — 1

Highest-Rated Features

Basic Reporting **94%** Avg **87%**
Mobile Optimized **92%** Avg **87%**
Social Listening **92%** Avg **83%**

Lowest-Rated Features

Manage Email Deliverability **80%** Avg **88%**
Lead Scoring and Grading **84%** Avg **86%**
Program Management **84%** Avg **88%**
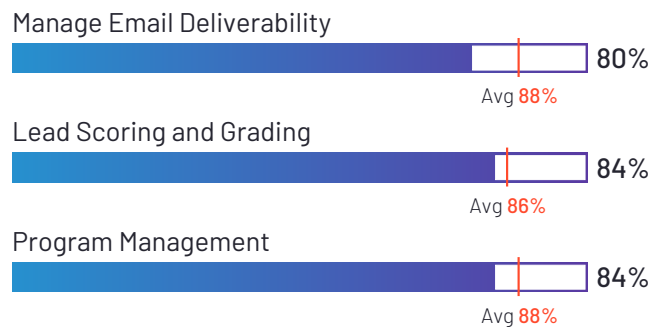
Ownership Leadfox
HQ Location Sherbrooke, QC
Year Founded 2016
Employees (Listed On Linkedin) 28
Company Website www.leadfox.co

Segmentino

4.6 ★★★★½ (12)

High Performer SUMMER 2023

Segmentino has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Segmentino at a rate of 93%.
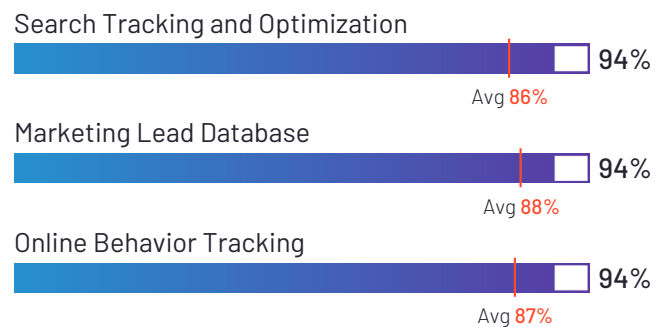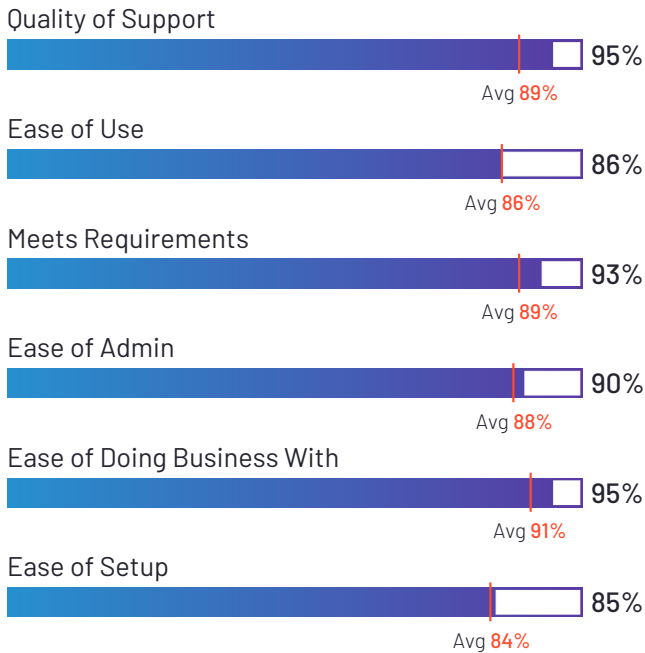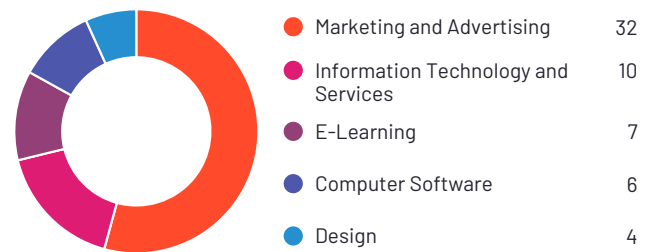
Satisfaction Ratings

Quality of Support — 93% Avg 89%

Ease of Use — 84% Avg 86%

Meets Requirements — 96% Avg 89%

Ease of Admin — 89% Avg 88%

Ease of Doing Business With — 95% Avg 91%

Ease of Setup — 86% Avg 84%

Top Industries Represented

- Marketing and Advertising — 2
- Computer Games — 1
- Computer Software — 1
- Financial Services — 1
- Food & Beverages — 1

Highest-Rated Features

Manage Email Deliverability — 100% Avg 88%

Sending Outbound Emails — 100% Avg 90%

Automated Email Responses — 96% Avg 89%

Lowest-Rated Features

Mobile Optimized — 81% Avg 87%

Social Media Engagement — 83% Avg 84%

Social Listening — 86% Avg 83%

Ownership Segmentino

HQ Location Tehran, Tehran

Year Founded 2019

Employees (Listed On Linkedin) 1

Company Website segmentino.com

Salesforce Marketing Cloud Account Engagement

4.0 ★★★★☆ (2,174)

Salesforce Marketing Cloud Account Engagement has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 81% of users rated it 4 or 5 stars, 77% of users believe it is headed in the right direction, and users said they would be likely to recommend Salesforce Marketing Cloud Account Engagement at a rate of 79%. Salesforce Marketing Cloud Account Engagement is also in the Customer Journey Mapping, Customer Journey Analytics, Landing Page Builders, Marketing Analytics, Lead Scoring, Lead Capture, Attribution, Email Tracking, SMS Marketing, Mobile Marketing, Push Notification, and Location-Based Marketing categories.

Satisfaction Ratings

Quality of Support — 77% — Avg 89%

Ease of Use — 79% — Avg 86%

Meets Requirements — 82% — Avg 89%

Ease of Admin — 82% — Avg 88%

Ease of Doing Business With — 82% — Avg 91%

Ease of Setup — 76% — Avg 84%

Top Industries Represented

Industry	Count
Computer Software	379
Information Technology and Services	247
Marketing and Advertising	207
Internet	87
Financial Services	63

Highest-Rated Features

Sending Outbound Emails — 86% — Avg 90%

CRM Lead Integration — 85% — Avg 87%

Automated Email Responses — 85% — Avg 89%

Lowest-Rated Features

Social Listening — 68% — Avg 83%

SEO / Keyword Analytics — 70% — Avg 83%

Revenue Analytics — 70% — Avg 84%

Ownership
Salesforce

HQ Location
San Francisco, CA

Year Founded
1999

Employees (Listed On Linkedin)
71,974

Company Website
salesforce.com

Adobe Marketo Engage

4.1 ★★★★☆ (2,355)

Adobe Marketo Engage has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 88% of users rated it 4 or 5 stars, 82% of users believe it is headed in the right dir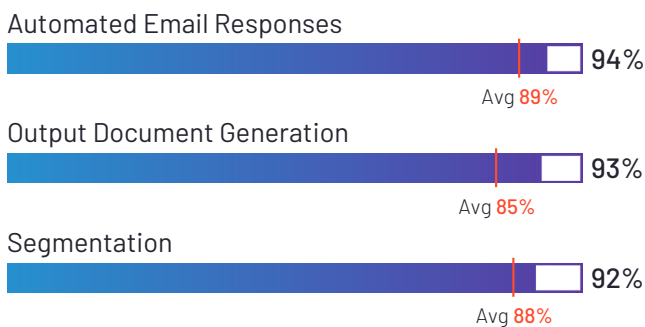ection, and users said they would be likely to recommend Adobe Marketo Engage at a rate of 82%. Adobe Marketo Engage is also in the Marketing Account Intelligence, Account Data Management, Mobile Marketing, and Account-Based Analytics categories.

Satisfaction Ratings

Quality of Support
77%
Avg 89%

Ease of Use
76%
Avg 86%

Meets Requirements
85%
Avg 89%

Ease of Admin
79%
Avg 88%

Ease of Doing Business With
79%
Avg 91%

Ease of Setup
70%
Avg 84%

Top Industries Represented

● Computer Software	568
● Marketing and Advertising	266
● Information Technology and Services	263
● Internet	121
● Financial Services	98

Highest-Rated Features

Sending Outbound Emails
89%
Avg 90%

Automated Email Responses
87%
Avg 89%

Marketing Lead Database
87%
Avg 88%

Lowest-Rated Features

SEO / Keyword Analytics
72%
Avg 83%

Budgeting
73%
Avg 84%

Sandbox / Test Environments
74%
Avg 84%
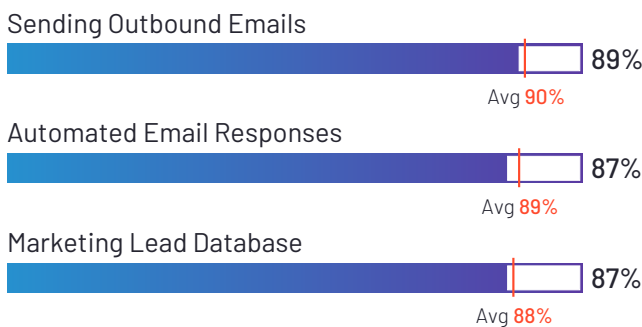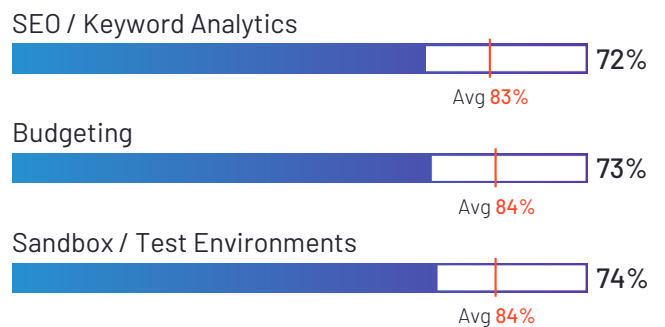
Ownership
Adobe

HQ Location
San Jose, CA

Year Founded
1982

Employees (Listed On Linkedin)
35,415

Company Website
adobe.com
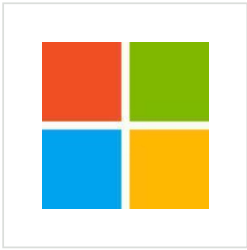
Dynamics 365 Marketing

4.3 ★★★★½ (94)

Dynamics 365 Marketing has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 95% of users rated it 4 or 5 stars, 84% of users believe it is headed in the right dire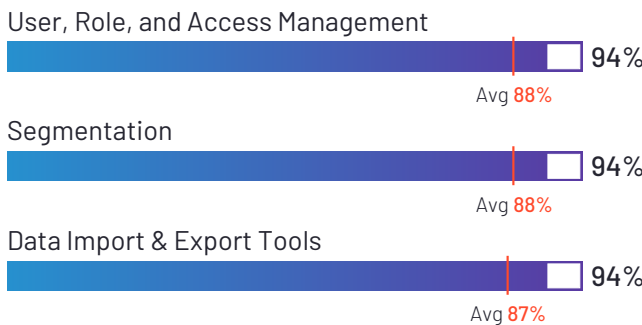ction, and users said they would be likely to recommend Dynamics 365 Marketing at a rate of 86%. Dynamics 365 Marketing is also in the Marketing Analytics category.
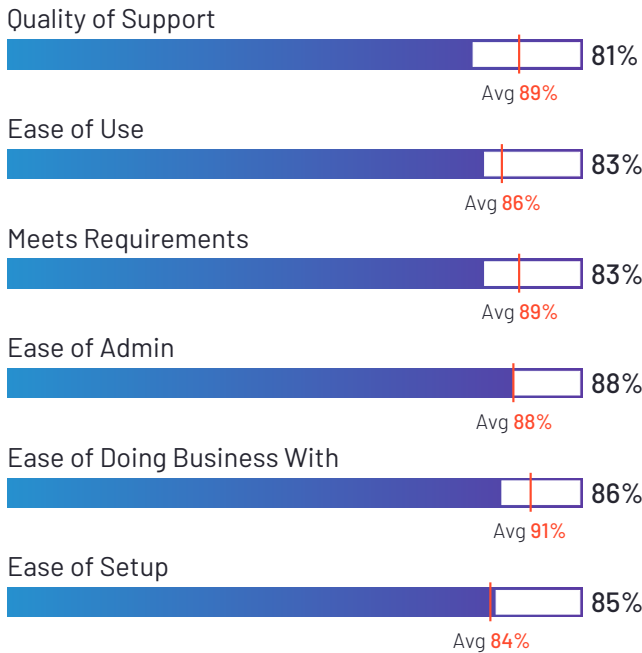
Satisfaction Ratings

Quality of Support
81%
Avg 89%

Ease of Use
83%
Avg 86%

Meets Requirements
83%
Avg 89%

Ease of Admin
88%
Avg 88%

Ease of Doing Business With
86%
Avg 91%

Ease of Setup
85%
Avg 84%

Top Industries Represented

● Information Technology and Services	13
● Computer Software	8
● Marketing and Advertising	5
● Accounting	2
● Commercial Real Estate	2

Highest-Rated Features

Output Document Generation
90%
Avg 85%

Dynamic Content
87%
Avg 86%

Calendaring
85%
Avg 86%

Lowest-Rated Features

Data Import & Export Tools
73%
Avg 87%

Breadth of Partner Applications
73%
Avg 84%

Integration APIs
75%
Avg 86%
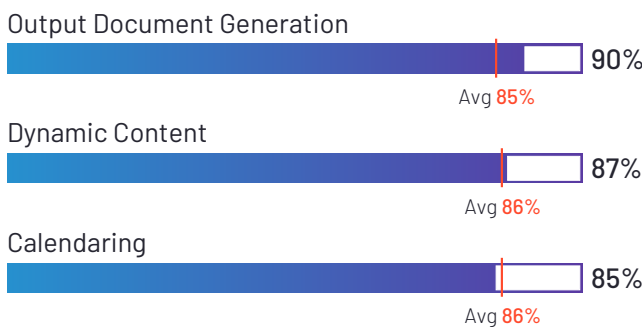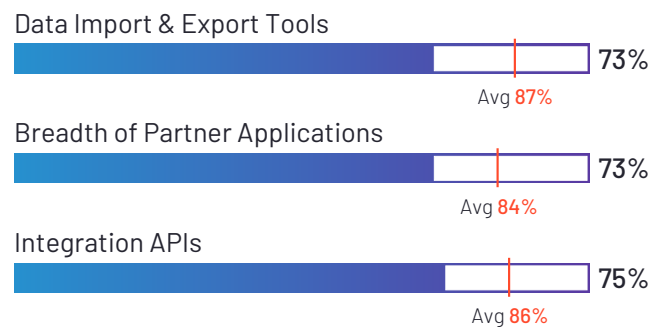
Ownership
Microsoft

HQ Location
Redmond, WA

Year Founded
1975

Employees (Listed On Linkedin)
224,717

Company Website
microsoft.com

Emarsys

An SAP Company

4.3 ★★★★⯪ (387)

Emarsys has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 93% of users rated it 4 or 5 stars, 90% of users believe it is headed in the right direction, and users said they would be likely to recommend Emarsys at a rate of 86%. Emarsys is also in the Marketing Platforms, SMS Marketing, Personalization Engines, Push Notification, E-Commerce Personalization, Location-Based Marketing, Digital Experience Platforms (DXP), Email Deliverability, Customer Journey Analytics, Loyalty Management, Marketing Analytics, Transactional Email, Mobile Marketing, and Digital Analytics categories.

Satisfaction Ratings

Quality of Support
88%
Avg **89%**

Ease of Use
85%
Avg **86%**

Meets Requirements
86%
Avg **89%**

Ease of Admin
85%
Avg **88%**

Ease of Doing Business With
88%
Avg **91%**

Ease of Setup
76%
Avg **84%**

Top Industries Represented

Industry	Count
Retail	93
Apparel & Fashion	33
Consumer Goods	23
Sporting Goods	17
Marketing and Advertising	16

Highest-Rated Features

Performance and Reliability
89%
Avg **88%**

User, Role, and Access Management
89%
Avg **88%**

Building and Personalizing Emails
89%
Avg **89%**

Lowest-Rated Features

Sandbox / Test Environments
74%
Avg **84%**

Landing Pages and Forms
75%
Avg **85%**

Revenue Analytics
79%
Avg **84%**

Ownership Emarsys	**HQ Location** Vienna	**Year Founded** 2000	**Employees (Listed On Linkedin)** 805	**Company Website** emarsys.com

HCL Unica

4.1 ★★★★☆ (79)

HCL Unica has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 87% of users rated it 4 or 5 stars, 72% of users believe it is headed in the right direction, and users said they would be likely to recommend HCL Unica at a rate of 81%.

Satisfaction Ratings

Quality of Support
76%
Avg 89%

Ease of Use
86%
Avg 86%

Meets Requirements
86%
Avg 89%

Ease of Admin
79%
Avg 88%

Ease of Doing Business With
82%
Avg 91%

Ease of Setup
74%
Avg 84%

Top Industries Represented

Industry	
● Marketing and Advertising	11
● Banking	8
● Financial Services	7
● Telecommunications	6
● Information Technology and Services	5

Highest-Rated Features

User, Role, and Access Management
91%
Avg 88%

Sending Outbound Emails
91%
Avg 90%

Program Management
91%
Avg 88%

Lowest-Rated Features

Social Media Engagement
75%
Avg 84%

Social Media Advertising
75%
Avg 84%

Social Sharing
76%
Avg 85%

Ownership
HCL Technologies

HQ Location
Noida, Uttar Pradesh

Year Founded
1991

Employees (Listed On Linkedin)
220,290

Company Website
hclindustrysaas-stage.innoraft-sites.com

Grid® Report for Marketing Automation | Summer 2023

SAP Marketing Cloud

4.1 ★★★★☆ (108)

SAP Marketing Cloud has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 88% of users rated it 4 or 5 stars, 86% of users believe it is headed in the right direction, and users said they would be likely to recommend SAP Marketing Cloud at a rate of 83%. SAP Marketing Cloud is also in the Marketing Account Intelligence, Account Data Management, Marketing Analytics, Marketing Resource Management, Account-Based Advertising, Marketing Platforms, and SAP Store categories.

Satisfaction Ratings

Quality of Support — 86% — Avg 89%

Ease of Use — 80% — Avg 86%

Meets Requirements — 82% — Avg 89%

Ease of Admin — 80% — Avg 88%

Ease of Doing Business With — 86% — Avg 91%

Ease of Setup — 77% — Avg 84%

Top Industries Represented

Industry	
Computer Software	16
Information Technology and Services	16
Marketing and Advertising	10
Management Consulting	4
Hospital & Health Care	3

Highest-Rated Features

Sending Outbound Emails — 85% — Avg 90%

Social Media Engagement — 85% — Avg 84%

Manage Email Deliverability — 85% — Avg 88%

Lowest-Rated Features

Sandbox / Test Environments — 73% — Avg 84%

Internationalization — 74% — Avg 86%

Customization — 74% — Avg 85%

Ownership
SAP

HQ Location
Walldorf

Year Founded
1972

Employees (Listed On Linkedin)
104,951

Company Website
www.sap.com

Nielsen Marketing Cloud

4.3 ★★★★☆ **(18)**

Nielsen Marketing Cloud has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 78% of users believe it is headed in the right direction, and users said they would be likely to reco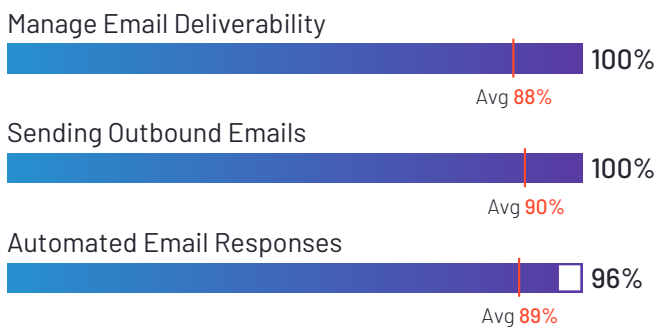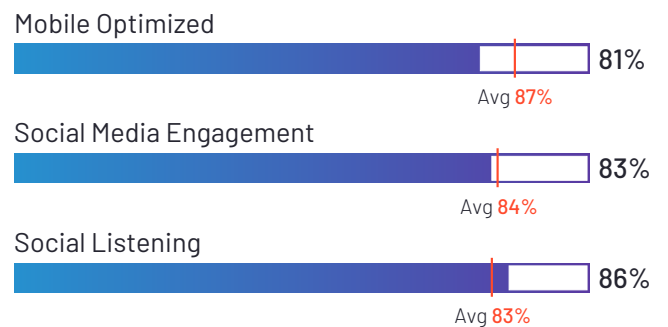mmend Nielsen Marketing Cloud at a rate of 87%. Nielsen Marketing Cloud is also in the Marketing Analytics and Marketing Platforms categories.

Satisfaction Ratings

Quality of Support **84%**
Avg **89%**

Ease of Use **84%**
Avg **86%**

Meets Requirements **89%**
Avg **89%**

Ease of Admin **N/A**
Avg **88%**

Ease of Doing Business With **N/A**
Avg **91%**

Ease of Setup **N/A**
Avg **84%**

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

Industry	Count
Marketing and Advertising	2
Accounting	1
Broadcast Media	1
Business Supplies and Equipment	1
Consumer Electronics	1

Highest-Rated Features

Web Analytics **94%**
Avg **86%**

Sending Outbound Emails **94%**
Avg **90%**

ROI Analytics **93%**
Avg **84%**

Lowest-Rated Features

Landing Pages and Forms **81%**
Avg **85%**

Social Sharing **82%**
Avg **85%**

Mobile Optimized **83%**
Avg **87%**
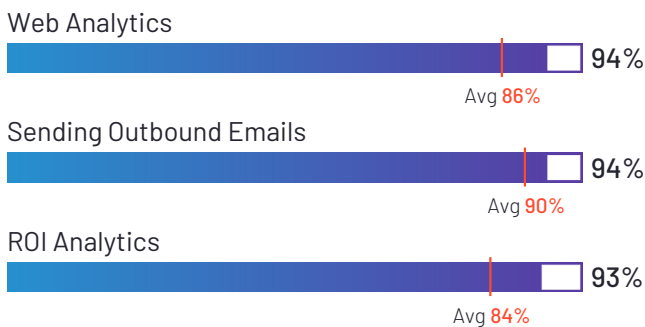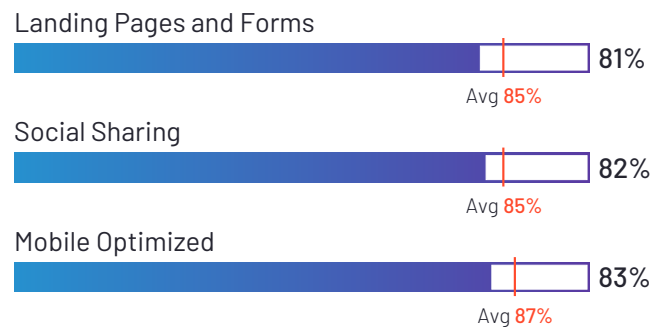
Ownership
Nielsen

HQ Location
New York, NY

Employees (Listed On Linkedin)
28,777

Company Website
nielsen.com

Oracle Eloqua

ORACLE
Eloqua Marketing
Cloud Service

3.9 ★★★★☆ (605)

Oracle Eloqua has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 81% of users rated it 4 or 5 stars, 72% of users believe it is headed in the right direction, and users said they would be likely to recommend Oracle Eloqua at a rate of 78%.

Satisfaction Ratings

Quality of Support
74%
Avg 89%

Ease of Use
76%
Avg 86%

Meets Requirements
84%
Avg 89%

Ease of Admin
77%
Avg 88%

Ease of Doing Business With
78%
Avg 91%

Ease of Setup
70%
Avg 84%

Top Industries Represented

Industry	
Computer Software	85
Information Technology and Services	74
Marketing and Advertising	70
Financial Services	30
Telecommunications	20

Highest-Rated Features

Sending Outbound Emails
89%
Avg 90%

Automated Email Responses
87%
Avg 89%

Building and Personalizing Emails
85%
Avg 89%

Lowest-Rated Features

Budgeting
72%
Avg 84%

SEO / Keyword Analytics
73%
Avg 83%

Social Listening
74%
Avg 83%

Ownership
Oracle

HQ Location
Austin, TX

Year Founded
1977

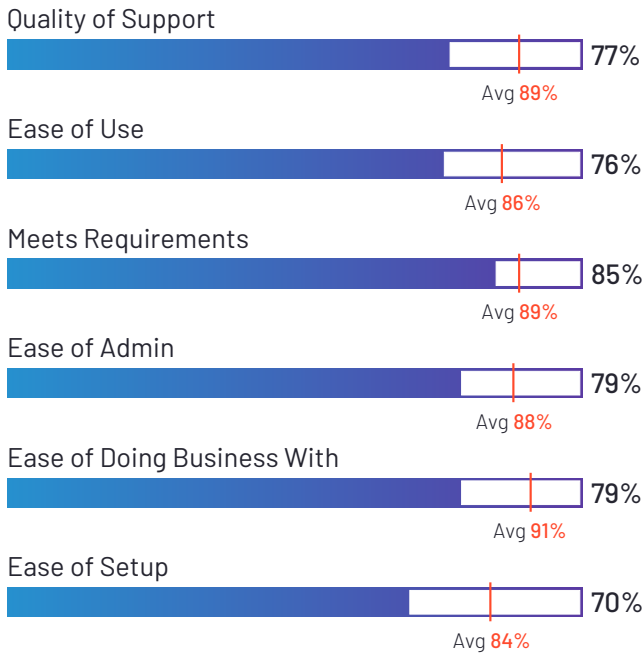**Employees (Listed On Linkedin)**
203,759

Company Website
www.oracle.com

Adobe Campaign

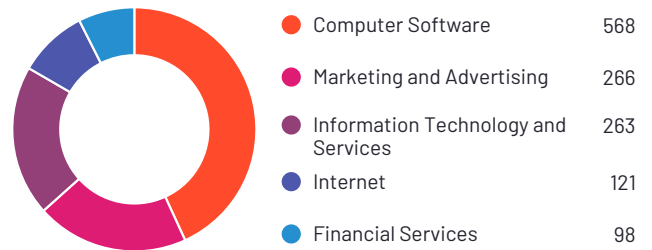**4.1** ★★★★☆ (339)

Adobe Campaign has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 85% of users rated it 4 or 5 stars, 80% of users believe it is headed in the right direction, and users said they would be likely to recommend Adobe Campaign at a rate of 81%. Adobe Campaign is also in the Marketing Analytics, Mobile Marketing, and Customer Journey Analytics categories.
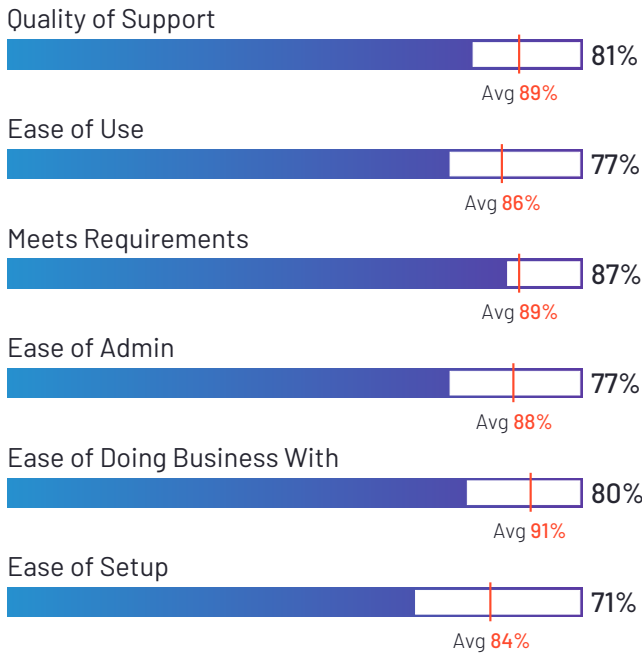
Satisfaction Ratings

Quality of Support — 81% (Avg 89%)
Ease of Use — 77% (Avg 86%)
Meets Requirements — 87% (Avg 89%)
Ease of Admin — 77% (Avg 88%)
Ease of Doing Business With — 80% (Avg 91%)
Ease of Setup — 71% (Avg 84%)

Top Industries Represented

Industry	Count
Marketing and Advertising	49
Information Technology and Services	15
Financial Services	12
Computer Software	11
Hospital & Health Care	11

Highest-Rated Features

Social Sharing — 86% (Avg 85%)
Building and Personalizing Emails — 86% (Avg 89%)
Online Behavior Tracking — 86% (Avg 87%)

Lowest-Rated Features

Breadth of Partner Applications — 75% (Avg 84%)
Integration APIs — 79% (Avg 86%)
ROI Analytics — 81% (Avg 84%)
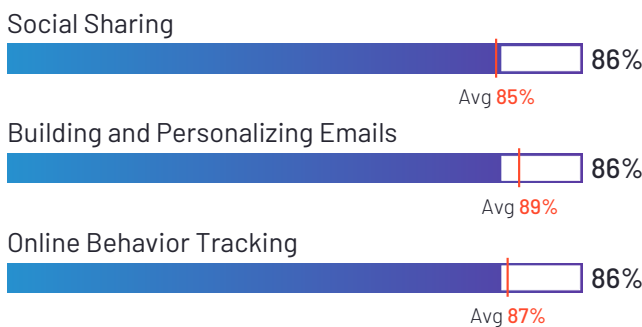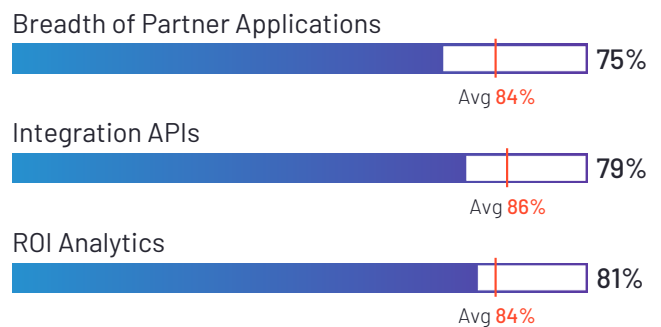
Ownership Adobe
HQ Location San Jose, CA
Year Founded 1982
Employees (Listed On Linkedin) 35,415
Company Website adobe.com

Sugar Market

4.2 ★★★★☆ (187)

Sugar Market has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 87% of users rated it 4 or 5 stars, 89% of users believe it is headed in the right direction, and users said they would be likely to recommend Sugar Market at a rate of 84%. Sugar Market is also in the Lead-to-Account Matching and Routing category.

Satisfaction Ratings
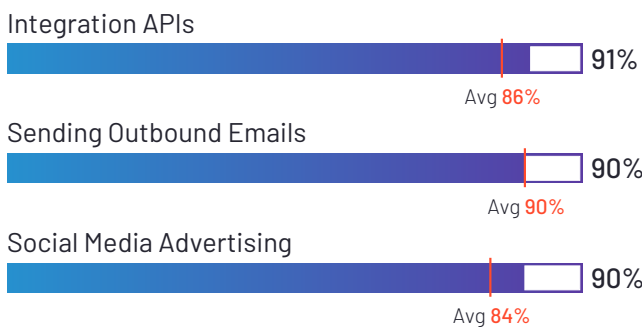
Quality of Support
91%
Avg 89%

Ease of Use
80%
Avg 86%

Meets Requirements
86%
Avg 89%

Ease of Admin
83%
Avg 88%

Ease of Doing Business With
93%
Avg 91%

Ease of Setup
81%
Avg 84%

Top Industries Represented

● Information Technology and Services		32
● Marketing and Advertising		26
● Computer Software		24
● Internet		6
● Consumer Goods		5

Highest-Rated Features

Integration APIs
91%
Avg 86%

Sending Outbound Emails
90%
Avg 90%

Social Media Advertising
90%
Avg 84%

Lowest-Rated Features

Revenue Analytics
80%
Avg 84%

ROI Analytics
81%
Avg 84%

Dynamic Content
82%
Avg 86%
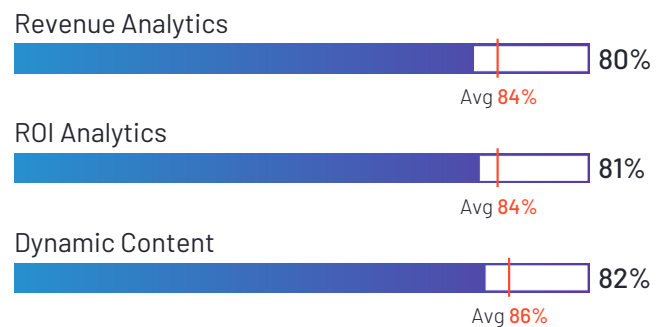
Ownership	HQ Location	Year Founded	Employees (Listed On Linkedin)	Company Website
SugarCRM	Cupertino, CA	2004	562	sugarcrm.com

Zeta Marketing Platform

ZETA

3.5 ★★★⯪☆ (14)

Zeta Marketing Platform has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 64% of users rated it 4 or 5 stars, 55% of users believe it is headed in the right direction, and users said they would be likely to recommend Zeta Marketing Platform at a rate of 71%. Zeta Marketing Platform is also in the Personalization Engines and Customer Data Platform (CDP) categories.
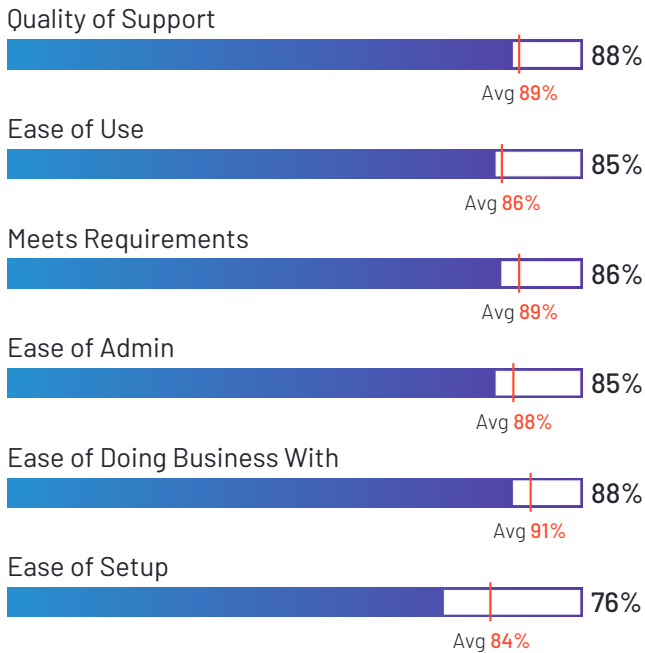
Satisfaction Ratings

Quality of Support
74%
Avg **89%**

Ease of Use
73%
Avg **86%**

Meets Requirements
76%
Avg **89%**

Ease of Admin
86%
Avg **88%**

Ease of Doing Business With
80%
Avg **91%**

Ease of Setup
76%
Avg **84%**

Top Industries Represented

● Marketing and Advertising	3
● Internet	2
● Construction	1
● Consumer Goods	1
● Financial Services	1

Highest-Rated Features

Manage Email Deliverability
91%
Avg **88%**

Sending Outbound Emails
89%
Avg **90%**

Building and Personalizing Emails
88%
Avg **89%**

Lowest-Rated Features

A/B Testing
67%
Avg **85%**

Mobile Optimized
71%
Avg **87%**

Search Tracking and Optimization
74%
Avg **86%**
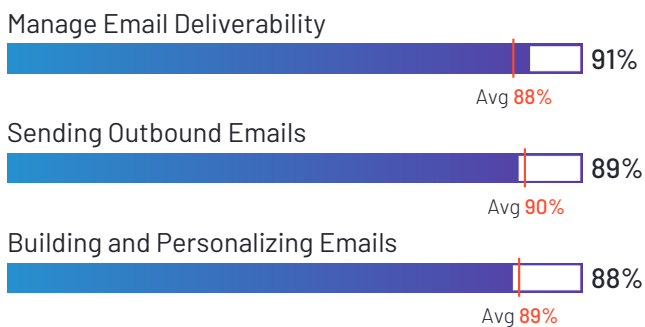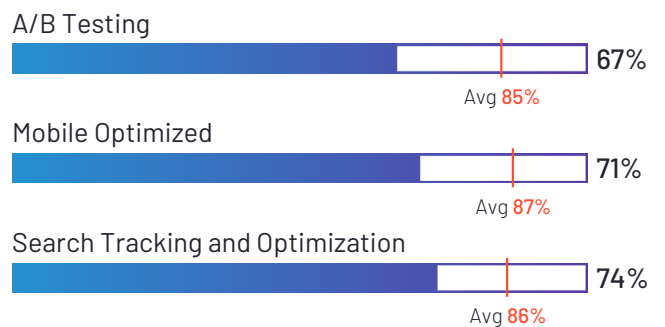
Ownership	**HQ Location**	**Year Founded**	**Employees (Listed On Linkedin)**	**Company Website**
Zeta Global	New York, NY	2007	1,639	zetaglobal.com

Mautic

4.7 ★★★★½ (18)

Mautic has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Mautic at a rate of 94%.

Satisfaction Ratings

Quality of Support — 73% — Avg 89%
Ease of Use — 83% — Avg 86%
Meets Requirements — 90% — Avg 89%
Ease of Admin — 83% — Avg 88%
Ease of Doing Business With — 89% — Avg 91%
Ease of Setup — 81% — Avg 84%

Top Industries Represented

- Marketing and Advertising — 6
- Computer Software — 2
- Health, Wellness and Fitness — 2
- Information Technology and Services — 2
- Automotive — 1

Highest-Rated Features

Marketing Lead Database — 98% — Avg 88%
Sending Outbound Emails — 98% — Avg 90%
Lead Nurturing — 98% — Avg 88%

Lowest-Rated Features

Dynamic Content — 76% — Avg 86%
Sandbox / Test Environments — 83% — Avg 84%
Search Tracking and Optimization — 83% — Avg 86%

Ownership Mautic
HQ Location Medford, MA
Year Founded 2014
Employees (Listed On Linkedin) 7
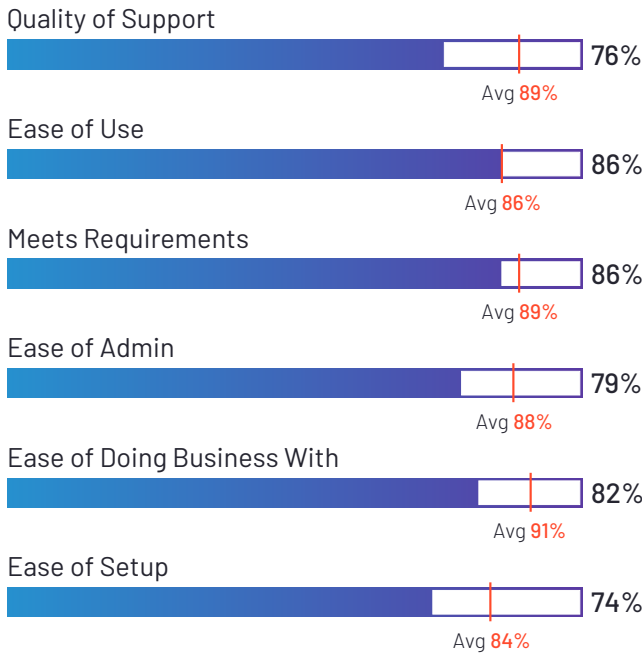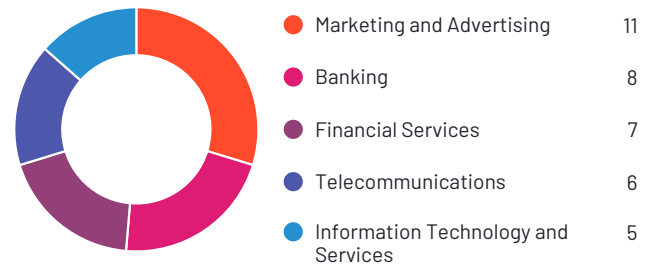**Company Website** www.mautic.org

HighLevel

4.4 ★★★★⯨ (86)

HighLevel has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 94% of users rated it 4 or 5 stars, 91% of users believe it is headed in the right direction, and users said t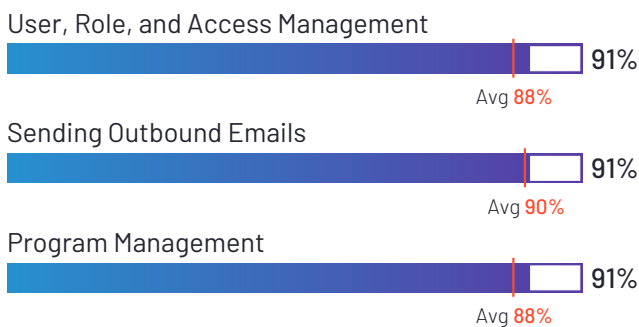hey 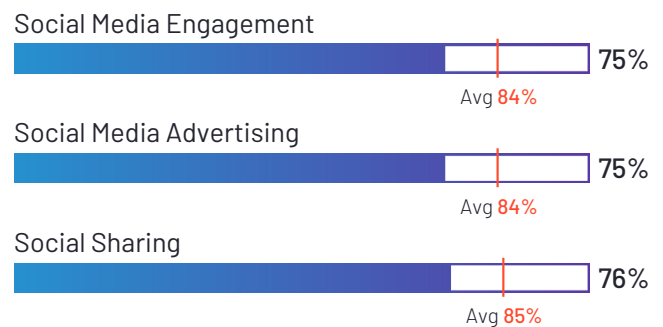would be likely to recommend HighLevel at a rate of 93%. HighLevel is also in the SMS Marketing, Website Builder, CRM, and Online Reputation Management categories.

Satisfaction Ratings

Quality of Support
85%
Avg **89%**

Ease of Use
80%
Avg **86%**

Meets Requirements
88%
Avg **89%**

Ease of Admin
81%
Avg **88%**

Ease of Doing Business With
91%
Avg **91%**

Ease of Setup
77%
Avg **84%**

Top Industries Represented

● Marketing and Advertising	28
● Health, Wellness and Fitness	4
● Professional Training & Coaching	4
● Construction	2
● Consumer Services	2

Highest-Rated Features

Event / Webinar Marketing
86%
Avg **86%**

Basic Reporting
85%
Avg **87%**

Program Management
84%
Avg **88%**

Lowest-Rated Features

Social Listening
59%
Avg **83%**

Manage Email Deliverability
64%
Avg **88%**

Online Behavior Tracking
65%
Avg **87%**

Ownership
HighLevel

HQ Location
Dallas, Texas

Year Founded
2018

Employees (Listed On Linkedin)
321

Company Website
gohighlevel.com

Act!

