

# TESTBOX

---

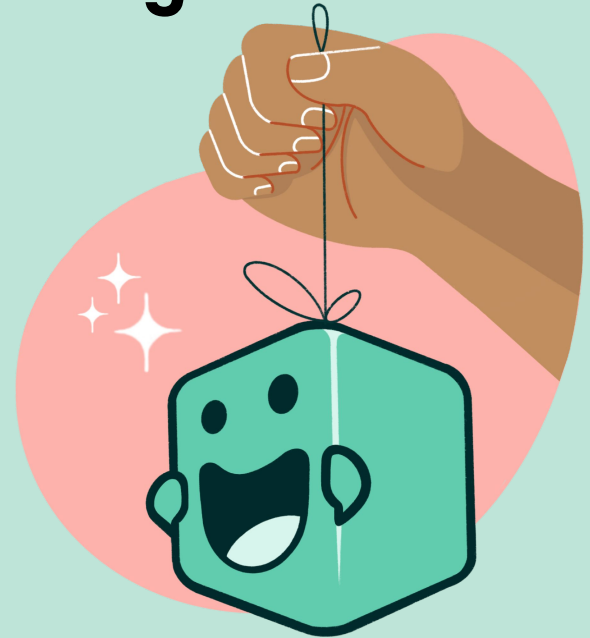
Ditch the demos, skip the sales pitch, and get testing today

# Are you searching for a new marketing or email automation solution?

This file compares pricing, security, implementation, and a bunch of other features for HubSpot, Active Campaign, Constant Contact (including SharpSpring), Klaviyo, Sendinblue, Mailchimp, Pardot, Marketo, and Zoho Campaigns.

However, the easiest way to find the best solution for you and your team is by actually testing out each product.

**Sign up for TestBox and take each product for a test drive within minutes.**





# Table of Contents

Parent Company Profile	<b>1-2</b>
Pricing Overview	<b>3-4</b>
Pricing by Product Tiers	<b>5-14</b>
Data Security & Compliance	<b>15-16</b>
Implementation, Support, & Integrations	<b>17</b>
Details on Implementation Packages	<b>18-21</b>

# Parent Company Profile (1/2)

**HubSpot**

**Founded:** 2006  
**Employees:** 5,000  
**HQ:** Boston (United States)  
**Type:** Public

**ActiveCampaign** ➤

**Founded:** 2003  
**Employees:** 1,000  
**HQ:** Chicago (United States)  
**Type:** Private

**salesforce** pardot

**Founded:** 2007  
**Employees:** 100  
**HQ:** Atlanta (United States)  
**Type:** Public (part of Salesforce)

**Marketo**™  
An Adobe Company

**Founded:** 2006  
**Employees:** 750  
**HQ:** San Jose (United States)  
**Type:** Public (part of Adobe)

# Parent Company Profile (2/2)



**Founded:** 1995  
**Employees:** 1,000  
**HQ:** Waltham, MA  
(United States)  
**Type:** Private



**Founded:** 2012  
**Employees:** 500  
**HQ:** Paris (France)  
**Type:** Private



**Founded:** 2001  
**Employees:** 1,500  
**HQ:** Atlanta (United States)  
**Type:** Public (part of Intuit)



**Founded:** 2012  
**Employees:** 1,500  
**HQ:** Boston (United States)  
**Type:** Private








**Founded:** 1996  
**Employees:** 12,000+  
**HQ:** Chennai (India)  
**Type:** Private

# Pricing: Overview (page 1 of 2)

Detailed pricing information on following pages

Pricing for each package typically varies by contact / email volume / billing cycle;  
Features will stay the same within each package, regardless of volume






Contacts per month	 HubSpot Marketing Hub	 ActiveCampaign >	 salesforce pardot	 Marketo™ An Adobe Company	 SharpSpring from Constant Contact
<b>2,500 or fewer</b>	<p><b>Starter</b> \$45/month for 1,000 contacts +\$45/mo. for add'l 1K contracts</p> <p><b>Professional</b> \$800/month for 2,000 contacts +\$225/mo. for add'l 5K contracts</p>	<p><b>Lite</b> \$29/month 1,000 contacts</p> <p><b>Plus</b> \$99/month 2,500 contacts</p>	<p><b>Growth</b> \$1,250/month 10,000 contacts</p> <p><b>Plus</b> \$2,500/month 10,000 contacts</p>	<p><b>Jumpstart</b> ~\$960/month - contact Marketo for specific pricing information as it varies by volume</p> <p><b>Select</b> Contact Marketo for specific pricing information as it varies by volume</p>	<p><b>1,000 contacts</b> \$449/month</p>
<b>2,501 to 10,000</b>	<p><b>Professional</b> \$1,025/month for 7,000 contacts +\$225/mo. for add'l 5K contracts</p> <p><b>Enterprise</b> \$3,200/month* for 10,000 contacts +\$100/mo. for add'l 10K contracts</p>	<p><b>Professional</b> \$149-339/month 2,500-10,000 contacts</p>	<p><b>Advanced</b> \$4,000/month 10,000 contacts</p>	<p><b>Prime</b> Contact Marketo for specific pricing information as it varies by volume</p> <p><b>Ultimate</b> ~\$7,000/month - contact Marketo for specific pricing information as it varies by volume</p>	<p><b>10,000 contacts</b> \$999/month</p>
<b>10,001 to 50,000</b>	<p><b>Enterprise</b> \$3,600/month for 50,000 contacts +\$100/mo. for add'l 10K contracts</p>	<p><b>Enterprise</b> Pricing customized per company</p>	<p><b>Premium</b> \$15,000/month 75,000 contacts</p>		<p><b>20,000 contacts</b> \$1,449/month</p>
<b>50,000+</b>	<p><b>Enterprise</b> \$4,050/month for 100,000 contacts +\$100/mo. for add'l 10K contracts</p>				<p>N/A</p>

Notes: Prices shown based on annual billing; \*Price of base enterprise package increasing to \$3,600 Sept. 2022; SharpSpring is the full marketing automation offering from Constant Contact; Marketo does not list pricing information, so pricing is directional; Further info on [HubSpot's](#), [ActiveCampaign's](#), [Pardot's](#), [Marketo's](#), and [SharpSpring's](#) pricing and product tiering. It is standard to see discounts to volume purchases or long-term purchase agreements.

# Pricing: Overview (page 2 of 2)

Detailed pricing information on following pages

Pricing for each package typically varies by contact / email volume / billing cycle;  
Features will stay the same within each package, regardless of volume

Contacts per month	 Constant Contact	 klaviyo	 sendinblue *	 mailchimp	 Zoho Campaigns
<b>2,500 or fewer</b>	<p><b>Core</b> \$9.99-35 / month 0-2,500 contacts</p> <p><b>Plus</b> \$45-70 / month 0-2,500 contacts</p>	<p><b>0-2,500 contacts</b> \$0-60/month</p>	<p><b>Unlimited contacts; pricing based on number of emails sent.</b></p> <p><b>Free</b> \$0/month 300 emails daily</p> <p><b>Lite</b> \$25/month 20,000 emails monthly</p>	<p><b>Free</b> \$0/month (up to 2,000 contacts)</p> <p><b>Essentials</b> \$11-34/month (up to 2,500 contacts)</p> <p><b>Standard</b> \$17-59/month (up to 2,500 contacts)</p>	<p><b>Free</b> \$0/month (up to 2,000 contacts)</p> <p><b>Standard</b> \$3-7.5/month (up to 2,500 contacts)</p> <p><b>Professional</b> \$4.5-21.75/mo (up to 2,500 contacts)</p>
<b>2,501 to 10,000</b>	<p><b>Core</b> \$55-80 / month 2,501-10,000 contacts</p> <p><b>Plus</b> \$95-125 / month 2,501-10,000 contacts</p>	<p><b>2,501-10,000 contacts</b> \$70-150/month</p>	<p><b>Premium</b> \$65-94/month 20,000-60,000 emails monthly</p> <p><b>Premium</b> \$124-599/month 100,000-1,000,000 emails monthly</p>	<p><b>Essentials</b> \$34-87/month 2,500-10,000 contacts</p> <p><b>Standard</b> \$59-115/month 2,500-10,000 contacts</p>	<p><b>Standard</b> \$7.5-21/month 2,500-10,000 contacts</p> <p><b>Professional</b> \$21.75-60.75/month 2,500-10,000 contacts</p>
<b>10,001 to 50,000</b>	<p><b>Core</b> \$105-300 / month 10,001-50,000 contacts</p> <p><b>Plus</b> \$180-410 / month 10,001-50,000 contacts</p>	<p><b>10,001-50,000 contacts</b> \$175-720/month</p>		<p><b>Standard</b> \$115-359/month 10,000-50,000 contacts</p> <p><b>Premium</b> \$299-700/month 10,000-50,000 contacts</p>	<p><b>Standard</b> \$21-43.5/month 10,000-50,000 contacts</p> <p><b>Professional</b> \$60.75-172.5/month 10,000-50,000 contacts</p>
<b>50,000+</b>	<p><b>Plus</b> Pricing customized per company</p>	<p><b>50,001-150,000 contacts</b> \$790-1,955/month</p>		<p><b>Premium</b> \$700-1,050/month 50,000-150,000 contacts</p>	<p><b>Professional</b> \$172.5-302.25/month 50,000-100,000 contacts</p>

Notes: Prices based on annual billing when available, Constant Contact/Sendinblue/MailChimp list monthly billing prices; Constant Contact is just email automation - SharpSpring is the full marketing automation offering from Constant Contact; (\*) Klaviyo prices are for email plan; All Sendinblue plans feature unlimited contacts. Further info on [Constant Contact's](#), [Klaviyo's](#), [Sendinblue's](#), [Mailchimp's](#), and [Zoho's](#) pricing and product tier pages. Standard to see discounts on volume purchases or long-term purchase agreements.

