



 Marketing Hub™



Transforming the way our clients do business and providing high-value, high-impact services to help them achieve Revenue Operations success.

Marketing Automation Software for Scaling Teams

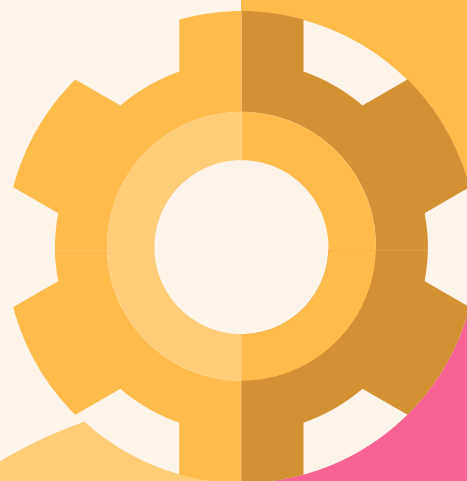
A Buyer's Evaluation Guide

Marketing Hub Enterprise vs. the Competition



Why SaaS Solutions?

Searching for a top HubSpot Expert Agency to help you implement and optimize your inbound marketing efforts to drive more prospects, leads, and customers through your website? We are the go-to HubSpot Partner Agency that specializes in implementing and optimizing the HubSpot software solutions platform.



Executive Summary

If Googling “best marketing automation software” isn’t surfacing the kind of competitive analysis you’re looking for, we get it.

Deciding which tools to buy should be easy. Increased access to information, options to evaluate, and stakeholders involved in the process have made it harder than ever to introduce new technology.

After meeting with thousands of customers, we see **three challenges** for modern marketing teams intent on delivering remarkable end-to-end experiences:



Challenge #1

A cobbled tech stack

Makes it impossible to track real-time customer behavior



Challenge #2

Competition for consumer attention

Makes it hard to rise above the rest



Challenge #3

Incomplete marketing data

Makes decision making uninformed at best

Option	Total Cost	Products Required	Solution #1	Solution #2	Solution #3
			Custom Behavioral Events	Programmable Email	Multi-Touch Revenue Attribution
HubSpot	\$	Marketing Hub Enterprise	✓	✓	✓
Salesforce	\$\$\$	Marketing Cloud Corp	✓	✓	
		Pardot Plus			✓
Eloqua	\$\$\$\$	Eloqua Standard	✓		
		Oracle Content Marketing Basic Cloud		✓	
		Oracle Unity			✓
Marketo	\$\$\$	Marketo Engage Prime	✓	✓	✓
		Bizible*			✓
Microsoft Dynamics	\$\$\$	Dynamics 365 Marketing	✓	✓	
		Dynamics 365 Customer Insights	✓	✓	
		Power BI			✓

*Bizible required for attribution models other than even split



Without a single source of truth, you can't track real-time customer behavior across systems — or easily deliver a remarkable, end-to-end experience.