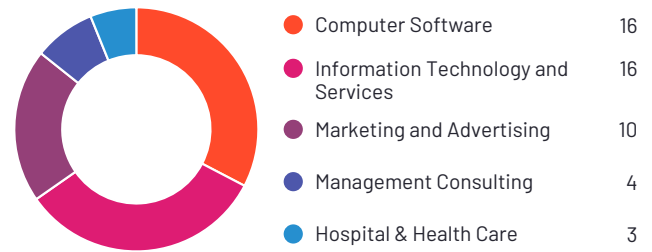**3.8** ★★★★☆ (414)

Act! has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 67% of users rated it 4 or 5 stars, 54% of users believe it is headed in the right direction, and users said they would be likely to recommend Act! at a rate of 73%. Act! is also in the CRM category.
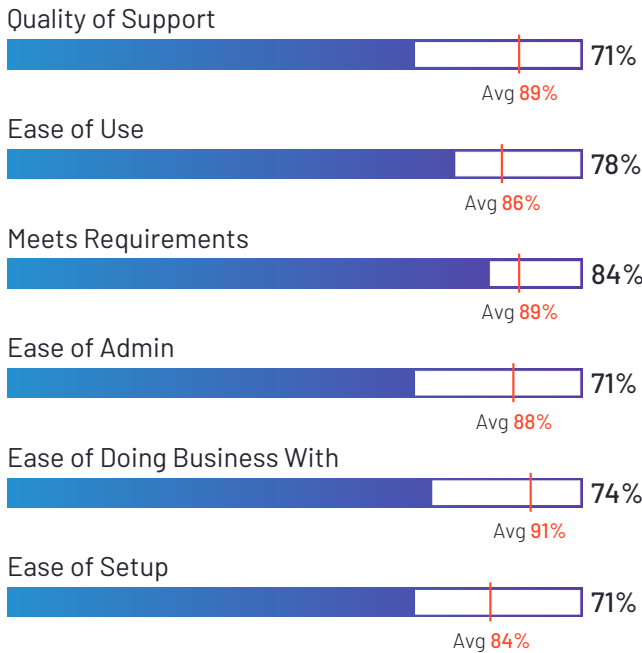
Satisfaction Ratings

Quality of Support — 71%
Avg 89%

Ease of Use — 78%
Avg 86%

Meets Requirements — 84%
Avg 89%

Ease of Admin — 71%
Avg 88%

Ease of Doing Business With — 74%
Avg 91%

Ease of Setup — 71%
Avg 84%

Top Industries Represented

Industry	Count
Marketing and Advertising	7
Financial Services	6
Information Technology and Services	3
Computer Software	2
Insurance	2

Highest-Rated Features

Calendaring — 93%
Avg 86%

Budgeting — 90%
Avg 84%

SEO / Keyword Analytics — 88%
Avg 83%

Lowest-Rated Features

Data Import & Export Tools — 59%
Avg 87%

CRM Lead Integration — 66%
Avg 87%

Social Media Engagement — 67%
Avg 84%
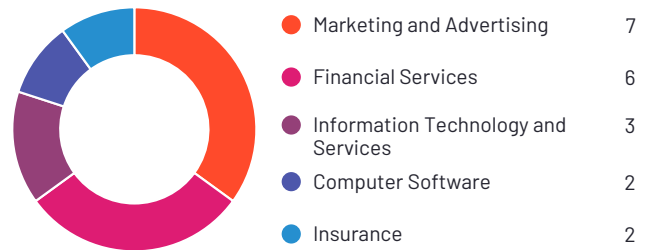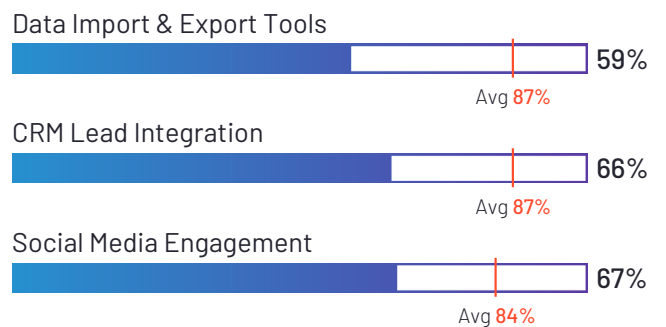
Ownership
Act!

HQ Location
Scottsdale, AZ

Year Founded
2001

Employees (Listed On Linkedin)
944

Company Website
www.act.com

Oracle Responsys

3.9 ★★★★☆ (116)

Oracle Responsys has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 79% of users rated it 4 or 5 stars, 69% of users believe it is headed in the right direction, and users said they would be likely to recommend Oracle Responsys at a rate of 78%. Oracle Responsys is also in the Push Notification and Mobile Marketing categories.

Satisfaction Ratings

Quality of Support — 68%
Avg 89%

Ease of Use — 70%
Avg 86%

Meets Requirements — 82%
Avg 89%

Ease of Admin — 70%
Avg 88%

Ease of Doing Business With — 75%
Avg 91%

Ease of Setup — 63%
Avg 84%

Top Industries Represented

Industry	
Marketing and Advertising	28
Retail	10
Financial Services	8
Information Technology and Services	6
Internet	5

Highest-Rated Features

Social Sharing — 92%
Avg 85%

Social Media Advertising — 90%
Avg 84%

Social Campaigns — 89%
Avg 85%

Lowest-Rated Features

Sandbox / Test Environments — 64%
Avg 84%

Landing Pages and Forms — 69%
Avg 85%

Output Document Generation — 73%
Avg 85%

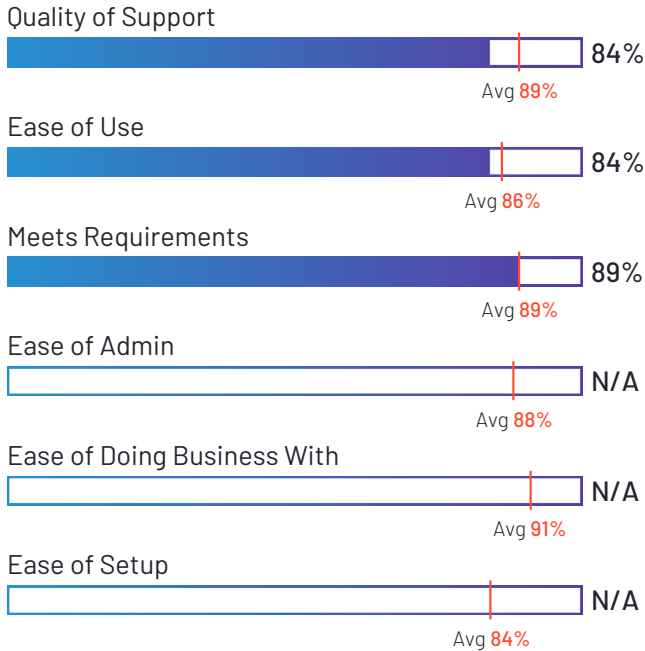| Ownership	HQ Location	Year Founded	Employees (Listed On Linkedin)	Company Website
Oracle	Austin, TX	1977	203,759	www.oracle.com

Acoustic Marketing Cloud

3.7 ★★★½☆ (263)

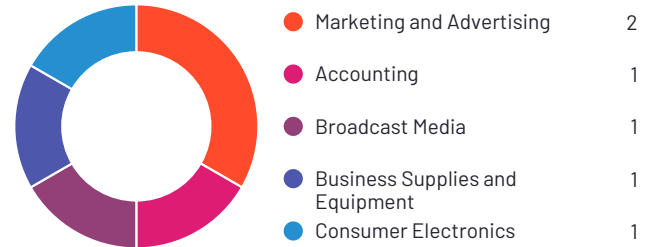Acoustic Marketing Cloud has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 77% of users rated it 4 or 5 stars, 71% of users believe it is headed in the right direction, and users said they would be likely to recommend Acoustic Marketing Cloud at a rate of 75%.

Satisfaction Ratings

Quality of Support — 76% — Avg 89%
Ease of Use — 72% — Avg 86%
Meets Requirements — 81% — Avg 89%
Ease of Admin — 77% — Avg 88%
Ease of Doing Business With — 78% — Avg 91%
Ease of Setup — 71% — Avg 84%

Top Industries Represented

- Marketing and Advertising — 36
- Financial Services — 15
- Retail — 15
- Computer Software — 14
- Information Technology and Services — 14

Highest-Rated Features

Sending Outbound Emails — 86% — Avg 90%
Manage Email Deliverability — 81% — Avg 88%
Automated Email Responses — 81% — Avg 89%

Lowest-Rated Features

SEO / Keyword Analytics — 66% — Avg 83%
Revenue Analytics — 67% — Avg 84%
Internationalization — 67% — Avg 86%

Ownership Acoustic
HQ Location Atlanta, GA
Year Founded 2019
Employees (Listed On Linkedin) 560
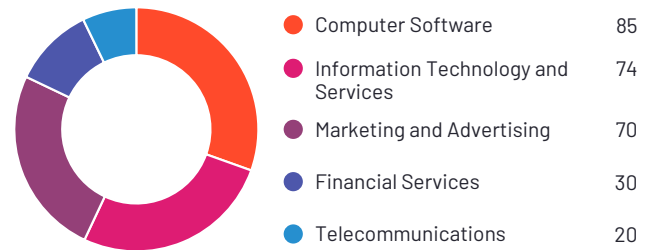**Company Website** acoustic.com

ClickDimensions

3.8 ★★★★☆ (223)

ClickDimensions has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 81% of users rated it 4 or 5 stars, 76% of users believe it is headed in the right direction, and users said they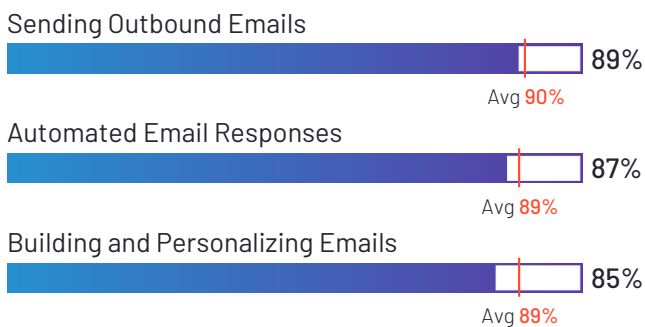 would be likely to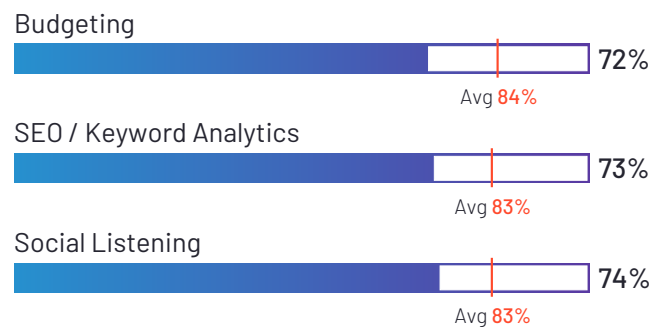 recommend ClickDimensions at a rate of 77%. ClickDimensions is also in the Marketing Analytics, Visitor Identification, Social Media Management, Survey, and Transactional Email categories.
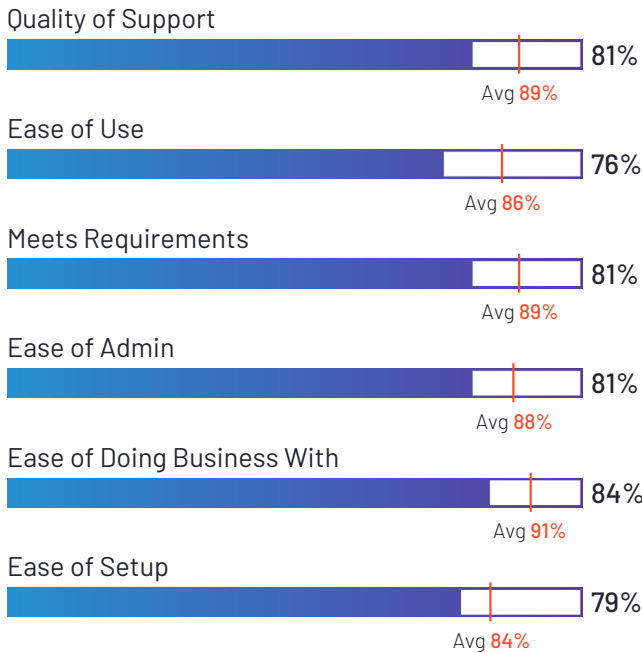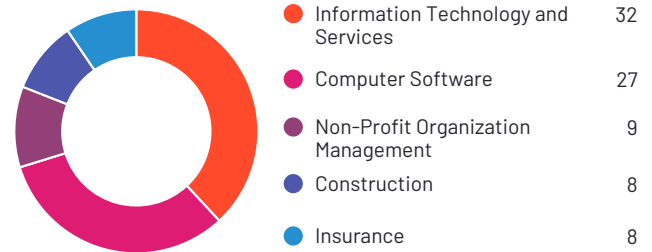
Satisfaction Ratings

Quality of Support
81%
Avg 89%

Ease of Use
76%
Avg 86%

Meets Requirements
81%
Avg 89%

Ease of Admin
81%
Avg 88%

Ease of Doing Business With
84%
Avg 91%

Ease of Setup
79%
Avg 84%

Top Industries Represented

● Information Technology and Services		32
● Computer Software		27
● Non-Profit Organization Management		9
● Construction		8
● Insurance		8

Highest-Rated Features

Sending Outbound Emails
87%
Avg 90%

CRM Lead Integration
86%
Avg 87%

User, Role, and Access Management
85%
Avg 88%

Lowest-Rated Features

Social Media Advertising
63%
Avg 84%

SEO / Keyword Analytics
68%
Avg 83%

Revenue Analytics
69%
Avg 84%
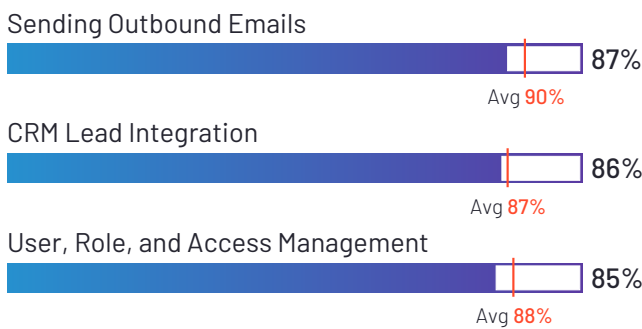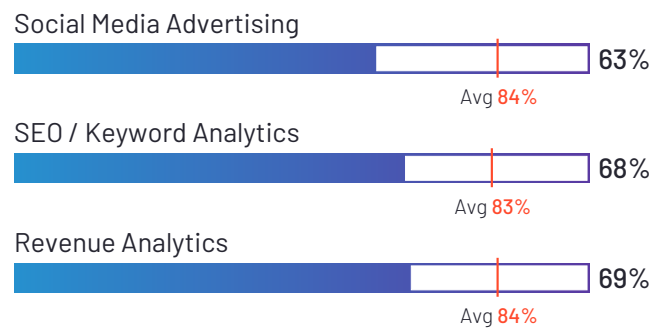
Ownership	HQ Location	Year Founded	Employees (Listed On Linkedin)	Company Website
ClickDimensions	Atlanta, GA	2010	184	clickdimensions.com

Freshmarketer

4.1 ★★★★☆ (14)

Freshmarketer has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 90% of users rated it 4 or 5 stars, 83% of users believe it is headed in the right direction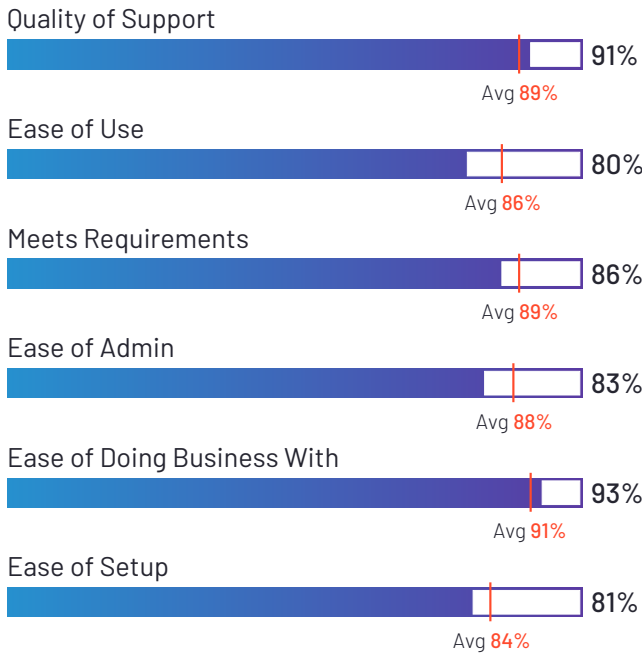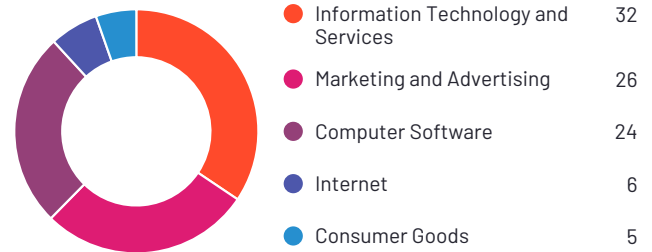, and users said they would be likely to recommend Freshmarketer at a rate of 80%. Freshmarketer is also in the SMS Marketing, Email Template Builder, Personalization, Conversational Marketing, and Transactional Email categories.
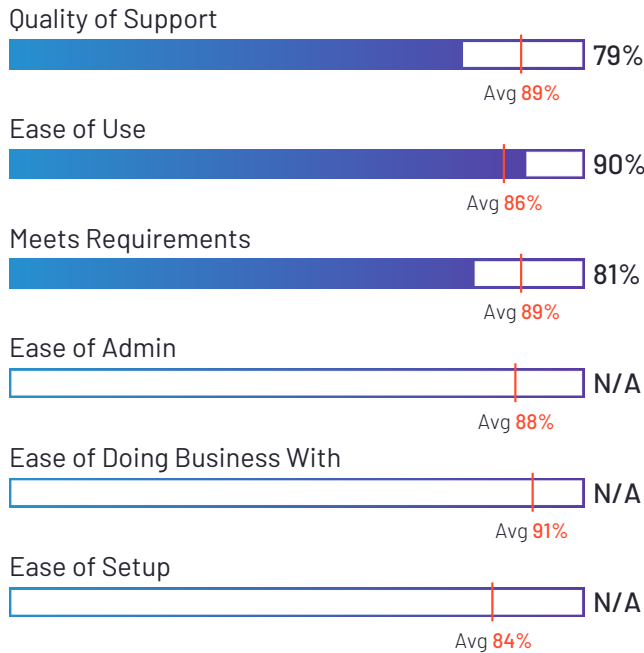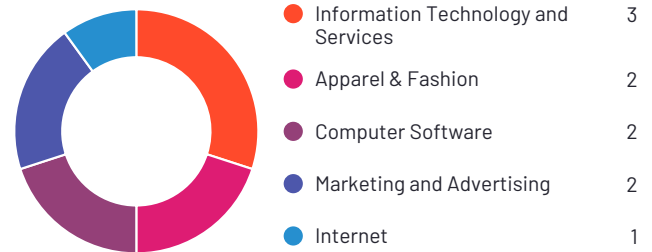
Satisfaction Ratings

Quality of Support
79%
Avg **89%**

Ease of Use
90%
Avg **86%**

Meets Requirements
81%
Avg **89%**

Ease of Admin
N/A
Avg **88%**

Ease of Doing Business With
N/A
Avg **91%**

Ease of Setup
N/A
Avg **84%**

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

- Information Technology and Services — 3
- Apparel & Fashion — 2
- Computer Software — 2
- Marketing and Advertising — 2
- Internet — 1

Highest-Rated Features

Budgeting
83%
Avg **84%**

Lowest-Rated Features

Building and Personalizing Emails
80%
Avg **89%**
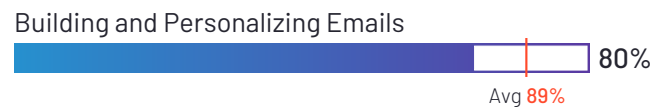
Ownership
Freshworks

HQ Location
San Mateo, CA

Year Founded
2010

Employees (Listed On Linkedin)
6,925

Company Website
freshworks.com

Retention Science

RESCI from Constant Contact

4.3 ★★★★½ (14)

Retention Science has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 86% of users rated it 4 or 5 stars, 80% of users believe it is headed in the right direction, and users said they would be likely to recommend Retention Science at a rate of 85%. Retention Science is also in the Customer Data Platform (CDP) category.
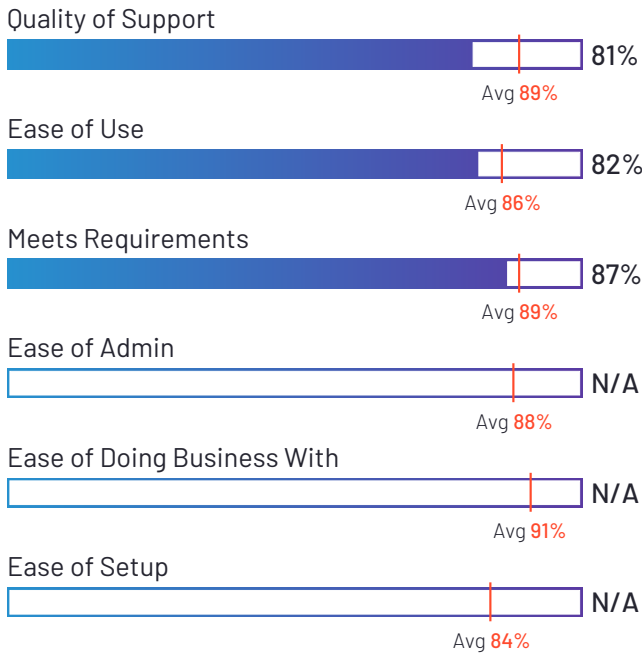
Satisfaction Ratings

Quality of Support — 81% — Avg **89%**

Ease of Use — 82% — Avg **86%**

Meets Requirements — 87% — Avg **89%**

Ease of Admin — N/A — Avg **88%**

Ease of Doing Business With — N/A — Avg **91%**

Ease of Setup — N/A — Avg **84%**

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

- Apparel & Fashion — 4
- Retail — 4
- Health, Wellness and Fitness — 2
- Education Management — 1
- Food & Beverages — 1

Highest-Rated Features

Lead Nurturing — 91% — Avg **88%**

Automated Email Responses — 91% — Avg **89%**

Sending Outbound Emails — 84% — Avg **90%**

Lowest-Rated Features

Segmentation — 71% — Avg **88%**

ROI Analytics — 71% — Avg **84%**

Basic Reporting — 74% — Avg **87%**
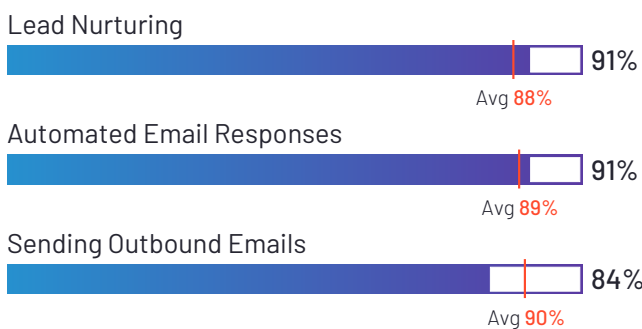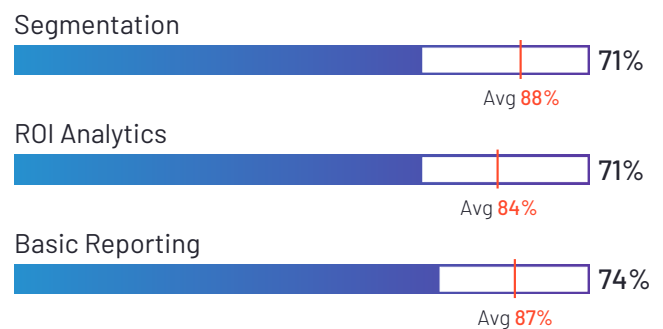
Ownership Constant Contact

HQ Location Waltham, MA

Employees (Listed On Linkedin) 1,148

Company Website constantcontact.com

FMG Suite

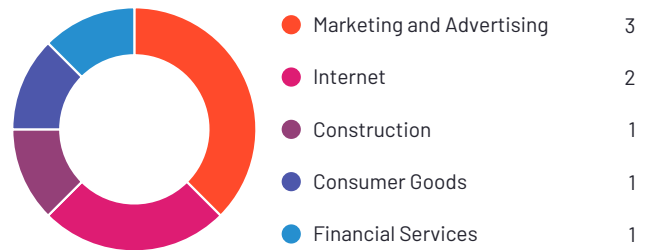**3.0** ★★★☆☆ (12)

FMG Suite has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 64% of users rated it 4 or 5 stars, 33% of users believe it is headed in the right direction, and users said they would be likely to recommend FMG Suite at a rate of 60%.

Satisfaction Ratings
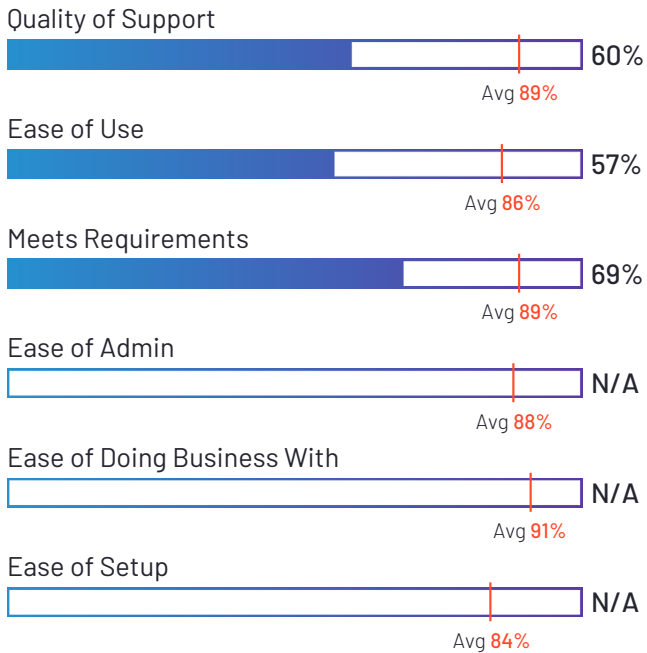
Quality of Support
60%
Avg 89%

Ease of Use
57%
Avg 86%

Meets Requirements
69%
Avg 89%

Ease of Admin
N/A
Avg 88%

Ease of Doing Business With
N/A
Avg 91%

Ease of Setup
N/A
Avg 84%

Top Industries Represented

● Financial Services	6
● Marketing and Advertising	3
● Computer Software	1

*N/A is displayed when fewer than five responses were received for the question.

Ownership
FMG Suite

HQ Location
San Diego, CA

Year Founded
2011

Employees (Listed On Linkedin)
583

Company Website
fmgsuite.com

Total Expert

4.5 ★★★★½ (101)

Total Expert has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 93% of users rated it 4 or 5 stars, 94% of users believe it is headed in the right direction, and users said they would be likely to recommend Total Expert at a rate of 89%. Total Expert is also in the Financial Services CRM and Mortgage CRM categories.

Satisfaction Ratings

Quality of Support
85%
Avg 89%

Ease of Use
84%
Avg 86%

Meets Requirements
86%
Avg 89%

Ease of Admin
85%
Avg 88%

Ease of Doing Business With
89%
Avg 91%

Ease of Setup
79%
Avg 84%

Top Industries Represented

● Financial Services	57
● Banking	11
● Real Estate	10
● Marketing and Advertising	4
● Construction	1

Highest-Rated Features

Marketing Lead Database
85%
Avg 88%

Automated Alerts and Tasks
84%
Avg 87%

Lead Nurturing
83%
Avg 88%

Lowest-Rated Features

A/B Testing
72%
Avg 85%

Web Analytics
72%
Avg 86%

Social Media Advertising
73%
Avg 84%
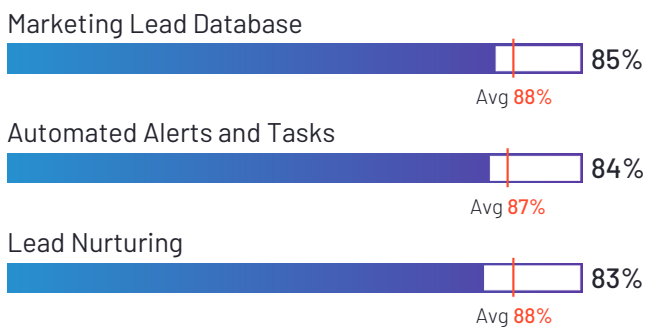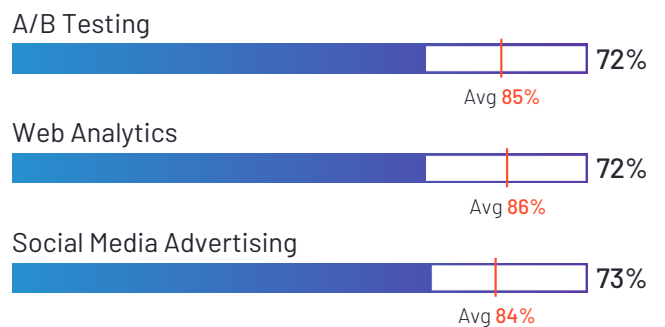
Ownership
Total Expert

HQ Location
St. Louis Park, Minnesota

Year Founded
2012

Employees (Listed On Linkedin)
310

Company Website
totalexpert.com

Appier AIQUA

4.3 ★★★★☆ (11)

Appier AIQUA has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users sai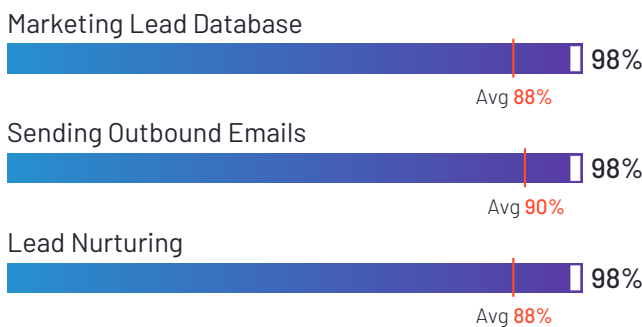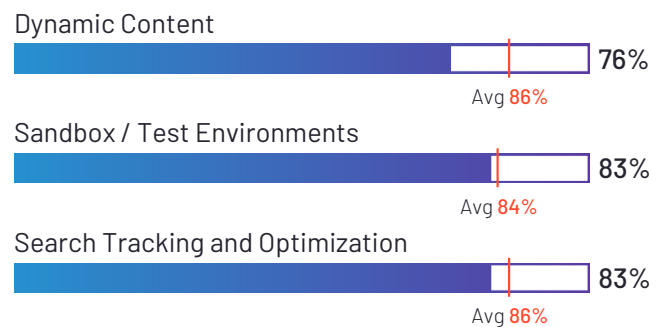d they would be likely to recommend Appier AIQUA at a rate of 89%. Appier AIQUA is also in the Personalization, Push Notification, E-Commerce Personalization, and Customer Journey Analytics categories.

Satisfaction Ratings

Quality of Support
94%
Avg **89%**

Ease of Use
87%
Avg **86%**

Meets Requirements
87%
Avg **89%**

Ease of Admin
N/A
Avg **88%**

Ease of Doing Business With
N/A
Avg **91%**

Ease of Setup
N/A
Avg **84%**

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

● Consumer Goods	2
● Retail	2
● Apparel & Fashion	1
● Arts and Crafts	1
● Financial Services	1

Ownership
Appier

HQ Location
Taipei, Taiwan

Year Founded
2012

Employees (Listed On Linkedin)
669

Company Website
www.appier.com

MessageGears Platform

4.1 ★★★★☆ (72)

MessageGears Platform has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 86% of users rated it 4 or 5 stars, 82% of users believe it is headed in the right direction, and users said they would be likely to recommend MessageGears Platform at a rate of 82%. MessageGears Platform is also in the Personalization, Personalization Engines, Push Notification, Customer Data Platform (CDP), Marketing Analytics, Transactional Email, Mobile Marketing, and Reverse ETL categories.

Satisfaction Ratings
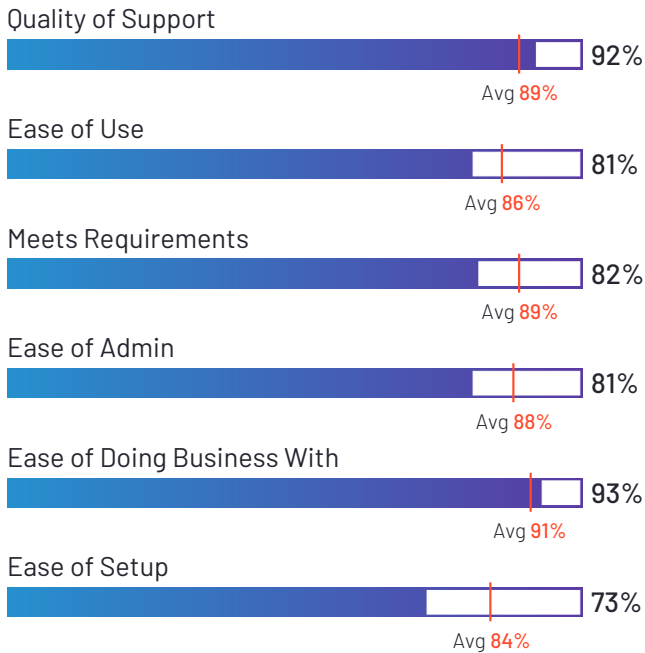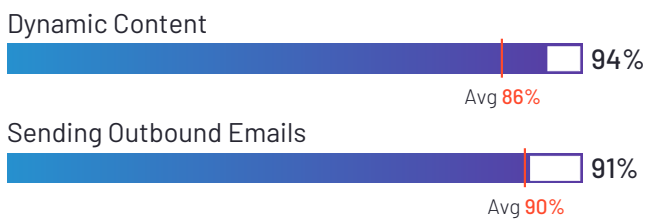
Quality of Support
92%
Avg **89%**

Ease of Use
81%
Avg **86%**

Meets Requirements
82%
Avg **89%**

Ease of Admin
81%
Avg **88%**

Ease of Doing Business With
93%
Avg **91%**

Ease of Setup
73%
Avg **84%**

Top Industries Represented

● Computer Software	18
● Marketing and Advertising	8
● Information Technology and Services	7
● Retail	5
● Health, Wellness and Fitness	4

Highest-Rated Features

Dynamic Content
94%
Avg **86%**

Sending Outbound Emails
91%
Avg **90%**

Lowest-Rated Features

Manage Email Deliverability
86%
Avg **88%**

Basic Reporting
86%
Avg **87%**
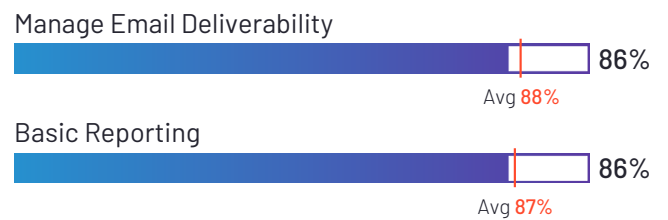
Ownership	**HQ Location**	**Year Founded**	**Employees (Listed On Linkedin)**	**Company Website**
MessageGears	Atlanta, GA	2010	118	messagegears.com

Agillic

4.3 ★★★★½ **(16)**

Agillic has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 91% of users believe it is headed in the right direction, and users said they would be likely to 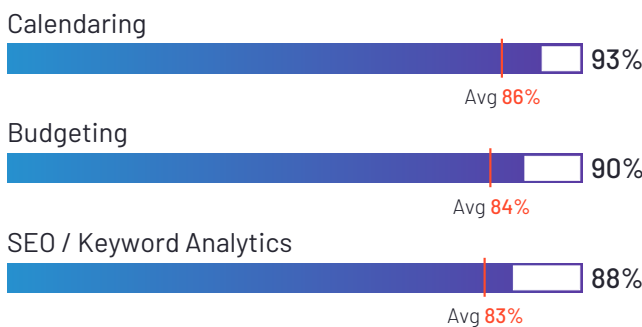recommend Agillic at a rate of 87%. Agillic is also in the Push Notification, Landing Page Builders, SMS Marketing, Personalization Engines, and Social Media Advertising categories.

Satisfaction Ratings

Quality of Support
87%
Avg **89%**

Ease of Use
80%
Avg **86%**

Meets Requirements
89%
Avg **89%**

Ease of Admin
89%
Avg **88%**

Ease of Doing Business With
94%
Avg **91%**

Ease of Setup
N/A
Avg **84%**

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

Retail	2
Business Supplies and Equipment	1
Computer & Network Security	1
E-Learning	1
Education Management	1

Highest-Rated Features

CRM Lead Integration
97%
Avg **87%**

Dynamic Content
95%
Avg **86%**

Program Management
94%
Avg **88%**

Lowest-Rated Features

Basic Reporting
63%
Avg **87%**

Event / Webinar Marketing
74%
Avg **86%**

Landing Pages and Forms
77%
Avg **85%**
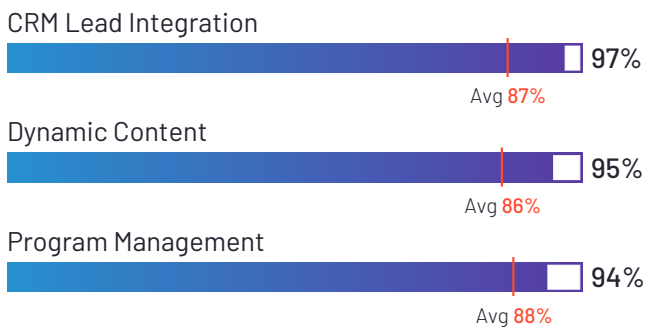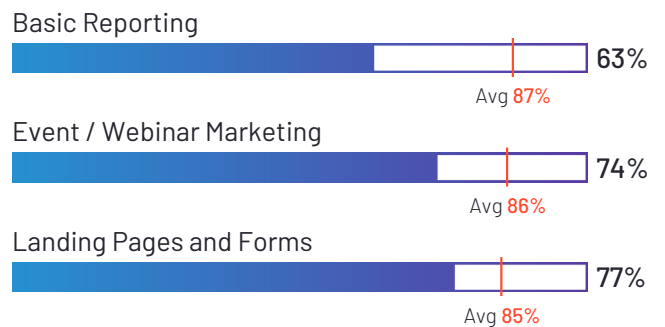
Ownership
Agillic

HQ Location
Copenhagen, Denmark

Year Founded
1999

Employees (Listed On Linkedin)
73

Company Website
agillic.com

Delivra

4.4 ★★★★½ **(75)**

Delivra has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 97% of users rated it 4 or 5 stars, 93% of users believe it is headed in the right direction, and users said they would be likely to recommend Delivra at a rate of 88%. Delivra is also in the Pop-Up Builder, Email Template Builder, Email Testing, Online Form Builder, Lead Capture, Marketing Analytics, and Transactional Email categories.

Satisfaction Ratings

Quality of Support
89%
Avg **89%**

Ease of Use
84%
Avg **86%**

Meets Requirements
89%
Avg **89%**

Ease of Admin
89%
Avg **88%**

Ease of Doing Business With
94%
Avg **91%**

Ease of Setup
88%
Avg **84%**

Top Industries Represented

● Marketing and Advertising	6
● Non-Profit Organization Management	6
● Publishing	6
● Computer Software	5
● Public Relations and Communications	4

Highest-Rated Features

Sending Outbound Emails
84%
Avg **90%**

Building and Personalizing Emails
83%
Avg **89%**

Social Sharing
82%
Avg **85%**

Lowest-Rated Features

Landing Pages and Forms
71%
Avg **85%**

Online Behavior Tracking
74%
Avg **87%**

Calendaring
75%
Avg **86%**

Ownership
Delivra

HQ Location
Indianapolis, Indiana

Year Founded
1999

Employees (Listed On Linkedin)
34

Company Website
delivra.com

RedEye

4.2 ★★★★☆ (69)

RedEye has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 86% of users rated it 4 or 5 stars, 86% of users believe it is headed in the right direction, and users sai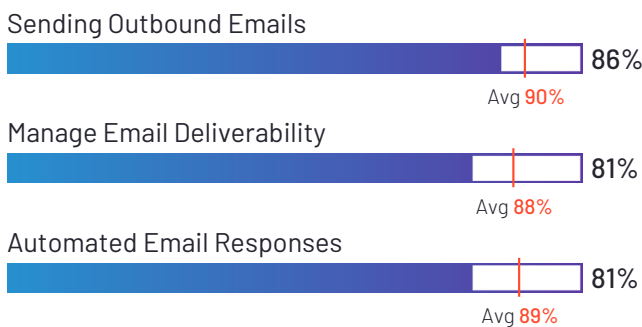d they would be likely to recommend RedEye at a rate of 83%. RedEye is also in the Customer Data Platform (CDP) category.

Satisfaction Ratings

Quality of Support
92%
Avg 89%

Ease of Use
82%
Avg 86%

Meets Requirements
87%
Avg 89%

Ease of Admin
77%
Avg 88%

Ease of Doing Business With
88%
Avg 91%

Ease of Setup
80%
Avg 84%

Top Industries Represented

● Retail		19
● Leisure, Travel & Tourism		7
● Construction		4
● Insurance		4
● Apparel & Fashion		3

Highest-Rated Features

Automated Email Responses
91%
Avg 89%

Segmentation
89%
Avg 88%

Manage Email Deliverability
88%
Avg 88%

Lowest-Rated Features

Customization
74%
Avg 85%

Marketing Lead Database
76%
Avg 88%

Social Media Advertising
76%
Avg 84%
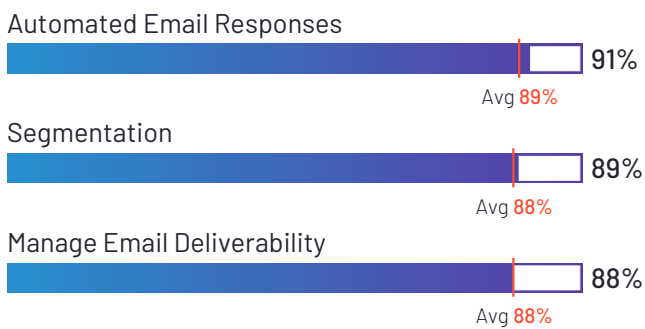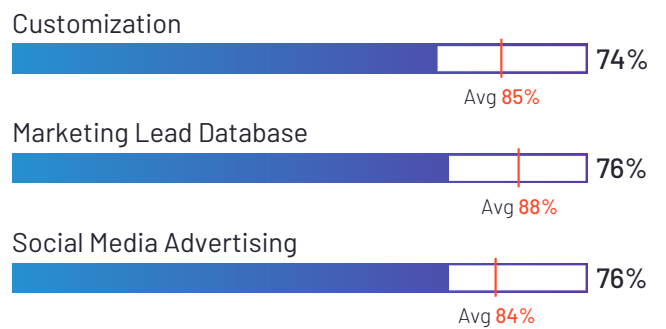
Ownership	**HQ Location**	**Year Founded**	**Employees (Listed On Linkedin)**	**Company Website**
RedEye	Cheshire	1997	128	www.redeye.com

ExpertSender

4.6 ★★★★½ (50)

ExpertSender has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 98% of users rated it 4 or 5 stars, 90% of users believe it is headed in the right direction, and users said they would be likely to recommend ExpertSender at a rate of 91%.

Satisfaction Ratings

Quality of Support
95%
Avg **89%**

Ease of Use
88%
Avg **86%**

Meets Requirements
92%
Avg **89%**

Ease of Admin
93%
Avg **88%**

Ease of Doing Business With
96%
Avg **91%**

Ease of Setup
87%
Avg **84%**

Top Industries Represented

Industry	Count
● Marketing and Advertising	12
● Retail	6
● Accounting	2
● Airlines/ Aviation	2
● Apparel & Fashion	2

Highest-Rated Features

Performance and Reliability
98%
Avg **88%**

Sandbox / Test Environments
95%
Avg **84%**

Breadth of Partner Applications
95%
Avg **84%**

Lowest-Rated Features

Landing Pages and Forms
67%
Avg **85%**

Search Tracking and Optimization
71%
Avg **86%**

Social Campaigns
74%
Avg **85%**

Ownership
ExpertSender

HQ Location
Gdynia, pomorskie

Year Founded
2009

Employees (Listed On Linkedin)
74

Company Website
expertsender.com

Odoo Marketing Automation

4.4 ★★★★½ (17)

Odoo Marketing Automation has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 92% of users rated it 4 or 5 stars, 88% of users believe it is headed in the right direction, and users said they would be likely to recommend Odoo Marketing Automation at a rate of 88%.