# Feature sets: Under 2.5K contacts (page 1 of 3)

Products listed include all features listed in previous tiers, incremental features listed below




	ActiveCampaign >		Constant Contact		klaviyo <sup>™</sup>
Description	Lite \$29/month 1,000 contacts	Plus \$99/month 2,500 contacts	Core \$9.99-35 / month 0-2,500 contacts	Plus \$45-70 / month 0-2,500 contacts	0-2,500 contacts \$0-60/month
<b>Email features</b>	<ul style="list-style-type: none"> <li>• 1 user</li> <li>• Unlimited email sending</li> <li>• 125+ email templates</li> <li>• Drag &amp; drop email builder</li> </ul>	<ul style="list-style-type: none"> <li>• 25 users</li> <li>• Unlimited email sending</li> <li>• Custom email design service</li> <li>• Automations map</li> </ul>	<ul style="list-style-type: none"> <li>• 5 users</li> <li>• Monthly send limit of 24X number of contacts</li> <li>• Email templates</li> <li>• Subject line A/B test</li> <li>• Auto welcome email</li> </ul>	<ul style="list-style-type: none"> <li>• Unlimited users</li> <li>• Monthly send limit of 24X number of contacts</li> <li>• Dynamic content</li> <li>• Automated re-send</li> <li>• Abandoned cart reminder</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly send limit of 10X number of contacts</li> <li>• Unlimited A/B testing</li> <li>• Templates</li> <li>• Drag-and-drop editor</li> </ul>
<b>Other marketing features</b>	<ul style="list-style-type: none"> <li>• Subscription forms</li> <li>• Segmentation, including outreach</li> <li>• Campaign reporting</li> <li>• Import leads</li> </ul>	<ul style="list-style-type: none"> <li>• 50+ landing page templates</li> <li>• Contact &amp; lead scoring</li> <li>• Conditional content</li> <li>• Subscribe by SMS</li> <li>• SMS sending</li> </ul>	<ul style="list-style-type: none"> <li>• Website sign-up forms</li> <li>• Lead gen landing page</li> <li>• Customer list growth reporting</li> <li>• Email views, clicks, bounces, click heatmap</li> </ul>	<ul style="list-style-type: none"> <li>• Conversions and sales reporting</li> <li>• Auto-generated engagement segments</li> <li>• Expanded segmentation</li> <li>• Surveys</li> </ul>	<ul style="list-style-type: none"> <li>• Segmentation</li> <li>• ROI-based reporting</li> <li>• Data science and analytics</li> <li>• Pre-built automations and flow builder</li> </ul>
<b>Integrations and other features</b>	<ul style="list-style-type: none"> <li>• 870 CXA partners</li> <li>• APIs, webhooks, and developer tools</li> </ul>	<ul style="list-style-type: none"> <li>• Build-in CRM</li> <li>• Customer user permissions</li> <li>• FB custom audience</li> <li>• Database sync</li> <li>• Strategy consultations</li> </ul>	<ul style="list-style-type: none"> <li>• FB &amp; Instagram ads</li> <li>• Outlook, Gmail, Salesforce, Shopify, and Etsy</li> </ul>	<ul style="list-style-type: none"> <li>• Build and publish 1 website</li> <li>• Products synced from Shopify, eBay, and Etsy</li> <li>• Lookalike FB ad targeting</li> <li>• Google ads integrated</li> </ul>	<ul style="list-style-type: none"> <li>• FB &amp; Instagram ads</li> <li>• Octane AI, Gorgias, Okendo, Recharge</li> </ul>

Notes: Further information on [Constant Contact's](#), [Klaviyo's](#), [Sendinblue's](#), [Mailchimp's](#), [Zoho's](#), [HubSpot's](#), [ActiveCampaign's](#), [Pardot's](#), [Marketo's](#), and [SharpSpring's](#) detailed pricing and product tiering information. Note that it is standard to see discounts made available/applied to volume purchases or long-term purchase agreements. Prices may increase with add-ons



# Feature sets: Under 2.5K contacts (page 2 of 3)




Products listed include all features listed in previous tiers, incremental features listed below

	 SharpSpring from Constant Contact	 HubSpot Marketing Hub		 sendinblue	
Description	1,000 contacts \$449/month	Starter \$45/month 1,000 contacts	Professional \$800/month 2,000 contacts	Free \$0/month	Lite \$25/month
Email features	<ul style="list-style-type: none"> <li>• Unlimited users</li> <li>• Behavior-based email</li> <li>• Quick designer</li> <li>• Dynamic email automation</li> <li>• Email template library</li> </ul>	<ul style="list-style-type: none"> <li>• 5x contacts for monthly email send</li> <li>• 1 inbox</li> <li>• 25 active lists</li> <li>• Up to 10 auto actions</li> <li>• Email health insights</li> </ul>	<ul style="list-style-type: none"> <li>• 10x contacts for monthly email send</li> <li>• 100 inboxes</li> <li>• 1k active lists</li> <li>• Unlimited auto actions</li> </ul>	<ul style="list-style-type: none"> <li>• 1 user (for chat)</li> <li>• 300 emails per day</li> <li>• Unlimited contacts</li> <li>• Email campaigns</li> <li>• Email template library</li> <li>• Email &amp; SMS personalization</li> </ul>	<ul style="list-style-type: none"> <li>• Up to 20k monthly emails</li> <li>• No daily sending limit</li> <li>• Option to pay for A/B testing</li> </ul>
Other marketing features	<ul style="list-style-type: none"> <li>• Full marketing automation</li> <li>• Campaign tracking</li> <li>• Dynamic landing pages</li> <li>• CRM &amp; Sales automations</li> <li>• Dynamic form builder</li> <li>• Reporting and analytics</li> <li>• Sales dialer</li> </ul>	<ul style="list-style-type: none"> <li>• All available ad types</li> <li>• 10 dashboards, 10 reports per dashboard</li> <li>• 1k custom properties per object</li> <li>• 2 audience ad mgmt.</li> </ul>	<ul style="list-style-type: none"> <li>• 25 dashboards, 30 reports per dashboard</li> <li>• Mobile optimization</li> <li>• 5 audience ad mgmt.</li> <li>• Up to 100 blogs</li> <li>• Custom web traffic analytics</li> <li>• Content strategy</li> <li>• A/B testing</li> <li>• Up to 300 workflows</li> </ul>	<ul style="list-style-type: none"> <li>• Segmentation</li> <li>• Sales CRM</li> <li>• Advanced templating language</li> <li>• Workflow editor</li> <li>• Real-time reporting</li> </ul>	<ul style="list-style-type: none"> <li>• Option to pay to remove Sendinblue logo</li> </ul>
Integrations and other features	<ul style="list-style-type: none"> <li>• Unlimited support</li> <li>• Chatbots</li> </ul>	<ul style="list-style-type: none"> <li>• Email and in-app chat support</li> <li>• Ad retargeting for 2 audiences</li> </ul>	<ul style="list-style-type: none"> <li>• 50 connected social media accounts</li> <li>• 500 field mappings for SFDC</li> </ul>	<ul style="list-style-type: none"> <li>• RSS</li> <li>• Google Contacts</li> <li>• Typeform</li> </ul>	<ul style="list-style-type: none"> <li>• No new integrations</li> </ul>

Notes: Further information on [Constant Contact's](#), [Klaviyo's](#), [Sendinblue's](#), [Mailchimp's](#), [Zoho's](#), [HubSpot's](#), [ActiveCampaign's](#), [Pardot's](#), [Marketo's](#), and [SharpSpring's](#) detailed pricing and product tiering information. Note that it is standard to see discounts made available/applied to volume purchases or long-term purchase agreements. Prices may increase with add-ons

# Feature sets: Under 2.5K contacts (page 3 of 3)




Products listed include all features listed in previous tiers, incremental features listed below