Solution	How It Works
<p>HubSpot</p> <p>Software: Marketing Hub Enterprise</p> <p>Feature: Custom Behavioral Events</p> <p>Price: \$</p>	<p>Custom Behavioral Events can be tied to contacts, which can then be used across HubSpot's tools (including list segmentation, automation, and the CRM timeline).</p> <p>This API allows you to bring event data from outside of HubSpot, such as app and product usage, and use it inside the platform. This will require a developer to set up.</p> <div data-bbox="576 645 1433 853" style="background-color: #e0f2f7; padding: 10px;">  <p>Pro Tip: Use Operations Hub to integrate all your data through HubSpot and power even more accurate and precise targeting, segmentation, and personalization — either via HubSpot's industry-leading no-code integrations or bespoke custom integrations built using Programmable Automation.</p> </div>
<p>Salesforce</p> <p>Software: Marketing Cloud Corp Using Journey Builder</p> <p>Feature: API Event in Journey Builder</p> <p>Price: \$\$</p>	<p>Custom Behavioral Events use the API event in Journey Builder to connect the journey canvas to an API used to admit contacts into a journey. When the API fires an event, the contacts entering the journey are stored in a Marketing Cloud data extension.</p> <p>This event type requires some development work to configure an API.</p>
<p>Eloqua</p> <p>Software: Eloqua Standard and the Oracle Infinity Behavioral Intelligence Add-On</p> <p>Feature: Manual Upload</p> <p>Price: \$\$\$\$</p>	<p>Custom behavioral events must be manually uploaded using a file that contains external event activity.</p> <p>Oracle Infinity Behavioral Intelligence uses an Oracle CX tag to track behavior across Oracle assets.</p>
<p>Marketo</p> <p>Software: Marketo Engage Prime</p> <p>Feature: Custom Data Events and Website Personalization</p> <p>Price: \$\$</p>	<p>Custom Data Events sends custom events for tracking and real-time personalization. It can be used to send third-party data, or to trigger your own custom event based on the visitor behavior.</p> <p>You must become a Web Personalization customer and have the RTP tag deployed on your site prior to using the User Context API.</p>
<p>Microsoft Dynamics</p> <p>Software: Dynamics 365 Marketing</p> <p>Feature: Custom Event Triggers</p> <p>Price: \$</p>	<p>Uses Custom Event Triggers to conduct behavioral analytics.</p> <p>Custom events require collaboration between marketing users and a developer team. The latter will be responsible for integrating small snippets of code in systems to trigger the event.</p>



Competition for consumer attention makes it hard to rise above the rest.

Solution	How It Works
<p>HubSpot</p> <p>Software: Marketing Hub Enterprise</p> <p>Feature: Programmable Email</p> <p>Price: \$</p>	<p>Draw on large amounts of data stored in a custom object or HubDB and easily flex that data into a customizable template — without having to create multiple templates to match targeting.</p> <p>Programmable Emails allow you to use advanced HubDB syntax to fully individualize your email content at scale and deliver hyper-relevant information targeted to specific audiences. Structured data sources and custom objects can be included in programmable emails.</p> <div style="background-color: #e0f2f7; padding: 10px; border: 1px solid #ccc;">  <p>Pro Tip: Use Scheduled Triggers in Operations Hub to send hyper-personalized programmable emails on a recurring basis. If you're heading up marketing for a real estate company, for example, help agents send out a newsletter with personalized listings every week. If you're in e-commerce, circulate a monthly digest with personalized product recommendations.</p> </div>
<p>Salesforce</p> <p>Software: Marketing Cloud</p> <p>Pro Feature: Dynamic Content in Content Builder</p> <p>Price: \$</p>	<p>In Content Builder, the Dynamic Content block allows content to be displayed according to rules based on subscribers' attributes or data extension column values.</p>
<p>Eloqua</p> <p>Software: Eloqua Standard and Oracle Content Marketing Basic Cloud Service</p> <p>Feature: Dynamic Content in Design Editor</p> <p>Price: \$\$\$\$</p>	<p>Dynamic Content allows you to create email content that changes based on specific rules and conditions.</p> <p>For example, you could personalize an email with the recipient's sales rep information based on the city, state, country, or region specified in the contact's profile.</p>
<p>Marketo</p> <p>Software: Marketo Engage</p> <p>Feature: Dynamic Content using Marketing-Insights Service</p> <p>Price: \$\$\$</p>	<p>Create a segmentation to create Dynamic Content in Email Editor.</p> <p>Marketo includes the following warning. "CAUTION: The number of dynamic content elements allowed is not unlimited. While there is no specific number limit (it can vary based on the combination of content), overusing dynamic content can negatively affect the email's performance. We recommend keeping the amount of dynamic content elements used to under 20 per email."</p>
<p>Microsoft Dynamics</p> <p>Software: Dynamics 365 Marketing and Customer Insights</p> <p>Feature: Dynamic Content in Marketing-Insights Service</p> <p>Price: \$\$</p>	<p>Dynamic Content uses Expressions created by Assist Edit to merge information from the recipient's contact record, place special links, and place information and links from the content settings.</p> <p>In order to create dynamic content based on conditions or segmentations, code must be used.</p>



Gaps in marketing data lead to uninformed decision making.