Satisfaction Ratings
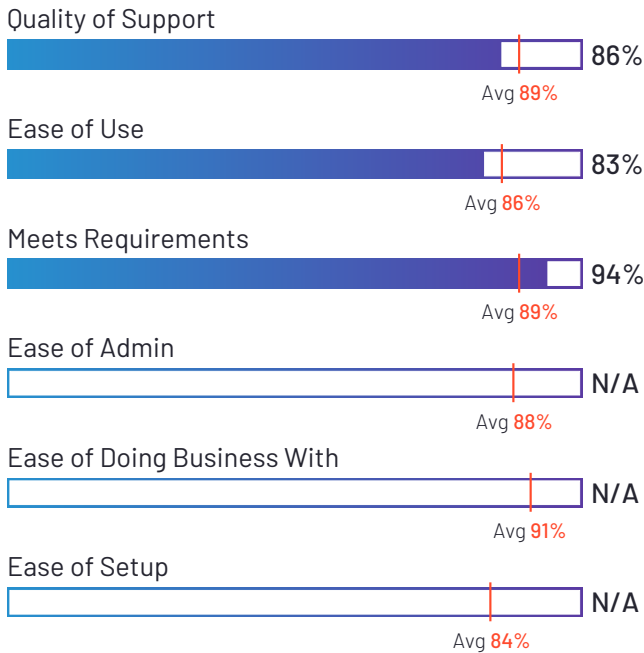
Quality of Support — 86%
Avg **89%**

Ease of Use — 83%
Avg **86%**

Meets Requirements — 94%
Avg **89%**

Ease of Admin — N/A
Avg **88%**

Ease of Doing Business With — N/A
Avg **91%**

Ease of Setup — N/A
Avg **84%**

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

- Information Technology and Services — 2
- Mechanical or Industrial Engineering — 2
- Apparel & Fashion — 1
- Computer & Network Security — 1
- Design — 1

Highest-Rated Features

Automated Email Responses — 94%
Avg **89%**

Social Campaigns — 93%
Avg **85%**

Manage Email Deliverability — 93%
Avg **88%**

Lowest-Rated Features

Calendaring — 71%
Avg **86%**

Budgeting — 74%
Avg **84%**

SEO / Keyword Analytics — 74%
Avg **83%**
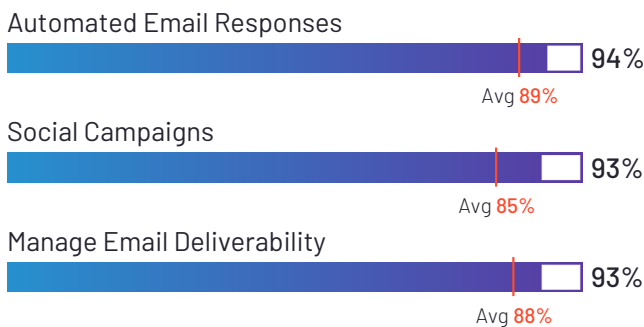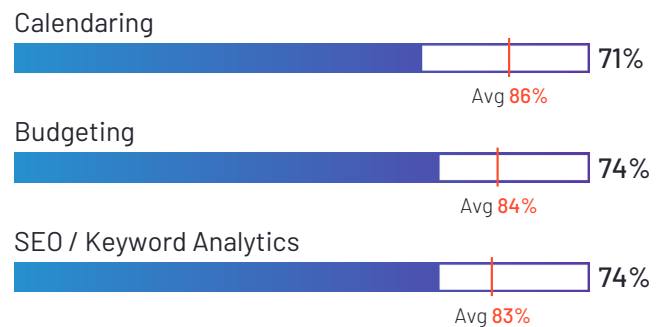
Ownership	HQ Location	Year Founded	Employees (Listed On Linkedin)	Company Website
Odoo	Brussels, Belgium	2005	2,956	www.odoo.com

ActiveDEMAND

4.4 ⭐⭐⭐⭐⯨ (65)

ActiveDEMAND has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 95% of users rated it 4 or 5 stars, 92% of users believe it is headed in the right direction, and users said they would be likely to recommend ActiveDEMAND at a rate of 89%. ActiveDEMAND is also in the Inbound Call Tracking category.

Satisfaction Ratings

Quality of Support
96%
Avg 89%

Ease of Use
79%
Avg 86%

Meets Requirements
88%
Avg 89%

Ease of Admin
83%
Avg 88%

Ease of Doing Business With
94%
Avg 91%

Ease of Setup
80%
Avg 84%

Top Industries Represented

🔴 Marketing and Advertising	23
🔴 Information Technology and Services	6
🟣 Industrial Automation	5
🔵 Health, Wellness and Fitness	4
🔵 Computer Software	3

Highest-Rated Features

Web Analytics
93%
Avg 86%

Basic Reporting
93%
Avg 87%

Search Tracking and Optimization
92%
Avg 86%

Lowest-Rated Features

Breadth of Partner Applications
80%
Avg 84%

A/B Testing
82%
Avg 85%

ROI Analytics
83%
Avg 84%

Ownership
JumpDEMAND Inc.

HQ Location
Calgary, Alberta

Employees (Listed On Linkedin)
21

Company Website
activedemand.com

Agile CRM

4.0 ★★★★☆ (337)

Agile CRM has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 81% of users rated it 4 or 5 stars, 82% of users believe it is headed in the right direction, and users said they would be likely to recommend Agile CRM at a rate of 80%. Agile CRM is also in the Landing Page Builders, Pop-Up Builder, Email Tracking, Help Desk, Live Chat, CRM, and Online Form Builder categories.

Satisfaction Ratings

Quality of Support — 81% — Avg 89%
Ease of Use — 83% — Avg 86%
Meets Requirements — 83% — Avg 89%
Ease of Admin — 84% — Avg 88%
Ease of Doing Business With — 83% — Avg 91%
Ease of Setup — 81% — Avg 84%

Top Industries Represented

- Marketing and Advertising — 26
- Information Technology and Services — 22
- Computer Software — 12
- Internet — 8
- Management Consulting — 8

Highest-Rated Features

Web Analytics — 91% — Avg 86%
Social Campaigns — 90% — Avg 85%
Revenue Analytics — 89% — Avg 84%

Lowest-Rated Features

Manage Email Deliverability — 74% — Avg 88%
Segmentation — 75% — Avg 88%
Lead Nurturing — 77% — Avg 88%
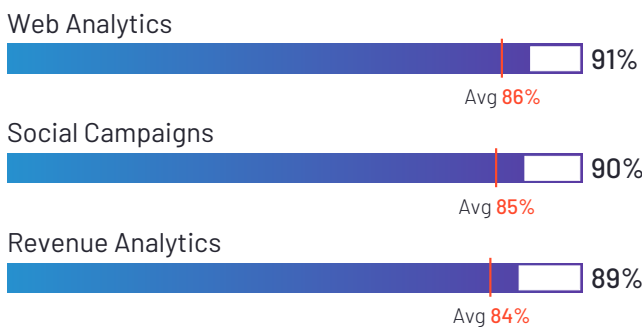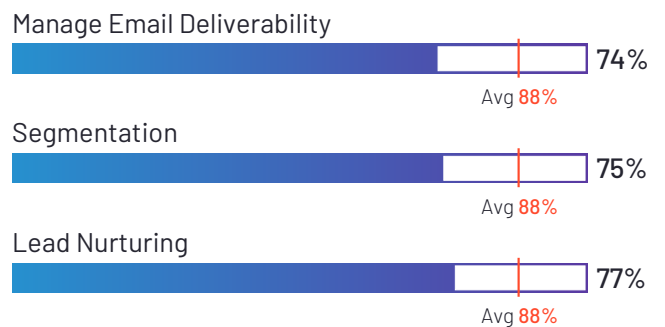
Ownership Agile CRM | **HQ Location** Dallas, TX | **Year Founded** 2013 | **Employees (Listed On Linkedin)** 123 | **Company Website** agilecrm.com

Cheetah Engagement Data Platform

CHEETAH DIGITAL

3.5 ★★★½☆ (20)

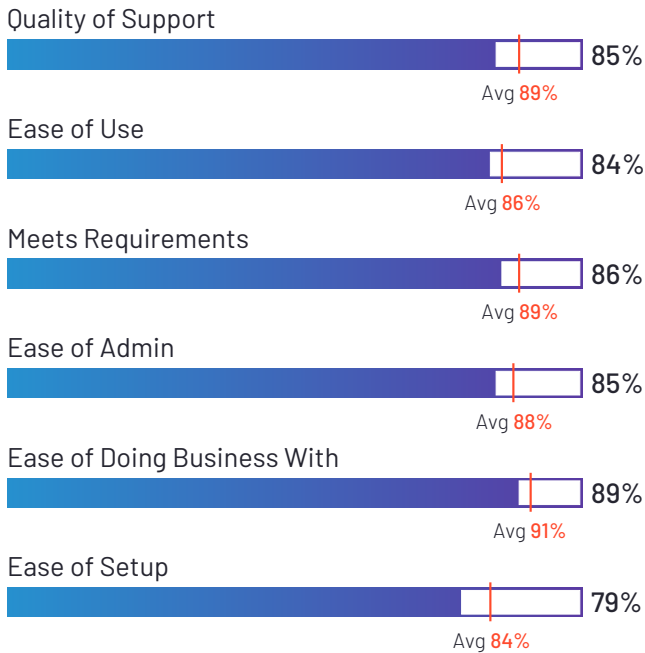Cheetah Engagement Data Platform has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 63% of users rated it 4 or 5 stars, 62% of users believe it is headed in the right direction, and users said they would be likely to recommend Cheetah Engagement Data Platform at a rate of 66%. Cheetah Engagement Data Platform is also in the Marketing Analytics category.
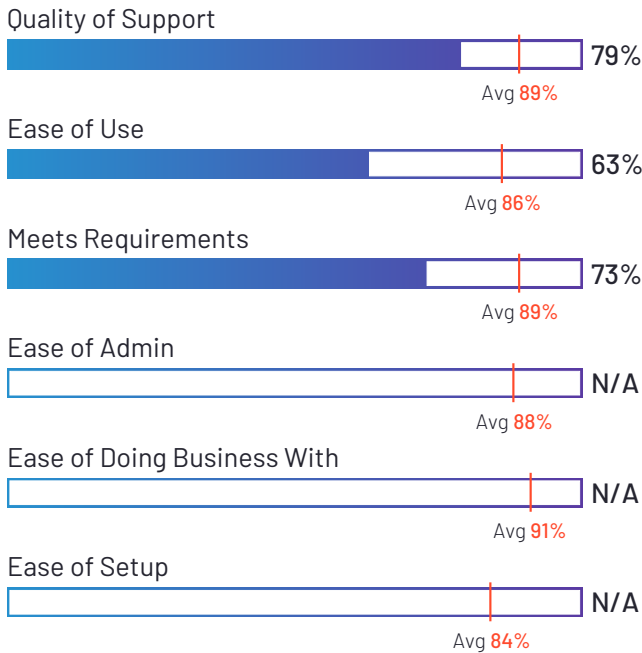
Satisfaction Ratings

Quality of Support — 79% — Avg 89%

Ease of Use — 63% — Avg 86%

Meets Requirements — 73% — Avg 89%

Ease of Admin — N/A — Avg 88%

Ease of Doing Business With — N/A — Avg 91%

Ease of Setup — N/A — Avg 84%

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

Industry	Count
Entertainment	3
Marketing and Advertising	2
Publishing	2
Accounting	1
Apparel & Fashion	1

Highest-Rated Features

Sending Outbound Emails — 81% — Avg 90%

Search Tracking and Optimization — 78% — Avg 86%

A/B Testing — 78% — Avg 85%

Lowest-Rated Features

Online Behavior Tracking — 62% — Avg 87%

Social Media Engagement — 62% — Avg 84%

Segmentation — 63% — Avg 88%
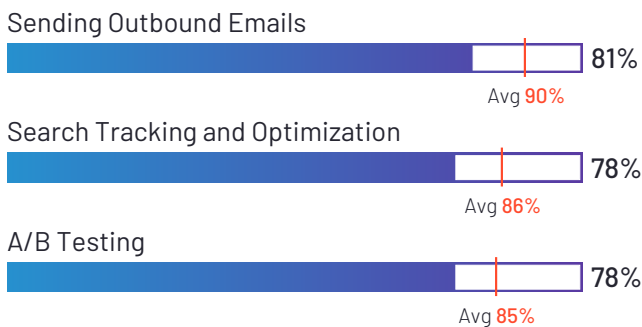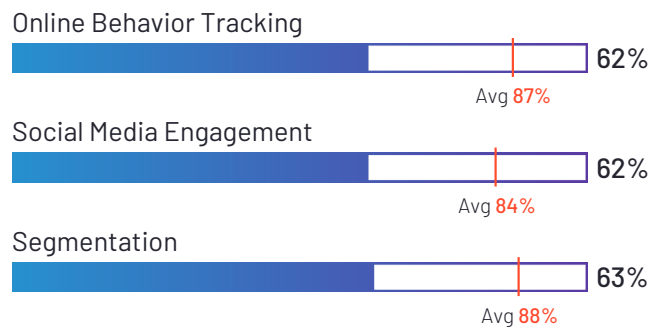
Ownership CM Group

HQ Location Nashville, Tennessee

Employees (Listed On Linkedin) 1,046

Company Website cmgroup.com

e-shot

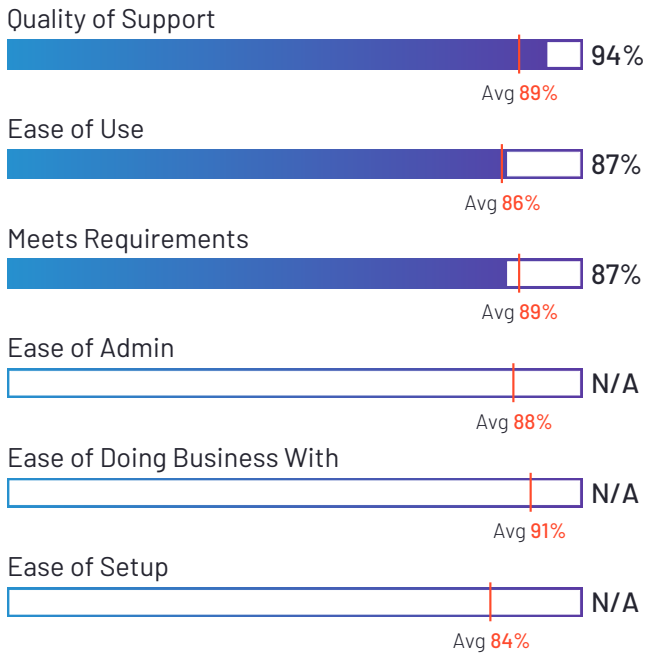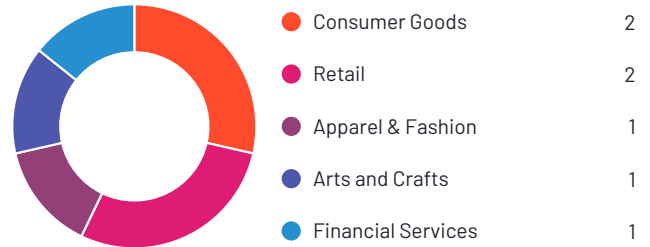**4.0** ★★★★☆ (12)

e-shot has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 90% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend e-shot at a rate of 80%.

Satisfaction Ratings

Quality of Support — 91% (Avg 89%)
Ease of Use — 94% (Avg 86%)
Meets Requirements — 89% (Avg 89%)
Ease of Admin — N/A (Avg 88%)
Ease of Doing Business With — N/A (Avg 91%)
Ease of Setup — N/A (Avg 84%)

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

- Marketing and Advertising — 4
- Business Supplies and Equipment — 2
- Computer & Network Security — 1
- Education Management — 1
- Information Technology and Services — 1

Ownership e-shot
HQ Location Epsom, England
Year Founded 2001
Employees (Listed On Linkedin) 8
Company Website www.e-shot.net

eSputnik

4.7 ★★★★½ (55)

eSputnik has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 94% of users rated it 4 or 5 stars, 96% of users believe it is headed in the right direction, and users said they would be likely to recommend eSputnik at a rate of 95%. eSputnik is also in the Push Notification category.

Satisfaction Ratings

Quality of Support
95%
Avg **89%**

Ease of Use
92%
Avg **86%**

Meets Requirements
93%
Avg **89%**

Ease of Admin
N/A
Avg **88%**

Ease of Doing Business With
N/A
Avg **91%**

Ease of Setup
N/A
Avg **84%**

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

- Information Technology and Services — 13
- Marketing and Advertising — 13
- Computer Software — 10
- Internet — 3
- Non-Profit Organization Management — 2

Highest-Rated Features

Mobile Optimized
98%
Avg **87%**

Segmentation
97%
Avg **88%**

Dynamic Content
97%
Avg **86%**

Lowest-Rated Features

Landing Pages and Forms
86%
Avg **85%**

Social Sharing
87%
Avg **85%**

Social Listening
89%
Avg **83%**
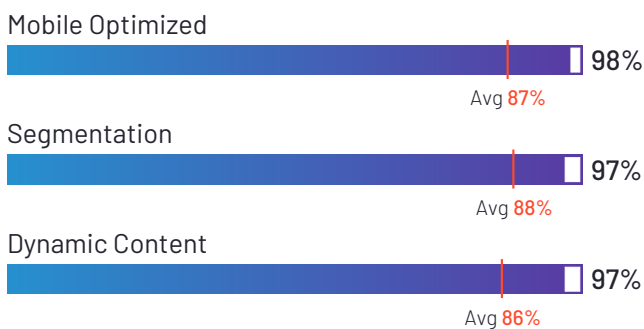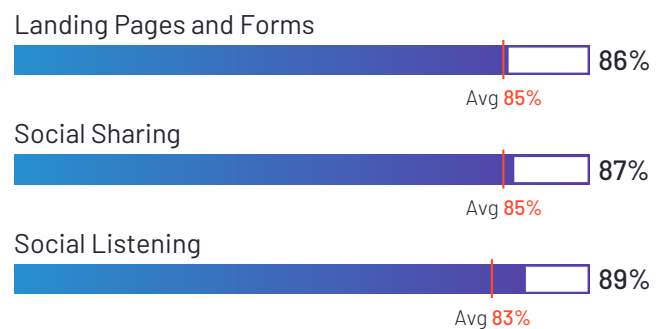
Ownership
eSputnik

HQ Location
Dnipro, Ukraine

Year Founded
2013

Employees (Listed On Linkedin)
73

Company Website
esputnik.com

ActiveTrail

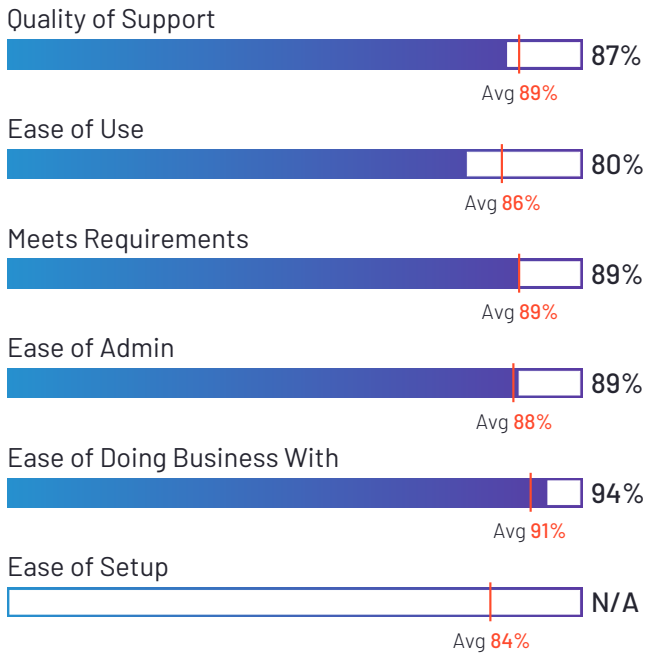**4.4** ★★★★½ (14)

ActiveTrail has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 86% of users rated it 4 or 5 stars, 80% of users believe it is headed in the right direction, and users said they would be likely to recommend ActiveTrail at a rate of 87%.

Satisfaction Ratings

Quality of Support
94%
Avg 89%

Ease of Use
93%
Avg 86%

Meets Requirements
94%
Avg 89%

Ease of Admin
N/A
Avg 88%

Ease of Doing Business With
N/A
Avg 91%

Ease of Setup
N/A
Avg 84%

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

Marketing and Advertising	6
Information Technology and Services	2
Arts and Crafts	1
Automotive	1
Design	1

Highest-Rated Features

Automated Email Responses
98%
Avg 89%

Manage Email Deliverability
98%
Avg 88%

Sending Outbound Emails
98%
Avg 90%

Lowest-Rated Features

Social Listening
83%
Avg 83%

Event / Webinar Marketing
84%
Avg 86%

Lead Scoring and Grading
86%
Avg 86%
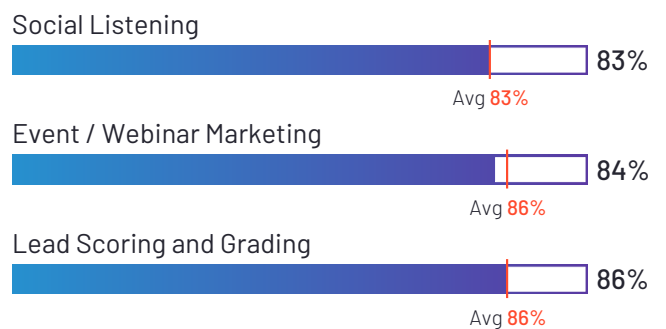
Ownership
ActiveTrail

HQ Location
Tel Aviv, Tel Aviv

Employees (Listed On Linkedin)
34

Company Website
activetrail.com

User.com

4.3 ⭐⭐⭐⭐½ (41)

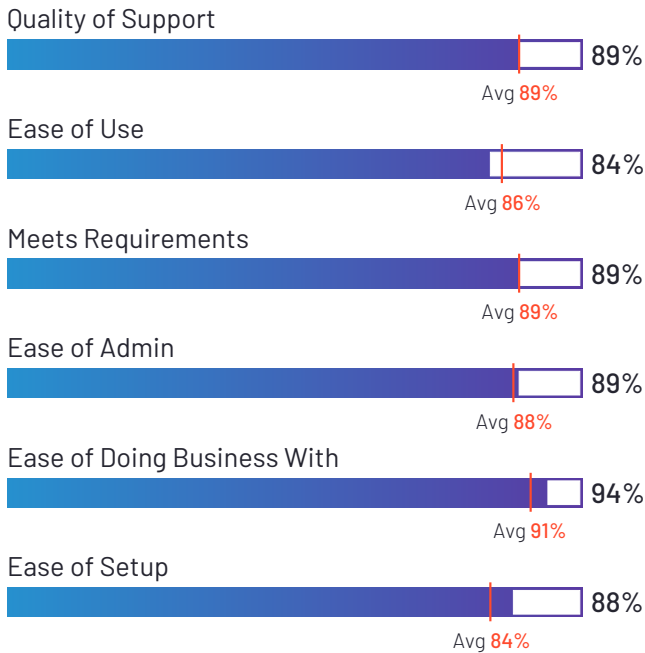User.com has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 90% of users rated it 4 or 5 stars, 86% of users believe it is headed in the right direction, and users said they would be likely to recommend User.com at a rate of 85%. User.com is also in the Live Chat, CRM, Visitor Identification, and Push Notification categories.

Satisfaction Ratings

Quality of Support
87%
Avg **89%**

Ease of Use
85%
Avg **86%**

Meets Requirements
83%
Avg **89%**

Ease of Admin
93%
Avg **88%**

Ease of Doing Business With
86%
Avg **91%**

Ease of Setup
87%
Avg **84%**

Top Industries Represented

Industry	
● Marketing and Advertising	6
● Computer Software	5
● Information Technology and Services	4
● Internet	4
● Hospitality	3

Ownership
User.com

HQ Location
Warszawa, Mazowiecki

Year Founded
2015

Employees (Listed On Linkedin)
49

Company Website
user.com

Swift Digital Suite

4.5 ★★★★½ (13)

Swift Digital Suite has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 67% of users believe it is headed in the right direction, and users said they would be likely to recommend Swift Digital Suite at a rate of 90%. Swift Digital Suite is also in the Survey category.

Satisfaction Ratings
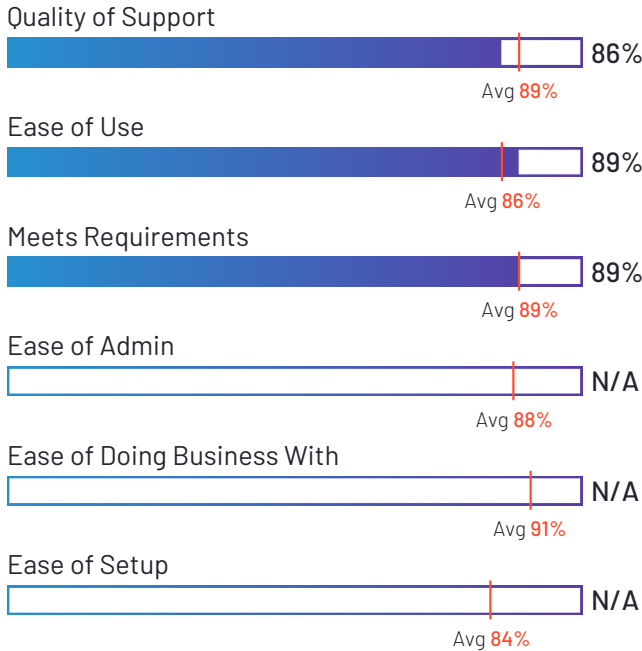
Quality of Support — 86% — Avg **89%**

Ease of Use — 89% — Avg **86%**

Meets Requirements — 89% — Avg **89%**

Ease of Admin — N/A — Avg **88%**

Ease of Doing Business With — N/A — Avg **91%**

Ease of Setup — N/A — Avg **84%**

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

- Financial Services — 2
- Information Technology and Services — 2
- Management Consulting — 2
- Education Management — 1
- Electrical/ Electronic Manufacturing — 1

Highest-Rated Features

Event / Webinar Marketing — 92% — Avg **86%**

Building and Personalizing Emails — 92% — Avg **89%**

Lead Nurturing — 91% — Avg **88%**

Lowest-Rated Features

Marketing Lead Database — 79% — Avg **88%**

Social Campaigns — 79% — Avg **85%**

Web Analytics — 79% — Avg **86%**
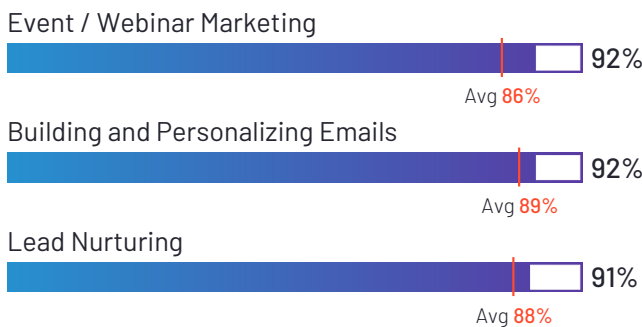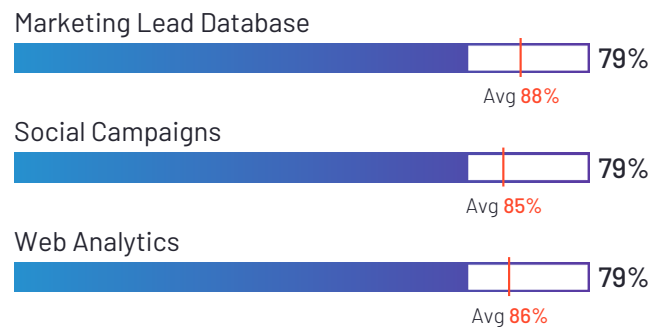
Ownership Swift Digital

HQ Location Enmore, NSW

Year Founded 2000

Employees (Listed On Linkedin) 22
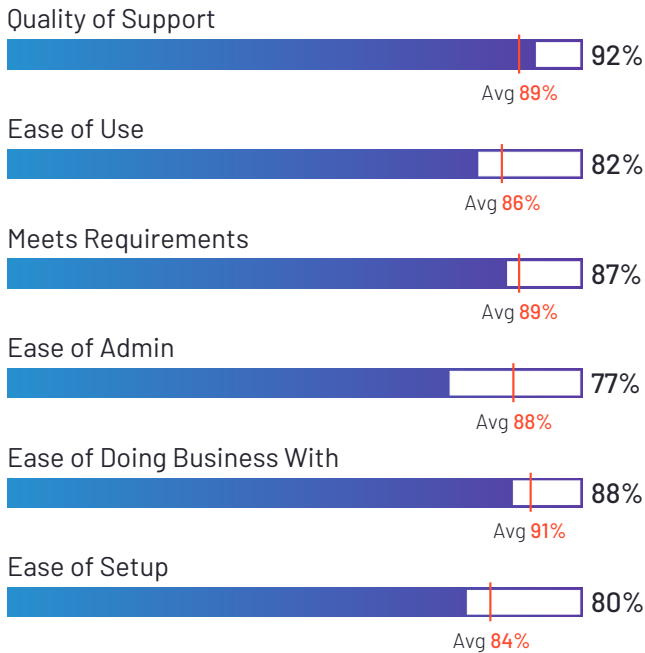
Company Website swiftdigital.com.au

Mapp Cloud

3.9 ★★★★☆ (65)

Mapp Cloud has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 75% of users rated it 4 or 5 stars, 77% of users believe it is headed in the right direction, and users said they would be likely to recommend Mapp Cloud at a rate of 77%. Mapp Cloud is also in the Marketing Platforms, Customer Data Platform (CDP), and Marketing Analytics categories.

Satisfaction Ratings

Quality of Support 81% Avg 89%
Ease of Use 75% Avg 86%
Meets Requirements 81% Avg 89%
Ease of Admin 73% Avg 88%
Ease of Doing Business With 78% Avg 91%
Ease of Setup 64% Avg 84%

Top Industries Represented

- Marketing and Advertising 12
- Retail 9
- Information Technology and Services 6
- Insurance 4
- Apparel & Fashion 3

Highest-Rated Features

Sending Outbound Emails 89% Avg 90%
Program Management 87% Avg 88%
Segmentation 86% Avg 88%

Lowest-Rated Features

Customization 59% Avg 85%
Performance and Reliability 61% Avg 88%
Workflow Capability 64% Avg 86%
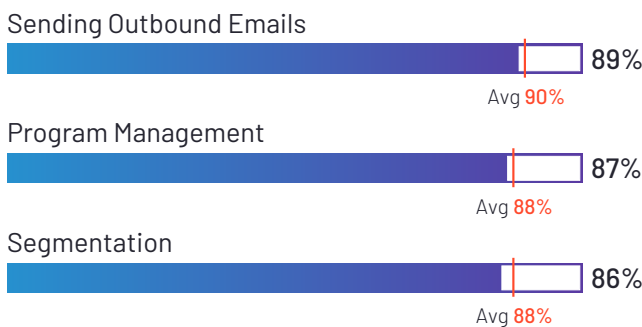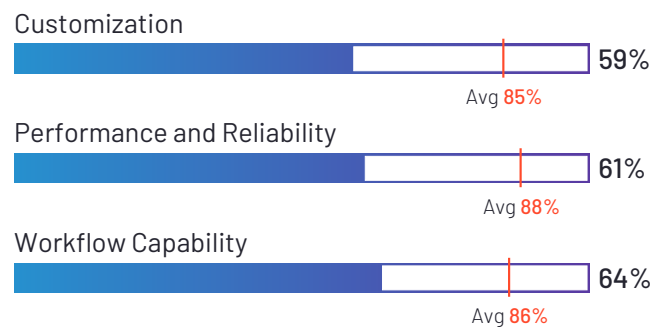
Ownership Mapp Digital
HQ Location San Diego, CA
Year Founded 2016
Employees (Listed On Linkedin) 440
Company Website mapp.com

Plumb5

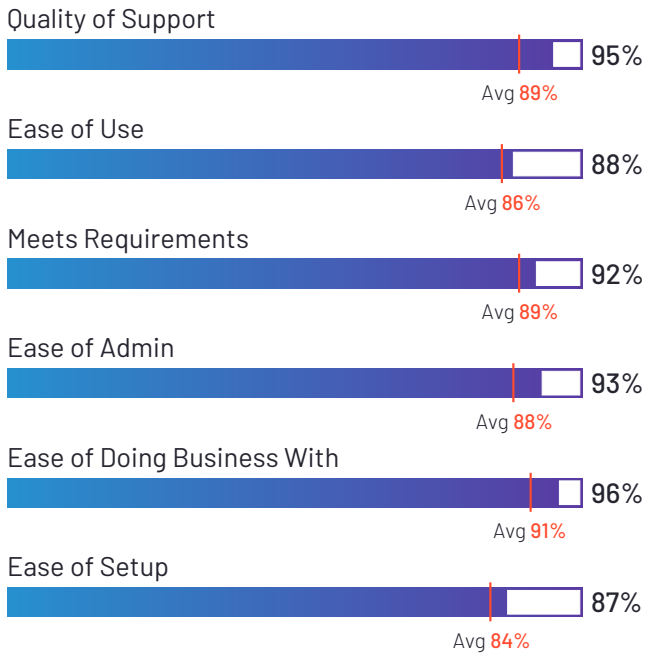**4.0** ★★★★☆ (39)

Plumb5 has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 89% of users rated it 4 or 5 stars, 97% of users believe it is headed in the right direction, and users sai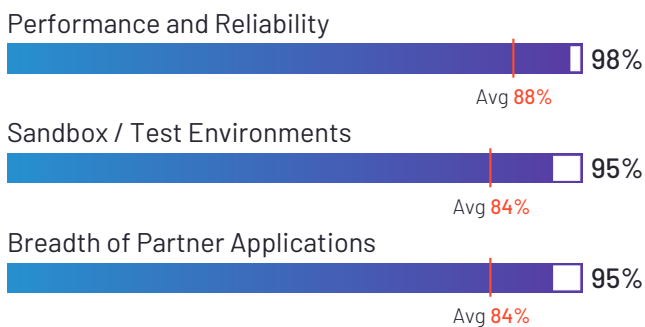d they would be likely to recommend Plumb5 at a rate of 80%. Plumb5 is also in the Customer Data Platform (CDP) category.
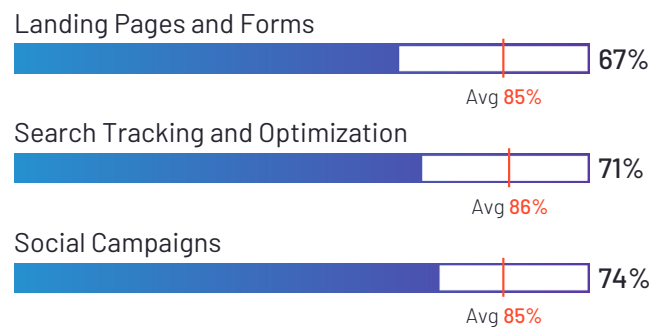
Satisfaction Ratings

Quality of Support
90%
Avg 89%

Ease of Use
79%
Avg 86%

Meets Requirements
80%
Avg 89%

Ease of Admin
77%
Avg 88%

Ease of Doing Business With
87%
Avg 91%

Ease of Setup
80%
Avg 84%

Top Industries Represented

● Real Estate	7
● Marketing and Advertising	4
● Computer Software	3
● Education Management	3
● Information Technology and Services	2

Highest-Rated Features

A/B Testing
88%
Avg 85%

Breadth of Partner Applications
86%
Avg 84%

Marketing Lead Database
85%
Avg 88%

Lowest-Rated Features

Budgeting
63%
Avg 84%

Calendaring
67%
Avg 86%

Workflow Capability
71%
Avg 86%
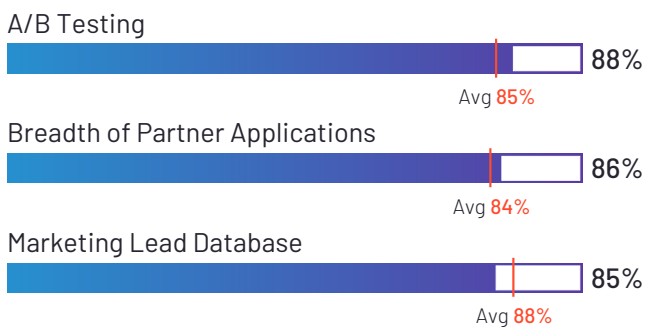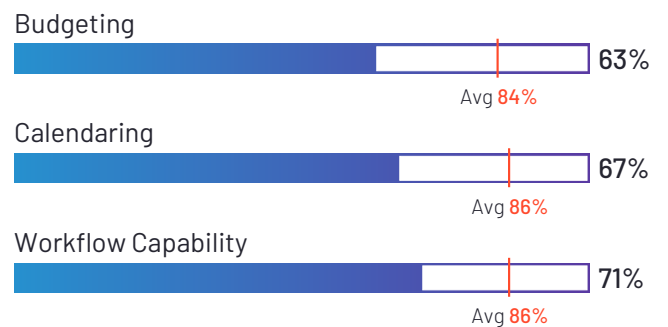
Ownership
Decisive Analytical Solutions LLC

HQ Location
Bangalore, India

Year Founded
2010

Employees (Listed On Linkedin)
30

Company Website
www.plumb5.com

eMarketeer

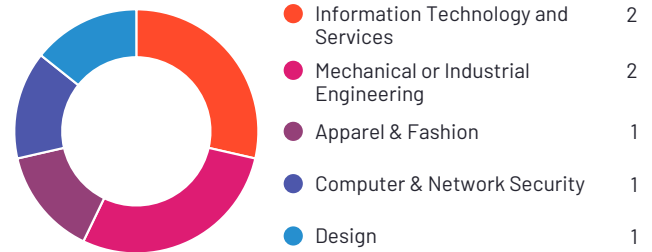**4.2** ★★★★☆ (11)

eMarketeer has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 90% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend eMarketeer at a rate of 85%. eMarketeer is also in the SMS Marketing, Landing Page Builders, Event Management Platforms, and Survey categories.

Satisfaction Ratings

Quality of Support
89%
Avg 89%

Ease of Use
87%
Avg 86%

Meets Requirements
92%
Avg 89%

Ease of Admin
N/A
Avg 88%

Ease of Doing Business With
N/A
Avg 91%

Ease of Setup
N/A
Avg 84%

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

● Information Technology and Services		2
● Marketing and Advertising		2
● Arts and Crafts		1
● Facilities Services		1
● Higher Education		1

Highest-Rated Features

Social Sharing
94%
Avg 85%

Basic Reporting
91%
Avg 87%

Budgeting
91%
Avg 84%

Lowest-Rated Features

Sending Outbound Emails
86%
Avg 90%

Automated Email Responses
86%
Avg 89%

Social Media Engagement
86%
Avg 84%
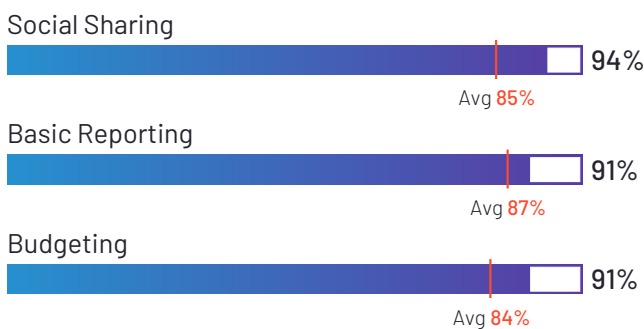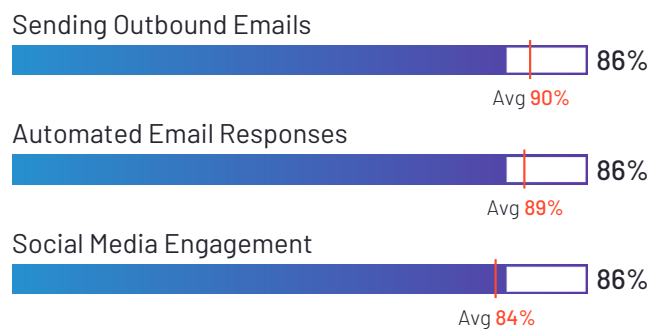
Ownership	HQ Location	Year Founded	Employees (Listed On Linkedin)	Company Website
Emarketeer	Sundbyberg	2001	12	emarketeer.com

Jumplead
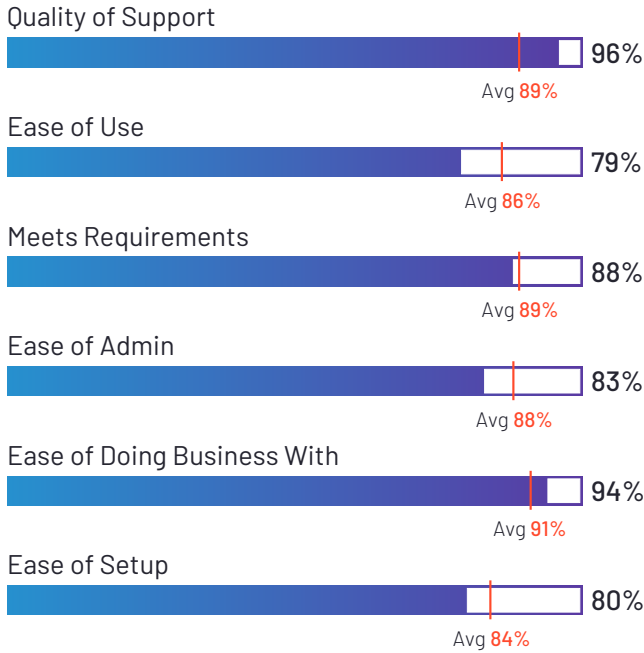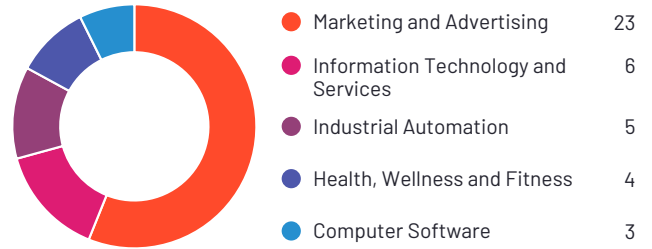
4.1 ★★★★☆ (11)

Jumplead has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Jumplead at a rate of 88%. Jumplead is also in the Live Chat category.

Satisfaction Ratings

Quality of Support
86%
Avg **89%**

Ease of Use
93%
Avg **86%**

Meets Requirements
88%
Avg **89%**

Ease of Admin
N/A
Avg **88%**

Ease of Doing Business With
N/A
Avg **91%**

Ease of Setup
N/A
Avg **84%**

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

Industry	Count
Information Technology and Services	3
Computer Hardware	1
Consumer Services	1
Events Services	1
Hospitality	1

Ownership
Jumplead

HQ Location
Leicester, Leicestershire

Employees (Listed On Linkedin)
2

Company Website
jumplead.com

SeoSamba Marketing Operating System

4.5 ★★★★⯪ (17)

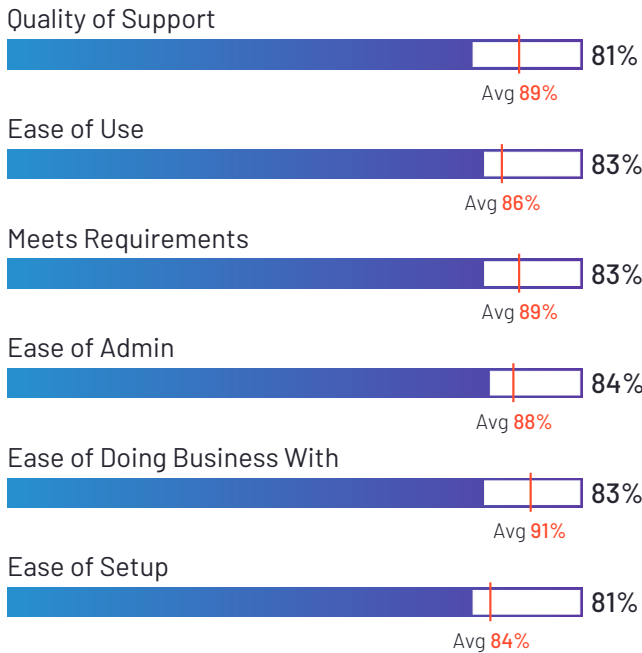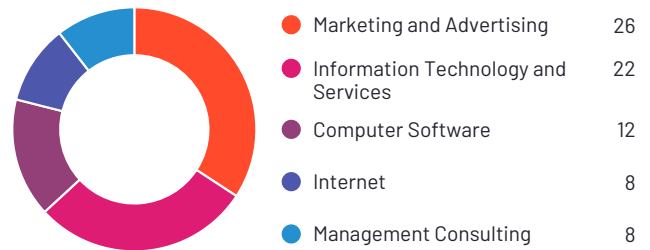SeoSamba Marketing Operating System has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 83% of users believe it is headed in the right direction, and users said they would be likely to recommend SeoSamba Marketing Operating System at a rate of 89%. SeoSamba Marketing Operating System is also in the WordPress Management Tools and SEO Tools categories.