				 		
Description	<b>Free</b> \$0/month (up to 2,000 contacts)	<b>Essentials</b> \$11-34/month (up to 2,500 contacts)	<b>Standard</b> \$17-59/month (up to 2,500 contacts)	<b>Free</b> \$0/month (up to 2,000 contacts)	<b>Standard</b> \$3-7.5/month (up to 2,500 contacts)	<b>Professional</b> \$4.5-21.75/mo (up to 2,500 contacts)
<b>Email features</b>	<ul style="list-style-type: none"> <li>• 1 seat</li> <li>• 10k monthly emails (2k daily limit)</li> <li>• 1 audience</li> <li>• Contact profiles</li> <li>• Subject line helper</li> </ul>	<ul style="list-style-type: none"> <li>• 3 seats</li> <li>• Monthly emails = 10x the # of contacts</li> <li>• 3 audiences</li> <li>• Pre-built templates</li> <li>• Scheduling</li> </ul>	<ul style="list-style-type: none"> <li>• 5 seats</li> <li>• Monthly emails = 12x the # of contacts</li> <li>• 5 audiences</li> <li>• Custom-coded templates</li> <li>• Download designs</li> <li>• Send time optimization</li> </ul>	<ul style="list-style-type: none"> <li>• 5 users</li> <li>• Basic templates</li> <li>• Drag-and-drop template editor</li> <li>• Template library</li> <li>• Basic pre-designed newsletter templates</li> <li>• Email based revenue</li> </ul>	<ul style="list-style-type: none"> <li>• Advanced pre-designed newsletter templates</li> <li>• Unlimited emails</li> <li>• Email attachments</li> <li>• Chain campaign</li> <li>• A/B testing</li> <li>• Email polls</li> <li>• Schedule campaigns</li> </ul>	<ul style="list-style-type: none"> <li>• Built in workflow templates</li> <li>• Autoresponders</li> <li>• Automated purchase follow-ups</li> <li>• Webhooks: mailing list-based and sent campaign notifications</li> </ul>
<b>Other marketing features</b>	<ul style="list-style-type: none"> <li>• Basic segmentation</li> <li>• Mobile ap</li> <li>• Surveys</li> <li>• Audience dashboard</li> <li>• Content studio</li> </ul>	<ul style="list-style-type: none"> <li>• Remove Mailchimp branding</li> <li>• Customer journey builder</li> <li>• A/B testing</li> </ul>	<ul style="list-style-type: none"> <li>• Predicted demographics</li> <li>• Customer lifetime value</li> <li>• Purchase likelihood</li> <li>• Social post scheduling</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing calendar</li> <li>• Reports and analytics</li> <li>• Merge tags</li> <li>• Customizable signup and popup forms</li> </ul>	<ul style="list-style-type: none"> <li>• Remove Zoho logo</li> <li>• Segmentation</li> <li>• Bulk segments</li> <li>• Dynamic content</li> <li>• Custom user roles</li> </ul>	<ul style="list-style-type: none"> <li>• Contact scoring</li> <li>• Drag-and-drop workflows</li> <li>• Cart abandonment templates</li> </ul>
<b>Integrations and other features</b>	<ul style="list-style-type: none"> <li>• FB &amp; Instagram ads</li> <li>• 200+ integrations</li> </ul>	<ul style="list-style-type: none"> <li>• Email and chat support</li> </ul>	<ul style="list-style-type: none"> <li>• Retargeting ads (Google, FB, Instagram)</li> </ul>	<ul style="list-style-type: none"> <li>• 1 account/social network/user</li> <li>• Phone, chat, and email support</li> <li>• All integrations (including Zoho suite)</li> </ul>	<ul style="list-style-type: none"> <li>• FB page campaigns</li> <li>• Unlimited post campaigns</li> </ul>	N/A

Notes: Further information on [Constant Contact's](#), [Klaviyo's](#), [Sendinblue's](#), [Mailchimp's](#), [Zoho's](#), [HubSpot's](#), [ActiveCampaign's](#), [Pardot's](#), [Marketo's](#), and [SharpSpring's](#) detailed pricing and product tiering information. Note that it is standard to see discounts made available/applied to volume purchases or long-term purchase agreements. Prices may increase with add-ons

# Feature sets: 2.5K – 10K contacts (page 1 of 3)




Products listed include all features listed in previous tiers, incremental features listed below

	<a href="#">ActiveCampaign</a> >	 Constant Contact		 klaviyo	 SharpSpring from Constant Contact
Description	<b>Professional</b> \$149-339/month 2,500-10,000 contacts	<b>Core</b> \$55-80 / month 2,501-10,000 contacts	<b>Plus</b> \$95-125 / month 2,501-10,000 contacts	<b>2,501-10,000 contacts</b> \$70-150/month	<b>10,000 contacts</b> \$999/month
Email features	<ul style="list-style-type: none"> <li>• 50 users</li> <li>• Unlimited email sending</li> <li>• Split automations</li> <li>• 1-to-1 email automation</li> <li>• Predictive sending</li> </ul>	<ul style="list-style-type: none"> <li>• 5 users</li> <li>• Monthly send limit of 24X number of contacts</li> <li>• Email templates</li> <li>• Subject line A/B test</li> <li>• Auto welcome email</li> </ul>	<ul style="list-style-type: none"> <li>• Unlimited users</li> <li>• Monthly send limit of 24X number of contacts</li> <li>• Dynamic content</li> <li>• Automated re-send</li> <li>• Abandoned cart reminder</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly send limit of 10X number of contacts</li> <li>• Unlimited A/B testing</li> <li>• Templates</li> <li>• Drag-and-drop editor</li> </ul>	<ul style="list-style-type: none"> <li>• Unlimited users</li> <li>• Behavior-based email</li> <li>• Quick designer</li> <li>• Dynamic email automation</li> <li>• Email template library</li> </ul>
Other marketing features	<ul style="list-style-type: none"> <li>• Site messages</li> <li>• Attribution</li> <li>• Predictive content</li> <li>• 5 experiences for web personalization</li> </ul>	<ul style="list-style-type: none"> <li>• Website sign-up forms</li> <li>• Lead gen landing page</li> <li>• Customer list growth reporting</li> <li>• Email views, clicks, bounces, click heatmap</li> </ul>	<ul style="list-style-type: none"> <li>• Conversions and sales reporting</li> <li>• Auto-generated engagement segments</li> <li>• Expanded segmentation</li> <li>• Surveys</li> </ul>	<ul style="list-style-type: none"> <li>• Segmentation</li> <li>• ROI-based reporting</li> <li>• Data science and analytics</li> <li>• Pre-built automations and flow builder</li> </ul>	<ul style="list-style-type: none"> <li>• Full marketing automation</li> <li>• Campaign tracking</li> <li>• Dynamic landing pages</li> <li>• CRM &amp; Sales automations</li> <li>• Dynamic form builder</li> <li>• Reporting and analytics</li> <li>• Sales dialer</li> </ul>
Integrations and other features	<ul style="list-style-type: none"> <li>• 1:1 onboarding training</li> <li>• Pro implementation service</li> </ul>	<ul style="list-style-type: none"> <li>• FB &amp; Instagram ads</li> <li>• Outlook, Gmail, Salesforce, Shopify, and Etsy</li> </ul>	<ul style="list-style-type: none"> <li>• Build and publish 1 website</li> <li>• Products synced from Shopify, eBay, and Etsy</li> <li>• Lookalike FB ad targeting</li> <li>• Google ads integrated</li> </ul>	<ul style="list-style-type: none"> <li>• FB &amp; Instagram ads</li> <li>• Octane AI, Gorgias, Okendo, Recharge</li> </ul>	<ul style="list-style-type: none"> <li>• Unlimited support</li> <li>• Chatbots</li> </ul>

Notes: Further information on [Constant Contact's](#), [Klaviyo's](#), [Sendinblue's](#), [Mailchimp's](#), [Zoho's](#), [HubSpot's](#), [ActiveCampaign's](#), [Pardot's](#), [Marketo's](#), and [SharpSpring's](#) detailed pricing and product tiering information. Note that it is standard to see discounts made available/applied to volume purchases or long-term purchase agreements. Prices may increase with add-ons

# Feature sets: 2.5K – 10K contacts (page 2 of 3)



Products listed include all features listed in previous tiers, incremental features listed below