Solution	How It Works
<p>HubSpot</p> <p>Software: Marketing Hub Enterprise</p> <p>Feature: Multi-Touch Revenue Attribution</p> <p>Price: \$</p>	<p>Choose from nine attribution models to recognize your team for creating the moments that matter most in the customer journey — no custom analytics skills required.</p> <p>Rather than looking at simple reporting, HubSpot's Multi-Touch Revenue Attribution makes it possible to identify end-to-end areas of opportunity. Enjoy access to every interaction customers have with your brand — whether they happen on your website, in a custom app, or any other marketing channel.</p> <div style="background-color: #e0f2f7; padding: 10px; border: 1px solid #cfd8dc;">  <p>Pro Tip: Use Marketing Hub with Operations Hub to take your reporting to the next level. Run advanced calculated fields in your reports and track custom KPIs like date differences (e.g. time to first MQL), first conversion, email engagement rates, profit margins, and more.</p> </div>
<p>Salesforce</p> <p>Software: Pardot Plus and Salesforce (Any Edition)</p> <p>Feature: B2B Marketing Analytics and Campaign Influence Builder</p> <p>Price: \$\$\$</p>	<p>Pardot and Salesforce need to be integrated using Connected Campaigns, and customizable Campaign Influence Objects in Salesforce's settings need to be set up.</p> <p>This solution requires:</p> <ul style="list-style-type: none"> • Salesforce Leads • Salesforce Opportunities • Salesforce Campaigns and Parent Campaigns • Pardot Campaigns <p>In Salesforce the following data is available:</p> <ul style="list-style-type: none"> • Influence of each campaign that led to deal • Influence of opportunities on the campaign <p>Pardot has three multi-touch revenue attribution models in the out-of-the-box B2B Marketing Analytics dashboard: First touch, even distribution, and last touch.</p>
<p>Eloqua</p> <p>Software: Eloqua Standard and Oracle Unity</p> <p>Feature: Intelligence Workbench Editor</p> <p>Price: \$\$\$\$</p>	<p>Definite parameters for a multi-touch attribution data science model in the Oracle Unity Intelligence Workbench.</p>
<p>Marketo</p> <p>Software: Marketo Engage Select and Bizible</p> <p>Feature: Marketo Advanced BI Analytics OR Marketo Performance Insights OR Bizible</p> <p>Price: \$\$\$</p>	<p>Marketo Advanced BI Analytics (\$\$\$): Even split model only.</p> <p>Marketo Performance Insights (included): Even split model only.</p> <p>Bizible (\$\$\$): U-shape, W-shape, full-path, custom, machine learning, etc.</p>
<p>Microsoft Dynamics</p> <p>Software: Dynamics 365 Marketing and Power BI</p> <p>Feature: Custom-Built Dashboard in Power BI</p> <p>Price: \$\$</p>	<p>No out-of-the-box capabilities; requires a custom-built model using a Power BI dashboard.</p>

Why Scaling Teams Choose Marketing Hub Enterprise

Leader in the 2021 Gartner® Magic Quadrant™ for B2B Marketing Automation Platforms

Marketing Hub Enterprise makes it possible



Many Tools Cobbled

In the past, marketers needed to rely on multiple software solutions to meet their growth goals.

One Tool Crafted

Marketing Hub Enterprise makes it possible to solve top scalability challenges from one, easy to use, deeply powerful platform.



SaaS Solutions is a leading Software as a Service (SaaS) implementation and integration firm specializing in CRM solutions and custom development. As a full-service consulting partner, SaaS Solutions enables organizations to drive business value from their CRM investment through business experience and a disciplined methodology.