Satisfaction Ratings
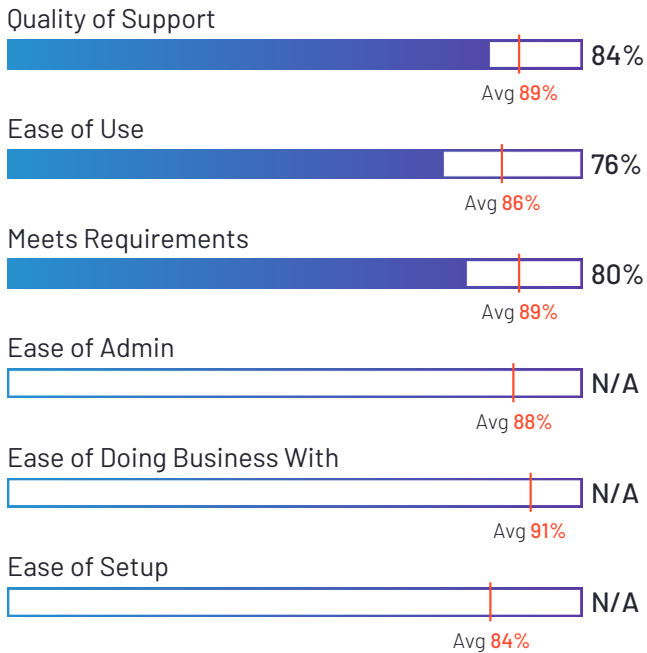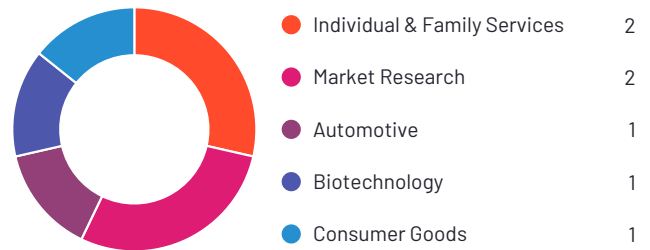
Quality of Support — 84% — Avg 89%
Ease of Use — 76% — Avg 86%
Meets Requirements — 80% — Avg 89%
Ease of Admin — N/A — Avg 88%
Ease of Doing Business With — N/A — Avg 91%
Ease of Setup — N/A — Avg 84%

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

- Individual & Family Services — 2
- Market Research — 2
- Automotive — 1
- Biotechnology — 1
- Consumer Goods — 1

Ownership SeoSamba
HQ Location Dover, DE
Year Founded 2008
Employees (Listed On Linkedin) 51
Company Website seosamba.com

Kartra

3.9 ★★★★☆ (53)

Kartra has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 80% of users rated it 4 or 5 stars, 80% of users believe it is headed in the right direction, and users said they would be likely to recommend Kartra at a rate of 79%. Kartra is also in the Email Template Builder, Online Form Builder, Landing Page Builders, A/B Testing, Website Builder, Live Chat, Pop-Up Builder, Lead Capture, and Lead Scoring categories.

Satisfaction Ratings

Quality of Support
77%
Avg 89%

Ease of Use
78%
Avg 86%

Meets Requirements
84%
Avg 89%

Ease of Admin
78%
Avg 88%

Ease of Doing Business With
75%
Avg 91%

Ease of Setup
75%
Avg 84%

Top Industries Represented

- Marketing and Advertising — 16
- Health, Wellness and Fitness — 7
- Professional Training & Coaching — 5
- Information Technology and Services — 3
- Design — 2

Highest-Rated Features

Event / Webinar Marketing
96%
Avg 86%

Marketing Lead Database
90%
Avg 88%

Lead Nurturing
89%
Avg 88%

Lowest-Rated Features

Social Listening
54%
Avg 83%

Social Media Advertising
59%
Avg 84%

Social Sharing
63%
Avg 85%

Ownership
Genesis Digital, LLC

HQ Location
La Jolla, CA

Year Founded
2013

Employees (Listed On Linkedin)
89

Company Website
genesisdigital.co

OutboundEngine

3.8 ★★★★☆ (150)

OutboundEngine has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 76% of users rated it 4 or 5 stars, 71% of users believe it is headed in the right direction, and users said they would be likely to recommend OutboundEngine at a rate of 75%. OutboundEngine is also in the Mobile Marketing, Online Reputation Management, Live Chat, and Social Media Advertising categories.

Satisfaction Ratings

Quality of Support
83%
Avg **89%**

Ease of Use
84%
Avg **86%**

Meets Requirements
78%
Avg **89%**

Ease of Admin
86%
Avg **88%**

Ease of Doing Business With
86%
Avg **91%**

Ease of Setup
86%
Avg **84%**

Top Industries Represented

● Real Estate	79
● Insurance	22
● Financial Services	10
● Marketing and Advertising	10
● Health, Wellness and Fitness	3

Highest-Rated Features

Integration APIs
97%
Avg **86%**

Data Import & Export Tools
95%
Avg **87%**

Budgeting
89%
Avg **84%**

Lowest-Rated Features

ROI Analytics
64%
Avg **84%**

Revenue Analytics
68%
Avg **84%**

SEO / Keyword Analytics
69%
Avg **83%**
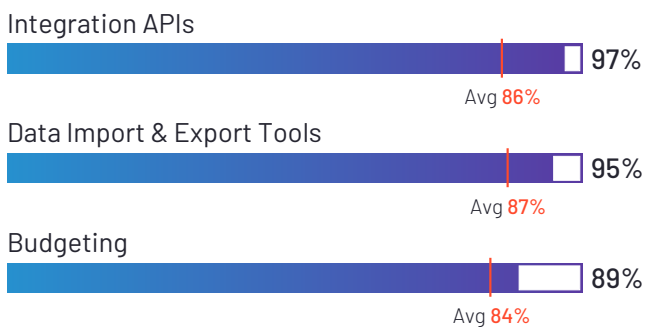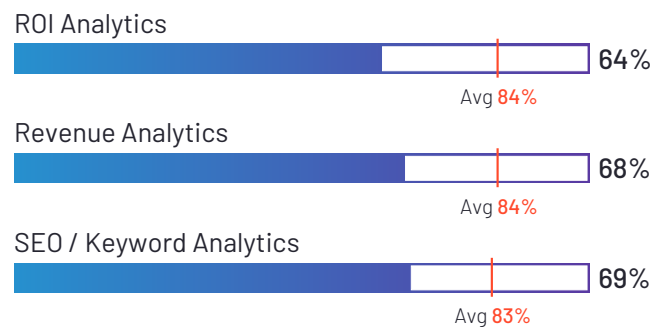
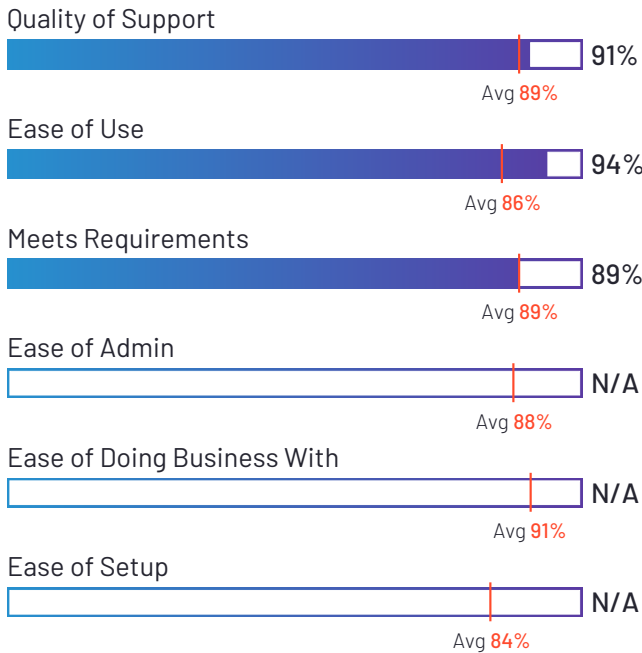| Ownership	HQ Location	Year Founded	Employees (Listed On Linkedin)	Company Website
OutboundEngine	Austin, Texas	2012	229	outboundengine.com

Ayna

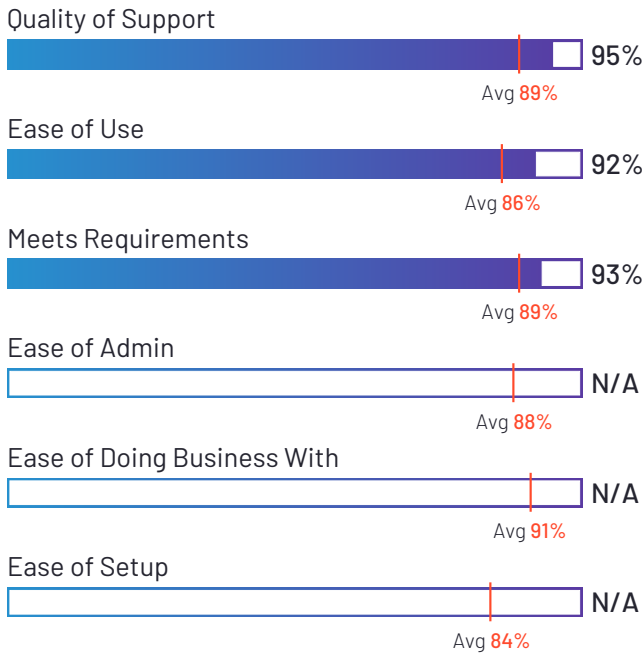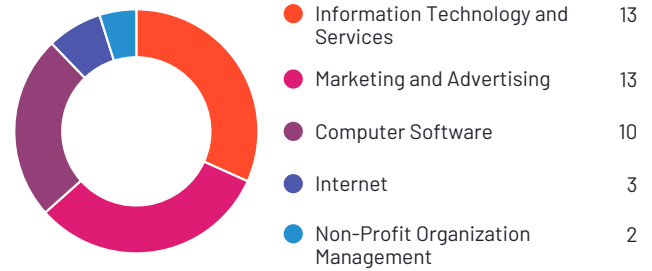**4.5** ★★★★½ (12)

Ayna has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 80% of users believe it is headed in the right direction, and users said they would be likely to recommend Ayna at a rate of 91%.

Satisfaction Ratings

Quality of Support **94%** Avg **89%**
Ease of Use **86%** Avg **86%**
Meets Requirements **96%** Avg **89%**
Ease of Admin **N/A** Avg **88%**
Ease of Doing Business With **N/A** Avg **91%**
Ease of Setup **N/A** Avg **84%**

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

- Computer & Network Security — 2
- Financial Services — 2
- Biotechnology — 1
- Construction — 1
- Events Services — 1

Highest-Rated Features

Social Campaigns **98%** Avg **85%**
Dynamic Content **97%** Avg **86%**
Online Behavior Tracking **96%** Avg **87%**

Lowest-Rated Features

Segmentation **89%** Avg **88%**
Calendaring **89%** Avg **86%**
Building and Personalizing Emails **90%** Avg **89%**
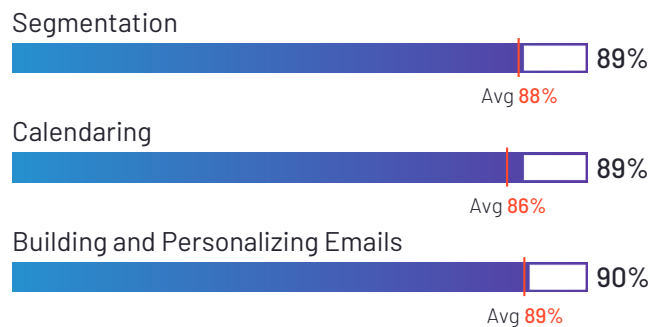
Ownership Ayna
HQ Location Nashua, NH
Year Founded 1997
Employees (Listed On Linkedin) 32
Company Website www.ayna.com

eTrigue

4.2 ★★★★☆ (43)

eTrigue has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 91% of users rated it 4 or 5 stars, 81% of users believe it is headed in the right direction, and users said they would be likely to recommend eTrigue at a rate of 85%.

Satisfaction Ratings

Quality of Support
93%
Avg 89%

Ease of Use
89%
Avg 86%

Meets Requirements
88%
Avg 89%

Ease of Admin
90%
Avg 88%

Ease of Doing Business With
94%
Avg 91%

Ease of Setup
86%
Avg 84%

Top Industries Represented

Industry	
● Information Technology and Services	8
● Computer Software	6
● Computer Hardware	2
● Electrical/ Electronic Manufacturing	2
● Hospital & Health Care	2

Highest-Rated Features

Event / Webinar Marketing
92%
Avg 86%

Automated Email Responses
91%
Avg 89%

User, Role, and Access Management
90%
Avg 88%

Lowest-Rated Features

Revenue Analytics
73%
Avg 84%

Breadth of Partner Applications
73%
Avg 84%

SEO / Keyword Analytics
74%
Avg 83%

Ownership
eTrigue

HQ Location
San Jose, CA

Year Founded
2011

Employees (Listed On Linkedin)
4

Company Website
etrigue.com

Zymplify

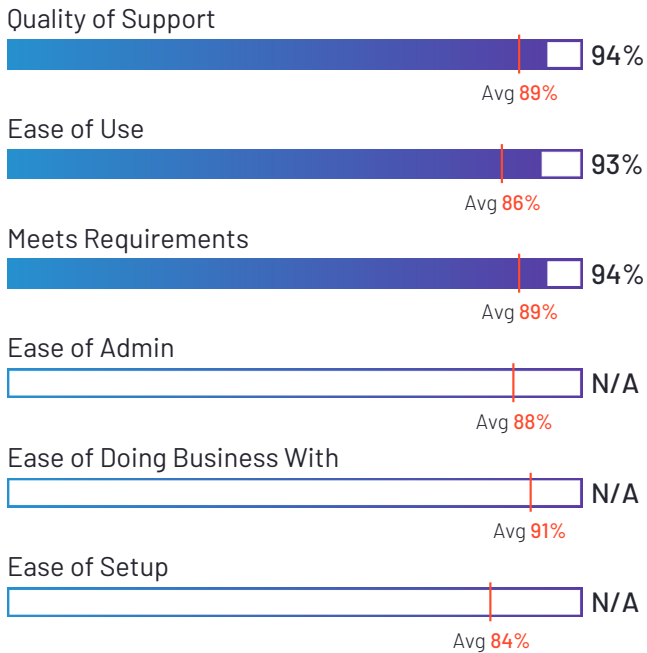**4.3** ★★★★½ (100)

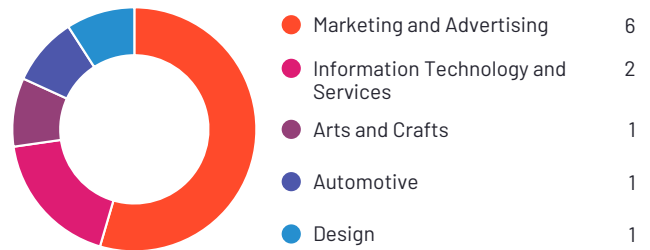Zymplify has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 88% of users rated it 4 or 5 stars, 95% of users believe it is headed in the right direction, and users said they would be likely to recommend Zymplify at a rate of 85%. Zymplify is also in the Buyer Intent Data Providers category.
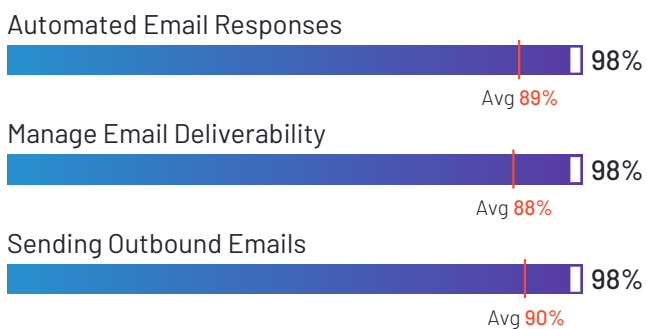
Satisfaction Ratings

Quality of Support
89%
Avg 89%

Ease of Use
83%
Avg 86%

Meets Requirements
84%
Avg 89%

Ease of Admin
85%
Avg 88%

Ease of Doing Business With
94%
Avg 91%

Ease of Setup
86%
Avg 84%

Top Industries Represented

● Marketing and Advertising	16
● Computer Software	10
● Information Technology and Services	10
● Financial Services	5
● Accounting	3

Highest-Rated Features

User, Role, and Access Management
91%
Avg 88%

Lead Nurturing
90%
Avg 88%

Landing Pages and Forms
90%
Avg 85%

Lowest-Rated Features

SEO / Keyword Analytics
80%
Avg 83%

Budgeting
82%
Avg 84%

Manage Email Deliverability
83%
Avg 88%

Ownership
Zymplify Limited

HQ Location
Portstewart, Ireland

Year Founded
2012

Employees (Listed On Linkedin)
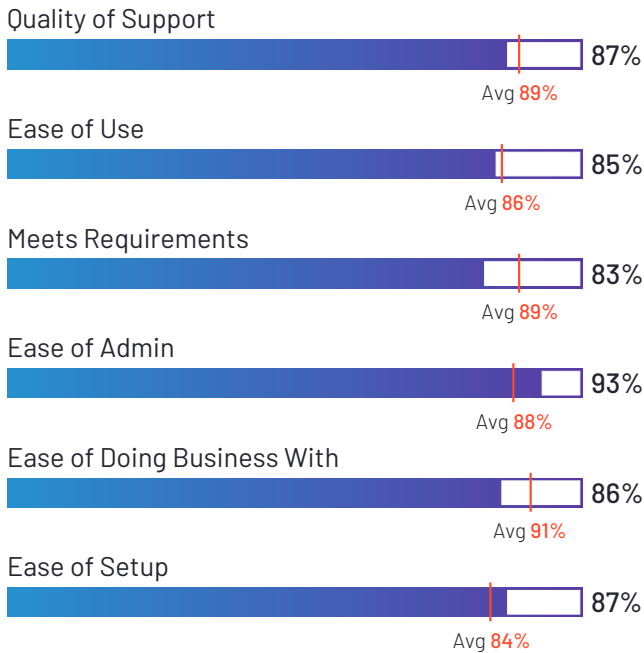33

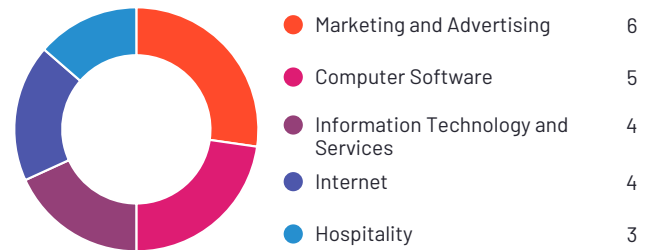**Company Website**
zymplify.com

Makesbridge

4.5 ★★★★½ (16)

Makesbridge has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Makesbridge at a rate of 90%.

Satisfaction Ratings

Quality of Support
95%
Avg 89%

Ease of Use
94%
Avg 86%

Meets Requirements
94%
Avg 89%

Ease of Admin
93%
Avg 88%

Ease of Doing Business With
95%
Avg 91%

Ease of Setup
98%
Avg 84%

Top Industries Represented

● Marketing and Advertising	5
● Accounting	1
● Airlines/ Aviation	1
● Computer & Network Security	1
● Computer Hardware	1

Highest-Rated Features

Segmentation
94%
Avg 88%

Basic Reporting
92%
Avg 87%

CRM Lead Integration
92%
Avg 87%

Lowest-Rated Features

Sending Outbound Emails
84%
Avg 90%

Manage Email Deliverability
84%
Avg 88%

A/B Testing
86%
Avg 85%

Ownership	**HQ Location**	**Year Founded**	**Employees (Listed On Linkedin)**	**Company Website**
Makesbridge	Saratoga Village, CA	2001	15	makesbridge.com

Kulea.ma

4.6 ⭐⭐⭐⭐⯪ (22)

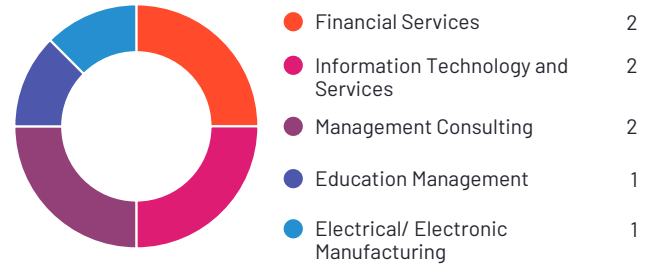Kulea.ma has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 95% of users believe it is headed in the right direction, and users said they would be likely to recommend Kulea.ma at a rate of 92%.

Satisfaction Ratings

Quality of Support
99%
Avg **89%**

Ease of Use
87%
Avg **86%**

Meets Requirements
91%
Avg **89%**

Ease of Admin
N/A
Avg **88%**

Ease of Doing Business With
N/A
Avg **91%**

Ease of Setup
N/A
Avg **84%**

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

● Staffing and Recruiting	5
● Marketing and Advertising	4
● Events Services	2
● Chemicals	1
● Computer Software	1

Highest-Rated Features

Automated Email Responses
96%
Avg **89%**

Dynamic Content
95%
Avg **86%**

Sending Outbound Emails
94%
Avg **90%**

Lowest-Rated Features

ROI Analytics
73%
Avg **84%**

A/B Testing
77%
Avg **85%**

Revenue Analytics
79%
Avg **84%**
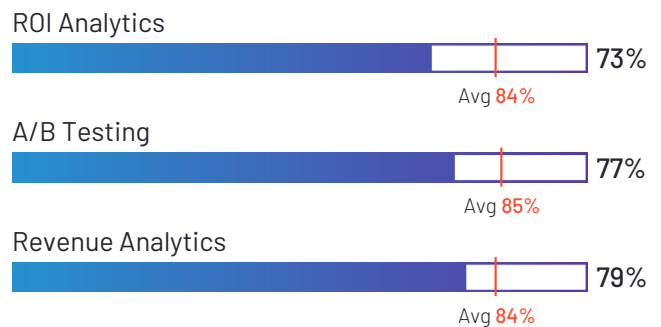
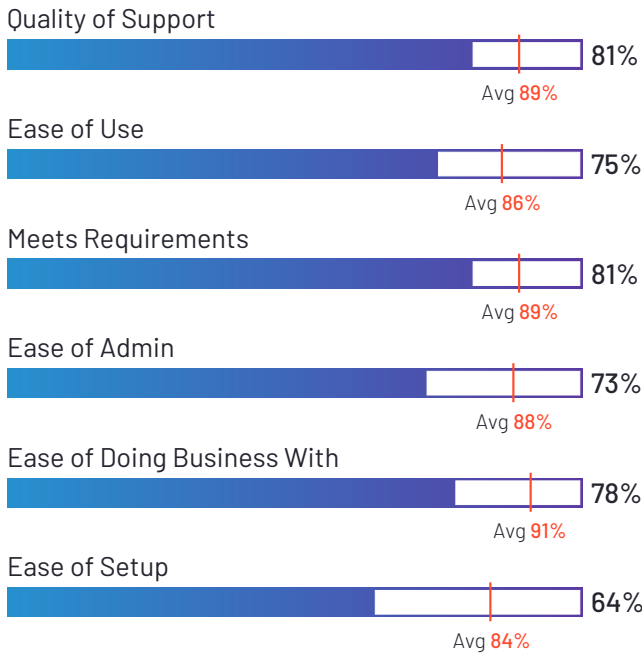| Ownership	HQ Location	Year Founded	Employees (Listed On Linkedin)	Company Website
Kulea.ma	Milton Keynes, United Kingdom	2015	7	kulea.ma

Wishpond

3.6 ★★★☆☆ (154)

Wishpond has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 83% of users rated it 4 or 5 stars, 83% of users believe it is headed in the right direction, and users said they would be likely to recommend Wishpond at a rate of 78%. Wishpond is also in the Pop-Up Builder, Sweepstakes, and Landing Page Builders categories.

Satisfaction Ratings

Quality of Support
83%
Avg 89%

Ease of Use
81%
Avg 86%

Meets Requirements
82%
Avg 89%

Ease of Admin
83%
Avg 88%

Ease of Doing Business With
87%
Avg 91%

Ease of Setup
87%
Avg 84%

Top Industries Represented

● Marketing and Advertising		20
● Health, Wellness and Fitness		11
● Professional Training & Coaching		5
● Retail		4
● Consumer Electronics		3

Highest-Rated Features

Landing Pages and Forms
88%
Avg 85%

Mobile Optimized
85%
Avg 87%

Dynamic Content
81%
Avg 86%

Lowest-Rated Features

Calendaring
43%
Avg 86%

Integration APIs
54%
Avg 86%

Breadth of Partner Applications
54%
Avg 84%

Ownership
Wishpond

HQ Location
Vancouver, British Columbia

Year Founded
2009

Employees (Listed On Linkedin)
230

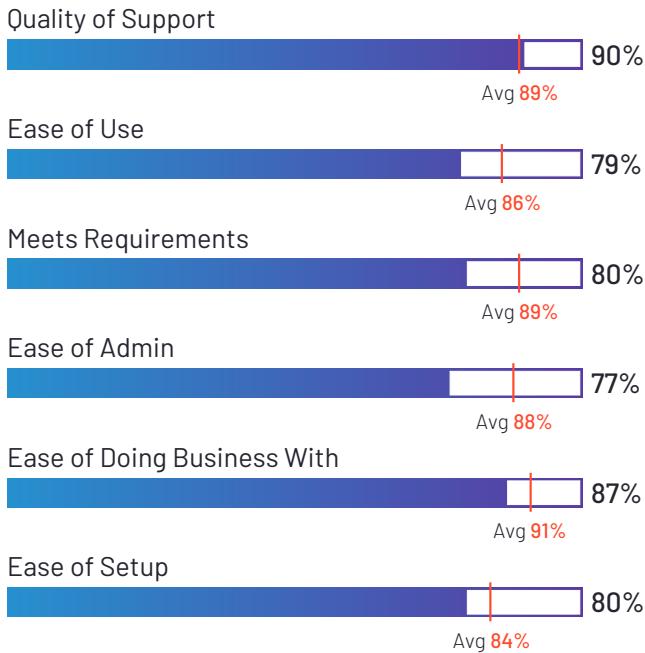**Company Website**
wishpond.com

Insightly Marketing

3.5 ★★★⯪☆ (10)

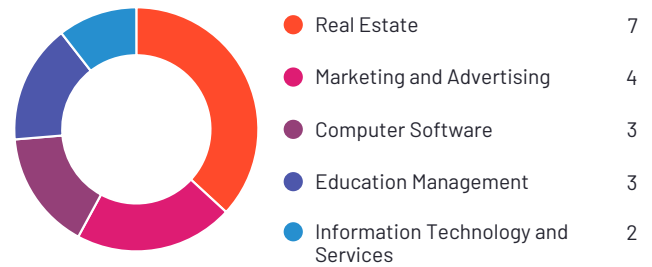Insightly Marketing has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 70% of users rated it 4 or 5 stars, 67% of users believe it is headed in the right direction, and users said they would be likely to recommend Insightly Marketing at a rate of 69%.

Satisfaction Ratings

Quality of Support
71%
Avg **89%**

Ease of Use
79%
Avg **86%**

Meets Requirements
79%
Avg **89%**

Ease of Admin
N/A
Avg **88%**

Ease of Doing Business With
N/A
Avg **91%**

Ease of Setup
N/A
Avg **84%**

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

● Computer Software	3
● Consumer Services	1
● Financial Services	1
● Information Technology and Services	1
● Marketing and Advertising	1

Ownership
Insightly

HQ Location
San Francisco, CA

Year Founded
2009

Employees (Listed On Linkedin)
136

Company Website
insightly.com

MioDatos

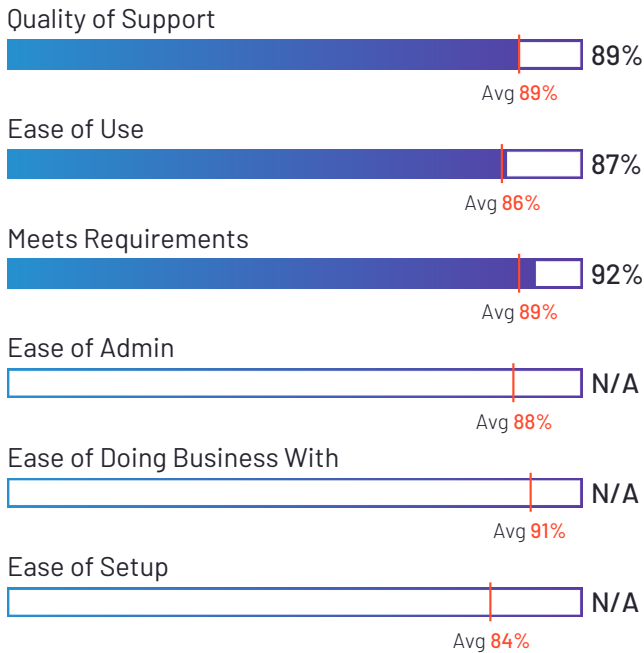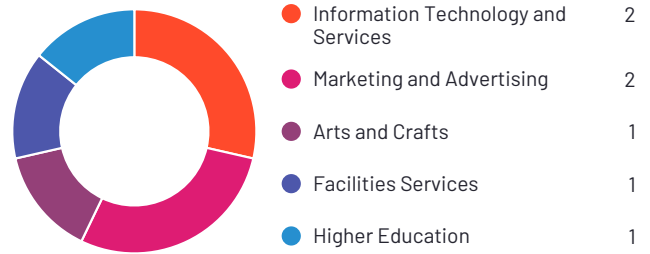**4.1** ★★★★☆ (22)

MioDatos has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 90% of users rated it 4 or 5 stars, 90% of users believe it is headed in the right direction, and users said they would be likely to recommend MioDatos at a rate of 82%. MioDatos is also in the Through-Channel Marketing category.
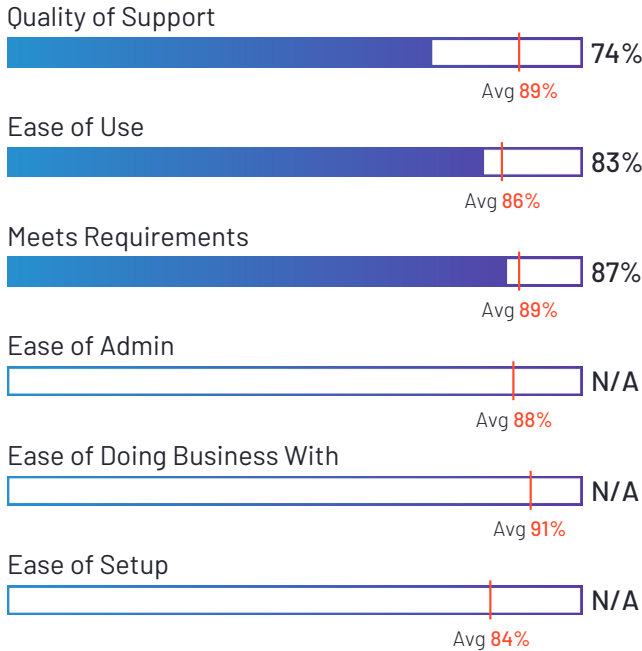
Satisfaction Ratings

Quality of Support — 74%
Avg **89%**

Ease of Use — 83%
Avg **86%**

Meets Requirements — 87%
Avg **89%**

Ease of Admin — N/A
Avg **88%**

Ease of Doing Business With — N/A
Avg **91%**

Ease of Setup — N/A
Avg **84%**

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

- Marketing and Advertising — 6
- Apparel & Fashion — 2
- Information Technology and Services — 2
- Alternative Dispute Resolution — 1
- Computer Software — 1

Highest-Rated Features

Data Quality Management — 89%
Avg **87%**

Social Campaigns — 88%
Avg **85%**

Mobile Optimized — 86%
Avg **87%**

Lowest-Rated Features

Dynamic Content — 67%
Avg **86%**

A/B Testing — 68%
Avg **85%**

Landing Pages and Forms — 75%
Avg **85%**
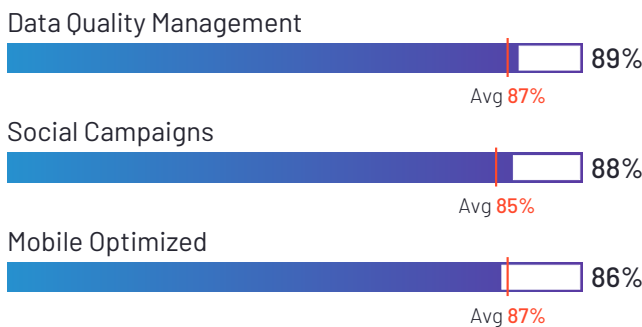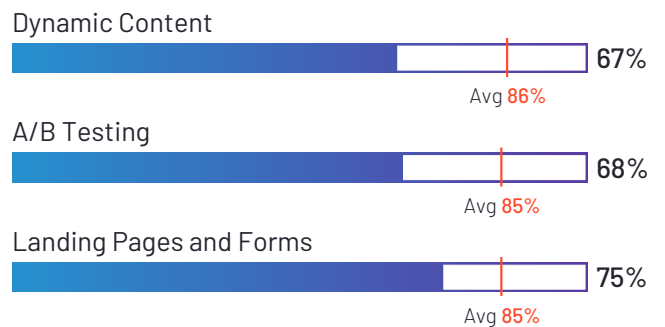
Ownership
Computer Market Research

HQ Location
San Diego, CA

Year Founded
2012

Employees (Listed On Linkedin)
1

Company Website
miodatos.com

EshopsWithIQ

4.3 ★★★★⯨ (11)

EshopsWithIQ has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 88% of users believe it is headed in the right direction, and users said they would be likely to recommend EshopsWithIQ at a rate of 85%.

Satisfaction Ratings
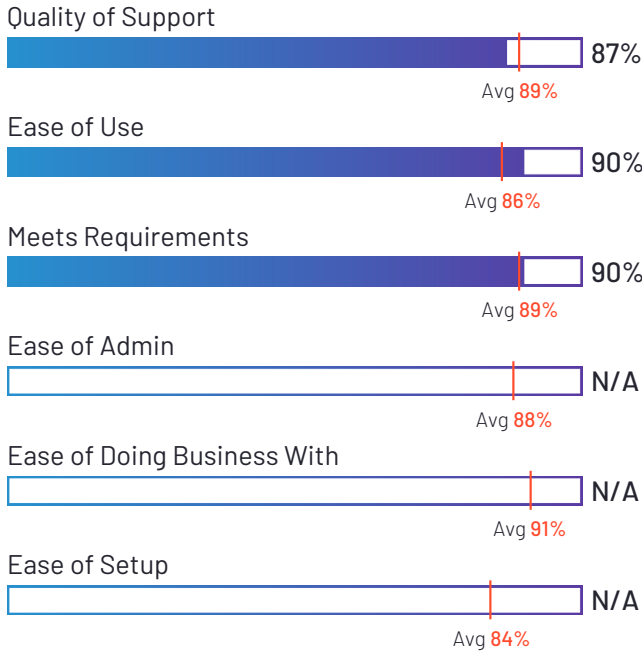
Quality of Support — 87%
Avg **89%**

Ease of Use — 90%
Avg **86%**

Meets Requirements — 90%
Avg **89%**

Ease of Admin — N/A
Avg **88%**

Ease of Doing Business With — N/A
Avg **91%**

Ease of Setup — N/A
Avg **84%**

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

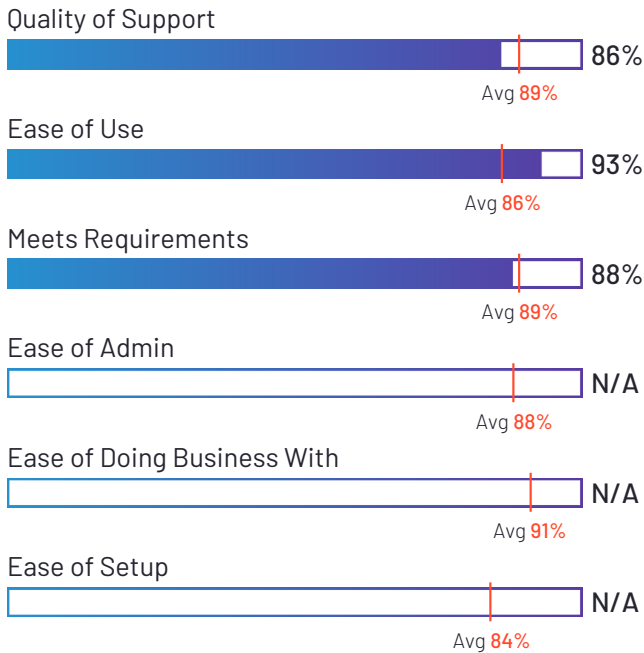| Industry	Count
Apparel & Fashion	3
Business Supplies and Equipment	1
Consumer Electronics	1
Financial Services	1
Information Technology and Services	1

Highest-Rated Features

SEO / Keyword Analytics — 94%
Avg **83%**

Social Media Engagement — 94%
Avg **84%**

Social Media Advertising — 93%
Avg **84%**

Lowest-Rated Features

Manage Email Deliverability — 74%
Avg **88%**

ROI Analytics — 77%
Avg **84%**

Sandbox / Test Environments — 77%
Avg **84%**
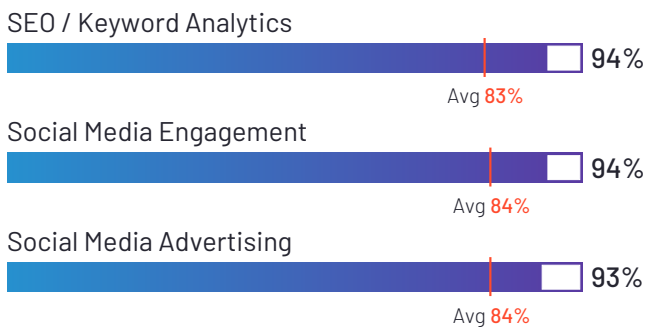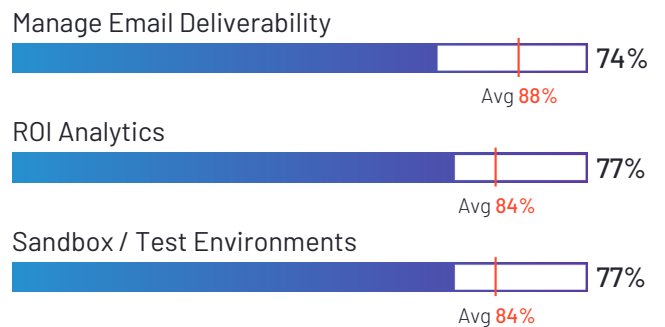
Ownership
EshopsWithIQ

HQ Location
Athens, Attiki

Employees (Listed On Linkedin)
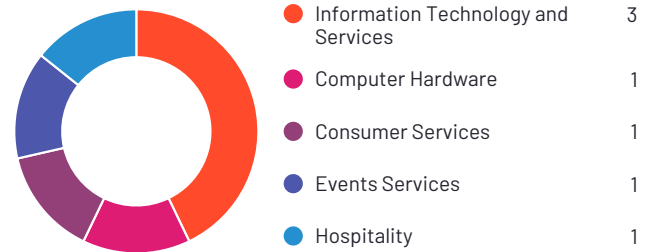1

Company Website
eshopswithiq.com

Clastic

4.4 ★★★★½ (13)

Clastic has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 57% of users believe it is headed in the right direction, and users said they would be likely to recommend Clastic at a rate of 86%. Clastic is also in the Email Template Builder and CRM categories.
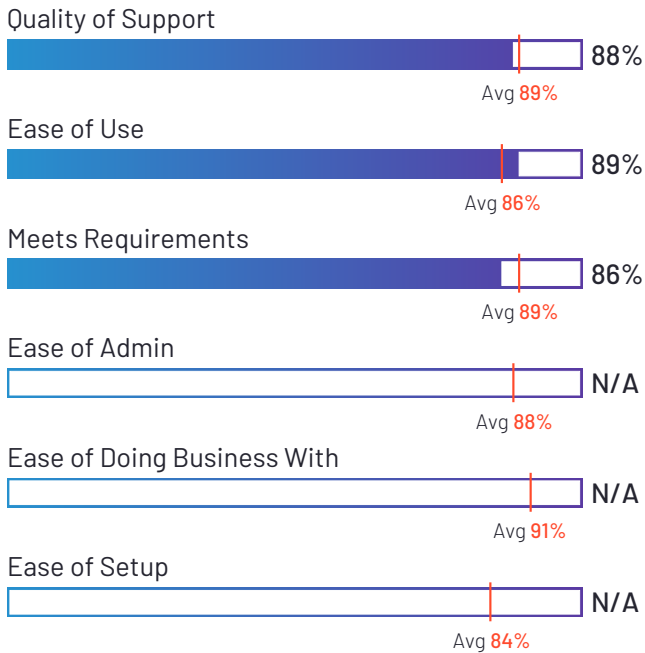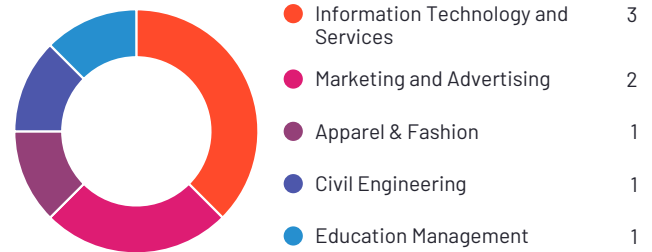
Satisfaction Ratings

Quality of Support
88%
Avg **89%**

Ease of Use
89%
Avg **86%**

Meets Requirements
86%
Avg **89%**

Ease of Admin
N/A
Avg **88%**

Ease of Doing Business With
N/A
Avg **91%**

Ease of Setup
N/A
Avg **84%**

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

●	Information Technology and Services	3
●	Marketing and Advertising	2
●	Apparel & Fashion	1
●	Civil Engineering	1
●	Education Management	1

Highest-Rated Features

Basic Reporting
90%
Avg **87%**

Dynamic Content
88%
Avg **86%**

Manage Email Deliverability
88%
Avg **88%**

Lowest-Rated Features

Revenue Analytics
76%
Avg **84%**

Lead Scoring and Grading
77%
Avg **86%**

CRM Lead Integration
77%
Avg **87%**
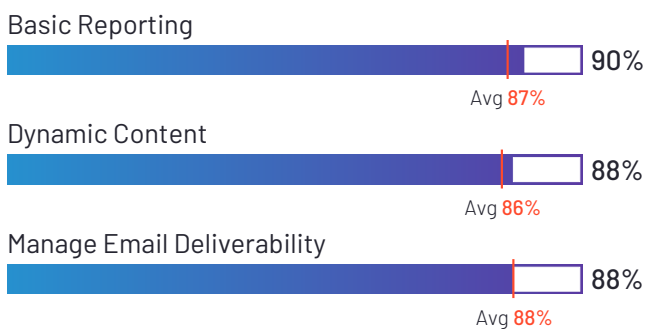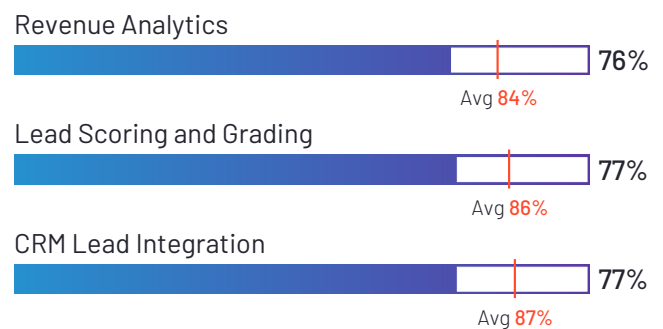
Ownership
Clastic

HQ Location
Omaha, NE

Employees (Listed On Linkedin)
3

Company Website
clastic.com

SalesPanda

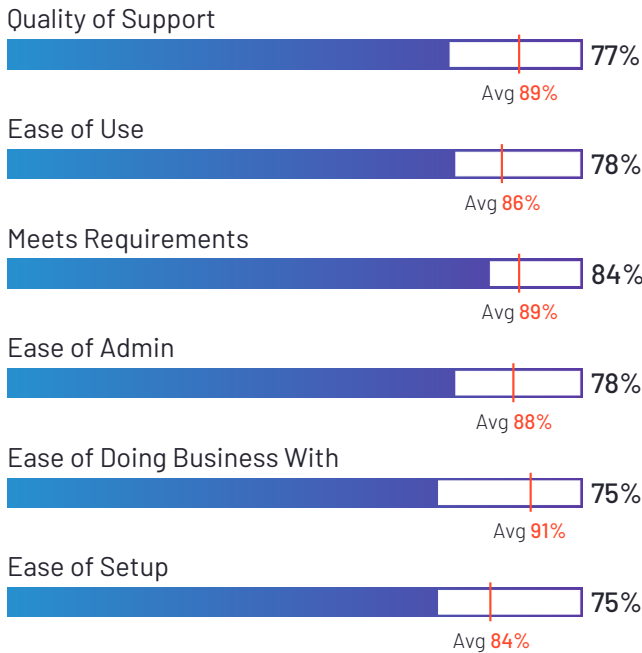**4.0** ★★★★☆ (16)