	 <b>sendinblue</b>	 Marketing Hub		 <b>mailchimp</b>	
Description	<b>Premium</b> \$65-94/month 20,000-60,000 emails monthly	<b>Professional</b> \$1,025/month 7,000 contacts	<b>Enterprise</b> \$3,200/month* 10,000 contacts	<b>Essentials</b> \$34-87/month 2,500-10,000 contacts	<b>Standard</b> \$59-115/month 2,500-10,000 contacts
Email features	<ul style="list-style-type: none"> <li>• 3 users</li> <li>• Unlimited contacts</li> <li>• 20k-60k emails monthly</li> <li>• Send time optimization</li> <li>• 3 inboxes</li> <li>• Advanced open &amp; click stats</li> </ul>	<ul style="list-style-type: none"> <li>• 10x contacts for monthly email send</li> <li>• 100 inboxes</li> <li>• 1k active lists</li> <li>• Unlimited auto actions</li> </ul>	<ul style="list-style-type: none"> <li>• 20x contacts for monthly email send</li> <li>• 1.5k active lists and 1.5k static lists</li> <li>• Up to 10 custom objects</li> <li>• Track up to 10k logged interactions per contact</li> </ul>	<ul style="list-style-type: none"> <li>• 3 seats</li> <li>• Monthly emails = 10x the # of contacts</li> <li>• 3 audiences</li> <li>• Pre-built templates</li> <li>• Scheduling</li> </ul>	<ul style="list-style-type: none"> <li>• 5 seats</li> <li>• Monthly emails = 12x the # of contacts</li> <li>• 5 audiences</li> <li>• Custom-coded templates</li> <li>• Download designs</li> <li>• Send time optimization</li> </ul>
Other marketing features	<ul style="list-style-type: none"> <li>• A/B testing</li> <li>• Remove Sendinblue logo</li> <li>• 5 landing pages</li> <li>• Marketing automation workflows</li> <li>• Geography and device reporting</li> <li>• Heat map reporting</li> </ul>	<ul style="list-style-type: none"> <li>• 25 dashboards, 30 reports per dashboard</li> <li>• Mobile optimization</li> <li>• 5 audience ad mgmt.</li> <li>• Up to 100 blogs</li> <li>• Custom web traffic analytics</li> <li>• Content strategy</li> <li>• A/B testing</li> <li>• Up to 300 workflows</li> </ul>	<ul style="list-style-type: none"> <li>• 50 dashboards, 30 reports per dashboard</li> <li>• 15 audience ad mgmt.</li> <li>• Up to 1,000 workflows</li> <li>• Up to 500 custom reports</li> <li>• 25 contact scoring properties</li> <li>• Predictive lead scoring</li> </ul>	<ul style="list-style-type: none"> <li>• Remove Mailchimp branding</li> <li>• Customer journey builder</li> <li>• A/B testing</li> </ul>	<ul style="list-style-type: none"> <li>• Predicted demographics</li> <li>• Customer lifetime value</li> <li>• Purchase likelihood</li> <li>• Social post scheduling</li> </ul>
Integrations and other features	<ul style="list-style-type: none"> <li>• Facebook ads</li> <li>• Phone support</li> </ul>	<ul style="list-style-type: none"> <li>• 50 connected social media accounts</li> <li>• 500 field mappings for SFDC</li> </ul>	<ul style="list-style-type: none"> <li>• 300 connected social media accounts</li> <li>• SSO</li> <li>• One sandbox per account</li> </ul>	<ul style="list-style-type: none"> <li>• Email and chat support</li> </ul>	<ul style="list-style-type: none"> <li>• Retargeting ads (Google, FB, Instagram)</li> </ul>

Notes: \*Price of base enterprise package increasing to \$3,600 Sept. 2022; Further information on [Constant Contact's](#), [Klaviyo's](#), [Sendinblue's](#), [Mailchimp's](#), [Zoho's](#), [HubSpot's](#), [ActiveCampaign's](#), [Pardot's](#), [Marketo's](#), and [SharpSpring's](#) detailed pricing and product tiering. Note that it is standard to see discounts made available/applied to volume purchases or long-term purchase agreements. Prices may increase with add-ons

# Feature sets: 2.5K – 10K contacts (page 3 of 3)



Products listed include all features listed in previous tiers, incremental features listed below

					
Description	<b>Growth</b> \$1,250/month 10,000 contacts	<b>Plus</b> \$2,500/month 10,000 contacts	<b>Advanced</b> \$4,000/month 10,000 contacts	<b>Standard</b> \$7.5-21/month 2,500-10,000 contacts	<b>Professional</b> \$21.75-60.75/month 2,500-10,000 contacts
<b>Email features</b>	<ul style="list-style-type: none"> <li>• Unlimited email marketing</li> <li>• Email marketing / personalization</li> <li>• Email A/B testing</li> <li>• 25k API calls per day</li> </ul>	<ul style="list-style-type: none"> <li>• Unlimited email marketing</li> <li>• 50k API calls per day</li> <li>• Advanced email rendering and analytics + preview analysis</li> </ul>	<ul style="list-style-type: none"> <li>• Unlimited email marketing</li> <li>• 100k API calls per day</li> </ul>	<ul style="list-style-type: none"> <li>• Advanced pre-designed newsletter templates</li> <li>• Unlimited emails</li> <li>• Email attachments</li> <li>• Chain campaign</li> <li>• A/B testing</li> <li>• Email polls</li> </ul>	<ul style="list-style-type: none"> <li>• Built in workflow templates</li> <li>• Autoresponders</li> <li>• Automated purchase follow-ups</li> <li>• Webhooks: mailing list-based and sent campaign notifications</li> </ul>
<b>Other marketing features</b>	<ul style="list-style-type: none"> <li>• 50 lead gen forms</li> <li>• 50 landing pages</li> <li>• Integrated marketing calendar</li> <li>• Multivariate landing page testing</li> <li>• Tracked social posts</li> <li>• 50 automation rules</li> <li>• Lead nurture &amp; prospect tracking</li> <li>• Lead duplication, scoring, grading</li> <li>• ROI reporting</li> <li>• 10x competitor monitoring</li> <li>• 100 word SEO monitoring</li> <li>• Custom data fields</li> </ul>	<ul style="list-style-type: none"> <li>• Unlimited lead gen forms</li> <li>• Unlimited landing pages</li> <li>• 100 automation rules</li> <li>• 25x competitor monitoring</li> <li>• 250 word SEO monitoring</li> <li>• 10 external activity extensions</li> <li>• 50k external activity API</li> <li>• Multiple scoring categories</li> <li>• Multi-touch attribution models</li> </ul>	<ul style="list-style-type: none"> <li>• 150 automation rules</li> <li>• 100x competitor monitoring</li> <li>• 1k word SEO monitoring</li> <li>• 20 external activity extensions</li> <li>• 100k external activity API</li> <li>• Account identification</li> <li>• Lead score</li> <li>• Behavior scoring</li> <li>• Send time optimization</li> <li>• Campaign insights</li> <li>• Custom object integration</li> </ul>	<ul style="list-style-type: none"> <li>• Remove Zoho logo</li> <li>• Segmentation</li> <li>• Bulk segments</li> <li>• Dynamic content</li> <li>• Custom user roles</li> </ul>	<ul style="list-style-type: none"> <li>• Contact scoring</li> <li>• Drag-and-drop workflows</li> <li>• Cart abandonment templates</li> </ul>
<b>Integrations and other features</b>	<ul style="list-style-type: none"> <li>• User forum</li> <li>• Bit.ly Pro connector</li> <li>• Eventbrite, native CRM, Olark chat, and webinar integration</li> </ul>	<ul style="list-style-type: none"> <li>• Google AdWords integration</li> </ul>	<ul style="list-style-type: none"> <li>• Custom user roles and permissions</li> <li>• Dedicated IP address</li> <li>• 2 sandboxes</li> </ul>	<ul style="list-style-type: none"> <li>• FB page campaigns</li> <li>• Unlimited post campaigns</li> </ul>	N/A

Notes: Further information on [Constant Contact's](#), [Klaviyo's](#), [Sendinblue's](#), [Mailchimp's](#), [Zoho's](#), [HubSpot's](#), [ActiveCampaign's](#), [Pardot's](#), [Marketo's](#), and [SharpSpring's](#) detailed pricing and product tiering information. Note that it is standard to see discounts made available/applied to volume purchases or long-term purchase agreements. Prices may increase with add-ons

# Feature sets: 10K – 50K contacts (page 1 of 3)




Products listed include all features listed in previous tiers, incremental features listed below

	ActiveCampaign >			klaviyo <sup>®</sup>	
Description	<b>Enterprise</b> <i>Pricing customized per company</i>	<b>Core</b> <i>\$105-300 / month</i> <i>10,001-50,000 contacts</i>	<b>Plus</b> <i>\$180-410 / month</i> <i>10,001-50,000 contacts</i>	<b>10,001-50,000 contacts</b> <i>\$175-720/month</i>	<b>20,000 contacts</b> <i>\$1,449/month</i>
Email features	<ul style="list-style-type: none"> <li>• Unlimited users</li> <li>• # of contacts customized</li> <li>• Unlimited email sending</li> <li>• Customize mail server domain for email sending</li> </ul>	<ul style="list-style-type: none"> <li>• 5 users</li> <li>• Monthly send limit of 24X number of contacts</li> <li>• Email templates</li> <li>• Subject line A/B test</li> <li>• Auto welcome email</li> </ul>	<ul style="list-style-type: none"> <li>• Unlimited users</li> <li>• Monthly send limit of 24X number of contacts</li> <li>• Dynamic content</li> <li>• Automated re-send</li> <li>• Abandoned cart reminder</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly send limit of 10X number of contacts</li> <li>• Unlimited A/B testing</li> <li>• Templates</li> <li>• Drag-and-drop editor</li> </ul>	<ul style="list-style-type: none"> <li>• Unlimited users</li> <li>• Behavior-based email</li> <li>• Quick designer</li> <li>• Dynamic email automation</li> <li>• Email template library</li> </ul>
Other marketing features	<ul style="list-style-type: none"> <li>• Custom reports</li> <li>• Social data</li> <li>• Custom SMS number</li> <li>• Customized marketing strategy with quarterly updates</li> <li>• Uptime SLA</li> </ul>	<ul style="list-style-type: none"> <li>• Website sign-up forms</li> <li>• Lead gen landing page</li> <li>• Customer list growth reporting</li> <li>• Email views, clicks, bounces, click heatmap</li> </ul>	<ul style="list-style-type: none"> <li>• Conversions and sales reporting</li> <li>• Auto-generated engagement segments</li> <li>• Expanded segmentation</li> <li>• Surveys</li> </ul>	<ul style="list-style-type: none"> <li>• Segmentation</li> <li>• ROI-based reporting</li> <li>• Data science and analytics</li> <li>• Pre-built automations and flow builder</li> </ul>	<ul style="list-style-type: none"> <li>• Full marketing automation</li> <li>• Campaign tracking</li> <li>• Dynamic landing pages</li> <li>• CRM &amp; Sales automations</li> <li>• Dynamic form builder</li> <li>• Reporting and analytics</li> <li>• Sales dialer</li> </ul>
Integrations and other features	<ul style="list-style-type: none"> <li>• HIPAA compliance</li> <li>• SSO</li> <li>• Create custom objects via API</li> <li>• Phone support</li> </ul>	<ul style="list-style-type: none"> <li>• FB &amp; Instagram ads</li> <li>• Outlook, Gmail, Salesforce, Shopify, and Etsy</li> </ul>	<ul style="list-style-type: none"> <li>• Build and publish 1 website</li> <li>• Products synced from Shopify, eBay, and Etsy</li> <li>• Lookalike FB ad targeting</li> <li>• Google ads integrated</li> </ul>	<ul style="list-style-type: none"> <li>• FB &amp; Instagram ads</li> <li>• Octane AI, Gorgias, Okendo, Recharge</li> </ul>	<ul style="list-style-type: none"> <li>• Unlimited support</li> <li>• Chatbots</li> </ul>