SalesPanda has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 73% of users rated it 4 or 5 stars, 90% of users believe it is headed in the right direction, and users said they would be likely to recommend SalesPanda at a rate of 80%. SalesPanda is also in the Content Distribution and Sales Enablement categories.
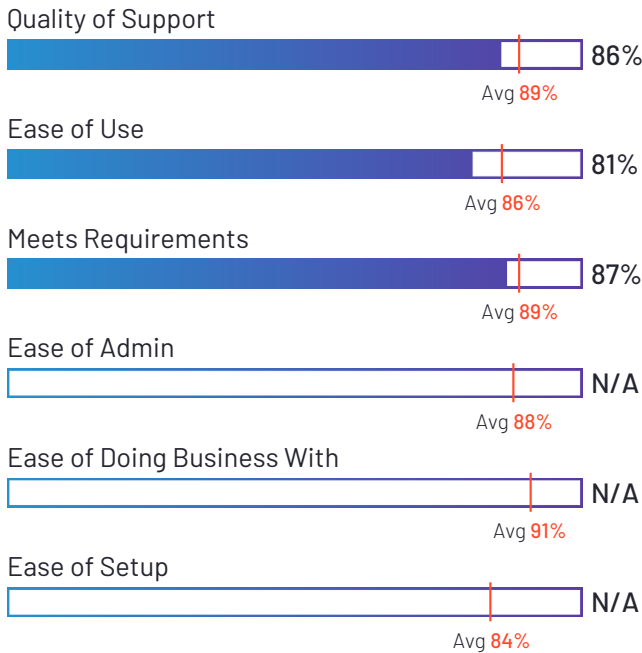
Satisfaction Ratings

Quality of Support
86%
Avg **89%**

Ease of Use
81%
Avg **86%**

Meets Requirements
87%
Avg **89%**

Ease of Admin
N/A
Avg **88%**

Ease of Doing Business With
N/A
Avg **91%**

Ease of Setup
N/A
Avg **84%**

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

● Marketing and Advertising	3
● Accounting	1
● Airlines/ Aviation	1
● Computer & Network Security	1
● Food & Beverages	1

Highest-Rated Features

Social Campaigns
91%
Avg **85%**

Social Sharing
89%
Avg **85%**

Sending Outbound Emails
88%
Avg **90%**

Lowest-Rated Features

Segmentation
69%
Avg **88%**

Lead Scoring and Grading
73%
Avg **86%**

ROI Analytics
75%
Avg **84%**
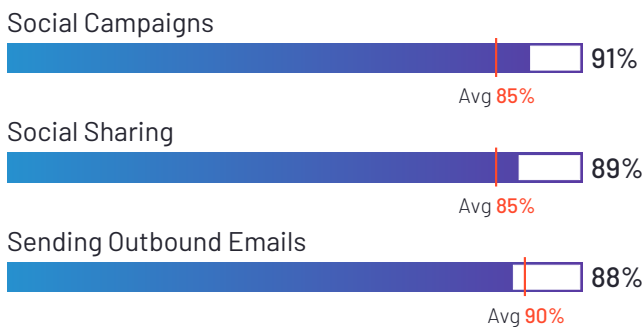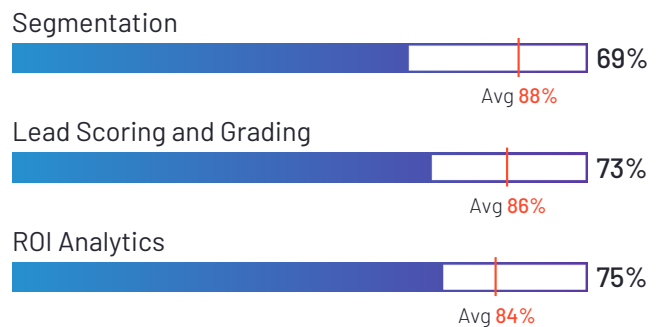
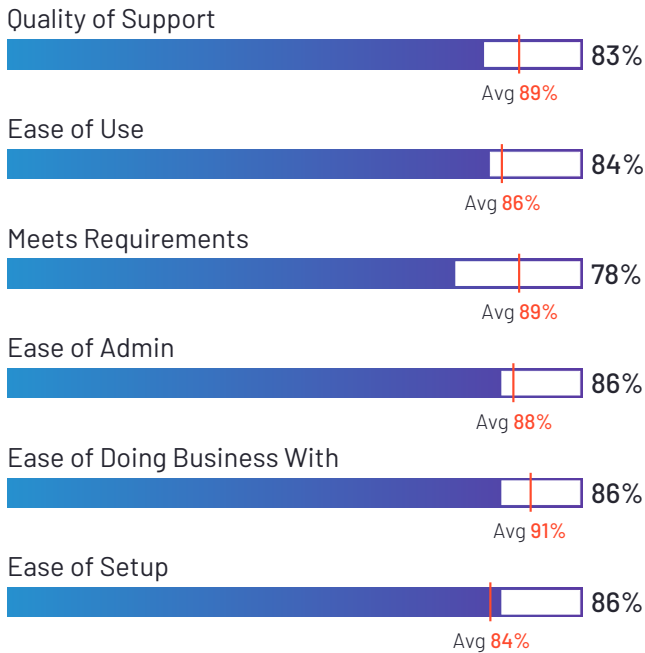| Ownership	HQ Location	Year Founded	Employees (Listed On Linkedin)	Company Website
CMS Products	Mission Viejo, CA	1983	21	cmsproducts.com

Camp Automation

4.5 ★★★★½ (12)

Camp Automation has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 92% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Camp Automation at a rate of 91%. Camp Automation is also in the Through-Channel Marketing category.
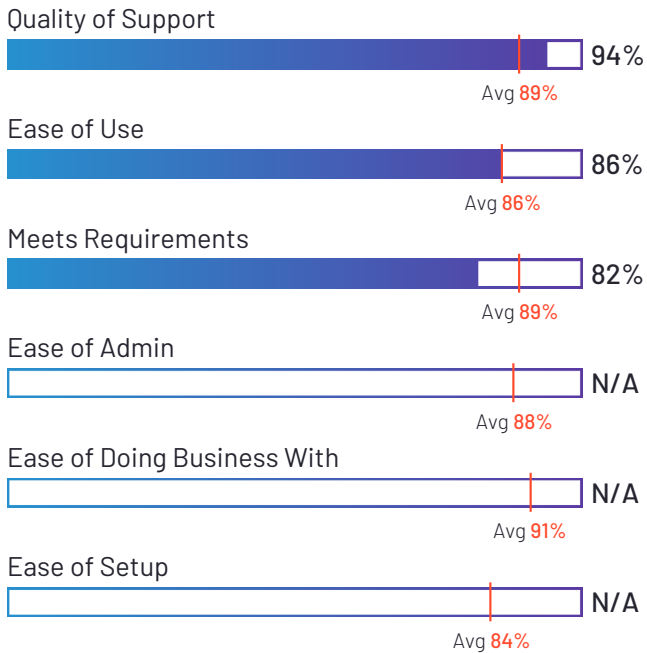
Satisfaction Ratings

Quality of Support
94%
Avg **89%**

Ease of Use
86%
Avg **86%**

Meets Requirements
82%
Avg **89%**

Ease of Admin
N/A
Avg **88%**

Ease of Doing Business With
N/A
Avg **91%**

Ease of Setup
N/A
Avg **84%**

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

● Marketing and Advertising   3
● Education Management   2
● Accounting   1
● Automotive   1
● Computer Software   1
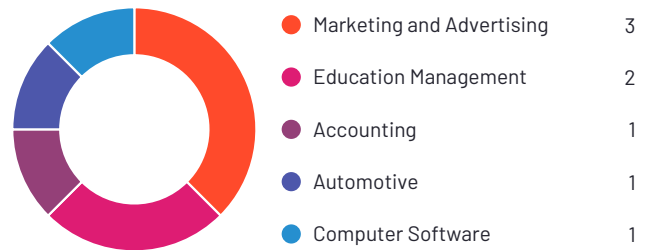
Ownership
Camp Automation

HQ Location
Bangalore, Karnataka

Employees (Listed On Linkedin)
13

Company Website
campautomation.com

MarketingLeo

4.0 ★★★★☆ (12)

MarketingLeo has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 90% of users rated it 4 or 5 stars, 78% of users believe it is headed in the right direction, and users said they would be likely to recommend MarketingLeo at a rate of 80%.

Satisfaction Ratings
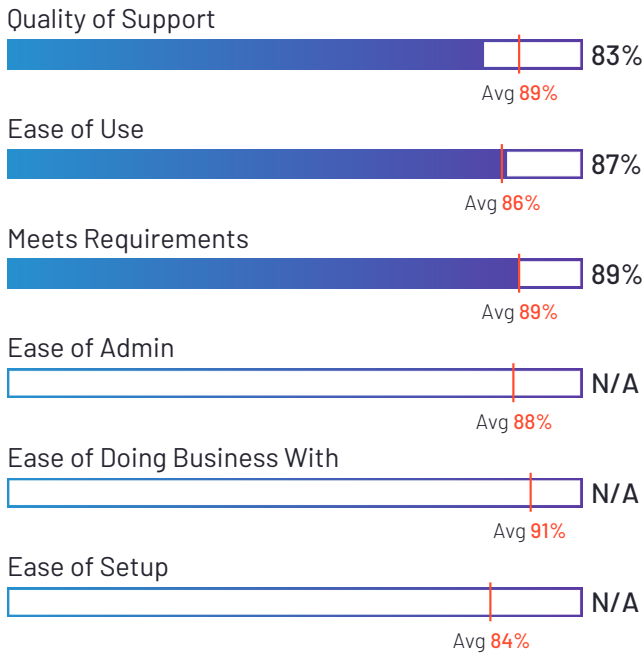
Quality of Support
83%
Avg 89%

Ease of Use
87%
Avg 86%

Meets Requirements
89%
Avg 89%

Ease of Admin
N/A
Avg 88%

Ease of Doing Business With
N/A
Avg 91%

Ease of Setup
N/A
Avg 84%

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

● Marketing and Advertising		3
● Information Technology and Services		2
● Broadcast Media		1
● Consumer Electronics		1
● Internet		1

Highest-Rated Features

Online Behavior Tracking
93%
Avg 87%

Marketing Lead Database
92%
Avg 88%

Program Management
90%
Avg 88%

Lowest-Rated Features

A/B Testing
78%
Avg 85%

ROI Analytics
78%
Avg 84%

Segmentation
82%
Avg 88%
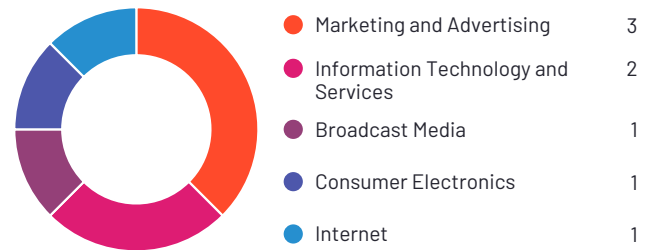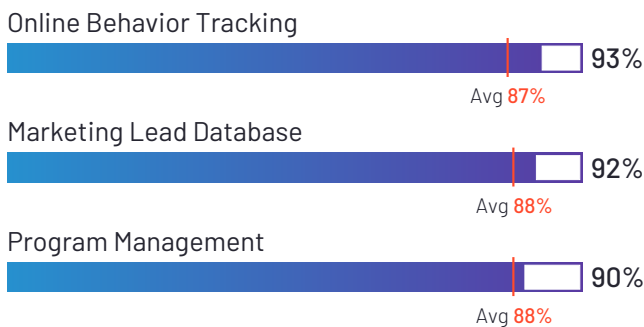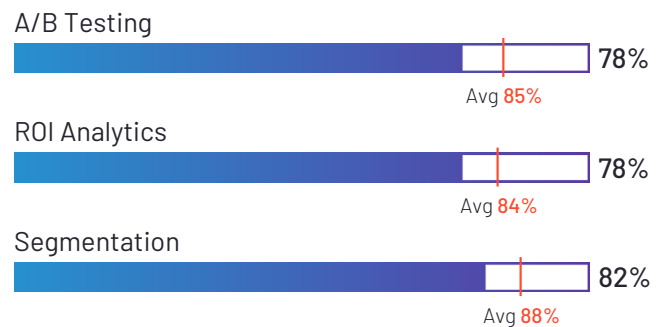
Ownership
MarketingLeo

HQ Location
Bengaluru, India

Employees (Listed On Linkedin)
2

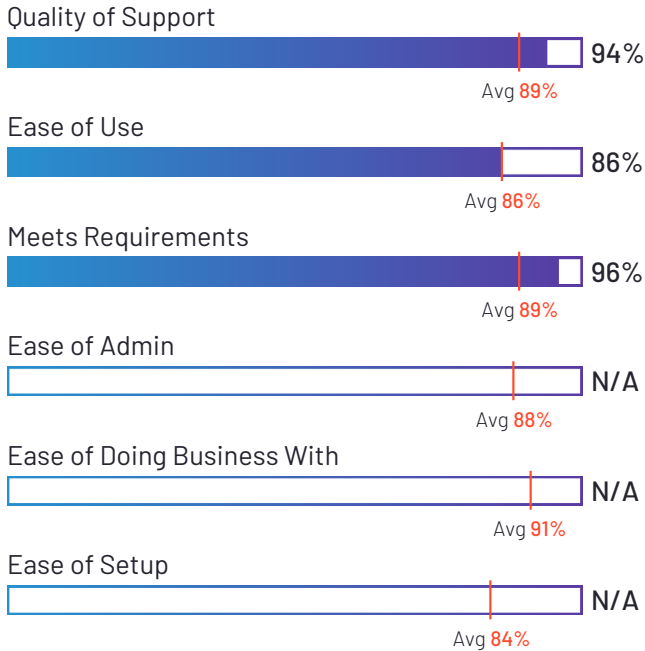**Company Website**
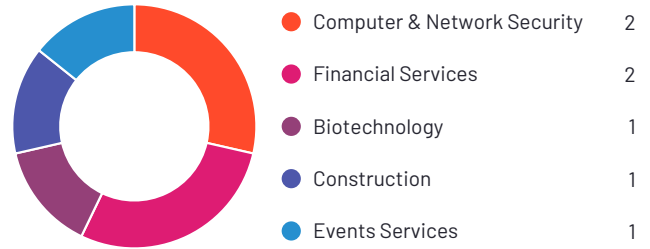marketingleo.com

MindFire, Inc.

4.4 ★★★★⯪ (11)

MindFire, Inc. has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 82% of users rated it 4 or 5 stars, 67% of users believe it is headed in the right direction, and users said they would be likely to recommend MindFire, Inc. at a rate of 88%.
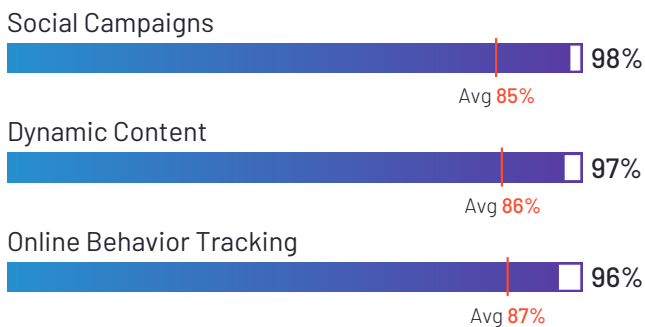
Satisfaction Ratings
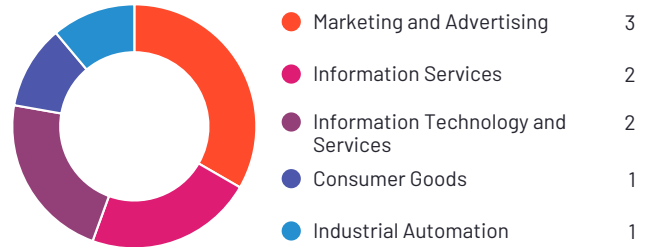
Quality of Support
N/A
Avg **89%**

Ease of Use
N/A
Avg **86%**

Meets Requirements
N/A
Avg **89%**

Ease of Admin
N/A
Avg **88%**

Ease of Doing Business With
N/A
Avg **91%**

Ease of Setup
N/A
Avg **84%**

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

● Marketing and Advertising	3
● Information Services	2
● Information Technology and Services	2
● Consumer Goods	1
● Industrial Automation	1

Ownership
MindFire, Inc.

HQ Location
Irvine, CA

Year Founded
1999

Employees (Listed On Linkedin)
44

Company Website
mindfireinc.com

Revotas

4.8 ⭐⭐⭐⭐⭐ (15)
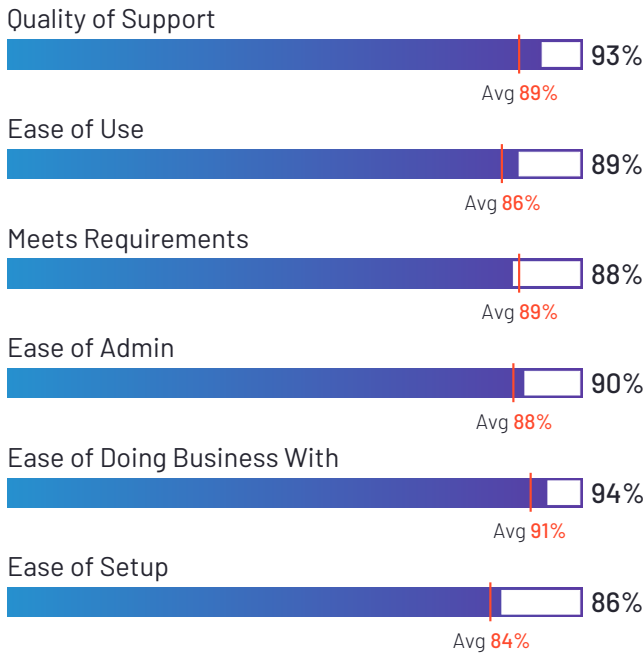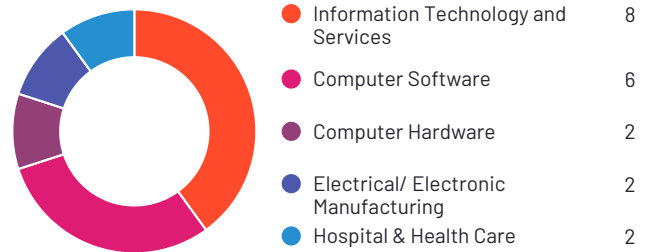
Revotas has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be like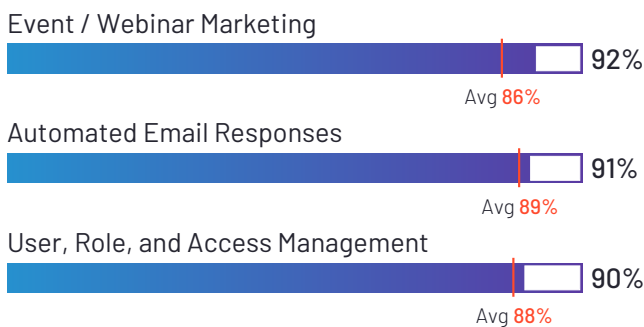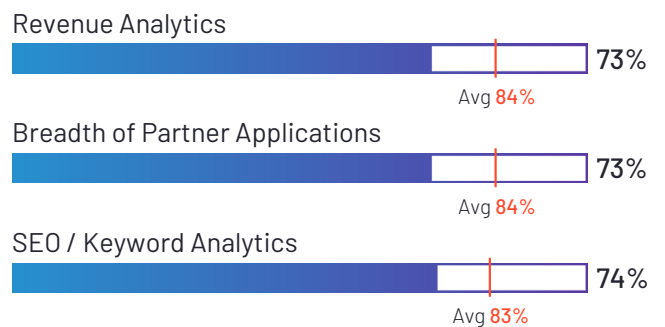ly to recommend Revotas at a rate of 97%. Revotas is also in the E-Commerce Personalization, Customer Data Platform (CDP), and Personalization categories.

Satisfaction Ratings

Quality of Support
N/A
Avg **89%**

Ease of Use
N/A
Avg **86%**

Meets Requirements
N/A
Avg **89%**

Ease of Admin
N/A
Avg **88%**

Ease of Doing Business With
N/A
Avg **91%**

Ease of Setup
N/A
Avg **84%**

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

Industry	Count
Textiles	2
Apparel & Fashion	1
Automotive	1
Computer Software	1
Consumer Goods	1
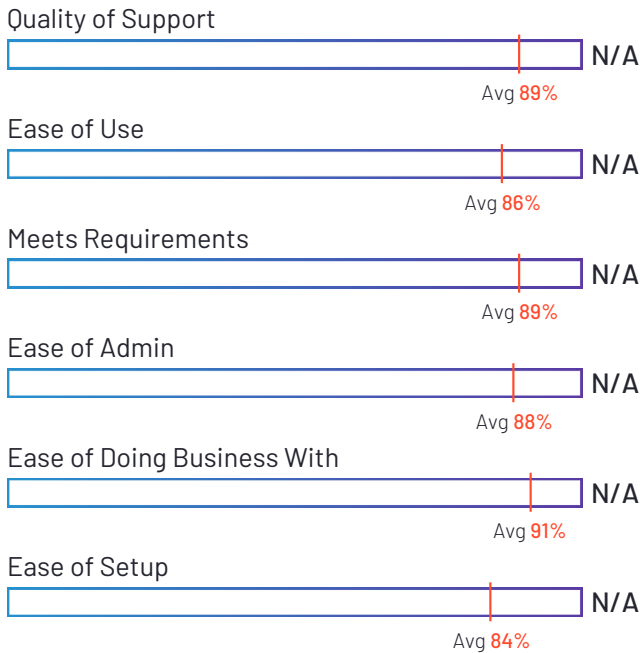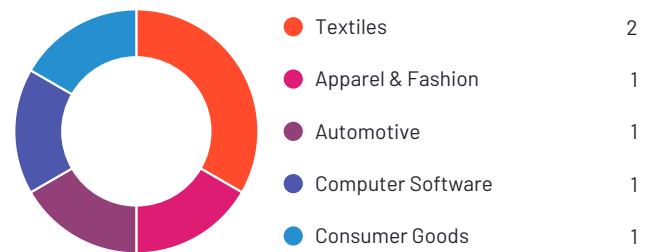
Ownership
Revotas

HQ Location
Boston, MA

Employees (Listed On Linkedin)
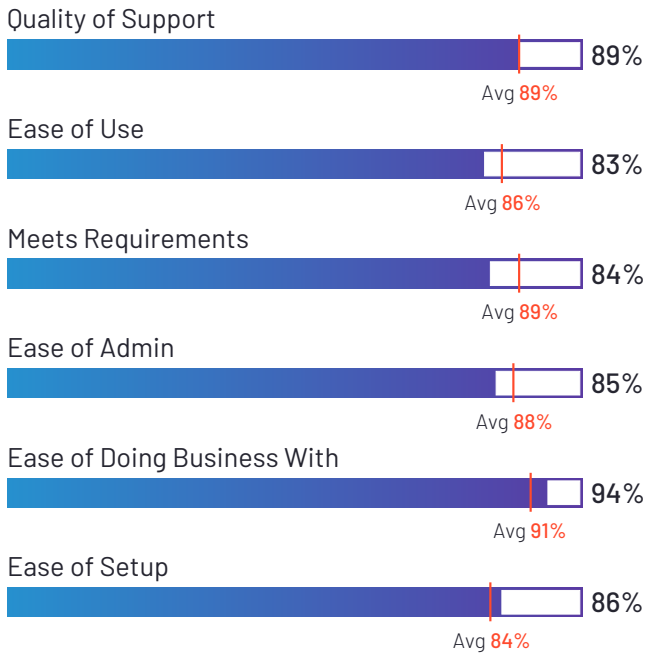53

Company Website
revotas.com

Lead Liaison

4.6 ★★★★⯪ (57)

Lead Liaison has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 93% of users rated it 4 or 5 stars, 91% of users believe it is headed in the right direction, and users said they would be likely to recommend Lead Liaison at a rate of 92%.

Satisfaction Ratings

Quality of Support — 96% (Avg 89%)
Ease of Use — 86% (Avg 86%)
Meets Requirements — 89% (Avg 89%)
Ease of Admin — 87% (Avg 88%)
Ease of Doing Business With — 90% (Avg 91%)
Ease of Setup — 82% (Avg 84%)

Top Industries Represented

- Marketing and Advertising — 11
- Computer Software — 7
- Information Technology and Services — 5
- Events Services — 3
- Higher Education — 3

Highest-Rated Features

Online Behavior Tracking — 92% (Avg 87%)
User, Role, and Access Management — 90% (Avg 88%)
Mobile Optimized — 90% (Avg 87%)

Lowest-Rated Features

Breadth of Partner Applications — 77% (Avg 84%)
A/B Testing — 79% (Avg 85%)
Social Campaigns — 80% (Avg 85%)

Ownership Lead Liaison
HQ Location Allen, TX
Year Founded 2008
Employees (Listed On Linkedin) 49
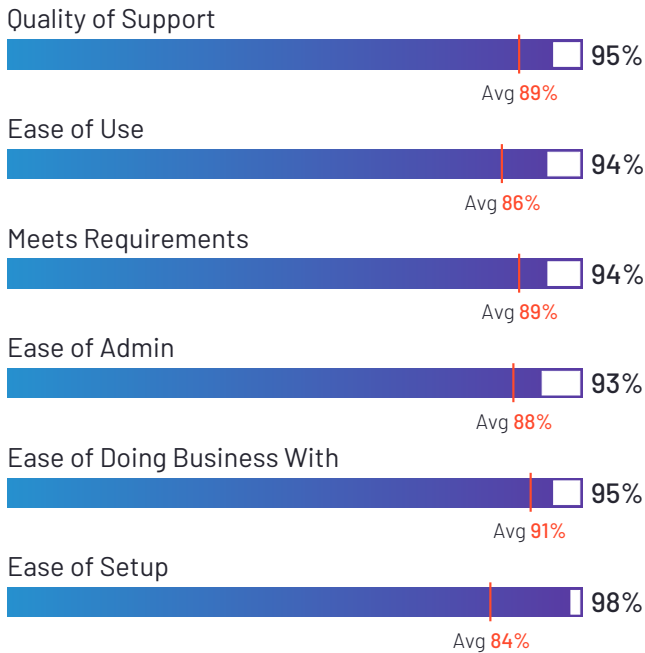**Company Website** leadliaison.com

BNS AiO

4.5 ★★★★⯪ **(10)**

BNS AiO has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend BNS AiO at a rate of 90%.

Satisfaction Ratings
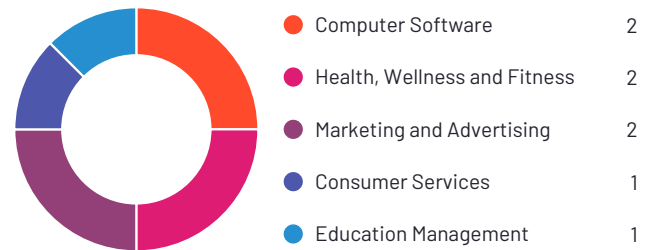
Quality of Support
89%
Avg **89%**

Ease of Use
74%
Avg **86%**

Meets Requirements
89%
Avg **89%**

Ease of Admin
N/A
Avg **88%**

Ease of Doing Business With
N/A
Avg **91%**

Ease of Setup
N/A
Avg **84%**

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

● Computer Software — 2
● Health, Wellness and Fitness — 2
● Marketing and Advertising — 2
● Consumer Services — 1
● Education Management — 1

Ownership
BNS Worldwide

HQ Location
Baleares, ES

Year Founded
2014

Employees (Listed On Linkedin)
5

Company Website
bnsworldwide.com

Hey Oliver

4.4 ★★★★⯪ (17)

Hey Oliver has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said th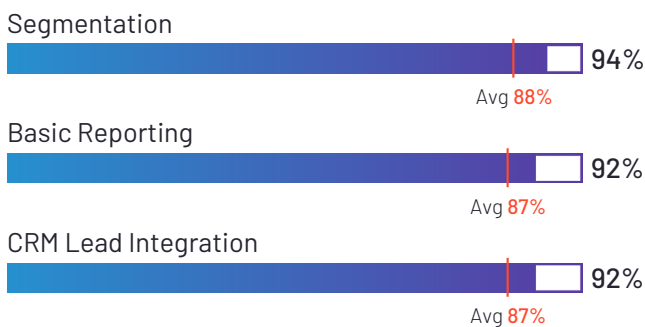ey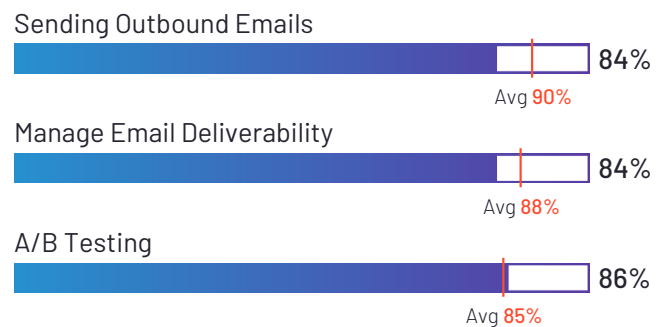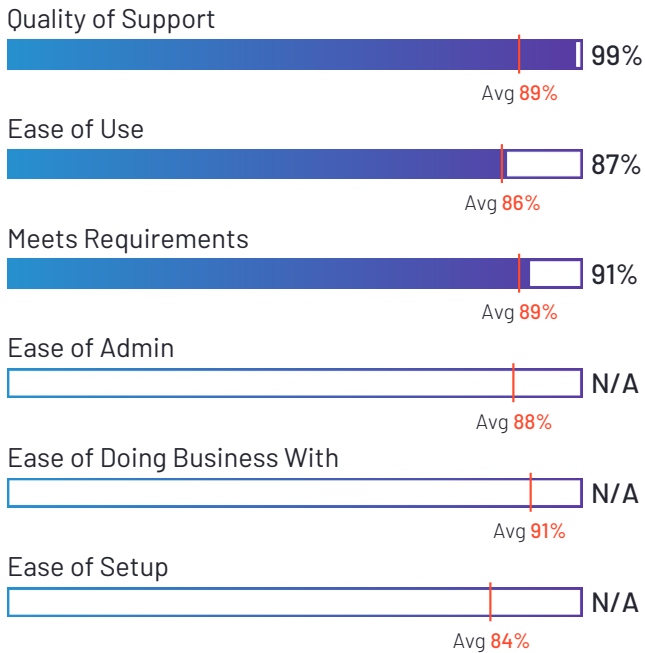 would be likely to recommend Hey Oliver at a rate of 87%. Hey Oliver is also in the Push Notification, Live Chat, Visitor Identification, Marketing Analytics, and Marketing Platforms categories.

Satisfaction Ratings

Quality of Support
67%
Avg **89%**

Ease of Use
83%
Avg **86%**

Meets Requirements
81%
Avg **89%**

Ease of Admin
N/A
Avg **88%**

Ease of Doing Business With
N/A
Avg **91%**

Ease of Setup
N/A
Avg **84%**

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

● Marketing and Advertising	3
● Building Materials	1
● Business Supplies and Equipment	1
● Computer Software	1
● Health, Wellness and Fitness	1

Ownership
Hey Oliver Limited

HQ Location
Nicosia, Nicosia

Year Founded
2016

Employees (Listed On Linkedin)
2

Company Website
heyoliver.com

Ryzeo

4.6 ★★★★⯪ (16)

Ryzeo has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 94% of users rated it 4 or 5 stars, 50% of users believe it is headed in the right direction, and users said they would be likely to recommend Ryzeo at a rate of 93%.
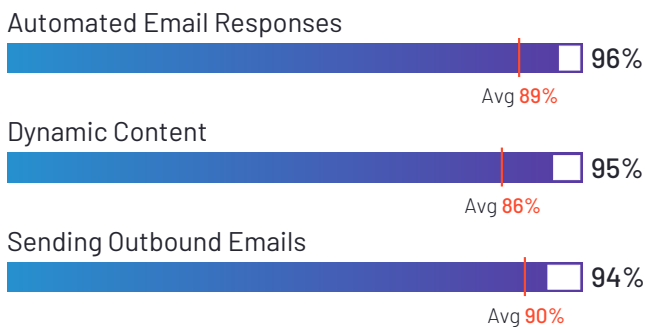
Satisfaction Ratings
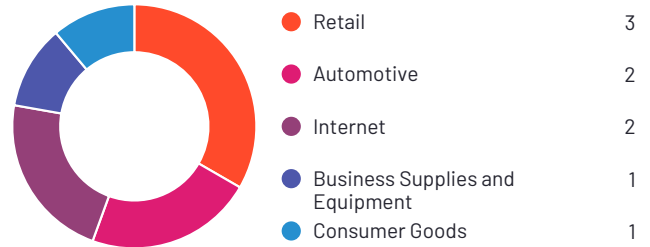
Quality of Support
N/A
Avg **89%**

Ease of Use
N/A
Avg **86%**

Meets Requirements
N/A
Avg **89%**

Ease of Admin
N/A
Avg **88%**

Ease of Doing Business With
89%
Avg **91%**

Ease of Setup
N/A
Avg **84%**

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

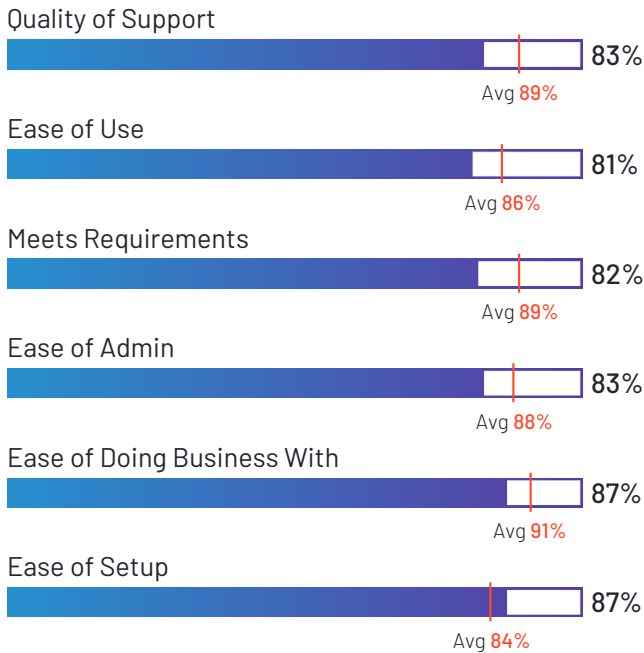|	
● Retail	3
● Automotive	2
● Internet	2
● Business Supplies and Equipment	1
● Consumer Goods	1

Ownership
Ryzeo

HQ Location
Sacramento, CA

Year Founded
2017

Employees (Listed On Linkedin)
8

Company Website
www.ryzeo.com

Satisfaction Ratings for Marketing Automation

G2 reviewers rated software sellers ability to satisfy their needs as shown in the table below.

	Satisfaction		Satisfaction by Category						Net Promoter Score (NPS)
	Likelihood to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business With	Quality of Support	Ease of Setup	Ease of Use	Net Promoter Score (NPS) (Range from -100 to +100)
HubSpot Marketing Hub	89%	90%	88%	88%	90%	90%	83%	88%	63
ActiveCampaign for Marketing	91%	87%	91%	88%	92%	90%	85%	87%	72
Klaviyo	92%	91%	93%	91%	92%	87%	88%	89%	75
Insider	96%	98%	96%	93%	97%	97%	91%	96%	88
Braze	90%	93%	88%	89%	92%	89%	78%	86%	66
Mailchimp All-in-One Marketing Platform	88%	87%	88%	89%	89%	87%	90%	89%	60
Brevo Marketing Platform	89%	88%	90%	90%	89%	87%	88%	90%	70
Iterable	90%	91%	89%	87%	93%	93%	81%	88%	69
Bloomreach	94%	93%	91%	87%	93%	96%	82%	87%	87
Thryv	94%	92%	91%	94%	96%	94%	94%	93%	87
GetResponse	84%	86%	87%	86%	88%	88%	84%	86%	49
Keap	84%	80%	85%	78%	85%	86%	71%	76%	50
CleverTap	93%	97%	93%	94%	95%	95%	89%	93%	78
MoEngage	90%	97%	89%	90%	94%	94%	87%	91%	68
Listrak	92%	94%	91%	90%	95%	96%	84%	89%	78
Constant Contact Advanced Automation & CRM Platform	90%	93%	90%	90%	94%	93%	86%	87%	69
OneSignal	93%	92%	93%	92%	93%	91%	91%	94%	77
Omnisend	91%	90%	91%	94%	93%	91%	92%	93%	71
Vendasta	93%	92%	90%	87%	93%	94%	86%	88%	79

(Satisfaction Ratings for Marketing Automation continues on next page)

*N/A is displayed when fewer than five responses were received for the question.

**Net Promoter Score ranges from -100 to +100

Satisfaction Ratings for Marketing Automation (continued)

G2 reviewers rated software sellers ability to satisfy their needs as shown in the table below.

	Satisfaction		Satisfaction by Category						Net Promoter Score (NPS)
	Likelihood to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business With	Quality of Support	Ease of Setup	Ease of Use	Net Promoter Score (NPS) (Range from -100 to +100)
Optimove	92%	95%	89%	90%	90%	95%	80%	89%	73
Netcore Customer Engagement and Experience Platform	91%	80%	90%	90%	94%	92%	88%	91%	69
Dotdigital	85%	86%	86%	84%	86%	87%	78%	88%	47
Customer.io	86%	88%	88%	87%	91%	88%	82%	86%	55
Ontraport	89%	85%	88%	86%	92%	93%	82%	84%	65
Act-On	82%	83%	84%	85%	87%	88%	80%	82%	40
Selligent Marketing Cloud	82%	84%	86%	81%	87%	91%	76%	82%	45
WebEngage	90%	94%	86%	90%	91%	90%	84%	91%	67
SALESmanago	87%	87%	87%	85%	90%	89%	81%	82%	63
Leadsquared Marketing Automation	89%	94%	88%	88%	91%	92%	89%	89%	66
Acquia Marketing Cloud	79%	90%	88%	80%	79%	70%	71%	77%	27
Zoho Marketing Automation	81%	80%	83%	79%	86%	79%	82%	83%	37
Manychat	93%	92%	91%	91%	93%	90%	92%	91%	81
Drip	88%	88%	90%	89%	91%	90%	85%	87%	62
SAS	87%	91%	92%	81%	88%	87%	74%	88%	63
AVADA	98%	91%	94%	92%	96%	99%	91%	92%	96
ContactPigeon	99%	100%	98%	97%	99%	100%	97%	95%	99
edrone	96%	92%	94%	93%	97%	99%	91%	93%	92
SuperOffice CRM	93%	89%	90%	84%	95%	90%	81%	92%	82

(Satisfaction Ratings for Marketing Automation continues on next page)

*N/A is displayed when fewer than five responses were received for the question.

**Net Promoter Score ranges from -100 to +100

Satisfaction Ratings for Marketing Automation (continued)

G2 reviewers rated software sellers ability to satisfy their needs as shown in the table below.

	Satisfaction		Satisfaction by Category						Net Promoter Score (NPS)
	Likelihood to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business With	Quality of Support	Ease of Setup	Ease of Use	Net Promoter Score (NPS) (Range from -100 to +100)
Maropost Marketing Cloud	88%	89%	89%	91%	93%	91%	87%	85%	57
EngageBay All-in-One Suite	92%	99%	93%	93%	96%	96%	91%	92%	75
Shape Software	96%	87%	94%	90%	96%	97%	88%	97%	90
Ometria	97%	90%	96%	91%	100%	95%	83%	96%	90
Referrizer	96%	94%	90%	92%	97%	94%	89%	90%	86
vcita	93%	100%	96%	98%	100%	89%	88%	93%	76
iPost Enterprise	88%	89%	90%	91%	98%	95%	89%	87%	57
RD Station	94%	92%	91%	91%	92%	94%	89%	92%	83
VBOUT	95%	96%	94%	92%	98%	98%	92%	91%	86
Encharge	94%	94%	91%	95%	94%	94%	94%	95%	87
Xtremepush	89%	95%	88%	93%	96%	94%	90%	91%	64
Dashly	94%	91%	93%	93%	92%	93%	94%	95%	90
Cordial	91%	94%	91%	89%	98%	97%	79%	85%	73
Actito	85%	94%	87%	86%	89%	91%	84%	87%	45
emfluence Marketing Platform	85%	94%	89%	88%	96%	93%	86%	86%	46
AiTrillion	97%	100%	99%	97%	99%	100%	97%	94%	88
Blueshift	87%	92%	89%	86%	93%	92%	79%	82%	55
Regal.io	98%	100%	96%	93%	100%	98%	90%	95%	100
Dialog Insight	91%	86%	91%	83%	90%	89%	87%	85%	66

(Satisfaction Ratings for Marketing Automation continues on next page)

*N/A is displayed when fewer than five responses were received for the question.

**Net Promoter Score ranges from -100 to +100

Satisfaction Ratings for Marketing Automation (continued)

G2 reviewers rated software sellers ability to satisfy their needs as shown in the table below.

	Satisfaction		Satisfaction by Category						Net Promoter Score (NPS)
	Likelihood to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business With	Quality of Support	Ease of Setup	Ease of Use	Net Promoter Score (NPS) (Range from –100 to +100)
Contlo	92%	93%	88%	90%	91%	93%	90%	90%	82
Sailthru	83%	79%	89%	88%	89%	87%	83%	86%	43
RollWorks Account–Based Platform	88%	91%	87%	90%	93%	91%	89%	92%	62
Kizen	93%	100%	96%	100%	100%	96%	95%	95%	86
Deployteq	88%	86%	89%	89%	84%	86%	79%	87%	65
Ortto	88%	91%	87%	90%	90%	90%	88%	90%	60
Higher Logic Thrive	85%	92%	88%	87%	93%	92%	84%	84%	47
Sendlane	93%	97%	92%	94%	90%	95%	96%	93%	80
Magnews	94%	100%	89%	97%	100%	100%	N/A	84%	73
Sales Snap	95%	100%	99%	96%	100%	96%	98%	97%	81
Voyado	96%	100%	96%	N/A	N/A	93%	N/A	93%	92
BenchmarkONE	88%	87%	86%	91%	92%	93%	90%	90%	61
Exposebox	94%	86%	87%	89%	94%	97%	91%	92%	80
Symplify Communication	91%	94%	91%	97%	97%	93%	91%	90%	73
Gamooga	91%	71%	96%	90%	94%	91%	84%	86%	78
Upsales	91%	84%	86%	90%	90%	92%	87%	88%	72
ConvergeHub	96%	95%	91%	93%	95%	93%	92%	93%	86
Spotler	90%	94%	88%	84%	88%	93%	82%	87%	68
Force24	88%	94%	87%	84%	91%	95%	74%	85%	61

*N/A is displayed when fewer than five responses were received for the question.

**Net Promoter Score ranges from –100 to +100

Satisfaction Ratings for Marketing Automation (continued)

G2 reviewers rated software sellers ability to satisfy their needs as shown in the table below.

	Satisfaction		Satisfaction by Category						Net Promoter Score (NPS)
	Likelihood to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business With	Quality of Support	Ease of Setup	Ease of Use	Net Promoter Score (NPS) (Range from –100 to +100)
Aritic	97%	100%	98%	96%	96%	98%	93%	97%	97
IntelligenceBank	86%	93%	92%	89%	92%	92%	84%	90%	50
GreenRope	87%	89%	87%	79%	92%	93%	74%	75%	53
Automation	95%	92%	93%	81%	95%	93%	93%	85%	92
Genoo	86%	81%	87%	94%	94%	86%	91%	88%	59
Netmera	88%	100%	98%	89%	96%	98%	79%	84%	64
SalezShark	93%	93%	97%	N/A	N/A	90%	N/A	96%	84
Upland Adestra	89%	88%	91%	90%	96%	95%	85%	84%	62
Captavi Platform	92%	94%	95%	88%	97%	98%	87%	91%	70
Platformly	91%	99%	93%	90%	95%	95%	85%	86%	70
BuyerGenomics	97%	100%	97%	88%	100%	96%	91%	90%	89
Net-Results	89%	94%	87%	89%	95%	97%	89%	84%	66
Right On	90%	97%	87%	88%	96%	97%	86%	85%	75
Leadfwd	89%	95%	86%	90%	93%	95%	85%	84%	67
MaaxMarket	94%	93%	92%	91%	88%	87%	88%	93%	88
Leadfox	88%	91%	92%	N/A	N/A	92%	N/A	94%	66
Segmentino	93%	100%	96%	89%	95%	93%	86%	84%	66
Salesforce Marketing Cloud Account Engagement	79%	77%	82%	82%	82%	77%	76%	79%	27
Adobe Marketo Engage	82%	82%	85%	79%	79%	77%	70%	76%	37

(Satisfaction Ratings for Marketing Automation continues on next page)

*N/A is displayed when fewer than five responses were received for the question.

**Net Promoter Score ranges from –100 to +100

Satisfaction Ratings for Marketing Automation (continued)

G2 reviewers rated software sellers ability to satisfy their needs as shown in the table below.

	Satisfaction		Satisfaction by Category						Net Promoter Score (NPS)
	Likelihood to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business With	Quality of Support	Ease of Setup	Ease of Use	Net Promoter Score (NPS) (Range from -100 to +100)
Dynamics 365 Marketing	86%	84%	83%	88%	86%	81%	85%	83%	50
Emarsys	86%	90%	86%	85%	88%	88%	76%	85%	53
HCL Unica	81%	72%	86%	79%	82%	76%	74%	86%	31
SAP Marketing Cloud	83%	86%	82%	80%	86%	86%	77%	80%	46
Nielsen Marketing Cloud	87%	78%	89%	N/A	N/A	84%	N/A	84%	46
Oracle Eloqua	78%	72%	84%	77%	78%	74%	70%	76%	16
Adobe Campaign	81%	80%	87%	77%	80%	81%	71%	77%	27
Sugar Market	84%	89%	86%	83%	93%	91%	81%	80%	46
Zeta Marketing Platform	71%	55%	76%	86%	80%	74%	76%	73%	14
Mautic	94%	100%	90%	83%	89%	73%	81%	83%	94
HighLevel	93%	91%	88%	81%	91%	85%	77%	80%	84
Act!	73%	54%	84%	71%	74%	71%	71%	78%	7
Oracle Responsys	78%	69%	82%	70%	75%	68%	63%	70%	20
Acoustic Marketing Cloud	75%	71%	81%	77%	78%	76%	71%	72%	14
ClickDimensions	77%	76%	81%	81%	84%	81%	79%	76%	25
Freshmarketer	80%	83%	81%	N/A	N/A	79%	N/A	90%	40
Retention Science	85%	80%	87%	N/A	N/A	81%	N/A	82%	42
FMG Suite	60%	N/A	69%	N/A	N/A	60%	N/A	57%	-18
Total Expert	89%	94%	86%	85%	89%	85%	79%	84%	62

(Satisfaction Ratings for Marketing Automation continues on next page)

*N/A is displayed when fewer than five responses were received for the question.

**Net Promoter Score ranges from -100 to +100

Satisfaction Ratings for Marketing Automation (continued)

G2 reviewers rated software sellers ability to satisfy their needs as shown in the table below.

	Satisfaction		Satisfaction by Category						Net Promoter Score (NPS)
	Likelihood to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business With	Quality of Support	Ease of Setup	Ease of Use	Net Promoter Score (NPS) (Range from -100 to +100)
Appier AIQUA	89%	100%	87%	N/A	N/A	94%	N/A	87%	70
MessageGears Platform	82%	82%	82%	81%	93%	92%	73%	81%	37
Agillic	87%	91%	89%	89%	94%	87%	N/A	80%	46
Delivra	88%	93%	89%	89%	94%	89%	88%	84%	67
RedEye	83%	86%	87%	77%	88%	92%	80%	82%	36
ExpertSender	91%	90%	92%	93%	96%	95%	87%	88%	82
Odoo Marketing Automation	88%	88%	94%	N/A	N/A	86%	N/A	83%	53
ActiveDEMAND	89%	92%	88%	83%	94%	96%	80%	79%	66
Agile CRM	80%	82%	83%	84%	83%	81%	81%	83%	45
Cheetah Engagement Data Platform	66%	62%	73%	N/A	N/A	79%	N/A	63%	-12
e-shot	80%	N/A	89%	N/A	N/A	91%	N/A	94%	50
eSputnik	95%	96%	93%	N/A	N/A	95%	N/A	92%	86
ActiveTrail	87%	80%	94%	N/A	N/A	94%	N/A	93%	57
User.com	85%	86%	83%	93%	86%	87%	87%	85%	51
Swift Digital Suite	90%	67%	89%	N/A	N/A	86%	N/A	89%	60
Mapp Cloud	77%	77%	81%	73%	78%	81%	64%	75%	18
Plumb5	80%	97%	80%	77%	87%	90%	80%	79%	19
eMarketeer	85%	100%	92%	N/A	N/A	89%	N/A	87%	60
Jumplead	88%	100%	88%	N/A	N/A	86%	N/A	93%	60

(Satisfaction Ratings for Marketing Automation continues on next page)

*N/A is displayed when fewer than five responses were received for the question.

**Net Promoter Score ranges from -100 to +100

Satisfaction Ratings for Marketing Automation (continued)

G2 reviewers rated software sellers ability to satisfy their needs as shown in the table below.

	Satisfaction		Satisfaction by Category						Net Promoter Score (NPS)
	Likelihood to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business With	Quality of Support	Ease of Setup	Ease of Use	Net Promoter Score (NPS) (Range from –100 to +100)
SeoSamba Marketing Operating System	89%	83%	80%	N/A	N/A	84%	N/A	76%	71
Kartra	79%	80%	84%	78%	75%	77%	75%	78%	25
OutboundEngine	75%	71%	78%	86%	86%	83%	86%	84%	40
Ayna	91%	80%	96%	N/A	N/A	94%	N/A	86%	81
eTrigue	85%	81%	88%	90%	94%	93%	86%	89%	54
Zymplify	85%	95%	84%	85%	94%	89%	86%	83%	50
Makesbridge	90%	100%	94%	93%	95%	95%	98%	94%	66
Kulea.ma	92%	95%	91%	N/A	N/A	99%	N/A	87%	77
Wishpond	78%	83%	83%	83%	87%	84%	87%	81%	46
Insightly Marketing	69%	67%	79%	N/A	N/A	71%	N/A	79%	–10
MioDatos	82%	90%	87%	N/A	N/A	74%	N/A	83%	35
EshopsWithIQ	85%	88%	90%	N/A	N/A	87%	N/A	90%	50
Clastic	86%	57%	86%	N/A	N/A	88%	N/A	89%	40
SalesPanda	80%	90%	87%	N/A	N/A	86%	N/A	81%	19
Camp Automation	91%	100%	82%	N/A	N/A	94%	N/A	86%	75
MarketingLeo	80%	78%	89%	N/A	N/A	83%	N/A	87%	30
MindFire, Inc.	88%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	54
Revotas	97%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	93
Lead Liaison	92%	91%	89%	87%	90%	96%	82%	86%	78

(Satisfaction Ratings for Marketing Automation continues on next page)

*N/A is displayed when fewer than five responses were received for the question.

**Net Promoter Score ranges from –100 to +100

Satisfaction Ratings for Marketing Automation (continued)

G2 reviewers rated software sellers ability to satisfy their needs as shown in the table below.

	Satisfaction		Satisfaction by Category						Net Promoter Score (NPS)
	Likelihood to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business With	Quality of Support	Ease of Setup	Ease of Use	Net Promoter Score (NPS) (Range from -100 to +100)
BNS AiO	90%	N/A	89%	N/A	N/A	89%	N/A	74%	70
Hey Oliver	87%	N/A	81%	N/A	N/A	67%	N/A	83%	45
Ryzeo	93%	N/A	N/A	N/A	89%	N/A	N/A	N/A	81
Average	88%	89%	89%	88%	91%	89%	84%	86%	61

*N/A is displayed when fewer than five responses were received for the question.

**Net Promoter Score ranges from -100 to +100

Feature Comparison for Marketing Automation

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Email Marketing

	Building and Personalizing Emails	Sending Outbound Emails	Manage Email Deliverability	Automated Email Responses
HubSpot Marketing Hub	90%	91%	89%	90%
ActiveCampaign for Marketing	90%	92%	89%	92%
Klaviyo	92%	94%	91%	92%
Insider	98%	98%	98%	
Braze	90%	92%	86%	88%
Mailchimp All-in-One Marketing Platform	92%	93%	90%	91%
Brevo Marketing Platform	92%	91%	90%	91%
Iterable	92%	93%	87%	89%
Bloomreach	93%	94%	91%	93%
Thryv	95%	96%	96%	96%
GetResponse	89%	90%	86%	90%
Keap	86%	89%	84%	89%
CleverTap	96%	95%	95%	98%
MoEngage	89%	89%	89%	89%
Listrak	92%	95%	92%	90%
Constant Contact Advanced Automation & CRM Platform	88%	92%	88%	91%
OneSignal	94%	94%	94%	95%
Omnisend	91%	92%	90%	91%
Vendasta	88%	91%	90%	88%

(Feature Comparison for Marketing Automation continues on next page)

**N/A is displayed when fewer than five responses were received for the question.

***A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Email Marketing

	Building and Personalizing Emails	Sending Outbound Emails	Manage Email Deliverability	Automated Email Responses
Optimove	95%	94%	91%	90%
Netcore Customer Engagement and Experience Platform	97%	97%	97%	92%
Dotdigital	90%	92%	89%	87%
Customer.io	93%	93%	85%	89%
Ontraport	90%	94%	88%	93%
Act-On	86%	90%	85%	87%
Selligent Marketing Cloud	89%	96%	90%	90%
WebEngage	88%	87%	84%	86%
SALESmanago	89%	90%	87%	90%
Leadsquared Marketing Automation	87%	89%	84%	88%
Acquia Marketing Cloud	84%	89%	86%	84%
Zoho Marketing Automation	81%	85%	81%	84%
Manychat	89%	89%	92%	91%
Drip	88%	92%	88%	94%
SAS	87%	84%	86%	87%
AVADA	95%	94%	93%	95%
ContactPigeon	100%	98%	98%	100%
edrone	95%	94%	94%	94%
SuperOffice CRM	87%	85%	82%	82%

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Email Marketing

	Building and Personalizing Emails	Sending Outbound Emails	Manage Email Deliverability	Automated Email Responses
Maropost Marketing Cloud	86%	91%	85%	88%
EngageBay All-in-One Suite	92%	92%	91%	93%
Shape Software	97%	97%	98%	98%
Ometria	83%	94%	80%	77%
Referrizer	94%	96%	92%	96%
vcita	N/A	80%	80%	83%
iPost Enterprise	89%	92%	90%	86%
RD Station	90%	90%	90%	92%
VBOUT	94%	94%	94%	94%
Encharge	92%	94%	93%	94%
Xtremepush	N/A	N/A	N/A	N/A
Dashly	92%	89%	89%	93%
Cordial	94%	96%	91%	93%
Actito	85%	90%	87%	89%
emfluence Marketing Platform	88%	92%	89%	88%
AiTrillion	N/A	N/A	N/A	N/A
Blueshift	90%	92%	85%	90%
Regal.io				
Dialog Insight	94%	90%	94%	91%

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Email Marketing

	Building and Personalizing Emails	Sending Outbound Emails	Manage Email Deliverability	Automated Email Responses
Contlo	88%	88%	85%	83%
Sailthru	88%	91%	88%	88%
RollWorks Account-Based Platform	N/A	N/A	N/A	N/A
Kizen	98%	93%	91%	90%
Deployteq	90%	91%	86%	90%
Ortto	86%	90%	85%	92%
Higher Logic Thrive	89%	91%	88%	87%
Sendlane	88%	95%	90%	92%
Magnews	N/A	N/A	N/A	N/A
Sales Snap	100%	98%	98%	94%
Voyado	89%	89%	97%	97%
BenchmarkONE	93%	93%	92%	95%
Exposebox	95%	95%	95%	95%
Symplify Communication	98%	95%	95%	96%
Gamooga	88%	93%	95%	100%
Upsales	71%	76%	73%	77%
ConvergeHub	92%	93%	93%	93%
Spotler	87%	91%	90%	89%
Force24	88%	93%	88%	89%

(Feature Comparison for Marketing Automation continues on next page)

*N/A is displayed when fewer than five responses were received for the question.

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Email Marketing

	Building and Personalizing Emails	Sending Outbound Emails	Manage Email Deliverability	Automated Email Responses
Aritic	100%	96%	97%	99%
IntelligenceBank	N/A	N/A	N/A	N/A
GreenRope	84%	88%	87%	89%
Automation	88%	94%	87%	94%
Genoo	86%	88%	86%	85%
Netmera	N/A	N/A	N/A	N/A
SalezShark	96%	94%	95%	95%
Upland Adestra	89%	92%	86%	89%
Captavi Platform	98%	98%	98%	98%
Platformly	89%	92%	89%	91%
BuyerGenomics	91%	90%	95%	94%
Net-Results	87%	92%	88%	94%
Right On	89%	93%	90%	92%
Leadfwd	88%	90%	86%	88%
MaaxMarket	85%	89%	88%	87%
Leadfox	88%	87%	80%	87%
Segmentino	96%	100%	100%	96%
Salesforce Marketing Cloud Account Engagement	82%	86%	83%	85%
Adobe Marketo Engage	85%	89%	83%	87%

(Feature Comparison for Marketing Automation continues on next page)

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Email Marketing

	Building and Personalizing Emails	Sending Outbound Emails	Manage Email Deliverability	Automated Email Responses
Dynamics 365 Marketing	83%	81%	84%	83%
Emarsys	89%	89%	87%	86%
HCL Unica	88%	91%	82%	79%
SAP Marketing Cloud	83%	85%	85%	85%
Nielsen Marketing Cloud	90%	94%	90%	88%
Oracle Eloqua	85%	89%	85%	87%
Adobe Campaign	86%	86%	84%	84%
Sugar Market	88%	90%	86%	88%
Zeta Marketing Platform	88%	89%	91%	N/A
Mautic	94%	98%	94%	94%
HighLevel	79%	72%	64%	76%
Act!	81%	81%	84%	71%
Oracle Responsys	85%	85%	82%	83%
Acoustic Marketing Cloud	79%	86%	81%	81%
ClickDimensions	84%	87%	85%	82%
Freshmarketer	80%	N/A	N/A	N/A
Retention Science	82%	84%	80%	91%
FMG Suite	N/A	N/A	N/A	N/A
Total Expert	78%	82%	78%	80%

(Feature Comparison for Marketing Automation continues on next page)

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Email Marketing

	Building and Personalizing Emails	Sending Outbound Emails	Manage Email Deliverability	Automated Email Responses
Appier AIQUA	N/A	N/A	N/A	N/A
MessageGears Platform	N/A	91%	86%	N/A
Agillic	90%	94%	90%	90%
Delivra	83%	84%	78%	79%
RedEye	84%	87%	88%	91%
ExpertSender	92%	91%	92%	88%
Odoo Marketing Automation	88%	89%	93%	94%
ActiveDEMAND	87%	88%	85%	92%
Agile CRM	79%	78%	74%	82%
Cheetah Engagement Data Platform	69%	81%	74%	77%
e-shot	N/A	N/A	N/A	N/A
eSputnik	93%	96%	96%	94%
ActiveTrail	98%	98%	98%	98%
User.com	86%	N/A	N/A	N/A
Swift Digital Suite	92%	86%	89%	83%
Mapp Cloud	86%	89%	83%	81%
Plumb5	79%	82%	83%	85%
eMarketeer	89%	86%	N/A	86%
Jumplead	N/A	N/A	N/A	N/A

(Feature Comparison for Marketing Automation continues on next page)

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Email Marketing

	Building and Personalizing Emails	Sending Outbound Emails	Manage Email Deliverability	Automated Email Responses
SeoSamba Marketing Operating System	N/A	N/A	N/A	N/A
Kartra	82%	81%	82%	85%
OutboundEngine	79%	86%	82%	81%
Ayna	90%	94%	94%	92%
eTrigue	87%	90%	82%	91%
Zymplify	88%	89%	83%	84%
Makesbridge	90%	84%	84%	90%
Kulea.ma	91%	94%	93%	96%
Wishpond	76%	75%	74%	81%
Insightly Marketing	N/A	N/A	N/A	N/A
MioDatos	78%	79%		84%
EshopsWithIQ	86%	86%	74%	91%
Clastic	88%	88%	88%	82%
SalesPanda	84%	88%	77%	80%
Camp Automation	N/A	N/A	N/A	N/A
MarketingLeo	86%	82%	88%	88%
MindFire, Inc.	N/A	N/A	N/A	N/A
Revotas	N/A	N/A	N/A	N/A
Lead Liaison	85%	88%	86%	87%

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Email Marketing

	Building and Personalizing Emails	Sending Outbound Emails	Manage Email Deliverability	Automated Email Responses
BNS AiO	N/A	N/A	N/A	N/A
Hey Oliver	N/A	N/A	N/A	N/A
Ryzeo	N/A	N/A	N/A	N/A
Average	89%	90%	88%	89%

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Online Marketing

	Landing Pages and Forms	Dynamic Content	A/B Testing	Mobile Optimized	Search Tracking and Optimization
HubSpot Marketing Hub	88%	86%	84%	85%	85%
ActiveCampaign for Marketing	79%	85%	85%	87%	86%
Klaviyo	81%	86%	90%	89%	86%
Insider	96%	97%	97%	98%	96%
Braze	76%	87%	90%	88%	87%
Mailchimp All-in-One Marketing Platform	85%	86%	87%	89%	88%
Brevo Marketing Platform	88%	85%	86%	89%	88%
Iterable	81%	89%	89%	86%	85%
Bloomreach	82%	89%	92%	89%	88%
Thryv	95%	96%	95%	95%	95%
GetResponse	86%	85%	85%	84%	84%
Keap	81%	82%	76%	78%	81%
CleverTap	84%	91%	94%	94%	94%
MoEngage	89%	88%	90%	88%	88%
Listrak	81%	87%	89%	88%	85%
Constant Contact Advanced Automation & CRM Platform	83%	88%	86%	86%	87%
OneSignal		94%	93%	97%	
Omnisend	87%	88%	88%	89%	89%
Vendasta	90%	90%		89%	

(Feature Comparison for Marketing Automation continues on next page)

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Online Marketing

	Landing Pages and Forms	Dynamic Content	A/B Testing	Mobile Optimized	Search Tracking and Optimization
Optimove	89%	89%	94%	92%	87%
Netcore Customer Engagement and Experience Platform	96%	96%	95%	97%	
Dotdigital	84%	85%	86%	86%	85%
Customer.io	85%	88%	89%	88%	
Ontraport	89%	87%	88%	86%	81%
Act-On	82%	81%	81%	82%	81%
Selligent Marketing Cloud	93%	88%	93%	94%	91%
WebEngage		84%	84%	85%	
SALESmanago	83%	84%	88%	83%	87%
Leadsquared Marketing Automation	86%	85%	78%	80%	83%
Acquia Marketing Cloud	87%	78%	75%	82%	81%
Zoho Marketing Automation	79%	80%	78%	84%	81%
Manychat	84%	90%	86%	94%	89%
Drip	74%	84%	80%	89%	83%
SAS	86%	84%	87%	84%	87%
AVADA	93%	95%	93%	96%	95%
ContactPigeon	98%	98%	100%	100%	96%
edrone		92%	94%	92%	
SuperOffice CRM	87%	88%	N/A	87%	84%

(Feature Comparison for Marketing Automation continues on next page)

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Online Marketing

	Landing Pages and Forms	Dynamic Content	A/B Testing	Mobile Optimized	Search Tracking and Optimization
Maropost Marketing Cloud	82%	79%	80%	88%	86%
EngageBay All-in-One Suite	89%	89%	91%	90%	90%
Shape Software	95%	97%	96%	96%	97%
Ometria	N/A	N/A	80%	N/A	N/A
Referrizer	94%	95%	95%	96%	97%
vcita	N/A	N/A	N/A	N/A	N/A
iPost Enterprise	92%	94%	80%	92%	92%
RD Station	88%	87%	84%	86%	87%
VBOUT	91%	91%	92%	93%	92%
Encharge	71%	90%	91%	89%	85%
Xtremepush	N/A	N/A	N/A	N/A	
Dashly	84%	89%	94%	96%	95%
Cordial	89%	91%	86%	91%	92%
Actito	82%	85%	87%	87%	82%
emfluence Marketing Platform	86%	83%	86%	86%	N/A
AiTrillion	N/A	N/A	N/A	N/A	N/A
Blueshift	84%	87%	85%	89%	
Regal.io			N/A	N/A	
Dialog Insight	81%	92%	98%	90%	N/A

(Feature Comparison for Marketing Automation continues on next page)

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Online Marketing

	Landing Pages and Forms	Dynamic Content	A/B Testing	Mobile Optimized	Search Tracking and Optimization
Contlo	80%	87%	80%	85%	74%
Sailthru	82%	86%	88%	89%	84%
RollWorks Account-Based Platform	N/A	N/A	N/A	N/A	N/A
Kizen	88%	86%	93%	94%	90%
Deployteq	81%	86%	91%	87%	88%
Ortto	74%	82%	84%	85%	79%
Higher Logic Thrive	82%	84%	88%	84%	87%
Sendlane	80%	92%	87%	87%	90%
Magnews	N/A	N/A	N/A	N/A	N/A
Sales Snap	98%	N/A	98%	98%	97%
Voyado	97%	89%	94%	83%	94%
BenchmarkONE	85%	91%	88%	85%	86%
Exposebox		N/A		97%	N/A
Symplify Communication	94%	96%	92%	89%	90%
Gamooga	88%	88%	86%	90%	88%
Upsales	83%	74%		76%	
ConvergeHub	96%	95%		91%	
Spotler	86%	86%	87%	87%	85%
Force24	84%	87%	85%	84%	82%

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Online Marketing

	Landing Pages and Forms	Dynamic Content	A/B Testing	Mobile Optimized	Search Tracking and Optimization
Aritic	97%	95%	98%	95%	94%
IntelligenceBank	N/A	N/A	N/A	N/A	N/A
GreenRope	82%	83%	87%	82%	81%
Automation	94%	98%	90%	93%	95%
Genoo	90%	86%	84%	80%	93%
Netmera	N/A	N/A	86%	N/A	
SalezShark	93%	88%	90%	91%	90%
Upland Adestra	86%	85%	90%	92%	93%
Captavi Platform	98%	N/A	100%	100%	94%
Platformly	78%	84%	83%	87%	85%
BuyerGenomics		93%	93%	96%	95%
Net-Results	81%	83%	80%	86%	83%
Right On	81%	84%	85%	79%	N/A
Leadfwd	82%	79%	68%	83%	86%
MaaxMarket	77%	81%	75%	81%	80%
Leadfox	91%	88%	90%	92%	87%
Segmentino	90%	92%	N/A	81%	89%
Salesforce Marketing Cloud Account Engagement	77%	77%	78%	76%	77%
Adobe Marketo Engage	81%	81%	82%	77%	77%

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Online Marketing

	Landing Pages and Forms	Dynamic Content	A/B Testing	Mobile Optimized	Search Tracking and Optimization
Dynamics 365 Marketing	84%	87%	80%	82%	84%
Emarsys	75%	84%	85%	84%	83%
HCL Unica	77%	81%	84%	78%	79%
SAP Marketing Cloud	78%	77%	77%	76%	77%
Nielsen Marketing Cloud	81%	86%	88%	83%	86%
Oracle Eloqua	84%	81%	78%	77%	77%
Adobe Campaign	85%	83%	84%	82%	84%
Sugar Market	85%	82%	86%	84%	84%
Zeta Marketing Platform	83%	76%	67%	71%	74%
Mautic	95%	76%	N/A	88%	83%
HighLevel	80%	74%	71%	77%	74%
Act!	68%	73%	N/A	76%	81%
Oracle Responsys	69%	82%	81%	76%	78%
Acoustic Marketing Cloud	71%	78%	79%	74%	75%
ClickDimensions	75%	74%	78%	77%	75%
Freshmarketer	N/A	N/A	N/A	N/A	N/A
Retention Science	N/A	74%	79%	N/A	
FMG Suite	N/A	N/A	N/A	N/A	N/A
Total Expert	78%	81%	72%	77%	78%

(Feature Comparison for Marketing Automation continues on next page)

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Online Marketing

	Landing Pages and Forms	Dynamic Content	A/B Testing	Mobile Optimized	Search Tracking and Optimization
Appier AIQUA	N/A	N/A	N/A	N/A	N/A
MessageGears Platform	N/A	94%	N/A	N/A	N/A
Agillic	77%	95%	82%	87%	N/A
Delivra	71%	79%	76%	78%	80%
RedEye	85%	79%	81%	82%	
ExpertSender	67%	88%	89%	84%	71%
Odoo Marketing Automation	84%	82%	80%	89%	88%
ActiveDEMAND	87%	87%	82%	87%	92%
Agile CRM	82%	83%	83%	78%	82%
Cheetah Engagement Data Platform	70%	68%	78%	70%	78%
e-shot	N/A	N/A	N/A	N/A	N/A
eSputnik	86%	97%	90%	98%	92%
ActiveTrail	94%	94%	89%	94%	92%
User.com	N/A	N/A	N/A	N/A	N/A
Swift Digital Suite	87%	87%	84%	84%	87%
Mapp Cloud	76%	81%	84%	86%	80%
Plumb5	81%	80%	88%	83%	85%
eMarketeer	89%	89%	N/A	89%	N/A
Jumplead	N/A	N/A	N/A	N/A	N/A

(Feature Comparison for Marketing Automation continues on next page)

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**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Online Marketing

	Landing Pages and Forms	Dynamic Content	A/B Testing	Mobile Optimized	Search Tracking and Optimization
SeoSamba Marketing Operating System	N/A	N/A	N/A	N/A	N/A
Kartra	87%	83%	86%	88%	88%
OutboundEngine	81%	79%	79%	83%	81%
Ayna	94%	97%	94%	94%	94%
eTrigue	82%	77%	76%	77%	86%
Zymplify	90%	86%	83%	84%	83%
Makesbridge	88%	88%	86%	92%	92%
Kulea.ma	91%	95%	77%	91%	79%
Wishpond	88%	81%	80%	85%	
Insightly Marketing	N/A	N/A	N/A		
MioDatos	75%	67%	68%	86%	
EshopsWithIQ	91%	N/A	86%	N/A	89%
Clastic	86%	88%	81%	86%	86%
SalesPanda	83%	86%	86%	79%	84%
Camp Automation	N/A	N/A	N/A	N/A	N/A
MarketingLeo	88%	86%	78%	88%	88%
MindFire, Inc.	N/A	N/A	N/A	N/A	N/A
Revotas	N/A	N/A	N/A	N/A	N/A
Lead Liaison	84%	83%	79%	90%	85%

(Feature Comparison for Marketing Automation continues on next page)

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Online Marketing

	Landing Pages and Forms	Dynamic Content	A/B Testing	Mobile Optimized	Search Tracking and Optimization
BNS AiO	N/A	N/A	N/A	N/A	N/A
Hey Oliver	N/A	N/A	N/A	N/A	N/A
Ryzeo	N/A	N/A	N/A	N/A	N/A
Average	85%	86%	86%	87%	86%

(Feature Comparison for Marketing Automation continues on next page)

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Lead Management

	Marketing Lead Database	Data Quality Management	Segmentation	Lead Scoring and Grading	Lead Nurturing	Online Behavior Tracking	Automated Alerts and Tasks	CRM Lead Integration
HubSpot Marketing Hub	88%	84%	87%	84%	87%	86%	87%	86%
ActiveCampaign for Marketing	88%	86%	89%	87%	90%	87%	88%	87%
Klaviyo	89%	87%	92%	84%	89%	88%	88%	88%
Insider	97%	97%	97%	97%	97%	97%	97%	98%
Braze	83%	81%	89%	82%	82%	85%		88%
Mailchimp All-in-One Marketing Platform	87%	88%	87%	85%	88%	88%	85%	86%
Brevo Marketing Platform	90%	88%	87%	86%	85%	87%	88%	86%
Iterable	86%	83%	90%	80%	85%	83%	81%	87%
Bloomreach	92%	89%	94%	88%	90%	92%	88%	90%
Thryv	94%	94%	95%	93%	94%	93%	93%	93%
GetResponse	85%	85%	84%	84%	85%	82%	83%	84%
Keap	88%	85%	88%	83%	89%	82%	87%	88%
CleverTap	94%	92%	95%	91%	93%	94%	95%	95%
MoEngage	87%	86%	92%	84%	85%	87%	86%	86%
Listrak	88%	86%	90%	86%	84%	85%	90%	85%
Constant Contact Advanced Automation & CRM Platform	91%	88%	90%	92%	91%	90%	91%	89%
OneSignal		95%	97%		96%	95%	96%	97%
Omnisend	88%	88%	88%	88%	89%	89%	89%	88%
Vendasta	93%	92%	90%	90%	89%	89%	92%	88%

*N/A is displayed when fewer than five responses were received for the question.

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Lead Management

	Marketing Lead Database	Data Quality Management	Segmentation	Lead Scoring and Grading	Lead Nurturing	Online Behavior Tracking	Automated Alerts and Tasks	CRM Lead Integration
Optimove	90%	89%	93%	89%	88%	88%	87%	91%
Netcore Customer Engagement and Experience Platform	95%	93%	95%	96%	96%	96%	97%	95%
Dotdigital	86%	86%	87%	85%	85%	86%	86%	84%
Customer.io	92%	88%	91%	91%	90%	89%	86%	86%
Ontraport	91%	88%	90%	88%	90%	89%	90%	87%
Act-On	84%	82%	86%	85%	85%	84%	83%	83%
Selligent Marketing Cloud	98%	90%	90%	90%	95%	95%	93%	86%
WebEngage	84%	85%	87%	83%	85%	86%	86%	88%
SALESmanago	87%	86%	88%	87%	86%	86%	86%	85%
Leadsquared Marketing Automation	89%	87%	85%	89%	86%	85%	87%	90%
Acquia Marketing Cloud	85%	84%	88%	82%	82%	85%	84%	79%
Zoho Marketing Automation	83%	83%	80%	83%	88%	83%	82%	84%
Manychat	92%	89%	93%	90%	94%	87%	93%	89%
Drip	86%	84%	90%	84%	88%	85%	86%	81%
SAS	89%	93%	89%	84%	86%	93%	89%	86%
AVADA	93%	91%	92%	92%	96%	97%	93%	95%
ContactPigeon	98%	96%	100%	98%	98%	98%	100%	100%
edrone	92%	93%	92%	91%	94%	93%		
SuperOffice CRM	86%	86%	84%	83%	78%	76%	82%	87%

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Lead Management

	Marketing Lead Database	Data Quality Management	Segmentation	Lead Scoring and Grading	Lead Nurturing	Online Behavior Tracking	Automated Alerts and Tasks	CRM Lead Integration
Maropost Marketing Cloud	86%	84%	88%	83%	81%	81%	84%	84%
EngageBay All-in-One Suite	92%	91%	92%	90%	91%	88%	93%	92%
Shape Software	97%	98%	97%	97%	98%	96%	97%	99%
Ometria	N/A	N/A	91%	N/A	N/A	N/A	N/A	N/A
Referrizer	96%	95%	97%	95%	95%	96%	96%	98%
vcita	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
iPost Enterprise	87%	86%	86%	90%	90%	88%	95%	81%
RD Station	92%	88%	89%	87%	90%	87%	88%	85%
VBOUT	92%	91%	94%	95%	94%	94%	94%	92%
Encharge	90%	88%	92%	89%	91%	92%	90%	87%
Xtremepush	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Dashly	94%	92%	92%	92%	91%	92%	93%	93%
Cordial	92%	93%	94%	89%	90%	91%	96%	97%
Actito	86%	85%	87%	82%	88%	82%	90%	86%
emfluence Marketing Platform	83%	82%	85%	82%	86%	82%	85%	82%
AiTrillion	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Blueshift	89%	88%	93%	89%	89%	89%	89%	90%
Regal.io	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Dialog Insight	N/A	N/A	97%	N/A	N/A	N/A	N/A	N/A

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Lead Management

	Marketing Lead Database	Data Quality Management	Segmentation	Lead Scoring and Grading	Lead Nurturing	Online Behavior Tracking	Automated Alerts and Tasks	CRM Lead Integration
Contlo	79%	84%	85%	80%	85%	76%	79%	84%
Sailthru	82%	80%	83%	79%	81%	80%	83%	79%
RollWorks Account-Based Platform	N/A	N/A	92%	90%	90%	82%	N/A	92%
Kizen	96%	90%	91%	92%	93%	88%	90%	95%
Deployteq	80%	82%	91%	76%	84%	69%	79%	84%
Ortto	85%	81%	87%	81%	90%	87%	89%	85%
Higher Logic Thrive	84%	84%	88%	88%	88%	89%	87%	84%
Sendlane	90%	91%	89%		91%	91%	91%	86%
Magnews	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Sales Snap	98%	98%	98%	97%	98%	98%	98%	97%
Voyado	91%	89%	91%	89%	91%	94%	91%	97%
BenchmarkONE	90%	88%	93%	93%	93%	91%	92%	90%
Exposebox	N/A	N/A	83%		N/A	N/A	N/A	N/A
Symplify Communication	96%	93%	87%	97%	93%	94%	90%	96%
Gamooga	88%	94%	93%	83%	89%	88%	88%	93%
Upsales	85%	78%	85%	82%	87%	87%	83%	89%
ConvergeHub	94%	93%	94%	93%	96%	91%	90%	95%
Spotler	80%	79%	83%	88%	87%	87%	87%	83%
Force24	87%	86%	89%	89%	89%	86%	84%	85%

(Feature Comparison for Marketing Automation continues on next page)

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Lead Management

	Marketing Lead Database	Data Quality Management	Segmentation	Lead Scoring and Grading	Lead Nurturing	Online Behavior Tracking	Automated Alerts and Tasks	CRM Lead Integration
Aritic	98%	96%	99%	98%	99%	97%	98%	98%
IntelligenceBank	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
GreenRope	85%	84%	88%	86%	87%	87%	88%	88%
Automation	93%	94%	92%	97%	97%	95%	90%	93%
Genoo	89%	90%	87%	87%	87%	90%	89%	87%
Netmera	N/A	N/A	86%		N/A	N/A		N/A
SalezShark	90%	88%	94%	90%	94%	92%	95%	93%
Upland Adestra	83%	82%	88%	83%	82%	82%	84%	80%
Captavi Platform	94%	97%	N/A	N/A	N/A	94%	N/A	100%
Platformly	90%	97%	92%	89%	89%	89%	N/A	91%
BuyerGenomics	96%	94%	97%	96%	93%	98%	100%	N/A
Net-Results	87%	87%	92%	91%	90%	91%	90%	89%
Right On	88%	85%	94%	91%	90%	89%	85%	83%
Leadfwd	90%	86%	86%	82%	88%	86%	86%	92%
MaaxMarket	81%	86%	81%	N/A	83%	87%	90%	84%
Leadfox	89%	86%	90%	84%	89%	90%	91%	84%
Segmentino	93%	96%	96%	93%	94%	93%	90%	90%
Salesforce Marketing Cloud Account Engagement	83%	79%	83%	82%	83%	81%	82%	85%
Adobe Marketo Engage	87%	81%	85%	85%	86%	82%	85%	85%

(Feature Comparison for Marketing Automation continues on next page)

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Lead Management

	Marketing Lead Database	Data Quality Management	Segmentation	Lead Scoring and Grading	Lead Nurturing	Online Behavior Tracking	Automated Alerts and Tasks	CRM Lead Integration
Dynamics 365 Marketing	80%	81%	82%	80%	77%	80%	77%	81%
Emarsys	83%	82%	87%	82%	84%	85%	82%	86%
HCL Unica	84%	85%	91%	86%	87%	84%	88%	86%
SAP Marketing Cloud	81%	80%	79%	81%	82%	84%	82%	80%
Nielsen Marketing Cloud	91%	89%	91%	92%	86%	90%	90%	84%
Oracle Eloqua	84%	81%	85%	83%	85%	82%	82%	82%
Adobe Campaign	83%	84%	84%	81%	84%	86%	83%	82%
Sugar Market	89%	85%	84%	86%	87%	88%	87%	87%
Zeta Marketing Platform	N/A	N/A	86%	N/A	N/A	80%	N/A	N/A
Mautic	98%	92%	96%	97%	98%	95%	92%	91%
HighLevel	73%	76%	74%	70%	79%	65%	75%	81%
Act!	74%	83%	80%	88%	82%	80%	79%	66%
Oracle Responsys	79%	79%	75%	73%	82%	77%	84%	82%
Acoustic Marketing Cloud	75%	75%	78%	74%	76%	76%	75%	76%
ClickDimensions	79%	77%	80%	75%	82%	75%	77%	86%
Freshmarketer	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Retention Science	N/A	80%	71%	N/A	91%	77%		
FMG Suite	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Total Expert	85%	78%	82%	77%	83%	78%	84%	83%

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Lead Management

	Marketing Lead Database	Data Quality Management	Segmentation	Lead Scoring and Grading	Lead Nurturing	Online Behavior Tracking	Automated Alerts and Tasks	CRM Lead Integration
Appier AIQUA	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
MessageGears Platform	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Agillic	94%	94%	92%	80%	86%	88%	86%	97%
Delivra	79%	81%	75%	78%	76%	74%	79%	79%
RedEye	76%	82%	89%	84%	85%	83%	82%	83%
ExpertSender	86%	87%	90%	84%	88%	87%	89%	88%
Odoo Marketing Automation	86%	86%	84%	84%	90%	81%	86%	90%
ActiveDEMAND	88%	87%	90%	90%	90%	92%	86%	84%
Agile CRM	85%	78%	75%	82%	77%	78%	84%	82%
Cheetah Engagement Data Platform	68%	65%	63%	66%	67%	62%	63%	71%
e-shot	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
eSputnik	90%	95%	97%	95%	90%	96%	94%	93%
ActiveTrail	96%	98%	93%	86%	95%	94%	92%	93%
User.com	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Swift Digital Suite	79%	86%	86%	80%	91%	87%	87%	81%
Mapp Cloud	80%	80%	86%	75%	78%	84%	83%	79%
Plumb5	85%	79%	79%	80%	80%	81%	80%	83%
eMarketeer	89%	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Jumplead	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Lead Management

	Marketing Lead Database	Data Quality Management	Segmentation	Lead Scoring and Grading	Lead Nurturing	Online Behavior Tracking	Automated Alerts and Tasks	CRM Lead Integration
SeoSamba Marketing Operating System	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Kartra	90%	81%	85%	73%	89%	79%	81%	83%
OutboundEngine	79%	85%	81%	80%	80%	82%	80%	86%
Ayna	94%	94%	89%	92%	95%	96%	95%	95%
eTrigue	87%	86%	87%	84%	89%	87%	88%	76%
Zymplify	85%	85%	84%	87%	90%	88%	85%	83%
Makesbridge	90%	N/A	94%	86%	92%	90%	88%	92%
Kulea.ma	88%	86%	92%	86%	88%	89%	88%	87%
Wishpond	76%	72%	63%	69%	70%	71%	77%	67%
Insightly Marketing	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
MioDatos		89%	77%	80%		75%		82%
EshopsWithIQ	90%	93%	89%	N/A	N/A	86%	N/A	N/A
Clastic	86%	86%	83%	77%	83%	82%	83%	77%
SalesPanda	79%	84%	69%	73%	82%	75%	79%	88%
Camp Automation	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
MarketingLeo	92%	84%	82%	86%	82%	93%	84%	86%
MindFire, Inc.	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Revotas	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Lead Liaison	90%	87%	89%	89%	87%	92%	88%	85%

(Feature Comparison for Marketing Automation continues on next page)

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Lead Management

	Marketing Lead Database	Data Quality Management	Segmentation	Lead Scoring and Grading	Lead Nurturing	Online Behavior Tracking	Automated Alerts and Tasks	CRM Lead Integration
BNS AiO	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Hey Oliver	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Ryzeo	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Average	88%	87%	88%	86%	88%	87%	87%	87%

(Feature Comparison for Marketing Automation continues on next page)

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Campaign Management

	Program Management	Event / Webinar Marketing	Calendaring	Budgeting
HubSpot Marketing Hub	86%	84%	83%	78%
ActiveCampaign for Marketing	88%	86%	84%	82%
Klaviyo	91%	86%	87%	83%
Insider	98%	96%	97%	96%
Braze				
Mailchimp All-in-One Marketing Platform	89%	88%	87%	85%
Brevo Marketing Platform	89%	87%	87%	84%
Iterable	90%	88%	87%	85%
Bloomreach	90%	89%	87%	85%
Thryv	94%	94%	94%	93%
GetResponse	87%	85%		
Keap	88%	86%	83%	79%
CleverTap	95%	92%	90%	92%
MoEngage	86%	86%	86%	84%
Listrak	91%	84%	86%	84%
Constant Contact Advanced Automation & CRM Platform	91%	89%	89%	89%
OneSignal				
Omnisend	90%	88%	88%	88%
Vendasta	91%			

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Campaign Management

	Program Management	Event / Webinar Marketing	Calendaring	Budgeting
Optimove	94%	88%	93%	89%
Netcore Customer Engagement and Experience Platform	94%	95%		
Dotdigital	88%	88%	86%	85%
Customer.io	90%	86%		
Ontraport	92%	89%	86%	83%
Act-On	84%	82%	79%	79%
Selligent Marketing Cloud	93%	N/A	95%	94%
WebEngage	85%			
SALESmanago	86%	87%	85%	85%
Leadsquared Marketing Automation	84%	86%	87%	78%
Acquia Marketing Cloud	84%			
Zoho Marketing Automation	85%	72%	82%	78%
Manychat	84%	90%	90%	86%
Drip	86%	83%	80%	71%
SAS	87%	82%	89%	80%
AVADA	96%	94%	93%	96%
ContactPigeon	98%	98%	98%	98%
edrone				
SuperOffice CRM	84%	83%	81%	73%

(Feature Comparison for Marketing Automation continues on next page)

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Campaign Management

	Program Management	Event / Webinar Marketing	Calendaring	Budgeting
Maropost Marketing Cloud	87%	86%	86%	88%
EngageBay All-in-One Suite	89%	91%	92%	88%
Shape Software	97%	96%	97%	97%
Ometria	N/A	N/A	N/A	N/A
Referrizer	97%	96%	97%	95%
vcita	N/A	N/A	100%	N/A
iPost Enterprise	93%	91%	88%	88%
RD Station	87%	86%	87%	84%
VBOUT	92%	93%	95%	87%
Encharge	87%	88%	88%	84%
Xtremepush	N/A	N/A	N/A	N/A
Dashly	97%	90%	90%	86%
Cordial	92%			
Actito	85%	90%	88%	94%
emfluence Marketing Platform	85%	88%	89%	
AiTrillion	N/A	N/A	N/A	N/A
Blueshift	90%	90%	87%	86%
Regal.io			N/A	
Dialog Insight	N/A	N/A	N/A	

(Feature Comparison for Marketing Automation continues on next page)

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Campaign Management

	Program Management	Event / Webinar Marketing	Calendaring	Budgeting
Contlo	84%	75%	69%	64%
Sailthru	87%	82%	94%	88%
RollWorks Account-Based Platform	89%	69%	80%	90%
Kizen	94%	94%	77%	83%
Deployteq	87%	84%	81%	79%
Ortto	82%	80%	81%	77%
Higher Logic Thrive		87%		
Sendlane	85%	73%	82%	81%
Magnews	N/A	N/A	N/A	N/A
Sales Snap	98%	94%	96%	90%
Voyado	86%	N/A	91%	91%
BenchmarkONE	94%	89%	86%	78%
Exposebox	N/A	N/A	N/A	N/A
Symplify Communication	98%	N/A	97%	N/A
Gamooga	84%	N/A	98%	94%
Upsales	71%	83%		
ConvergeHub	94%	95%	94%	93%
Spotler	85%	82%	76%	70%
Force24	86%	89%	83%	80%

*N/A is displayed when fewer than five responses were received for the question.