Notes: Further information on [Constant Contact's](#), [Klaviyo's](#), [Sendinblue's](#), [Mailchimp's](#), [Zoho's](#), [HubSpot's](#), [ActiveCampaign's](#), [Pardot's](#), [Marketo's](#), and [SharpSpring's](#) detailed pricing and product tiering information. Note that it is standard to see discounts made available/applied to volume purchases or long-term purchase agreements. Prices may increase with add-ons

# Feature sets: 10K – 50K contacts (page 2 of 3)




Products listed include all features listed in previous tiers, incremental features listed below

	 <b>sendinblue</b>	 <b>HubSpot Marketing Hub</b>	 <b>mailchimp</b>	
<b>Description</b>	<b>Premium</b> \$124-599/month 100,000-1,000,000 emails monthly	<b>Enterprise</b> \$3,600/month 50,000 contacts	<b>Standard</b> \$115-359/month 10,000-50,000 contacts	<b>Premium</b> \$299-700/month 10,000-50,000 contacts
<b>Email features</b>	<ul style="list-style-type: none"> <li>• 3 users</li> <li>• Unlimited contacts</li> <li>• 20,000-60,000 emails monthly</li> <li>• Send time optimization</li> <li>• 3 inboxes</li> <li>• Advanced open &amp; click stats</li> </ul>	<ul style="list-style-type: none"> <li>• 20x contacts for monthly email send</li> <li>• 1.5k active lists and 1.5k static lists</li> <li>• Up to 10 custom objects</li> <li>• Track up to 10k logged interactions per contact</li> </ul>	<ul style="list-style-type: none"> <li>• 5 seats</li> <li>• Monthly emails = 12x the # of contacts</li> <li>• 5 audiences</li> <li>• Custom-coded templates</li> <li>• Download designs</li> <li>• Send time optimization</li> </ul>	<ul style="list-style-type: none"> <li>• Unlimited seats</li> <li>• Monthly emails = 12x the # of contacts</li> <li>• Manager roles</li> <li>• Multivariate testing</li> <li>• Unlimited audiences</li> </ul>
<b>Other marketing features</b>	<ul style="list-style-type: none"> <li>• A/B testing</li> <li>• Remove Sendinblue logo</li> <li>• 5 landing pages</li> <li>• Marketing automation workflows</li> <li>• Geography and device reporting</li> <li>• Heat map reporting</li> </ul>	<ul style="list-style-type: none"> <li>• 50 dashboards, 30 reports per dashboard</li> <li>• 15 audience ad mgmt.</li> <li>• Up to 1,000 workflows</li> <li>• Up to 500 custom reports</li> <li>• 25 contact scoring properties</li> <li>• Predictive lead scoring</li> </ul>	<ul style="list-style-type: none"> <li>• Predicted demographics</li> <li>• Customer lifetime value</li> <li>• Purchase likelihood</li> <li>• Social post scheduling</li> </ul>	<ul style="list-style-type: none"> <li>• 18 months of app engagement reporting</li> <li>• Comparative reporting</li> <li>• Advanced segmentation</li> </ul>
<b>Integrations and other features</b>	<ul style="list-style-type: none"> <li>• Facebook ads</li> <li>• Phone support</li> </ul>	<ul style="list-style-type: none"> <li>• 300 connected social media accounts</li> <li>• SSO</li> <li>• One sandbox per account</li> </ul>	<ul style="list-style-type: none"> <li>• Retargeting ads (Google, FB, Instagram)</li> </ul>	<ul style="list-style-type: none"> <li>• Phone support</li> </ul>

Notes: Further information on [Constant Contact's](#), [Klaviyo's](#), [Sendinblue's](#), [Mailchimp's](#), [Zoho's](#), [HubSpot's](#), [ActiveCampaign's](#), [Pardot's](#), [Marketo's](#), and [SharpSpring's](#) detailed pricing and product tiering information. Note that it is standard to see discounts made available/applied to volume purchases or long-term purchase agreements. Prices may increase with add-ons

# Feature sets: 10K – 50K contacts (page 3 of 3)

Products listed include all features listed in previous tiers, incremental features listed below


	 <b>pardot</b>	 <b>Marketo™</b> An Adobe Company	 <b>Campaigns</b>	
Description	<b>Premium</b> \$15,000/month 75,000 contacts	<b>Jumpstart</b> ~\$960/month - contact Marketo for specific pricing information as it varies by volume	<b>Standard</b> \$21-43.5/month 10,000-50,000 contacts	<b>Professional</b> \$60.75-172.5/month 10,000-50,000 contacts
Email features	<ul style="list-style-type: none"> <li>• Unlimited email marketing</li> <li>• 100k API calls per day</li> </ul>	<ul style="list-style-type: none"> <li>• 10 users</li> <li>• 20k API calls daily</li> <li>• Email marketing</li> <li>• Audience segmentation and targeting</li> </ul>	<ul style="list-style-type: none"> <li>• Advanced pre-designed newsletter templates</li> <li>• Unlimited emails</li> <li>• Email attachments</li> <li>• Chain campaign</li> <li>• A/B testing</li> <li>• Email polls</li> </ul>	<ul style="list-style-type: none"> <li>• Built in workflow templates</li> <li>• Autoresponders</li> <li>• Automated purchase follow-ups</li> <li>• Webhooks: mailing list-based and sent campaign notifications</li> </ul>
Other marketing features	<ul style="list-style-type: none"> <li>• 30 external activity extensions</li> <li>• Predictive analytics</li> <li>• 5 licenses for B2B marketing analytics plus</li> <li>• 5 business units included</li> </ul>	<ul style="list-style-type: none"> <li>• Lead and account database</li> <li>• Advanced dynamic content</li> <li>• Advanced personalization</li> <li>• Campaign and journey automation</li> <li>• Scoring, routing, and alerts</li> <li>• Landing pages &amp; forms</li> <li>• SEO</li> <li>• Paid media targeting</li> </ul>	<ul style="list-style-type: none"> <li>• Remove Zoho logo</li> <li>• Segmentation</li> <li>• Bulk segments</li> <li>• Dynamic content</li> <li>• Custom user roles</li> </ul>	<ul style="list-style-type: none"> <li>• Contact scoring</li> <li>• Drag-and-drop workflows</li> <li>• Cart abandonment templates</li> </ul>
Integrations and other features	<ul style="list-style-type: none"> <li>• Premier plus support</li> <li>• Personalized product support</li> <li>• 5 sandboxes</li> </ul>	<ul style="list-style-type: none"> <li>• CRM integration (SFDC &amp; MSD)</li> </ul>	<ul style="list-style-type: none"> <li>• FB page campaigns</li> <li>• Unlimited post campaigns</li> </ul>	N/A

Notes: Further information on [Constant Contact's](#), [Klaviyo's](#), [Sendinblue's](#), [Mailchimp's](#), [Zoho's](#), [HubSpot's](#), [ActiveCampaign's](#), [Pardot's](#), [Marketo's](#), and [SharpSpring's](#) detailed pricing and product tiering information. Note that it is standard to see discounts made available/applied to volume purchases or long-term purchase agreements. Prices may increase with add-ons



# Feature sets: 50K+ contacts (page 1 of 3)





Products listed include all features listed in previous tiers, incremental features listed below