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Campaign Management

	Program Management	Event / Webinar Marketing	Calendaring	Budgeting
Aritic	98%	98%	96%	94%
IntelligenceBank	N/A	N/A	N/A	N/A
GreenRope	85%	90%	83%	91%
Automation	95%	91%	92%	
Genoo	94%	88%	90%	N/A
Netmera				
SalezShark	92%	96%	95%	93%
Upland Adestra	92%	86%	90%	89%
Captavi Platform	N/A	100%	98%	N/A
Platformly	86%	N/A	N/A	93%
BuyerGenomics	93%		89%	N/A
Net-Results	91%	89%	84%	86%
Right On	94%	N/A	N/A	N/A
Leadfwd	88%	88%	N/A	N/A
MaaxMarket	91%	90%	81%	73%
Leadfox	84%	90%	89%	89%
Segmentino	93%	N/A	90%	
Salesforce Marketing Cloud Account Engagement	80%	80%	75%	72%
Adobe Marketo Engage	85%	86%	75%	73%

(Feature Comparison for Marketing Automation continues on next page)

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Campaign Management

	Program Management	Event / Webinar Marketing	Calendaring	Budgeting
Dynamics 365 Marketing	81%	81%	85%	84%
Emarsys	86%	86%	83%	85%
HCL Unica	91%	81%	89%	81%
SAP Marketing Cloud	83%	82%	79%	79%
Nielsen Marketing Cloud	90%	88%	90%	88%
Oracle Eloqua	84%	83%	75%	72%
Adobe Campaign	85%	84%	84%	82%
Sugar Market	86%	89%	87%	85%
Zeta Marketing Platform	N/A	N/A	N/A	N/A
Mautic	97%	N/A	86%	N/A
HighLevel	84%	86%	81%	79%
Act!	79%	78%	93%	90%
Oracle Responsys	85%	83%	88%	83%
Acoustic Marketing Cloud	76%	74%	73%	72%
ClickDimensions	77%	78%	70%	70%
Freshmarketer	N/A	N/A	N/A	83%
Retention Science				
FMG Suite	N/A	N/A	N/A	N/A
Total Expert	82%	80%	75%	80%

(Feature Comparison for Marketing Automation continues on next page)

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Campaign Management

	Program Management	Event / Webinar Marketing	Calendaring	Budgeting
Appier AIQUA	N/A	N/A	N/A	N/A
MessageGears Platform	N/A	N/A	N/A	N/A
Agillic	94%	74%	N/A	N/A
Delivra	80%	77%	75%	79%
RedEye	87%	82%	86%	
ExpertSender	87%	77%	86%	76%
Odoo Marketing Automation	82%	77%	71%	74%
ActiveDEMAND	87%	90%	89%	83%
Agile CRM	84%	84%	86%	88%
Cheetah Engagement Data Platform	69%	66%	77%	N/A
e-shot	N/A	N/A	N/A	N/A
eSputnik	93%	96%	96%	95%
ActiveTrail	86%	84%	90%	86%
User.com	N/A	N/A	N/A	N/A
Swift Digital Suite	83%	92%	87%	87%
Mapp Cloud	87%	78%	79%	79%
Plumb5	79%	83%	67%	63%
eMarketeer	N/A	N/A	N/A	91%
Jumplead	N/A	N/A	N/A	N/A

(Feature Comparison for Marketing Automation continues on next page)

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Campaign Management

	Program Management	Event / Webinar Marketing	Calendaring	Budgeting
SeoSamba Marketing Operating System	N/A	N/A	N/A	N/A
Kartra	74%	96%	74%	64%
OutboundEngine	79%	89%	88%	89%
Ayna	94%	95%	89%	94%
eTrigue	90%	92%	81%	N/A
Zymplify	86%	83%	84%	82%
Makesbridge	N/A	N/A	N/A	N/A
Kulea.ma	87%	86%	83%	N/A
Wishpond		68%	43%	
Insightly Marketing	N/A	N/A	N/A	
MioDatos	84%			
EshopsWithIQ	90%	82%	90%	86%
Clastic	86%	83%	84%	79%
SalesPanda	81%	86%	86%	83%
Camp Automation	N/A	N/A	N/A	N/A
MarketingLeo	90%	88%	86%	86%
MindFire, Inc.	N/A	N/A	N/A	N/A
Revotas	N/A	N/A	N/A	N/A
Lead Liaison	86%	86%	N/A	N/A

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Campaign Management

	Program Management	Event / Webinar Marketing	Calendaring	Budgeting
BNS AiO	N/A	N/A	N/A	N/A
Hey Oliver	N/A	N/A	N/A	
Ryzeo	N/A	N/A	N/A	N/A
Average	88%	86%	86%	84%

*N/A is displayed when fewer than five responses were received for the question.

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Social

	Social Listening	Social Sharing	Social Campaigns	Social Media Engagement	Social Media Advertising
HubSpot Marketing Hub	82%	86%	86%	85%	82%
ActiveCampaign for Marketing	82%	84%	84%	84%	83%
Klaviyo		84%	83%	81%	85%
Insider	96%	97%	97%	98%	97%
Braze		78%			77%
Mailchimp All-in-One Marketing Platform	85%	88%	88%	87%	87%
Brevo Marketing Platform	86%	86%	86%	86%	86%
Iterable	87%	90%	87%	89%	90%
Bloomreach	86%	88%	87%	86%	86%
Thryv	97%	96%	96%	95%	96%
GetResponse		85%	86%	86%	86%
Keap	74%	79%	78%	77%	76%
CleverTap		96%	98%	99%	98%
MoEngage	85%	85%	87%	84%	85%
Listrak	70%	66%	70%	67%	73%
Constant Contact Advanced Automation & CRM Platform	83%	84%	83%	84%	92%
OneSignal		95%			
Omnisend	87%	87%	89%	88%	87%
Vendasta	91%	92%	91%	92%	92%

(Feature Comparison for Marketing Automation continues on next page)

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Social

	Social Listening	Social Sharing	Social Campaigns	Social Media Engagement	Social Media Advertising
Optimove	81%	86%	87%	82%	82%
Netcore Customer Engagement and Experience Platform					
Dotdigital	85%	84%	85%	86%	85%
Customer.io		86%			
Ontraport	89%	85%	86%	84%	82%
Act-On	73%	75%	75%	85%	74%
Selligent Marketing Cloud	N/A	93%	88%	90%	N/A
WebEngage		86%		81%	83%
SALESmanago	83%	86%	85%	83%	86%
Leadsquared Marketing Automation	83%	83%	87%	86%	83%
Acquia Marketing Cloud	71%	70%	79%	79%	70%
Zoho Marketing Automation	83%	83%	83%	81%	82%
Manychat	92%	92%	95%	93%	98%
Drip	81%	86%	80%	87%	82%
SAS	80%	86%	86%	87%	89%
AVADA	94%	94%	95%	94%	94%
ContactPigeon	94%	94%	94%	94%	94%
edrone					95%
SuperOffice CRM	67%	N/A	63%	63%	64%

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Social

	Social Listening	Social Sharing	Social Campaigns	Social Media Engagement	Social Media Advertising
Maropost Marketing Cloud	88%	85%	85%	83%	86%
EngageBay All-in-One Suite	88%	88%	88%	87%	90%
Shape Software	98%	98%	96%	98%	98%
Ometria	N/A	N/A	N/A	N/A	N/A
Referrizer	96%	93%	96%	95%	95%
vcita	N/A	N/A	N/A	N/A	N/A
iPost Enterprise	90%	92%	92%	92%	90%
RD Station	72%	83%	84%	85%	83%
VBOUT	92%	93%	93%	92%	90%
Encharge	80%	85%	86%	83%	84%
Xtremepush	N/A	N/A	N/A	N/A	N/A
Dashly	87%	88%	92%	90%	96%
Cordial	N/A	N/A	N/A	N/A	N/A
Actito	93%	94%	92%	92%	93%
emfluence Marketing Platform			88%		
AiTrillion	N/A	N/A	N/A	N/A	N/A
Blueshift					
Regal.io					
Dialog Insight		N/A			

(Feature Comparison for Marketing Automation continues on next page)

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Social

	Social Listening	Social Sharing	Social Campaigns	Social Media Engagement	Social Media Advertising
Contlo	59%	77%	79%	69%	81%
Sailthru	87%	85%	73%	84%	79%
RollWorks Account-Based Platform	84%	83%	88%	86%	89%
Kizen	N/A	N/A	N/A	N/A	N/A
Deployteq	71%	N/A	77%	N/A	N/A
Ortto	71%	78%	85%	82%	83%
Higher Logic Thrive					
Sendlane					81%
Magnews	N/A	N/A	N/A	N/A	N/A
Sales Snap	97%	100%	94%	98%	97%
Voyado	N/A	N/A	N/A	N/A	N/A
BenchmarkONE	80%	90%	83%	81%	82%
Exposebox	N/A	N/A	N/A	N/A	N/A
Symplify Communication	N/A	N/A	N/A	97%	N/A
Gamooga	N/A	N/A	N/A	N/A	N/A
Upsales					
ConvergeHub	84%	84%	84%	80%	81%
Spotler	80%	83%	84%	79%	78%
Force24	83%	83%	84%	86%	84%

(Feature Comparison for Marketing Automation continues on next page)

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Social

	Social Listening	Social Sharing	Social Campaigns	Social Media Engagement	Social Media Advertising
Aritic	97%	97%	97%	97%	96%
IntelligenceBank	N/A	N/A	N/A	N/A	N/A
GreenRope	78%	76%	75%	77%	76%
Automation	91%	96%	98%	92%	94%
Genoo	N/A	90%	87%	90%	N/A
Netmera			N/A	N/A	N/A
SalezShark	93%	92%	93%	93%	92%
Upland Adestra	86%	88%	88%	83%	N/A
Captavi Platform	N/A	98%	N/A	98%	N/A
Platformly	N/A	N/A	N/A	N/A	N/A
BuyerGenomics	N/A	91%	94%	97%	N/A
Net-Results	84%	80%	87%	83%	85%
Right On	83%	86%	N/A	79%	N/A
Leadfwd	73%	77%	76%	76%	69%
MaaxMarket	90%	89%	85%	89%	N/A
Leadfox	92%	89%	91%	91%	86%
Segmentino	86%	N/A	86%	83%	N/A
Salesforce Marketing Cloud Account Engagement	68%	70%	73%	75%	72%
Adobe Marketo Engage	75%	78%	78%	77%	78%

(Feature Comparison for Marketing Automation continues on next page)

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Social

	Social Listening	Social Sharing	Social Campaigns	Social Media Engagement	Social Media Advertising
Dynamics 365 Marketing	83%	84%	82%	81%	82%
Emarsys	85%	87%	85%	86%	86%
HCL Unica	78%	76%	77%	75%	75%
SAP Marketing Cloud	76%	79%	85%	85%	79%
Nielsen Marketing Cloud	88%	82%	88%	86%	89%
Oracle Eloqua	74%	75%	76%	75%	75%
Adobe Campaign	83%	86%	86%	84%	84%
Sugar Market	84%	86%	87%	87%	90%
Zeta Marketing Platform	N/A	N/A	N/A	N/A	N/A
Mautic	N/A	N/A	N/A	N/A	N/A
HighLevel	59%	75%	75%	70%	73%
Act!	86%	79%	78%	67%	67%
Oracle Responsys	N/A	92%	89%	87%	90%
Acoustic Marketing Cloud	68%	75%	72%	72%	70%
ClickDimensions	72%	70%	71%	73%	63%
Freshmarketer	N/A	N/A	N/A	N/A	N/A
Retention Science				N/A	N/A
FMG Suite	N/A	N/A	N/A	N/A	N/A
Total Expert	76%	81%	76%	79%	73%

(Feature Comparison for Marketing Automation continues on next page)

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Social

	Social Listening	Social Sharing	Social Campaigns	Social Media Engagement	Social Media Advertising
Appier AIQUA	N/A	N/A	N/A	N/A	N/A
MessageGears Platform	N/A	N/A	N/A	N/A	N/A
Agillic	N/A	N/A	N/A	N/A	N/A
Delivra	80%	82%	81%	80%	80%
RedEye					76%
ExpertSender	86%	87%	74%	74%	87%
Odoo Marketing Automation	91%	90%	93%	86%	81%
ActiveDEMAND	83%	86%	88%	86%	84%
Agile CRM	83%	86%	90%	85%	82%
Cheetah Engagement Data Platform	69%	66%	71%	62%	66%
e-shot	N/A	N/A	N/A	N/A	N/A
eSputnik	89%	87%	89%	94%	95%
ActiveTrail	83%	88%	93%	88%	95%
User.com	N/A	N/A	N/A	N/A	N/A
Swift Digital Suite	87%	84%	79%	86%	87%
Mapp Cloud	71%	68%	71%	73%	69%
Plumb5	79%	77%	77%	79%	76%
eMarketeer	N/A	94%	N/A	86%	86%
Jumplead	N/A	N/A	N/A	N/A	N/A

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Social

	Social Listening	Social Sharing	Social Campaigns	Social Media Engagement	Social Media Advertising
SeoSamba Marketing Operating System	N/A	N/A	N/A	N/A	N/A
Kartra	54%	63%	63%	65%	59%
OutboundEngine	76%	81%	82%	78%	79%
Ayna	95%	90%	98%	94%	95%
eTrigue	83%	84%	86%	83%	N/A
Zymplify	86%	89%	88%	87%	84%
Makesbridge	N/A	86%	N/A	N/A	89%
Kulea.ma	N/A	N/A	N/A	N/A	N/A
Wishpond			80%	80%	
Insightly Marketing					
MioDatos			88%		
EshopsWithIQ	93%	93%	N/A	94%	93%
Clastic	80%	80%	78%	78%	80%
SalesPanda	79%	89%	91%	84%	86%
Camp Automation	N/A		N/A		N/A
MarketingLeo	86%	84%	84%	88%	88%
MindFire, Inc.	N/A	N/A	N/A	N/A	N/A
Revotas	N/A	N/A	N/A	N/A	N/A
Lead Liaison	N/A	81%	80%	81%	N/A

(Feature Comparison for Marketing Automation continues on next page)

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**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Social

	Social Listening	Social Sharing	Social Campaigns	Social Media Engagement	Social Media Advertising
BNS AiO	N/A	N/A	N/A	N/A	N/A
Hey Oliver		N/A	N/A		
Ryzeo	N/A	N/A	N/A	N/A	N/A
Average	83%	85%	85%	84%	84%

(Feature Comparison for Marketing Automation continues on next page)

*N/A is displayed when fewer than five responses were received for the question.

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Reporting & Analytics

	Basic Reporting	Web Analytics	ROI Analytics	Revenue Analytics	SEO / Keyword Analytics
HubSpot Marketing Hub	86%	84%	79%	79%	82%
ActiveCampaign for Marketing	86%	84%	81%	81%	81%
Klaviyo	88%	86%	87%	87%	83%
Insider	96%	97%	96%	96%	97%
Braze	82%			72%	
Mailchimp All-in-One Marketing Platform	89%	88%	85%	85%	85%
Brevo Marketing Platform	90%	87%	85%	83%	78%
Iterable	83%	83%	79%	80%	80%
Bloomreach	91%	89%	88%	88%	84%
Thryv	94%	93%	94%	91%	95%
GetResponse	87%	84%	83%	84%	83%
Keap	83%	78%	77%	80%	72%
CleverTap	97%	94%	90%	96%	95%
MoEngage	89%	86%	87%	86%	84%
Listrak	90%	88%	88%	87%	80%
Constant Contact Advanced Automation & CRM Platform	88%	86%	86%	86%	81%
OneSignal	93%	95%	93%	95%	96%
Omnisend	91%	89%	89%	89%	85%
Vendasta	93%	89%	88%	91%	93%

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Reporting & Analytics

	Basic Reporting	Web Analytics	ROI Analytics	Revenue Analytics	SEO / Keyword Analytics
Optimove	92%	89%	89%	90%	86%
Netcore Customer Engagement and Experience Platform	95%	94%	95%	96%	94%
Dotdigital	87%	86%	84%	83%	86%
Customer.io	84%	87%	85%	83%	
Ontraport	87%	87%	83%	86%	80%
Act-On	82%	81%	76%	74%	77%
Selligent Marketing Cloud	86%	87%	92%	81%	94%
WebEngage	84%	83%	81%	79%	83%
SALESmanago	86%	85%	86%	83%	82%
Leadsquared Marketing Automation	86%	85%	81%	81%	81%
Acquia Marketing Cloud	80%	79%	70%	67%	67%
Zoho Marketing Automation	85%	81%	78%	79%	74%
Manychat	91%	89%	87%	87%	96%
Drip	82%	81%	78%	78%	79%
SAS	93%	89%	89%	89%	84%
AVADA	94%	95%	93%	92%	93%
ContactPigeon	98%	95%	94%	94%	N/A
edrone	95%	93%	94%		
SuperOffice CRM	82%	64%	69%	71%	60%

*N/A is displayed when fewer than five responses were received for the question.

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Reporting & Analytics

	Basic Reporting	Web Analytics	ROI Analytics	Revenue Analytics	SEO / Keyword Analytics
Maropost Marketing Cloud	83%	79%	78%	77%	83%
EngageBay All-in-One Suite	88%	86%	87%	86%	90%
Shape Software	98%	97%	100%	99%	96%
Ometria	N/A	N/A	N/A	N/A	N/A
Referrizer	91%	96%	95%	96%	97%
vcita	83%	N/A	N/A	N/A	N/A
iPost Enterprise	87%	86%	90%	87%	88%
RD Station	88%	87%	81%	82%	82%
VBOUT	91%	94%	91%	91%	90%
Encharge	89%	89%	83%	86%	89%
Xtremepush	N/A	N/A	N/A	N/A	N/A
Dashly	88%	94%	89%	97%	93%
Cordial	79%	86%	83%	91%	N/A
Actito	85%	79%	81%	83%	96%
emfluence Marketing Platform	90%	88%			
AiTrillion	N/A	N/A	N/A	N/A	N/A
Blueshift	86%	87%	85%	83%	
Regal.io	N/A	N/A	N/A	N/A	
Dialog Insight	93%	N/A	N/A	N/A	

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Reporting & Analytics

	Basic Reporting	Web Analytics	ROI Analytics	Revenue Analytics	SEO / Keyword Analytics
Contlo	85%	86%	87%	86%	66%
Sailthru	82%	81%	82%	80%	80%
RollWorks Account-Based Platform	94%	94%	90%	89%	88%
Kizen	94%	N/A	N/A	N/A	N/A
Deployteq	83%	88%	80%	78%	76%
Ortto	84%	79%	74%	71%	66%
Higher Logic Thrive	87%		81%		
Sendlane	88%	86%	82%	83%	
Magnews	N/A	N/A	N/A	N/A	N/A
Sales Snap	100%	100%	N/A	97%	98%
Voyado	N/A	N/A	N/A	N/A	N/A
BenchmarkONE	83%	81%	81%	77%	69%
Exposebox	N/A	N/A	N/A	N/A	
Symplify Communication	96%	96%	91%	N/A	N/A
Gamooga	94%	98%	N/A	90%	91%
Upsales	80%	77%	81%	82%	77%
ConvergeHub	96%	94%	94%	94%	
Spotler	87%	85%	82%	81%	78%
Force24	87%	84%	80%	79%	81%

(Feature Comparison for Marketing Automation continues on next page)

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Reporting & Analytics

	Basic Reporting	Web Analytics	ROI Analytics	Revenue Analytics	SEO / Keyword Analytics
Aritic	97%	93%	93%	94%	96%
IntelligenceBank	N/A	N/A	N/A	N/A	N/A
GreenRope	87%	87%	84%	85%	82%
Automation	91%	97%	92%	96%	96%
Genoo	88%	87%	87%	88%	96%
Netmera	81%	N/A		N/A	
SalezShark	96%	98%	94%	94%	94%
Upland Adestra	93%	86%	81%	80%	81%
Captavi Platform	98%	100%	100%	100%	98%
Platformly	91%	90%	89%	90%	N/A
BuyerGenomics	94%	95%	94%	97%	N/A
Net-Results	86%	86%	88%	89%	81%
Right On	89%	83%	87%	79%	N/A
Leadfwd	86%	82%	79%	78%	75%
MaaxMarket	87%	91%	92%	88%	81%
Leadfox	94%	84%	88%	N/A	89%
Segmentino	91%	88%	88%	94%	
Salesforce Marketing Cloud Account Engagement	78%	73%	70%	70%	70%
Adobe Marketo Engage	80%	75%	75%	75%	72%

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Reporting & Analytics

	Basic Reporting	Web Analytics	ROI Analytics	Revenue Analytics	SEO / Keyword Analytics
Dynamics 365 Marketing	83%	79%	83%	83%	82%
Emarsys	84%	83%	82%	79%	83%
HCL Unica	80%	76%	77%	78%	77%
SAP Marketing Cloud	84%	82%	80%	79%	76%
Nielsen Marketing Cloud	93%	94%	93%	89%	86%
Oracle Eloqua	80%	76%	75%	76%	73%
Adobe Campaign	83%	82%	81%	83%	85%
Sugar Market	86%	87%	81%	80%	83%
Zeta Marketing Platform	80%	N/A	N/A	N/A	N/A
Mautic	96%	89%	N/A	N/A	N/A
HighLevel	85%	75%	78%	80%	73%
Act!	81%	73%	73%	71%	88%
Oracle Responsys	82%	79%	77%	76%	84%
Acoustic Marketing Cloud	76%	70%	69%	67%	66%
ClickDimensions	79%	77%	71%	69%	68%
Freshmarketer	N/A	N/A	N/A	N/A	N/A
Retention Science	74%	N/A	71%	77%	
FMG Suite	N/A	N/A	N/A	N/A	N/A
Total Expert	78%	72%	77%	77%	74%

(Feature Comparison for Marketing Automation continues on next page)

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Reporting & Analytics

	Basic Reporting	Web Analytics	ROI Analytics	Revenue Analytics	SEO / Keyword Analytics
Appier AIQUA	N/A	N/A	N/A	N/A	N/A
MessageGears Platform	86%	N/A	N/A	N/A	N/A
Agillic	63%	N/A	N/A	N/A	N/A
Delivra	80%	80%	79%	81%	79%
RedEye	84%	86%	83%	84%	
ExpertSender	88%	85%	86%	87%	88%
Odoo Marketing Automation	89%	86%	86%	83%	74%
ActiveDEMAND	93%	93%	83%	87%	88%
Agile CRM	87%	91%	79%	89%	81%
Cheetah Engagement Data Platform	67%	68%	71%	71%	N/A
e-shot	N/A	N/A	N/A	N/A	N/A
eSputnik	94%	94%	97%	91%	92%
ActiveTrail	89%	90%	91%	89%	90%
User.com	N/A	N/A	N/A	N/A	N/A
Swift Digital Suite	83%	79%	79%	83%	84%
Mapp Cloud	82%	74%	73%	68%	65%
Plumb5	84%	80%	75%	72%	74%
eMarketeer	91%	N/A	89%	89%	86%
Jumplead	N/A	N/A	N/A	N/A	N/A

(Feature Comparison for Marketing Automation continues on next page)

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Reporting & Analytics

	Basic Reporting	Web Analytics	ROI Analytics	Revenue Analytics	SEO / Keyword Analytics
SeoSamba Marketing Operating System	N/A	N/A	N/A	N/A	N/A
Kartra	81%	73%	74%	73%	67%
OutboundEngine	84%	83%	64%	68%	69%
Ayna	90%	90%	94%	92%	94%
eTrigue	87%	84%	79%	73%	74%
Zymplify	87%	87%	85%	83%	80%
Makesbridge	92%	88%	N/A	N/A	N/A
Kulea.ma	81%	80%	73%	79%	86%
Wishpond	70%	68%			
Insightly Marketing	N/A	N/A	N/A	N/A	
MioDatos	83%				
EshopsWithIQ	83%	90%	77%	86%	94%
Clastic	90%	86%	79%	76%	81%
SalesPanda	83%	84%	75%	79%	82%
Camp Automation	N/A	N/A	N/A	N/A	N/A
MarketingLeo	86%	88%	78%	82%	90%
MindFire, Inc.	N/A	N/A	N/A	N/A	N/A
Revotas	N/A	N/A	N/A	N/A	N/A
Lead Liaison	87%	86%	84%	82%	N/A

(Feature Comparison for Marketing Automation continues on next page)

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Reporting & Analytics

	Basic Reporting	Web Analytics	ROI Analytics	Revenue Analytics	SEO / Keyword Analytics
BNS AiO	N/A	N/A	N/A	N/A	N/A
Hey Oliver	N/A	N/A	N/A	N/A	N/A
Ryzeo	N/A	N/A	N/A	N/A	N/A
Average	87%	86%	84%	84%	83%

(Feature Comparison for Marketing Automation continues on next page)

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Platform

	Customization	Workflow Capability	User, Role, and Access Management	Internationalization	Sandbox / Test Environments	Performance and Reliability	Output Document Generation
HubSpot Marketing Hub	82%	87%	89%	84%	80%	88%	84%
ActiveCampaign for Marketing	85%	88%	89%	86%	84%	89%	87%
Klaviyo	89%	90%	92%	89%	84%	92%	88%
Insider	98%	97%	96%	96%	97%	97%	97%
Braze	87%		88%	83%	83%	89%	
Mailchimp All-in-One Marketing Platform	87%	86%	90%	88%	87%	92%	89%
Brevo Marketing Platform	86%	86%	91%	87%	90%	89%	88%
Iterable	86%	91%	89%	89%	85%	88%	84%
Bloomreach	90%	90%	90%	92%	87%	92%	91%
Thryv	90%	92%	94%	96%	96%	96%	93%
GetResponse	83%	85%	86%	85%		87%	82%
Keap	82%	85%	85%	79%	83%	85%	80%
CleverTap	86%	83%	91%	89%	79%	88%	N/A
MoEngage	89%	87%	91%	89%	88%	91%	87%
Listrak	84%	89%	92%	81%	81%	90%	86%
Constant Contact Advanced Automation & CRM Platform	85%	89%	90%	89%	85%	88%	86%
OneSignal	95%	95%	93%			94%	95%
Omnisend	87%	91%	90%	90%	89%	92%	90%
Vendasta	85%	87%	93%	86%	86%	88%	85%

(Feature Comparison for Marketing Automation continues on next page)

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**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Platform

	Customization	Workflow Capability	User, Role, and Access Management	Internationalization	Sandbox / Test Environments	Performance and Reliability	Output Document Generation
Optimove	82%	85%	86%	80%	86%	89%	85%
Netcore Customer Engagement and Experience Platform	91%	N/A	N/A	N/A	N/A	94%	N/A
Dotdigital	83%	84%	87%	82%	81%	89%	86%
Customer.io	88%	92%	92%	91%	90%	92%	89%
Ontraport	93%	93%	91%	95%	90%	94%	93%
Act-On	79%	81%	85%	82%	74%	85%	80%
Selligent Marketing Cloud	N/A	84%	93%	91%	83%	86%	N/A
WebEngage	85%	88%	91%	85%	88%	87%	
SALESmanago	83%	86%	87%	84%	86%	86%	81%
Leadsquared Marketing Automation	85%	84%	84%	87%	84%	86%	89%
Acquia Marketing Cloud	81%	84%	87%	84%	71%	76%	76%
Zoho Marketing Automation	73%	81%	84%	74%	81%	80%	74%
Manychat	N/A	N/A	94%	N/A	88%	94%	93%
Drip	83%	89%	88%	79%	83%	90%	80%
SAS	86%	88%	93%	N/A	91%	88%	88%
AVADA	95%	93%	98%	96%	90%	96%	95%
ContactPigeon	N/A	N/A	N/A	N/A	100%	100%	100%
edrone	93%		92%	91%		93%	
SuperOffice CRM	N/A	74%	80%	N/A	N/A	82%	79%

(Feature Comparison for Marketing Automation continues on next page)

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Platform

	Customization	Workflow Capability	User, Role, and Access Management	Internationalization	Sandbox / Test Environments	Performance and Reliability	Output Document Generation
Maropost Marketing Cloud	88%	86%	90%	88%	87%	91%	91%
EngageBay All-in-One Suite	87%	90%	93%	89%	87%	92%	90%
Shape Software	99%	100%	96%	97%	96%	100%	99%
Ometria	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Referrizer	88%	97%	92%	N/A	94%	96%	N/A
vcita	N/A	N/A	N/A	N/A	N/A	N/A	N/A
iPost Enterprise	95%	N/A	97%	N/A	N/A	94%	N/A
RD Station	80%	87%	90%	85%	82%	89%	85%
VBOUT	94%	92%	94%	91%	87%	92%	89%
Encharge	91%	92%	89%	88%	87%	92%	90%
Xtremepush	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Dashly	90%	91%	90%	93%	96%	90%	98%
Cordial	90%	89%	79%	N/A	91%	95%	76%
Actito	84%	88%	82%	86%	86%	86%	79%
emfluence Marketing Platform	85%	88%	91%		85%	93%	
AiTrillion	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Blueshift	88%	86%	91%	90%	90%	88%	83%
Regal.io	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Dialog Insight	89%	N/A	80%	N/A	N/A	89%	N/A

(Feature Comparison for Marketing Automation continues on next page)

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Platform

	Customization	Workflow Capability	User, Role, and Access Management	Internationalization	Sandbox / Test Environments	Performance and Reliability	Output Document Generation
Contlo	80%	92%	87%	73%	57%	77%	79%
Sailthru	82%	80%	89%	N/A	N/A	88%	85%
RollWorks Account-Based Platform	81%	N/A	95%	N/A	N/A	94%	N/A
Kizen	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Deployteq	89%	90%	87%	86%	74%	80%	86%
Ortto	83%	88%	85%	79%	74%	88%	77%
Higher Logic Thrive	87%	86%	91%	92%	86%	91%	86%
Sendlane	83%	86%	87%	81%		97%	80%
Magnews	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Sales Snap	97%	N/A	97%	100%	N/A	N/A	N/A
Voyado	N/A	N/A	N/A	N/A	N/A	N/A	N/A
BenchmarkONE	88%	91%	95%	N/A	N/A	95%	88%
Exposebox	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Symplify Communication	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Gamooga	83%	80%	86%	N/A	N/A	86%	N/A
Upsales	71%	83%	87%	N/A	N/A	90%	N/A
ConvergeHub	93%	94%	95%	97%	94%	95%	94%
Spotler	75%	69%	69%	70%	N/A	81%	80%
Force24	81%	86%	88%	83%	82%	85%	84%

(Feature Comparison for Marketing Automation continues on next page)

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**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Platform

	Customization	Workflow Capability	User, Role, and Access Management	Internationalization	Sandbox / Test Environments	Performance and Reliability	Output Document Generation
Aritic	98%	100%	98%	N/A	97%	94%	94%
IntelligenceBank	N/A	N/A	N/A	N/A	N/A	N/A	N/A
GreenRope	81%	82%	84%	85%	80%	89%	84%
Automation	91%		93%	94%	N/A	88%	N/A
Genoo	97%	95%	94%	92%	97%	93%	91%
Netmera	N/A	N/A	91%	N/A	N/A	N/A	
SalezShark	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Upland Adestra	88%	87%	90%	94%	84%	96%	86%
Captavi Platform	100%	N/A	N/A	N/A	N/A	97%	N/A
Platformly	88%	90%	92%	N/A	N/A	91%	N/A
BuyerGenomics	N/A	N/A	N/A	N/A		N/A	N/A
Net-Results	88%	92%	91%	83%	87%	90%	93%
Right On	90%	91%	94%	90%	86%	91%	86%
Leadfwd	86%	89%	85%	N/A	86%	91%	88%
MaaxMarket	74%	N/A	N/A	N/A	N/A	N/A	N/A
Leadfox	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Segmentino	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Salesforce Marketing Cloud Account Engagement	73%	81%	83%	78%	77%	83%	84%
Adobe Marketo Engage	79%	81%	86%	79%	74%	79%	78%

*N/A is displayed when fewer than five responses were received for the question.

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Platform

	Customization	Workflow Capability	User, Role, and Access Management	Internationalization	Sandbox / Test Environments	Performance and Reliability	Output Document Generation
Dynamics 365 Marketing	79%	82%	84%	82%	80%	80%	90%
Emarsys	80%	84%	89%	87%	74%	89%	84%
HCL Unica	82%	89%	91%	90%	82%	88%	83%
SAP Marketing Cloud	74%	77%	83%	74%	73%	82%	78%
Nielsen Marketing Cloud	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Oracle Eloqua	81%	84%	83%	80%	75%	81%	78%
Adobe Campaign	85%	83%	82%	83%	85%	83%	84%
Sugar Market	85%	87%	89%	87%	89%	89%	88%
Zeta Marketing Platform	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Mautic	91%	94%	94%	91%	83%	83%	N/A
HighLevel	77%	77%	78%	N/A	N/A	74%	N/A
Act!	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Oracle Responsys	73%	79%	74%	81%	64%	81%	73%
Acoustic Marketing Cloud	73%	72%	80%	67%	69%	75%	70%
ClickDimensions	79%	82%	85%	77%	80%	80%	81%
Freshmarketer	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Retention Science	N/A		N/A			N/A	
FMG Suite	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Total Expert	79%	80%	81%	82%	73%	77%	78%

(Feature Comparison for Marketing Automation continues on next page)

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Platform

	Customization	Workflow Capability	User, Role, and Access Management	Internationalization	Sandbox / Test Environments	Performance and Reliability	Output Document Generation
Appier AIQUA	N/A	N/A	N/A	N/A	N/A	N/A	N/A
MessageGears Platform	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Agillic	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Delivra	N/A	N/A	N/A	N/A	N/A	N/A	N/A
RedEye	74%	78%	N/A	N/A	N/A	82%	
ExpertSender	90%	91%	90%	90%	95%	98%	89%
Odoo Marketing Automation	N/A	N/A	N/A	N/A	N/A	N/A	N/A
ActiveDEMAND	85%	84%	86%	N/A	84%	85%	89%
Agile CRM	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Cheetah Engagement Data Platform	N/A	N/A	N/A	N/A	N/A	N/A	N/A
e-shot	N/A	N/A	N/A	N/A	N/A	N/A	N/A
eSputnik	N/A	N/A	N/A	N/A	N/A	N/A	N/A
ActiveTrail	N/A	N/A	N/A	N/A	N/A	N/A	N/A
User.com	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Swift Digital Suite	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Mapp Cloud	59%	64%	73%	69%	69%	61%	69%
Plumb5	75%	71%	71%	71%	74%	77%	73%
eMarketeer	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Jumplead	N/A	N/A	N/A	N/A	N/A	N/A	N/A

(Feature Comparison for Marketing Automation continues on next page)

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Platform

	Customization	Workflow Capability	User, Role, and Access Management	Internationalization	Sandbox / Test Environments	Performance and Reliability	Output Document Generation
SeoSamba Marketing Operating System	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Kartra	63%	71%	81%	N/A	N/A	88%	86%
OutboundEngine	86%	N/A	N/A	N/A	N/A	N/A	N/A
Ayna	N/A	N/A	N/A	N/A	N/A	N/A	N/A
eTrigue	84%	N/A	90%	74%	84%	89%	84%
Zymplify	87%	89%	91%	84%	N/A	87%	87%
Makesbridge	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Kulea.ma	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Wishpond	71%	73%	66%	N/A		79%	
Insightly Marketing	N/A	N/A	N/A	N/A		N/A	N/A
MioDatos	N/A		N/A	N/A	N/A	N/A	N/A
EshopsWithIQ	86%	N/A	N/A	N/A	77%	79%	N/A
Clastic	N/A	N/A	N/A	N/A	N/A	N/A	N/A
SalesPanda	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Camp Automation	N/A	N/A	N/A	N/A	N/A	N/A	N/A
MarketingLeo		N/A	N/A	N/A	N/A	N/A	N/A
MindFire, Inc.	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Revotas	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Lead Liaison	87%	85%	90%	81%	N/A	89%	80%

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Platform

	Customization	Workflow Capability	User, Role, and Access Management	Internationalization	Sandbox / Test Environments	Performance and Reliability	Output Document Generation
BNS AiO	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Hey Oliver	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Ryzeo	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Average	85%	86%	88%	85%	84%	88%	85%

(Feature Comparison for Marketing Automation continues on next page)

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Integration

	Data Import & Export Tools	Integration APIs	Breadth of Partner Applications
HubSpot Marketing Hub	87%	84%	85%
ActiveCampaign for Marketing	88%	89%	87%
Klaviyo	89%	89%	89%
Insider	97%	96%	97%
Braze	81%	85%	85%
Mailchimp All-in-One Marketing Platform	90%	87%	87%
Brevo Marketing Platform	90%	86%	79%
Iterable	84%	86%	84%
Bloomreach	89%	89%	87%
Thryv	93%	94%	96%
GetResponse	84%	86%	82%
Keap	85%	85%	84%
CleverTap	88%	83%	82%
MoEngage	89%	88%	80%
Listrak	90%	87%	83%
Constant Contact Advanced Automation & CRM Platform	89%	85%	83%
OneSignal	94%	90%	92%
Omnisend	89%	88%	87%
Vendasta	86%	78%	88%

(Feature Comparison for Marketing Automation continues on next page)

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Integration

	Data Import & Export Tools	Integration APIs	Breadth of Partner Applications
Optimove	80%	81%	85%
Netcore Customer Engagement and Experience Platform	N/A	N/A	N/A
Dotdigital	85%	83%	84%
Customer.io	90%	90%	89%
Ontraport	94%	93%	86%
Act-On	85%	81%	78%
Selligent Marketing Cloud	86%	79%	74%
WebEngage	84%	85%	85%
SALESmanago	86%	85%	87%
Leadsquared Marketing Automation	85%	84%	84%
Acquia Marketing Cloud	85%	85%	76%
Zoho Marketing Automation	75%	79%	77%
Manychat	94%	93%	91%
Drip	87%	86%	83%
SAS	90%	94%	89%
AVADA	94%	96%	96%
ContactPigeon	100%	100%	100%
edrone	92%	90%	
SuperOffice CRM	74%	N/A	N/A

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Integration

	Data Import & Export Tools	Integration APIs	Breadth of Partner Applications
Maropost Marketing Cloud	88%	87%	88%
EngageBay All-in-One Suite	91%	91%	85%
Shape Software	100%	97%	96%
Ometria	N/A	N/A	N/A
Referrizer	91%	93%	91%
vcita	N/A	N/A	N/A
iPost Enterprise	97%	97%	N/A
RD Station	87%	87%	89%
VBOUT	95%	92%	91%
Encharge	91%	88%	84%
Xtremepush	N/A	N/A	N/A
Dashly	96%	98%	93%
Cordial	92%	95%	86%
Actito	87%	89%	77%
emfluence Marketing Platform	86%	79%	92%
AiTrillion	N/A	N/A	N/A
Blueshift	86%	88%	84%
Regal.io	N/A	N/A	N/A
Dialog Insight	88%	N/A	N/A

(Feature Comparison for Marketing Automation continues on next page)

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Integration

	Data Import & Export Tools	Integration APIs	Breadth of Partner Applications
Contlo	85%	83%	79%
Sailthru	86%	88%	79%
RollWorks Account-Based Platform	80%	80%	80%
Kizen	N/A	N/A	N/A
Deployteq	84%	82%	80%
Ortto	86%	86%	81%
Higher Logic Thrive	88%	86%	85%
Sendlane	76%	87%	86%
Magnews	N/A	N/A	N/A
Sales Snap	97%	97%	98%
Voyado	N/A	N/A	N/A
BenchmarkONE	88%	81%	80%
Exposebox	N/A	N/A	N/A
Symplify Communication	N/A	N/A	N/A
Gamooga	89%	91%	83%
Upsales	86%	86%	83%
ConvergeHub	95%	95%	92%
Spotler	79%	75%	81%
Force24	84%	80%	82%

(Feature Comparison for Marketing Automation continues on next page)

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Integration

	Data Import & Export Tools	Integration APIs	Breadth of Partner Applications
Aritic	98%	98%	94%
IntelligenceBank	N/A	N/A	N/A
GreenRope	81%	84%	75%
Automation	97%	94%	N/A
Genoo	90%	90%	88%
Netmera	N/A	86%	N/A
SalezShark	N/A	N/A	N/A
Upland Adestra	94%	88%	91%
Captavi Platform	N/A	N/A	N/A
Platformly	90%	92%	86%
BuyerGenomics	N/A	N/A	N/A
Net-Results	90%	90%	86%
Right On	94%	92%	85%
Leadfwd	91%	N/A	83%
MaaxMarket	80%	N/A	N/A
Leadfox	N/A	N/A	N/A
Segmentino	N/A	N/A	N/A
Salesforce Marketing Cloud Account Engagement	83%	80%	77%
Adobe Marketo Engage	83%	82%	84%

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Integration

	Data Import & Export Tools	Integration APIs	Breadth of Partner Applications
Dynamics 365 Marketing	73%	75%	73%
Emarsys	84%	82%	84%
HCL Unica	84%	87%	79%
SAP Marketing Cloud	84%	78%	77%
Nielsen Marketing Cloud	N/A	N/A	N/A
Oracle Eloqua	81%	79%	81%
Adobe Campaign	82%	79%	75%
Sugar Market	88%	91%	84%
Zeta Marketing Platform	N/A	N/A	N/A
Mautic	89%	91%	N/A
HighLevel	73%	74%	73%
Act!	59%	N/A	N/A
Oracle Responsys	80%	82%	80%
Acoustic Marketing Cloud	78%	77%	68%
ClickDimensions	78%	80%	74%
Freshmarketer	N/A	N/A	N/A
Retention Science	N/A	N/A	N/A
FMG Suite	N/A	N/A	N/A
Total Expert	79%	74%	77%

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Integration

	Data Import & Export Tools	Integration APIs	Breadth of Partner Applications
Appier AIQUA	N/A	N/A	N/A
MessageGears Platform	N/A	N/A	N/A
Agillic	89%	91%	N/A
Delivra	N/A	N/A	N/A
RedEye	86%	81%	N/A
ExpertSender	91%	94%	95%
Odoo Marketing Automation	N/A	N/A	N/A
ActiveDEMAND	84%	83%	80%
Agile CRM	N/A	N/A	N/A
Cheetah Engagement Data Platform	N/A	N/A	N/A
e-shot	N/A	N/A	N/A
eSputnik	N/A	N/A	N/A
ActiveTrail	N/A	N/A	N/A
User.com	N/A	N/A	N/A
Swift Digital Suite	N/A	N/A	N/A
Mapp Cloud	69%	69%	69%
Plumb5	75%	79%	86%
eMarketeer	N/A	N/A	N/A
Jumplead	N/A	N/A	N/A

(Feature Comparison for Marketing Automation continues on next page)

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Integration

	Data Import & Export Tools	Integration APIs	Breadth of Partner Applications
SeoSamba Marketing Operating System	N/A	N/A	N/A
Kartra	89%	83%	N/A
OutboundEngine	95%	97%	N/A
Ayna	N/A	N/A	N/A
eTrigue	89%	86%	73%
Zymplify	87%	85%	83%
Makesbridge	N/A	N/A	N/A
Kulea.ma	N/A	N/A	N/A
Wishpond	70%	54%	54%
Insightly Marketing	N/A	N/A	N/A
MioDatos	N/A		N/A
EshopsWithIQ	83%	90%	77%
Clastic	N/A	N/A	N/A
SalesPanda	N/A	N/A	N/A
Camp Automation	N/A	N/A	N/A
MarketingLeo	N/A	N/A	N/A
MindFire, Inc.	N/A	N/A	N/A
Revotas	N/A	N/A	N/A
Lead Liaison	87%	84%	77%

(Feature Comparison for Marketing Automation continues on next page)

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Feature Comparison for Marketing Automation (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Integration

	Data Import & Export Tools	Integration APIs	Breadth of Partner Applications
BNS AiO	N/A	N/A	N/A
Hey Oliver	N/A	N/A	N/A
Ryzeo	N/A	N/A	N/A
Average	87%	86%	84%

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Additional Data for Marketing Automation

The table below includes a breakdown of the customer segments for each product, as represented by G2 reviewers.

Customers by Size

	Small Business (50 or fewer emp.)	Mid-Market (51–1000 emp.)	Enterprise (>1000 emp.)
HubSpot Marketing Hub	53%	42%	6%
ActiveCampaign for Marketing	93%	6%	1%
Klaviyo	83%	15%	2%
Insider	25%	49%	26%
Braze	19%	57%	24%
Mailchimp All-in-One Marketing Platform	72%	22%	6%
Brevo Marketing Platform	81%	15%	4%
Iterable	30%	54%	16%
Bloomreach	34%	46%	20%
Thryv	98%	2%	0%
GetResponse	77%	16%	7%
Keap	89%	10%	2%
CleverTap	17%	68%	15%
MoEngage	29%	50%	21%
Listrak	27%	61%	12%
Constant Contact Advanced Automation & CRM Platform	83%	16%	1%
OneSignal	53%	34%	13%
Omnisend	92%	7%	1%
Vendasta	93%	7%	0%

(Additional Data for Marketing Automation continues on next page)

*N/A is displayed when data is not publicly available.

Additional Data for Marketing Automation (continued)

The table below includes a breakdown of the customer segments for each product, as represented by G2 reviewers.

Customers by Size

	Small Business (50 or fewer emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
Optimove	21%	55%	23%
Netcore Customer Engagement and Experience Platform	13%	38%	49%
Dotdigital	41%	45%	14%
Customer.io	62%	35%	4%
Ontraport	95%	4%	1%
Act-On	39%	51%	10%
Selligent Marketing Cloud	17%	50%	33%
WebEngage	28%	55%	17%
SALESmanago	59%	34%	7%
Leadsquared Marketing Automation	48%	36%	16%
Acquia Marketing Cloud	54%	30%	17%
Zoho Marketing Automation	64%	31%	4%
Manychat	91%	8%	1%
Drip	93%	6%	1%
SAS	32%	37%	32%
AVADA	94%	6%	0%
ContactPigeon	63%	32%	5%
edrone	68%	32%	0%
SuperOffice CRM	59%	33%	8%

(Additional Data for Marketing Automation continues on next page)

*N/A is displayed when data is not publicly available.