	ActiveCampaign >		klaviyo <sup>SM</sup>
<b>Description</b>	<b>Enterprise</b> <i>Pricing customized per company</i>	<b>Plus</b> <i>Pricing customized per company</i>	<b>50,001-150,000 contacts</b> <i>\$790-1,955/month</i>
<b>Email features</b>	<ul style="list-style-type: none"> <li>• Unlimited users</li> <li>• # of contacts customized</li> <li>• Unlimited email sending</li> <li>• Customize mail server domain for email sending</li> </ul>	<ul style="list-style-type: none"> <li>• Unlimited users</li> <li>• Monthly send limit of 24X number of contacts</li> <li>• Dynamic content</li> <li>• Automated re-send</li> <li>• Abandoned cart reminder</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly send limit of 10X number of contacts</li> <li>• Unlimited A/B testing</li> <li>• Templates</li> <li>• Drag-and-drop editor</li> </ul>
<b>Other marketing features</b>	<ul style="list-style-type: none"> <li>• Custom reports</li> <li>• Social data</li> <li>• Custom SMS number</li> <li>• Customized marketing strategy with quarterly updates</li> <li>• Uptime SLA</li> </ul>	<ul style="list-style-type: none"> <li>• Conversions and sales reporting</li> <li>• Auto-generated engagement segments</li> <li>• Expanded segmentation</li> <li>• Surveys</li> </ul>	<ul style="list-style-type: none"> <li>• Segmentation</li> <li>• ROI-based reporting</li> <li>• Data science and analytics</li> <li>• Pre-built automations and flow builder</li> </ul>
<b>Integrations and other features</b>	<ul style="list-style-type: none"> <li>• HIPAA compliance</li> <li>• SSO</li> <li>• Create custom objects via API</li> <li>• Phone support</li> </ul>	<ul style="list-style-type: none"> <li>• Build and publish 1 website</li> <li>• Products synced from Shopify, eBay, and Etsy</li> <li>• Lookalike FB ad targeting</li> <li>• Google ads integrated</li> </ul>	<ul style="list-style-type: none"> <li>• FB &amp; Instagram ads</li> <li>• Octane AI, Gorgias, Okendo, Recharge</li> </ul>

Notes: Further information on [Constant Contact's](#), [Klaviyo's](#), [Sendinblue's](#), [Mailchimp's](#), [Zoho's](#), [HubSpot's](#), [ActiveCampaign's](#), [Pardot's](#), [Marketo's](#), and [SharpSpring's](#) detailed pricing and product tiering information. Note that it is standard to see discounts made available/applied to volume purchases or long-term purchase agreements. Prices may increase with add-ons

# Feature sets: 50K+ contacts (page 2 of 3)




Products listed include all features listed in previous tiers, incremental features listed below

	 <b>sendinblue</b>	 <b>HubSpot Marketing Hub</b>	 <b>Zoho Campaigns</b>	 <b>mailchimp</b>
<b>Description</b>	<b>Premium</b> \$124-599/month 100,000-1,000,000 emails monthly	<b>Enterprise</b> \$4,050/month 100,000 contacts	<b>Professional</b> \$172.5-302.25/month 50,000-100,000 contacts	<b>Premium</b> \$700-1,050/month 50,000-150,000 contacts
<b>Email features</b>	<ul style="list-style-type: none"> <li>• 3 users</li> <li>• Unlimited contacts</li> <li>• 20,000-60,000 emails monthly</li> <li>• Send time optimization</li> <li>• 3 inboxes</li> <li>• Advanced open &amp; click stats</li> </ul>	<ul style="list-style-type: none"> <li>• 20x contacts for monthly email send</li> <li>• 1.5k active lists and 1.5k static lists</li> <li>• Up to 10 custom objects</li> <li>• Track up to 10k logged interactions per contact</li> </ul>	<ul style="list-style-type: none"> <li>• Built in workflow templates</li> <li>• Autoresponders</li> <li>• Automated purchase follow-ups</li> <li>• Webhooks: mailing list-based and sent campaign notifications</li> </ul>	<ul style="list-style-type: none"> <li>• Unlimited seats</li> <li>• Monthly emails = 12x the # of contacts</li> <li>• Manager roles</li> <li>• Multivariate testing</li> <li>• Unlimited audiences</li> </ul>
<b>Other marketing features</b>	<ul style="list-style-type: none"> <li>• A/B testing</li> <li>• Remove Sendinblue logo</li> <li>• 5 landing pages</li> <li>• Marketing automation workflows</li> <li>• Geography and device reporting</li> <li>• Heat map reporting</li> </ul>	<ul style="list-style-type: none"> <li>• 50 dashboards, 30 reports per dashboard</li> <li>• 15 audience ad mgmt.</li> <li>• Up to 1,000 workflows</li> <li>• Up to 500 custom reports</li> <li>• 25 contact scoring properties</li> <li>• Predictive lead scoring</li> </ul>	<ul style="list-style-type: none"> <li>• Contact scoring</li> <li>• Drag-and-drop workflows</li> <li>• Cart abandonment templates</li> </ul>	<ul style="list-style-type: none"> <li>• 18 months of app engagement reporting</li> <li>• Comparative reporting</li> <li>• Advanced segmentation</li> </ul>
<b>Integrations and other features</b>	<ul style="list-style-type: none"> <li>• Facebook ads</li> <li>• Phone support</li> </ul>	<ul style="list-style-type: none"> <li>• 300 connected social media accounts</li> <li>• SSO</li> <li>• One sandbox per account</li> </ul>	N/A	<ul style="list-style-type: none"> <li>• Phone support</li> </ul>

Notes: Further information on [Constant Contact's](#), [Klaviyo's](#), [Sendinblue's](#), [Mailchimp's](#), [Zoho's](#), [HubSpot's](#), [ActiveCampaign's](#), [Pardot's](#), [Marketo's](#), and [SharpSpring's](#) detailed pricing and product tiering information. Note that it is standard to see discounts made available/applied to volume purchases or long-term purchase agreements. Prices may increase with add-ons






# Feature sets: 50K+ contacts (page 3 of 3)

Products listed include all features listed in previous tiers, incremental features listed below

	 An Adobe Company			 
Description	<b>Select</b> Contact Marketo for specific pricing information as it varies by volume	<b>Prime</b> Contact Marketo for specific pricing information as it varies by volume	<b>Ultimate</b> ~\$7,000/month - contact Marketo for specific pricing information as it varies by volume	<b>Premium</b> \$15,000/month 75,000 contacts
<b>Email features</b>	<ul style="list-style-type: none"> <li>• 25 users</li> <li>• 50k API calls daily</li> </ul>	<ul style="list-style-type: none"> <li>• No additions to prior tier</li> </ul>	<ul style="list-style-type: none"> <li>• Email deliverability</li> </ul>	<ul style="list-style-type: none"> <li>• Unlimited email marketing</li> <li>• 100k API calls per day</li> </ul>
<b>Other marketing features</b>	<ul style="list-style-type: none"> <li>• Custom data objects &amp; fields</li> <li>• Event and webinar marketing</li> <li>• Marketing calendar</li> <li>• Attribution and ROI dashboards</li> </ul>	<ul style="list-style-type: none"> <li>• Website retargeting</li> <li>• Target account management</li> <li>• Website personalization</li> <li>• Predictive content</li> <li>• Predictive audiences</li> <li>• Advanced journey analytics</li> </ul>	<ul style="list-style-type: none"> <li>• Premium multi-touch attribution (tier 1 of 3)</li> </ul>	<ul style="list-style-type: none"> <li>• 30 external activity extensions</li> <li>• Predictive analytics</li> <li>• 5 licenses for B2B marketing analytics plus</li> <li>• 5 business units included</li> </ul>
<b>Integrations and other features</b>	<ul style="list-style-type: none"> <li>• No additions to prior tier</li> </ul>	<ul style="list-style-type: none"> <li>• No additions to prior tier</li> </ul>	<ul style="list-style-type: none"> <li>• Sandbox</li> </ul>	<ul style="list-style-type: none"> <li>• Premier plus support</li> <li>• Personalized product support</li> <li>• 5 sandboxes</li> </ul>






Notes: Further information on [Constant Contact's](#), [Klaviyo's](#), [Sendinblue's](#), [Mailchimp's](#), [Zoho's](#), [HubSpot's](#), [ActiveCampaign's](#), [Pardot's](#), [Marketo's](#), and [SharpSpring's](#) detailed pricing and product tiering information. Note that it is standard to see discounts made available/applied to volume purchases or long-term purchase agreements. Prices may increase with add-ons