Additional Data for Marketing Automation (continued)

The table below includes a breakdown of the customer segments for each product, as represented by G2 reviewers.

Customers by Size

	Small Business (50 or fewer emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
Maropost Marketing Cloud	70%	24%	6%
EngageBay All-in-One Suite	86%	13%	1%
Shape Software	56%	40%	5%
Ometria	29%	67%	5%
Referrizer	98%	0%	2%
vcita	85%	15%	0%
iPost Enterprise	63%	32%	5%
RD Station	65%	31%	4%
VBOUT	88%	10%	2%
Encharge	98%	2%	0%
Xtremepush	22%	50%	28%
Dashly	89%	11%	0%
Cordial	45%	38%	17%
Actito	36%	43%	22%
emfluence Marketing Platform	34%	54%	12%
AiTrillion	92%	8%	0%
Blueshift	33%	55%	12%
Regal.io	9%	82%	9%
Dialog Insight	52%	33%	14%

(Additional Data for Marketing Automation continues on next page)

*N/A is displayed when data is not publicly available.

Additional Data for Marketing Automation (continued)

The table below includes a breakdown of the customer segments for each product, as represented by G2 reviewers.

Customers by Size

	Small Business (50 or fewer emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
Contlo	77%	23%	0%
Sailthru	21%	59%	20%
RollWorks Account-Based Platform	30%	60%	9%
Kizen	60%	27%	13%
Deployteq	19%	66%	16%
Ortto	73%	24%	3%
Higher Logic Thrive	52%	43%	5%
Sendlane	83%	15%	3%
Magnews	60%	33%	7%
Sales Snap	82%	18%	0%
Voyado	33%	67%	0%
BenchmarkONE	78%	17%	6%
Exposebox	60%	30%	10%
Symplify Communication	31%	54%	15%
Gamooga	29%	64%	7%
Upsales	69%	29%	2%
ConvergeHub	100%	0%	0%
Spotler	50%	46%	4%
Force24	56%	36%	8%

(Additional Data for Marketing Automation continues on next page)

*N/A is displayed when data is not publicly available.

Additional Data for Marketing Automation (continued)

The table below includes a breakdown of the customer segments for each product, as represented by G2 reviewers.

Customers by Size

	Small Business (50 or fewer emp.)	Mid-Market (51–1000 emp.)	Enterprise (>1000 emp.)
Aritic	67%	13%	21%
IntelligenceBank	10%	60%	30%
GreenRope	83%	15%	2%
Automation	54%	31%	15%
Genoo	44%	41%	15%
Netmera	29%	36%	36%
SalezShark	21%	58%	21%
Upland Adestra	51%	41%	9%
Captavi Platform	65%	35%	0%
Platformly	94%	5%	1%
BuyerGenomics	78%	22%	0%
Net-Results	64%	33%	3%
Right On	42%	39%	19%
Leadfwd	58%	38%	4%
MaaxMarket	76%	12%	12%
Leadfox	58%	33%	8%
Segmentino	58%	33%	8%
Salesforce Marketing Cloud Account Engagement	33%	54%	12%
Adobe Marketo Engage	17%	57%	26%

(Additional Data for Marketing Automation continues on next page)

*N/A is displayed when data is not publicly available.

Additional Data for Marketing Automation (continued)

The table below includes a breakdown of the customer segments for each product, as represented by G2 reviewers.

Customers by Size

	Small Business (50 or fewer emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
Dynamics 365 Marketing	36%	39%	25%
Emarsys	27%	54%	18%
HCL Unica	12%	13%	75%
SAP Marketing Cloud	37%	38%	24%
Nielsen Marketing Cloud	54%	31%	15%
Oracle Eloqua	13%	32%	55%
Adobe Campaign	37%	33%	30%
Sugar Market	37%	51%	13%
Zeta Marketing Platform	7%	57%	36%
Mautic	93%	7%	0%
HighLevel	92%	8%	0%
Act!	80%	14%	6%
Oracle Responsys	10%	50%	40%
Acoustic Marketing Cloud	22%	32%	46%
ClickDimensions	35%	53%	12%
Freshmarketer	40%	60%	0%
Retention Science	71%	29%	0%
FMG Suite	90%	10%	0%
Total Expert	10%	64%	26%

(Additional Data for Marketing Automation continues on next page)

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Additional Data for Marketing Automation (continued)

The table below includes a breakdown of the customer segments for each product, as represented by G2 reviewers.

Customers by Size

	Small Business (50 or fewer emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
Appier AIQUA	40%	60%	0%
MessageGears Platform	17%	66%	17%
Agillic	40%	53%	7%
Delivra	49%	41%	10%
RedEye	28%	42%	31%
ExpertSender	70%	24%	7%
Odoo Marketing Automation	85%	8%	8%
ActiveDEMAND	83%	14%	3%
Agile CRM	80%	16%	5%
Cheetah Engagement Data Platform	25%	44%	31%
e-shot	60%	40%	0%
eSputnik	58%	38%	4%
ActiveTrail	79%	14%	7%
User.com	82%	10%	8%
Swift Digital Suite	20%	20%	60%
Mapp Cloud	26%	36%	38%
Plumb5	50%	42%	8%
eMarketeer	40%	30%	30%
Jumplead	80%	20%	0%

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Additional Data for Marketing Automation (continued)

The table below includes a breakdown of the customer segments for each product, as represented by G2 reviewers.

Customers by Size

	Small Business (50 or fewer emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
SeoSamba Marketing Operating System	79%	21%	0%
Kartra	90%	6%	4%
OutboundEngine	71%	16%	13%
Ayna	64%	18%	18%
eTrigue	49%	37%	14%
Zymplify	75%	22%	3%
Makesbridge	57%	29%	14%
Kulea.ma	82%	14%	5%
Wishpond	87%	10%	3%
Insightly Marketing	60%	40%	0%
MioDatos	45%	45%	10%
EshopsWithIQ	20%	50%	30%
Clastic	80%	0%	20%
SalesPanda	47%	33%	20%
Camp Automation	64%	36%	0%
MarketingLeo	60%	30%	10%
MindFire, Inc.	36%	36%	27%
Revotas	36%	64%	0%
Lead Liaison	55%	33%	13%

(Additional Data for Marketing Automation continues on next page)

*N/A is displayed when data is not publicly available.

Additional Data for Marketing Automation (continued)

The table below includes a breakdown of the customer segments for each product, as represented by G2 reviewers.

Customers by Size

	Small Business (50 or fewer emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
BNS AiO	50%	30%	20%
Hey Oliver	55%	36%	9%
Ryzeo	81%	19%	0%
Average	55%	33%	12%

(Additional Data for Marketing Automation continues on next page)

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Additional Data for Marketing Automation (continued)

The table below highlights implementation and deployment data as indicated in real user reviews on G2.

Implementation

	Deployment		Implementation Time	Implementation Method				Number of Users Purchased	Contract Term
	Cloud	On-Premises	Avg. Months to Go Live	In-House Team	Seller Services Team	Third-Party Consultant	Don't know	Median Number of Users Bought	Avg. Contract Term (Months)
HubSpot Marketing Hub	100%	0%	2	74%	10%	8%	8%	7	12
ActiveCampaign for Marketing	100%	0%	1	86%	4%	4%	6%	3	5
Klaviyo	48%	52%	0.9	89%	5%	5%	2%	3	2
Insider	62%	38%	2	67%	24%	2%	7%	3	14
Braze	51%	49%	4	67%	6%	3%	24%	7	20
Mailchimp All-in-One Marketing Platform	32%	68%	2	90%	2%	1%	7%	3	3
Brevo Marketing Platform	100%	0%	1.6	82%	6%	1%	12%	3	3
Iterable	53%	47%	2.6	82%	8%	3%	7%	7	17
Bloomreach	68%	32%	2.7	55%	15%	16%	15%	7	12
Thryv	31%	69%	1	69%	17%	3%	10%	3	5
GetResponse	61%	39%	1.3	93%	4%	1%	2%	3	5
Keap	100%	0%	2	72%	11%	15%	2%	3	4
CleverTap	80%	20%	2	79%	5%	0%	16%	7	15
MoEngage	58%	42%	2.2	85%	5%	0%	10%	7	12
Listrak	43%	57%	3.1	69%	17%	5%	9%	3	22
Constant Contact Advanced Automation & CRM Platform	100%	0%	1.2	82%	13%	2%	3%	7	3
OneSignal	53%	47%	1.5	86%	7%	6%	1%	3	3
Omnisend	36%	64%	0.8	90%	3%	2%	5%	3	2
Vendasta	51%	49%	1.5	75%	19%	0%	6%	3	9

(Additional Data for Marketing Automation continues on next page)

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Additional Data for Marketing Automation (continued)

The table below highlights implementation and deployment data as indicated in real user reviews on G2.

Implementation

	Deployment		Implementation Time	Implementation Method				Number of Users Purchased	Contract Term
	Cloud	On-Premises	Avg. Months to Go Live	In-House Team	Seller Services Team	Third-Party Consultant	Don't know	Median Number of Users Bought	Avg. Contract Term (Months)
Optimove	13%	87%	4.6	72%	3%	0%	24%	7	14
Netcore Customer Engagement and Experience Platform	60%	40%	0.8	60%	20%	0%	20%	N/A	6
Dotdigital	100%	0%	2.2	65%	15%	9%	11%	3	13
Customer.io	78%	22%	1.1	94%	2%	0%	4%	7	5
Ontraport	100%	0%	0.9	90%	4%	6%	0%	3	3
Act-On	100%	0%	2	77%	17%	2%	4%	7	12
Selligent Marketing Cloud	75%	25%	2	57%	43%	0%	0%	37	12
WebEngage	44%	56%	2	82%	8%	1%	8%	7	11
SALESmanago	57%	43%	2	70%	19%	5%	6%	3	5
Leadsquared Marketing Automation	100%	0%	0.8	80%	15%	3%	3%	7	9
Acquia Marketing Cloud	57%	43%	1	87%	6%	3%	3%	7	1
Zoho Marketing Automation	44%	56%	1.3	76%	12%	6%	6%	3	6
Manychat	32%	68%	1.5	87%	4%	4%	4%	3	3
Drip	58%	42%	0.7	91%	2%	3%	4%	3	3
SAS	33%	67%	N/A	50%	17%	17%	17%	N/A	N/A
AVADA	30%	70%	1	66%	8%	3%	24%	3	1
ContactPigeon	42%	58%	0.7	85%	15%	0%	0%	3	9
edrone	21%	79%	2.4	57%	23%	3%	17%	3	3
SuperOffice CRM	54%	46%	1.7	71%	14%	14%	0%	17	8

(Additional Data for Marketing Automation continues on next page)

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Additional Data for Marketing Automation (continued)

The table below highlights implementation and deployment data as indicated in real user reviews on G2.

Implementation

	Deployment		Implementation Time	Implementation Method				Number of Users Purchased	Contract Term
	Cloud	On-Premises	Avg. Months to Go Live	In-House Team	Seller Services Team	Third-Party Consultant	Don't know	Median Number of Users Bought	Avg. Contract Term (Months)
Maropost Marketing Cloud	100%	0%	1	94%	6%	0%	0%	3	10
EngageBay All-in-One Suite	70%	30%	0.6	83%	15%	2%	0%	3	12
Shape Software	60%	40%	3.1	83%	17%	0%	0%	N/A	N/A
Ometria	N/A	N/A	N/A	33%	33%	17%	17%	N/A	N/A
Referrizer	47%	53%	0.6	82%	6%	0%	12%	3	1
vcita	75%	25%	0.3	75%	0%	13%	13%	N/A	N/A
iPost Enterprise	29%	71%	1.1	86%	14%	0%	0%	3	10
RD Station	53%	47%	2.8	69%	23%	3%	5%	3	9
VBOUT	64%	36%	0.7	87%	10%	0%	3%	3	5
Encharge	37%	63%	1.1	95%	0%	0%	5%	3	10
Xtremepush	73%	27%	1.4	75%	6%	0%	19%	7	18
Dashly	47%	53%	0.1	100%	0%	0%	0%	3	16
Cordial	82%	18%	2.2	81%	12%	0%	8%	3	21
Actito	46%	54%	2.4	60%	23%	0%	17%	3	16
emfluence Marketing Platform	41%	59%	2.2	78%	11%	6%	6%	3	8
AiTrillion	43%	57%	0.3	86%	14%	0%	0%	N/A	N/A
Blueshift	67%	33%	3.1	85%	5%	4%	6%	7	16
Regal.io	80%	20%	1.1	100%	0%	0%	0%	7	N/A
Dialog Insight	50%	50%	4.4	56%	22%	0%	22%	7	12

(Additional Data for Marketing Automation continues on next page)

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Additional Data for Marketing Automation (continued)

The table below highlights implementation and deployment data as indicated in real user reviews on G2.

Implementation

	Deployment		Implementation Time	Implementation Method				Number of Users Purchased	Contract Term
	Cloud	On-Premises	Avg. Months to Go Live	In-House Team	Seller Services Team	Third-Party Consultant	Don't know	Median Number of Users Bought	Avg. Contract Term (Months)
Contlo	15%	85%	0.6	56%	31%	6%	6%	3	3
Sailthru	57%	43%	4.3	76%	8%	2%	14%	17	19
RollWorks Account-Based Platform	84%	16%	1.1	89%	11%	0%	0%	3	11
Kizen	N/A	N/A	N/A	100%	0%	0%	0%	3	N/A
Deployteq	43%	57%	3	40%	20%	20%	20%	5	N/A
Ortto	100%	0%	0.8	94%	2%	1%	2%	3	4
Higher Logic Thrive	68%	32%	2.8	77%	19%	3%	1%	17	12
Sendlane	50%	50%	0.6	93%	0%	7%	0%	3	3
Magnews	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Sales Snap	N/A	N/A	0.5	N/A	N/A	N/A	N/A	N/A	N/A
Voyado	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
BenchmarkONE	100%	0%	0.8	87%	6%	6%	2%	3	4
Exposebox	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Symplify Communication	N/A	N/A	N/A	45%	9%	0%	45%	N/A	N/A
Gamooga	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Upsales	75%	25%	0.6	50%	42%	0%	8%	7	11
ConvergeHub	64%	36%	3.4	86%	7%	7%	0%	3	22
Spotler	74%	26%	1.6	36%	45%	9%	9%	3	13
Force24	50%	50%	2.7	72%	12%	0%	16%	3	12

(Additional Data for Marketing Automation continues on next page)

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Additional Data for Marketing Automation (continued)

The table below highlights implementation and deployment data as indicated in real user reviews on G2.

Implementation

	Deployment		Implementation Time	Implementation Method				Number of Users Purchased	Contract Term
	Cloud	On-Premises	Avg. Months to Go Live	In-House Team	Seller Services Team	Third-Party Consultant	Don't know	Median Number of Users Bought	Avg. Contract Term (Months)
Aritic	71%	29%	0.9	60%	40%	0%	0%	3	14
IntelligenceBank	100%	0%	4.4	85%	15%	0%	0%	37	12
GreenRope	100%	0%	1.6	88%	9%	2%	0%	7	1
Automation	80%	20%	N/A	60%	20%	0%	20%	N/A	N/A
Genoo	71%	29%	1.8	79%	14%	7%	0%	5	8
Netmera	71%	29%	N/A	33%	0%	33%	33%	37	N/A
SalezShark	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Upland Adestra	94%	6%	0.9	85%	15%	0%	0%	7	17
Captavi Platform	43%	57%	2.6	100%	0%	0%	0%	3	N/A
Platformly	67%	33%	0.5	96%	1%	0%	3%	3	6
BuyerGenomics	33%	67%	1.2	83%	17%	0%	0%	3	N/A
Net-Results	100%	0%	1.5	82%	13%	4%	0%	3	10
Right On	100%	0%	1.5	68%	32%	0%	0%	3	12
Leadfwd	100%	0%	1.1	54%	46%	0%	0%	3	9
MaaxMarket	86%	14%	1.7	43%	43%	14%	0%	3	8
Leadfox	N/A	N/A	N/A	80%	20%	0%	0%	N/A	N/A
Segmentino	N/A	N/A	N/A	71%	14%	0%	14%	N/A	N/A
Salesforce Marketing Cloud Account Engagement	100%	0%	2	60%	16%	21%	3%	7	17
Adobe Marketo Engage	100%	0%	2.7	61%	22%	15%	2%	17	16

(Additional Data for Marketing Automation continues on next page)

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Additional Data for Marketing Automation (continued)

The table below highlights implementation and deployment data as indicated in real user reviews on G2.

Implementation

	Deployment		Implementation Time	Implementation Method				Number of Users Purchased	Contract Term
	Cloud	On-Premises	Avg. Months to Go Live	In-House Team	Seller Services Team	Third-Party Consultant	Don't know	Median Number of Users Bought	Avg. Contract Term (Months)
Dynamics 365 Marketing	56%	44%	1	88%	0%	0%	13%	N/A	N/A
Emarsys	45%	55%	3.6	62%	15%	8%	15%	3	17
HCL Unica	14%	86%	4.1	36%	45%	18%	0%	37	N/A
SAP Marketing Cloud	86%	14%	1	69%	7%	24%	0%	3	10
Nielsen Marketing Cloud	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Oracle Eloqua	100%	0%	3.7	47%	24%	26%	3%	17	19
Adobe Campaign	100%	0%	3.5	70%	14%	14%	1%	7	9
Sugar Market	100%	0%	1.8	64%	22%	8%	5%	7	10
Zeta Marketing Platform	50%	50%	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Mautic	83%	17%	0.3	83%	17%	0%	0%	N/A	N/A
HighLevel	63%	38%	1.3	78%	17%	0%	4%	3	2
Act!	31%	69%	1.3	38%	19%	38%	6%	3	13
Oracle Responsys	100%	0%	3.4	59%	31%	10%	0%	7	21
Acoustic Marketing Cloud	100%	0%	2.8	70%	18%	9%	3%	7	15
ClickDimensions	73%	27%	1.8	57%	15%	24%	4%	7	11
Freshmarketer	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Retention Science	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
FMG Suite	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Total Expert	31%	69%	4.7	79%	7%	0%	14%	175	20

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Additional Data for Marketing Automation (continued)

The table below highlights implementation and deployment data as indicated in real user reviews on G2.

Implementation

	Deployment		Implementation Time	Implementation Method				Number of Users Purchased	Contract Term
	Cloud	On-Premises	Avg. Months to Go Live	In-House Team	Seller Services Team	Third-Party Consultant	Don't know	Median Number of Users Bought	Avg. Contract Term (Months)
Appier AIQUA	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
MessageGears Platform	65%	35%	1.7	87%	4%	4%	4%	7	20
Agillic	N/A	N/A	N/A	0%	20%	0%	80%	N/A	N/A
Delivra	47%	53%	1.4	50%	40%	0%	10%	3	11
RedEye	63%	38%	6.5	60%	10%	0%	30%	3	12
ExpertSender	56%	44%	0.7	81%	13%	6%	0%	3	4
Odoo Marketing Automation	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
ActiveDEMAND	100%	0%	0.9	97%	3%	0%	0%	3	5
Agile CRM	100%	0%	0.7	91%	5%	0%	4%	3	7
Cheetah Engagement Data Platform	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
e-shot	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
eSputnik	N/A	N/A	N/A	88%	0%	0%	13%	N/A	N/A
ActiveTrail	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
User.com	77%	23%	0.5	91%	9%	0%	0%	3	1
Swift Digital Suite	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Mapp Cloud	36%	64%	5	63%	31%	0%	6%	17	N/A
Plumb5	100%	0%	0.4	69%	31%	0%	0%	3	14
eMarketeer	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Jumplead	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

(Additional Data for Marketing Automation continues on next page)

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Additional Data for Marketing Automation (continued)

The table below highlights implementation and deployment data as indicated in real user reviews on G2.

Implementation

	Deployment		Implementation Time	Implementation Method				Number of Users Purchased	Contract Term
	Cloud	On-Premises	Avg. Months to Go Live	In-House Team	Seller Services Team	Third-Party Consultant	Don't know	Median Number of Users Bought	Avg. Contract Term (Months)
SeoSamba Marketing Operating System	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Kartra	36%	64%	1.4	80%	0%	7%	13%	3	4
OutboundEngine	56%	44%	1.2	46%	29%	8%	17%	3	9
Ayna	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
eTrigue	100%	0%	1	64%	21%	7%	7%	7	7
Zymplify	50%	50%	0.5	70%	23%	0%	8%	3	3
Makesbridge	83%	17%	0.2	100%	0%	0%	0%	7	6
Kulea.ma	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Wishpond	56%	44%	0.4	85%	11%	4%	0%	3	6
Insightly Marketing	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
MioDatos	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
EshopsWithIQ	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Clastic	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
SalesPanda	N/A	N/A	N/A	100%	0%	0%	0%	N/A	N/A
Camp Automation	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
MarketingLeo	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
MindFire, Inc.	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Revotas	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Lead Liaison	81%	19%	1.4	71%	26%	0%	3%	7	18

(Additional Data for Marketing Automation continues on next page)

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Additional Data for Marketing Automation (continued)

The table below highlights implementation and deployment data as indicated in real user reviews on G2.

Implementation

	Deployment		Implementation Time	Implementation Method				Number of Users Purchased	Contract Term
	Cloud	On-Premises	Avg. Months to Go Live	In-House Team	Seller Services Team	Third-Party Consultant	Don't know	Median Number of Users Bought	Avg. Contract Term (Months)
BNS AiO	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Hey Oliver	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Ryzeo	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

*N/A is displayed when data is not publicly available.

Additional Data for Marketing Automation (continued)

The table below highlights the average user adoption of each product as indicated in real user reviews on G2.

User Adoption and Return on Investment (ROI)

	User Adoption	Payback Period
	Average User Adoption	**Estimated ROI (payback period in months)**
HubSpot Marketing Hub	66%	16
ActiveCampaign for Marketing	71%	12
Klaviyo	79%	7
Insider	68%	10
Braze	73%	20
Mailchimp All-in-One Marketing Platform	61%	13
Brevo Marketing Platform	60%	12
Iterable	77%	14
Bloomreach	66%	11
Thryv	72%	16
GetResponse	65%	11
Keap	71%	13
CleverTap	67%	20
MoEngage	66%	14
Listrak	90%	8
Constant Contact Advanced Automation & CRM Platform	65%	9
OneSignal	52%	11
Omnisend	69%	8
Vendasta	56%	9

(Additional Data for Marketing Automation continues on next page)

*N/A is displayed when data is not publicly available.

Additional Data for Marketing Automation (continued)

The table below highlights the average user adoption of each product as indicated in real user reviews on G2.

User Adoption and Return on Investment (ROI)

	User Adoption	Payback Period
	Average User Adoption	Estimated ROI (payback period in months)
Optimove	63%	7
Netcore Customer Engagement and Experience Platform	63%	N/A
Dotdigital	69%	15
Customer.io	75%	12
Ontraport	80%	9
Act-On	68%	12
Selligent Marketing Cloud	73%	5
WebEngage	76%	13
SALESmanago	60%	11
Leadsquared Marketing Automation	75%	9
Acquia Marketing Cloud	57%	9
Zoho Marketing Automation	50%	12
Manychat	54%	12
Drip	80%	9
SAS	N/A	N/A
AVADA	65%	13
ContactPigeon	75%	8
edrone	69%	7
SuperOffice CRM	83%	31

*N/A is displayed when data is not publicly available.

Additional Data for Marketing Automation (continued)

The table below highlights the average user adoption of each product as indicated in real user reviews on G2.

User Adoption and Return on Investment (ROI)

	User Adoption	Payback Period
	Average User Adoption	Estimated ROI (payback period in months)
Maropost Marketing Cloud	80%	14
EngageBay All-in-One Suite	73%	10
Shape Software	69%	N/A
Ometria	N/A	N/A
Referrizer	60%	14
vcita	79%	N/A
iPost Enterprise	53%	16
RD Station	66%	10
VBOUT	77%	6
Encharge	73%	6
Xtremepush	59%	11
Dashly	75%	5
Cordial	93%	7
Actito	80%	20
emfluence Marketing Platform	81%	11
AiTrillion	51%	N/A
Blueshift	81%	17
Regal.io	81%	N/A
Dialog Insight	72%	N/A

*N/A is displayed when data is not publicly available.

Additional Data for Marketing Automation (continued)

The table below highlights the average user adoption of each product as indicated in real user reviews on G2.

User Adoption and Return on Investment (ROI)

	User Adoption	Payback Period
	Average User Adoption	**Estimated ROI (payback period in months)**
Contlo	56%	5
Sailthru	79%	15
RollWorks Account-Based Platform	59%	11
Kizen	N/A	N/A
Deployteq	70%	N/A
Ortto	70%	9
Higher Logic Thrive	70%	14
Sendlane	85%	14
Magnews	N/A	N/A
Sales Snap	N/A	N/A
Voyado	N/A	N/A
BenchmarkONE	74%	9
Exposebox	N/A	N/A
Symplify Communication	N/A	N/A
Gamooga	N/A	N/A
Upsales	76%	8
ConvergeHub	67%	8
Spotler	71%	15
Force24	54%	17

(Additional Data for Marketing Automation continues on next page)

*N/A is displayed when data is not publicly available.

Additional Data for Marketing Automation (continued)

The table below highlights the average user adoption of each product as indicated in real user reviews on G2.

User Adoption and Return on Investment (ROI)

	User Adoption	Payback Period
	Average User Adoption	Estimated ROI (payback period in months)
Aritic	33%	N/A
IntelligenceBank	61%	9
GreenRope	64%	11
Automation	N/A	N/A
Genoo	65%	8
Netmera	N/A	N/A
SalezShark	N/A	N/A
Upland Adestra	68%	12
Captavi Platform	90%	17
Platformly	68%	6
BuyerGenomics	78%	11
Net-Results	75%	7
Right On	82%	9
Leadfwd	77%	11
MaaxMarket	49%	3
Leadfox	N/A	N/A
Segmentino	N/A	N/A
Salesforce Marketing Cloud Account Engagement	65%	17
Adobe Marketo Engage	67%	17

(Additional Data for Marketing Automation continues on next page)

*N/A is displayed when data is not publicly available.

Additional Data for Marketing Automation (continued)

The table below highlights the average user adoption of each product as indicated in real user reviews on G2.

User Adoption and Return on Investment (ROI)

	User Adoption	Payback Period
	Average User Adoption	Estimated ROI (payback period in months)
Dynamics 365 Marketing	29%	N/A
Emarsys	73%	16
HCL Unica	67%	N/A
SAP Marketing Cloud	63%	15
Nielsen Marketing Cloud	N/A	N/A
Oracle Eloqua	66%	20
Adobe Campaign	48%	14
Sugar Market	59%	12
Zeta Marketing Platform	N/A	N/A
Mautic	N/A	N/A
HighLevel	53%	11
Act!	73%	21
Oracle Responsys	73%	11
Acoustic Marketing Cloud	61%	15
ClickDimensions	63%	20
Freshmarketer	N/A	N/A
Retention Science	N/A	N/A
FMG Suite	N/A	N/A
Total Expert	54%	29

(Additional Data for Marketing Automation continues on next page)

*N/A is displayed when data is not publicly available.

Additional Data for Marketing Automation (continued)

The table below highlights the average user adoption of each product as indicated in real user reviews on G2.

User Adoption and Return on Investment (ROI)

	User Adoption	Payback Period
	Average User Adoption	Estimated ROI (payback period in months)
Appier AIQUA	N/A	N/A
MessageGears Platform	85%	7
Agillic	N/A	N/A
Delivra	78%	11
RedEye	74%	N/A
ExpertSender	77%	6
Odoo Marketing Automation	N/A	N/A
ActiveDEMAND	59%	5
Agile CRM	74%	7
Cheetah Engagement Data Platform	N/A	N/A
e-shot	N/A	N/A
eSputnik	N/A	N/A
ActiveTrail	N/A	N/A
User.com	71%	15
Swift Digital Suite	N/A	N/A
Mapp Cloud	76%	N/A
Plumb5	57%	5
eMarketeer	N/A	N/A
Jumplead	N/A	N/A

(Additional Data for Marketing Automation continues on next page)

*N/A is displayed when data is not publicly available.

Additional Data for Marketing Automation (continued)

The table below highlights the average user adoption of each product as indicated in real user reviews on G2.

User Adoption and Return on Investment (ROI)

	User Adoption	Payback Period
	Average User Adoption	Estimated ROI (payback period in months)
SeoSamba Marketing Operating System	N/A	N/A
Kartra	53%	25
OutboundEngine	40%	15
Ayna	N/A	N/A
eTrigue	76%	5
Zymplify	59%	9
Makesbridge	80%	4
Kulea.ma	N/A	N/A
Wishpond	53%	7
Insightly Marketing	N/A	N/A
MioDatos	N/A	N/A
EshopsWithIQ	N/A	N/A
Clastic	N/A	N/A
SalesPanda	N/A	N/A
Camp Automation	N/A	N/A
MarketingLeo	N/A	N/A
MindFire, Inc.	N/A	N/A
Revotas	N/A	N/A
Lead Liaison	64%	20

(Additional Data for Marketing Automation continues on next page)

*N/A is displayed when data is not publicly available.

Additional Data for Marketing Automation (continued)

The table below highlights the average user adoption of each product as indicated in real user reviews on G2.

User Adoption and Return on Investment (ROI)

	User Adoption	Payback Period
	Average User Adoption	Estimated ROI (payback period in months)
BNS AiO	N/A	N/A
Hey Oliver	N/A	N/A
Ryzeo	N/A	N/A
Average	68%	12

(Additional Data for Marketing Automation continues on next page)

*N/A is displayed when data is not publicly available.

Additional Data for Marketing Automation (continued)

The table below highlights third-party market presence data used to inform the G2's Market Presence Score that highlights each products impact and influence in the category.

Market Presence

	Seller Name	Year Founded	Employees on LinkedIn (Seller)	LinkedIn Followers	Twitter Followers (Seller)	Glassdoor Rating
HubSpot Marketing Hub	HubSpot	2006	8,223	935,958	827,872	4.3
ActiveCampaign for Marketing	ActiveCampaign	2003	794	66,800	13,159	3.7
Klaviyo	Klaviyo	2012	1,673	54,538	19,424	3.9
Insider	Insider	2012	1,177	77,554	32,243	4.6
Braze	Braze	2011	1,601	71,889	16,812	4.3
Mailchimp All-in-One Marketing Platform	Mailchimp	2001	1,615	178,859	261,755	3.9
Brevo Marketing Platform	Brevo	2012	728	28,928	15,576	4.2
Iterable	Iterable	2013	753	21,909	2,677	4.2
Bloomreach	Bloomreach	2009	1,037	47,615	11,150	4.6
Thryv	Thryv	2012	2,221	33,187	8,537	3.5
GetResponse	GetResponse	1998	463	15,048	59,142	4.3
Keap	Keap	2001	368	34,601	35,140	2.8
CleverTap	CleverTap	2013	597	46,193	22,715	4.1
MoEngage	MoEngage	2014	781	55,097	2,352	4.1
Listrak	Listrak	1999	373	9,745	3,431	3.4
Constant Contact Advanced Automation & CRM Platform	Constant Contact		1,148	32,044	71,712	3.5
OneSignal	OneSignal	2014	160	12,830	5,444	4.9
Omnisend	Omnisend	2014	179	8,402	3,051	4.4
Vendasta	Vendasta	2008	640	18,001	3,888	3.9

(Additional Data for Marketing Automation continues on next page)

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Additional Data for Marketing Automation (continued)

The table below highlights third-party market presence data used to inform the G2's Market Presence Score that highlights each products impact and influence in the category.

Market Presence

	Seller Name	Year Founded	Employees on LinkedIn (Seller)	LinkedIn Followers	Twitter Followers (Seller)	Glassdoor Rating
Optimove	Optimove	2009	434	21,215	5,707	4.4
Netcore Customer Engagement and Experience Platform	Netcore Cloud	1998	1,043	86,700	1,831	3.8
Dotdigital	Dotdigital	1999	371	33,735	17,048	4.4
Customer.io	Customer.io	2012	256	10,325	4,568	4.3
Ontraport	Ontraport	2008	131	4,025	13,088	4.3
Act-On	Act-On Software	2008	263	18,333	34,692	3.3
Selligent Marketing Cloud	Selligent		204	9,810	8,484	3.3
WebEngage	WebEngage	2011	377	37,587	5,208	4.6
SALESmanago	SALESmanago	2011	448	10,833	3,874	4.3
Leadsquared Marketing Automation	LeadSquared	2011	1,449	219,335	1,416	3.6
Acquia Marketing Cloud	Acquia	2007	1,064	100,217	49,048	3.8
Zoho Marketing Automation	Zoho Corporation Pvt. Ltd.	1996	16,264	1,081,215	92,689	4.5
Manychat	ManyChat	2015	172	7,834	3,036	4.1
Drip	Drip		133	10,612	13,670	4.1
SAS	SAS	1976	15,614	838,892	63,858	4.1
AVADA	AVADA Commerce	2018	17	147	83	N/A
ContactPigeon	ContactPigeon	2014	32	2,109	483	0
edrone	edrone	2015	168	4,734	1,611	4.4
SuperOffice CRM	SuperOffice AS	1990	287	15,851	0	N/A

(Additional Data for Marketing Automation continues on next page)

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Additional Data for Marketing Automation (continued)

The table below highlights third-party market presence data used to inform the G2's Market Presence Score that highlights each products impact and influence in the category.

Market Presence

	Seller Name	Year Founded	Employees on LinkedIn (Seller)	LinkedIn Followers	Twitter Followers (Seller)	Glassdoor Rating
Maropost Marketing Cloud	Maropost, Inc	2011	335	21,773	23,782	4.1
EngageBay All-in-One Suite	EngageBay Inc	2018	58	11,105	17,760	4.9
Shape Software	Shape Software		33	1,106	648	5
Ometria	Ometria	2013	140	18,442	2,587	4.3
Referrizer	Referrizer	2013	125	2,127	1,071	4.5
vcita	vcita	2010	179	9,607	1,848	4.6
iPost Enterprise	iPost	1996	36	517	448	4.9
RD Station	Resultados Digitais		1	166,847	28,148	4.7
VBOUT	Vbout Inc.	2013	33	1,015	1,874	N/A
Encharge	Encharge	2009	1	1	3	0
Xtremepush	Xtremepush	2014	79	12,263	12,059	4.2
Dashly	Dashly	2018	43	706	48	5
Cordial	Cordial	2014	169	17,873	862	3.9
Actito	ACTITO	2000	265	8,750	1,153	3.8
emfluence Marketing Platform	emfluence digital marketing	2003	41	3,062	4,186	4.5
AiTrillion	AAAeCommerce Inc.	2018	38	9,125	0	0
Blueshift	Blueshift Labs	2014	115	38,146	1,929	4.7
Regal.io	Regal Voice	2020	129	1,627	0	N/A
Dialog Insight	Dialog Insight		66	2,387	329	N/A

*N/A is displayed when data is not publicly available.

Additional Data for Marketing Automation (continued)

The table below highlights third-party market presence data used to inform the G2's Market Presence Score that highlights each products impact and influence in the category.

Market Presence

	Seller Name	Year Founded	Employees on LinkedIn (Seller)	LinkedIn Followers	Twitter Followers (Seller)	Glassdoor Rating
Contlo	Contlo		71	22,751	157	2.5
Sailthru	Sailthru	2008	40	8,827	8,821	3.5
RollWorks Account-Based Platform	NextRoll	2018	152	4,699	707	3.9
Kizen	KIZEN	2018	49	3,257	33	4.6
Deployteq	Deployteq	2000	69	1,025	209	4
Ortto	Ortto	2015	52	6,117	4,072	3.5
Higher Logic Thrive	Higher Logic	2007	354	17,075	3,869	4
Sendlane	Sendlane	2013	65	4,274	1,621	3.5
Magnews	MagNews		1	7,112	1,116	N/A
Sales Snap	New Look Entertainment LLC		30	177	0	N/A
Voyado	Voyado	2005	290	6,421	0	4
BenchmarkONE	BenchmarkONE	2011	14	1,723	31,179	5
Exposebox	Exposebox	2013	11	819	0	N/A
Symplify Communication	Symplify	2000	51	1,746	58	2.8
Gamooga	Gamooga	2011	29	1,987	280	N/A
Upsales	Upsales	2003	86	11,242	259	3.9
ConvergeHub	ConvergeHub	2016	9	355	1,937	N/A
Spotler	Spotler	2005	50	3,056	13,047	3.6
Force24	Force24	2010	62	3,128	852	3.5

(Additional Data for Marketing Automation continues on next page)

*N/A is displayed when data is not publicly available.

Additional Data for Marketing Automation (continued)

The table below highlights third-party market presence data used to inform the G2's Market Presence Score that highlights each products impact and influence in the category.

Market Presence

	Seller Name	Year Founded	Employees on LinkedIn (Seller)	LinkedIn Followers	Twitter Followers (Seller)	Glassdoor Rating
Aritic	Dataaegis Software		1	1	942	3.9
IntelligenceBank	IntelligenceBank	2009	98	5,178	366	4.4
GreenRope	GreenRope	2008	16	1,294	5,468	4.5
Automation	Webmecanik	2012	28	4,806	3,029	4.6
Genoo	Genoo, LLC	2008	6	217	1,234	3
Netmera	Netmera	2010	45	3,229	0	N/A
SalezShark	SalezShark	2014	67	6,444	1,559	3.1
Upland Adestra	Upland Software	2010	1,044	15,654	871	3.5
Captavi Platform	Captavi	2001	2	83	1,075	5
Platformly	Platformly	2017	9	252	266	N/A
BuyerGenomics	BuyerGenomics		5	162	21	N/A
Net-Results	Net-Results	2003	21	2,865	7,851	3.3
Right On	Right On Interactive	2006	5	800	2,042	4.7
Leadfwd	LeadFWD Corp	2006	5	140	2,106	N/A
MaaxMarket	MaaxMarket	2015	3	71	2,010	N/A
Leadfox	Leadfox	2016	28	1,650	423	4.4
Segmentino	Segmentino	2019	1	458	119	5
Salesforce Marketing Cloud Account Engagement	Salesforce	1999	71,974	4,453,190	589,109	4.4
Adobe Marketo Engage	Adobe	1982	35,415	4,057,259	888,908	4.4

*N/A is displayed when data is not publicly available.

Additional Data for Marketing Automation (continued)

The table below highlights third-party market presence data used to inform the G2's Market Presence Score that highlights each products impact and influence in the category.

Market Presence

	Seller Name	Year Founded	Employees on LinkedIn (Seller)	LinkedIn Followers	Twitter Followers (Seller)	Glassdoor Rating
Dynamics 365 Marketing	Microsoft	1975	224,717	19,659,603	12,875,576	4.4
Emarsys	Emarsys	2000	805	46,407	0	N/A
HCL Unica	HCL Technologies	1991	220,290	4,807,787	451,267	3.7
SAP Marketing Cloud	SAP	1972	104,951	3,244,584	302,898	4.4
Nielsen Marketing Cloud	Nielsen		28,777	992,437	195,361	3.8
Oracle Eloqua	Oracle	1977	203,759	8,975,034	815,276	3.9
Adobe Campaign	Adobe	1982	35,415	4,057,259	888,908	4.4
Sugar Market	SugarCRM	2004	562	36,641	21,880	3.9
Zeta Marketing Platform	Zeta Global	2007	1,639	31,840	9,353	4.2
Mautic	Mautic	2014	7	2,521	1,279	N/A
HighLevel	HighLevel	2018	321	8,075	0	4.8
Act!	Act!	2001	944	7,020	5,672	3.5
Oracle Responsys	Oracle	1977	203,759	8,975,034	815,276	3.9
Acoustic Marketing Cloud	Acoustic	2019	560	31,977	69,765	3.3
ClickDimensions	ClickDimensions	2010	184	12,050	5,334	3.9
Freshmarketer	Freshworks	2010	6,925	628,947	18,450	4
Retention Science	Constant Contact		1,148	32,044	71,712	3.5
FMG Suite	FMG Suite	2011	583	14,058	0	4.1
Total Expert	Total Expert	2012	310	14,585	1,414	3.5

*N/A is displayed when data is not publicly available.

Additional Data for Marketing Automation (continued)

The table below highlights third-party market presence data used to inform the G2's Market Presence Score that highlights each products impact and influence in the category.

Market Presence

	Seller Name	Year Founded	Employees on LinkedIn (Seller)	LinkedIn Followers	Twitter Followers (Seller)	Glassdoor Rating
Appier AIQUA	Appier	2012	669	53,136	1,138	3.8
MessageGears Platform	MessageGears	2010	118	8,579	2,778	4.3
Agillic	Agillic	1999	73	3,820	222	3.6
Delivra	Delivra	1999	34	1,281	2,207	4.4
RedEye	RedEye	1997	128	4,174	1,630	4.5
ExpertSender	ExpertSender	2009	74	2,323	1,275	2.5
Odoo Marketing Automation	Odoo	2005	2,956	188,229	47,101	3.8
ActiveDEMAND	JumpDEMAND Inc.		21	2,790	3,345	3.5
Agile CRM	Agile CRM	2013	123	8,850	7,367	3.2
Cheetah Engagement Data Platform	CM Group		1,046	2,901	0	N/A
e-shot	e-shot	2001	8	387	2,840	N/A
eSputnik	eSputnik	2013	73	816	342	0
ActiveTrail	ActiveTrail		34	1,333	4,276	3.4
User.com	User.com	2015	49	2,032	6,740	4
Swift Digital Suite	Swift Digital	2000	22	882	621	4
Mapp Cloud	Mapp Digital	2016	440	36,086	6,540	3.9
Plumb5	Decisive Analytical Solutions LLC	2010	30	1,176	798	3.8
eMarketeer	Emarketeer	2001	12	900	0	N/A
Jumplead	Jumplead		1	1	1,201	N/A

(Additional Data for Marketing Automation continues on next page)

*N/A is displayed when data is not publicly available.

Additional Data for Marketing Automation (continued)

The table below highlights third-party market presence data used to inform the G2's Market Presence Score that highlights each products impact and influence in the category.

Market Presence

	Seller Name	Year Founded	Employees on LinkedIn (Seller)	LinkedIn Followers	Twitter Followers (Seller)	Glassdoor Rating
SeoSamba Marketing Operating System	SeoSamba	2008	51	1,170	5,732	N/A
Kartra	Genesis Digital, LLC	2013	89	1,174	477	3.9
OutboundEngine	OutboundEngine	2012	229	7,272	2,052	2.8
Ayna	Ayna	1997	32	335	80	5
eTrigue	eTrigue	2011	4	837	3,975	3.2
Zymplify	Zymplify Limited	2012	33	2,124	1,565	4.2
Makesbridge	Makesbridge	2001	15	722	1,766	N/A
Kulea.ma	Kulea.ma	2015	7	253	395	5
Wishpond	Wishpond	2009	230	5,722	21,401	3.9
Insightly Marketing	Insightly	2009	136	12,350	7,035	3.9
MioDatos	Computer Market Research	2012	1	66	926	N/A
EshopsWithIQ	EshopsWithIQ		1	481	0	N/A
Clastic	Clastic		3	73	1,861	N/A
SalesPanda	CMS Products	1983	21	271	447	2.2
Camp Automation	Camp Automation		13	869	2	N/A
MarketingLeo	MarketingLeo		1	44	106	N/A
MindFire, Inc.	MindFire, Inc.	1999	44	3,922	1,356	4
Revotas	Revotas		53	8,821	64	N/A
Lead Liaison	Lead Liaison	2008	49	3,568	716	4.4

(Additional Data for Marketing Automation continues on next page)

*N/A is displayed when data is not publicly available.

Additional Data for Marketing Automation (continued)

The table below highlights third-party market presence data used to inform the G2's Market Presence Score that highlights each products impact and influence in the category.

Market Presence

	Seller Name	Year Founded	Employees on LinkedIn (Seller)	LinkedIn Followers	Twitter Followers (Seller)	Glassdoor Rating
BNS AiO	BNS Worldwide	2014	5	79	250	N/A
Hey Oliver	Hey Oliver Limited	2016	2	850	745	N/A
Ryzeo	Ryzeo	2017	8	299	0	0

*N/A is displayed when data is not publicly available.