# Data Security and Compliance (page 1 of 2)

					
<b>Compliance</b>	<ul style="list-style-type: none"> <li>• SOC 2</li> <li>• ISO 27001</li> <li>• GDPR</li> </ul>	<ul style="list-style-type: none"> <li>• SOC 2</li> <li>• GDPR</li> </ul>	<ul style="list-style-type: none"> <li>• SOC 1</li> <li>• SOC 2</li> <li>• SOC 3</li> <li>• ISO 27001</li> <li>• ISO 27017</li> <li>• ISO 27018</li> </ul>	<ul style="list-style-type: none"> <li>• ISO 27001:2013</li> <li>• SOC 2</li> <li>• SSAE 16</li> </ul>	<ul style="list-style-type: none"> <li>• GDPR</li> <li>• PCI-DSS</li> </ul>
<b>User Authentication</b>	Native, SSO, 2FA AES-256 data encryption	SSO, MFA	Salesforce SSO/OAuth, MFA	Native, SSO, 2FA AES-256 data encryption	2FA
<b>HIPAA compliant</b>	<b>X</b> <sup>1</sup>	✓ <sup>2</sup>	✓ <sup>3</sup>	✓ <sup>4</sup>	<b>X</b> <sup>5</sup>
<b>Data Collection</b>	HubSpot gathers data through lead or customer interaction, public directories, and reputable third party sources. HubSpot's tools allow customers to define the type of information to be collected and stored on their behalf. Per the HubSpot Terms of Service and Acceptable Use Policy, customers can ensure that they capture only appropriate information to support their marketing, sales, and service processes. HubSpot's products are not used to collect or capture sensitive data such as credit or debit card numbers, personal financial account information, Social Security numbers, passport numbers, driver's license numbers or similar identifiers, or employment, financial or health information.	We collect information you provide directly to us. For example, we collect information when you create an account, participate in any interactive features of the Services, fill out a form, etc. The types of information we may collect include: (1) identifiers, such as your full name, phone number, email address, postal mail address, unique personal identifier, online identifier, internet protocol address, (2) commercial information, such as records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies, (3) professional or employment-related information such as company name, company payment information, and business contact information (e.g., business phone number, address, or email); and (4) any other information you choose to provide.	We collect and process Personal Data for a variety of purposes, including: to provide our websites and social media branded pages; to display personalized advertisements and content; to manage event registrations and attendance (including ensuring the health and safety of our visitors and employees); to send communications; to handle contact and user support requests; to provide, improve and optimize the performance of our services; to bill for our services and manage our accounts (including usage and licensing compliance); to maintain the security of Salesforce and its services; to administer surveys and conduct research; and to comply with our legal obligations. We only collect and process your Personal Data to the extent it is necessary for fulfilling these purposes and where we can rely on a legal basis for such processing as set out in our full Privacy Statement. Where required, we will ask you for your prior consent to processing.	What Types of Information Does Marketo Collect? Personal Data. "Personal Data" is information that, directly or indirectly, identifies you or another individual and which may include: name, title, company name, job function, expertise, postal address, telephone number, email address, browser and device information (including IP Address), and information collected through cookies and other similar technologies. If you submit any Personal Data relating to other people to us or to our service providers in connection with the Sites, you represent that you have the authority to do so and to permit us to use the information in accordance with this Privacy Notice. Other Information. "Other Information" is any information that does not and cannot be used to reveal your identity or that of another individual, such as information which has been fully and permanently anonymized and aggregated. We use this information to facilitate our operation of the Sites and for other purposes described below.	We collect a variety of information as listed below as needed to operate our business, and for the legitimate interest of our business, including for marketing purposes, to the extent permitted by applicable law. Our website and other publicly facing services and applications are primarily intended for interaction in the business environment. Our information collection practices are focused on the business context, and the careful and limited identification of leads and prospects for our sales efforts.  These data include: log data, traffic data, lead data, customer representative data, information the user makes public, publicly available information, payment information, communication from users, communications to users, surveys and contests, social media, information we obtain from third parties, and email accounts

Notes: (1) [HubSpot 2021 TOS](#) (2) [ActiveCampaign compliance](#); (3) [Pardot compliance](#); (4) [Marketo compliance](#) - HIPAA compliant only for Healthcare Marketing Solution; (5) [SharpSpring compliance](#); Further information on [HubSpot](#), [ActiveCampaign](#), [Pardot](#), [Marketo](#), and [SharpSpring's](#) security documentation / policies.

# Data Security and Compliance (page 2 of 2)

					
<b>Compliance</b>	<ul style="list-style-type: none"> <li>• PCI</li> <li>• AICPA SOC</li> <li>• GDPR</li> </ul>	<ul style="list-style-type: none"> <li>• GDPR</li> <li>• CCPA</li> </ul>	<ul style="list-style-type: none"> <li>• PCI</li> <li>• GDPR</li> <li>• CCPA</li> </ul>	<ul style="list-style-type: none"> <li>• GDPR</li> <li>• SOC 2</li> <li>• CCPA</li> </ul>	<ul style="list-style-type: none"> <li>• ISO 27001</li> <li>• SOC 2</li> <li>• CSA</li> <li>• PCI</li> <li>• GDPR</li> <li>• CCPA</li> </ul>
<b>User Authentication</b>	MFA	2FA, API Keys	2FA	2FA	SAML SSO
<b>HIPAA compliant</b>	<b>X</b> <sup>1</sup>	<b>X</b> <sup>2</sup>	<b>X</b>	<b>X</b>	✓
<b>Data Collection</b>	<p>In the course of your visits to our website, and/or your purchase, registration, or use of the Services, we obtain the information about you described below. We collect this data for the purposes described under "How We Use Your Information". Collected information includes information you provide to us, information we collect about your usage and devices, information we acquire from social media, information we acquire from other sources (e.g., information you provide to our partners or affiliates, information that is publicly available, information you consent to us receiving from third parties, information we obtain from third party data providers), and information we acquire when you purchase domain registration services</p>	<p>Information We Collect for Klaviyo's Own Business Purposes</p> <p>We may collect information about individuals who interact with Klaviyo when using our website or services (such as employees of our clients), job applicants, and other individuals.</p> <p>How we collect the information We may collect information:</p> <p>Directly from individuals From third party vendors, data brokers, or business partners From recruiters</p> <p>Types of information we collect The types of information we collect include:</p> <p>Personal and business contact information (such as name, business name, address, telephone number, email address, and mailing address) Payment information (such as credit card or other financial account numbers) We do not collect employee or HR related data in the EU or Switzerland, or transfer such information either into or out of the EU or Switzerland.</p>	<p>Sendinblue collects data from Users in order to make the Services for which they have subscribed to the platform available to them. The mandatory or optional nature of the data provided (in order to complete the Users' registration and to render the Services) is indicated at the time of collection by an asterisk. In addition, certain data is collected automatically as a result of the User's actions on the site (see the paragraph on cookies). The personal data collected by Sendinblue during the provision of the Services is necessary for the performance of the contracts concluded with the Users, or to allow Sendinblue to pursue its legitimate interests while respecting the rights of the Users. Certain data may also be processed based on the Users' consent. The purposes for which Sendinblue processes data are the following: commercial and accounting management of the contract; management of customer acquisition and marketing activities; detection of malicious behaviour (fraud, phishing, spam, etc.); the improvement of the Users path on the site</p>	<p>Information we receive from you: The personal information that we receive about you depends on the context of your interactions with Intuit, how you configure your account and the choices that you make, including your privacy settings. Personal information that we receive from you may also depend upon what services, functionalities or experiences you use, your location and applicable law.</p> <p>Biometric Information: Certain parts of the Intuit Platform make use of biometric personal information ("Biometric Information"). Biometric Information can be subject to additional laws and regulations.</p> <p>Information provided by others: Our Platform is designed to help you connect with other people and organizations. As a result of those connections, others may be able to input information about you, including business customers using the Intuit Platform</p>	<p>We only collect the information that we actually need. Some of that is information that you actively give us when you sign up for an account, register for an event, ask for customer support, or buy something from us. We store your name and contact information, but we don't store credit card numbers (except with your permission and in one of our secured payment gateways).</p> <p>When you visit one of our websites or use our software, we automatically log some basic information like how you got to the site, where you navigated within it, and what features and settings you use. We use this information to improve our websites and services and to drive new product development.<sup>3</sup></p>

Notes: (1) [Constant Contact compliance](#) - they can work with you to get a BAA, but are not inherently HIPAA compliant; (2) [Klaviyo compliance](#) - they can work with you to get a BAA, but are not inherently HIPAA compliant; (3) More on [Zoho's Data Privacy Policy](#); Further information on [Constant Contact](#), [Klaviyo](#), [Sendinblue](#), [Intuit/MailChimp](#), and [Zoho Campaigns](#)'s security documentation / policies.

# Implementation, Support, & Integrations

<b>Implementation Timeline</b> (details below on different packages)	8-12 weeks	Within 30 days	1-3 weeks	8-12 weeks	Varies depending on customer context	Varies depending on customer context	Within 30 days	6-12 weeks	Varies depending on customer context	Varies depending on customer context
<b>Customer Support</b>	Online, email, and phone support 24/7 <sup>1</sup>	Chat, email, and phone support 24/5 (phone support only for enterprise customers)	Email support 24/7, chat, and phone support 24 hours, Mon-Fri <sup>2</sup>	Online, email, chat, and phone support 24/7 <sup>3</sup>	Phone support Mon-Fri, 8am-8pm  <i>24/7 In-App technical and admin support for all users</i>	Live phone and chat support 24/7	Chat support 9am-5pm ET Mon-Fri, email support 6am-10pm ET on weekdays and 10am-4pm ET on weekends	Email and phone support 24/7 (phone support only for premium+ plans)	Email, live chat, and phone support 24/7 (phone support only for premium plans; free plans only get email support for 30 days)	Email 24/5 for all packages, phone 24/5 for Standard+, and chat 24/5 for Professional+
<b>Integrations</b>	750+ app integrations including Jira, SurveyMonkey, and Facebook Messenger <sup>4</sup>	880+ app integrations including Shopify, Salesforce, Jotform, and Facebook <sup>4</sup>	App integrations include Google ads, Bitly, Twilio, Wistia, and Olark <sup>4</sup>	550+ app integrations including Adobe, Salesforce, SAP, Facebook, and LinkedIn <sup>4</sup>	100+ app integrations including LiveChat, PipeDrive, Salesforce, and Shopify <sup>4</sup>	300+ app integrations including Canva, Vimeo, Salesforce, Eventbrite, and Shopify <sup>4</sup>	250+ app integrations including Okendo, Recharge, Octane AI, and Gorgias <sup>4</sup>	60+ app integrations including WordPress, Intercom, and Shopify <sup>4</sup>	300+ app integrations including Quickbooks, Shopify, Stripe, and Squarespace <sup>4</sup>	60+ app integrations including HubSpot, Salesforce, and Shopify <sup>4</sup>

Notes: (1) Phone support not available for HubSpot Marketing Hub 'Starter' tier; (2) Pardot Premier can get 24/7 support; (3) Marketo support uptime varies by severity of need; (4) See respective website for full list of integrations for [HubSpot](#), [ActiveCampaign](#), [Pardot](#), [Marketo](#), [SharpSpring](#), [Constant Contact](#), [Klaviyo](#), [Sendinblue](#), [Mailchimp](#), and [Zoho Campaigns](#)

# Implementation: Light support options





These are implementation offerings where customers own the configuration and receive limited support from product vendors.

	<a href="#">ActiveCampaign &gt;</a>	 pardot	 Constant Contact	 klaviyo	 mailchimp	 Campaigns
<b>Overview</b>	<b>Lite implementation service</b> <i>Part of Lite and Plus packages</i>	<b>New admin onboarding</b> Video training	<b>Getting started playlist</b> Video training	<b>Getting started course</b> Video training	<b>No packages:</b> All customers have access to virtual resources to learn how to use Mailchimp	<b>No packages:</b> All customers have access to one-on-one and virtual classroom training courses
<b>Training</b>	Remote services  90 minute weekly “accelerated onboarding” session  30 minute 1:1 call	90 minute video that explains: <ul style="list-style-type: none"> <li>• Your Pardot account</li> <li>• Pardot essentials</li> <li>• Top 12 new admin tasks</li> <li>• Pardot success resources</li> </ul>	Set of videos that help users get started	75 minute webinar to help set up account and get started using Klaviyo	Guides and tutorials available	Virtual classroom training with an instructor  One-on-one training: customized online training package
<b>Dedicated support</b>	N/A	N/A	N/A	N/A	N/A	N/A - access to a one-on-one trainer, but no dedicated, consistent support
<b>Additional notes</b>	N/A	N/A	N/A	N/A	N/A	N/A

Notes: Onsite visits are priced additionally, T&E not included; Further information on [ActiveCampaign's](#), [Pardot's](#), [Constant Contact's](#), [Klaviyo's](#), [Mailchimp's](#), and [Zoho Campaign's](#) implementation offerings and services

# Implementation: Intermediate support options

These are hybrid implementation offerings where customers generally own configuration but receive dedicated support with customization from vendor teams.

					
<b>Overview</b>	<b>Professional</b> \$3,000	<b>Enterprise</b> \$6,000	<b>Pro implementation service</b> <i>Part of Professional package</i>	<b>Quick pack SMB</b> <i>Contact Marketo for pricing</i>	<b>Onboarding package</b> \$1,999
<b>Training</b>	Remote services  General configuration, including data, lead capture, campaign setup, and content strategy	Includes everything from Professional  Also includes calculated properties / custom reporting and permissioning / team set up training	Access to dedicated resources to help you get started quickly  Includes unlimited access to resource library for self-learning as well	2 virtual seats for Core Concepts 1 training  Guidance on CRM integration, lead management scoring, and setup of best practice data management	Training sessions that are run during the first 60 days of using the product  Includes: intro call to review goals, kick-off call to do basic setup, integration, configuration, and an exit call  Option sessions available
<b>Dedicated support</b>	Dedicated consultant for training purposes	Dedicated consultant for training purposes	Custom onboarding specialist  1:1 training/strategy consultant	4 hours of go live support, 4 hours of deskside coaching, and 8 hours of virtual consulting	Dedicated consultant for training purposes
<b>Additional notes</b>	N/A	N/A	Access to accelerated onboarding	Add ons for extra cost: data migration, custom integration, additional remote training, additional engagement	N/A

Notes: Onsite visits are priced additionally, T&E not included; Further information on [HubSpot's](#), [ActiveCampaign's](#), [Marketo's](#), and [SharpSpring's](#) implementation offerings and services



# Implementation: Heavy support options (1/2)





These are more involved implementation offerings with dedicated product management and heavy support from product vendors.

	HubSpot Marketing Hub	ActiveCampaign >	Marketo™ An Adobe Company	
<b>Overview</b>	<b>Advanced</b> \$15,000	<b>Custom implementation</b> <i>Part of Enterprise package</i>	<b>Launch pack starter and select</b> <i>Contact Marketo for pricing</i> <i>Plans may vary by region</i>	<b>Launch pack prime and ultimate</b> <i>Contact Marketo for pricing</i> <i>Plans may vary by region</i>
<b>Training</b>	Includes everything from prior implementation tiers  Also includes technical consulting and business strategy consulting	Uptime SLA  Custom implementation services depending on needs of the customer  Custom email design and templated landing page design service	Includes everything from prior implementation tiers  Also includes: <ul style="list-style-type: none"> <li>• First year success plan</li> <li>• Access to best practices program templates</li> <li>• Technical configuration assistance</li> <li>• 4 to 6 hours of program management</li> <li>• 22 hours of virtual consulting</li> </ul>	Includes everything from prior implementation tiers  Also includes: <ul style="list-style-type: none"> <li>• First year success plan</li> <li>• Access to best practices program templates</li> <li>• Technical configuration assistance</li> <li>• 15 to 20 hours of program management</li> <li>• 53-63 hours of virtual consulting</li> <li>• Multi-day onsite for training purposes</li> </ul>
<b>Dedicated support</b>	In addition to dedicated consultant for training purposes, you get access to technical and business strategy consultants	Dedicated onboarding specialist  Expedited phone, chat, and email support	Dedicated resources to support onboarding, up to allocated time for each company	Dedicated resources to support onboarding, up to allocated time for each company  Onsite trainers
<b>Additional notes</b>	N/A	N/A	N/A	N/A

Notes: Onsite visits are priced additionally, T&E not included; Further information on [HubSpot's](#), [ActiveCampaign's](#), [Marketo's](#), [Pardot's](#), [SharpSpring's](#), [Mailchimp's](#), and [Sendinblue's](#) implementation offerings and services

# Implementation: Heavy support options (2/2)

These are more involved implementation offerings with dedicated product management and heavy support from product vendors.

				
<b>Overview</b>	<b>Premier Plus</b> <i>Included in Premium package</i>	<b>No specific package - various professional services listed below (not all options shown):</b>  <b>Data services</b> <i>Salesforce Sync: sync all data into SharpSpring</i> <i>\$500-1,000+ depending on needs</i>  <i>CRM migration: migrate data into SharpSpring CRM</i> <i>\$500-1,000+ depending on needs</i>  <b>Emails and landing pages</b> <i>Email coding: turns mock-ups into emails in SharpSpring</i> <i>\$150-350+ depending on needs</i>  <i>Landing page coding: turns mock-ups into landing pages in SharpSpring</i> <i>\$200-500+ depending on needs</i>	<b>No specific package</b> Mailchimp has accumulated and aggregated a vast network of experts that can support in-depth implementation  Includes topics such as: <ul style="list-style-type: none"> <li>• Email marketing</li> <li>• Training</li> <li>• Contact management</li> <li>• Marketing automation</li> <li>• E-commerce</li> </ul>	<b>Onboarding and solution design</b> <i>Included in Enterprise package</i>
<b>Training</b>	Technical guidance from experts to get started quickly  Digital self-service training available as needed  Planning sessions to set up goals			Personalized onboarding and training from an Account Manager  Your account will be set up for you by technical experts  IP address "warm up"
<b>Dedicated support</b>	Expert coaching  Faster access to support			Access to a dedicated support team
<b>Additional notes</b>	Other tiers of support may be available upon request, but Premier Plus is the only plan included with a Pardot package	<b>Integrations</b> <i>Zapier, PieSync, Shopping Cart, and Custom Integrations: have SharpSpring set up all integrations</i> <i>\$75 for a quote</i> <i>Pricing will vary by volume of needs</i>		Training available in your language - please contact Sendinblue to confirm your language is supported

Notes: Onsite visits are priced additionally, T&E not included; Further information on [HubSpot's](#), [ActiveCampaign's](#), [Marketo's](#), [Pardot's](#), [SharpSpring's](#), [Mailchimp's](#), and [Sendinblue's](#) implementation offerings and services

# TESTBOX

---

## Get started today

If you're in the process of buying marketing automation software, try out TestBox. There's no risk, and it's completely free for evaluating software. You can test the software for yourself without having to speak to a vendor or set it all up from scratch – you'll save time, effort, and frustration. And you can be confident that you're choosing the right software to best meet your organization's needs.

**Sign up now!**