SaaSolutions + HubSpot

Marketing Hub™

Marketing Automation Software for Connected Customer Experiences

A Buyer's Evaluation Guide

Marketing Hub Enterprise vs. the Competition



Executive Summary

New research shows:

1/3



The average marketing leader loses one third of their week (or 13 hours) to manual, operational tasks (source)

74%



74% of marketing teams have siloed workflows and disjointed processes (source)

60%



60% of marketers use 20+ tools on a regular basis (source)

85%



85% of brands believe they offer personalized experiences, but only 60% of consumers agree (source)

The disconnect is real — and it extends across data and systems, to the people we want to connect with most.

After meeting with thousands of customers, we see three challenges for marketers who want to spend less **time, money, and resources consolidating data and systems and more time building deeper connections:**



Challenge #1

A cobbled tech stack

Makes it impossible to track real-time customer behavior (or bridge gaps between point solutions)



Challenge #2

Competition for consumer attention

Makes it hard to rise above the rest (and create relationships that last)



Challenge #3

Incomplete marketing data

Makes it hard to be strategic (or show tangible return on investment)

			Solution #1	Solution #2	Solution #3
Option	**Total Cost**	**Products Required**	**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

Challenge #1

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
HubSpot Software: Marketing Hub Enterprise Feature: Custom Behavioral Events **Price: $**	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). 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.  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.
Salesforce Software: Marketing Cloud Corp Using Journey Builder Feature: API Event in Journey Builder **Price: $$**	Custom Behavioral Events use the API event in Journey Builder to connect the journey canvas to an API used to admit contacts into a journey. When the API fires an event, the contacts entering the journey are stored in a Marketing Cloud data extension. This event type requires some development work to configure an API.
Eloqua Software: Eloqua Standard and the Oracle Infinity Behavioral Intelligence Add-On Feature: Manual Upload **Price: $$$$**	Custom behavioral events must be manually uploaded using a file that contains external event activity. Oracle Infinity Behavioral Intelligence uses an Oracle CX tag to track behavior across Oracle assets.
Marketo Software: Marketo Engage Prime Feature: Custom Data Events and Website Personalization **Price: $$**	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. You must become a Web Personalization customer and have the RTP tag deployed on your site prior to using the User Context API.
Microsoft Dynamics Software: Dynamics 365 Marketing Feature: Custom Event Triggers **Price: $**	Uses Custom Event Triggers to conduct behavioral analytics. 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.

Challenge #2

Competition for consumer attention makes it hard to rise above the rest — and retain customers for the long haul.

Solution	How It Works
HubSpot Software: Marketing Hub Enterprise Feature: Programmable Email **Price: $**	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. 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.  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.
Salesforce Software: Marketing Cloud Pro Feature: Dynamic Content in Content Builder **Price: $**	In Content Builder, the Dynamic Content block allows content to be displayed according to rules based on subscribers' attributes or data extension column values.
Eloqua Software: Eloqua Standard and Oracle Content Marketing Basic Cloud Service Feature: Dynamic Content in Design Editor **Price: $$$$**	Dynamic Content allows you to create email content that changes based on specific rules and conditions. For example, you could personalize an email with the recipient's sales rep information based on the city, state, country, or region specified in the contact's profile.
Marketo Software: Marketo Engage Feature: Dynamic Content using Marketing-Insights Service **Price: $$$**	Create a segmentation to create Dynamic Content in Email Editor. 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."
Microsoft Dynamics Software: Dynamics 365 Marketing and Customer Insights Feature: Dynamic Content in Marketing-Insights Service **Price: $$**	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. In order to create dynamic content based on conditions or segmentations, code must be used.

Challenge #3

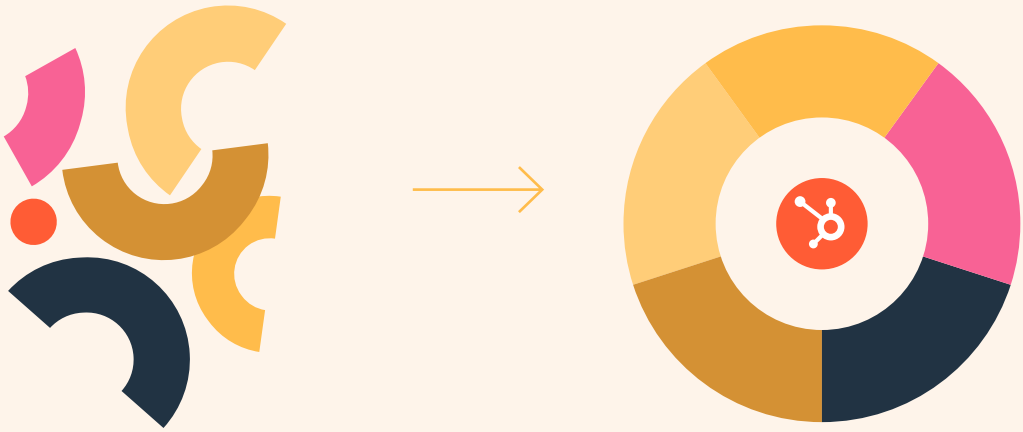
Gaps in marketing data lead to uninformed decision making — and make sustainable, strategic growth tricky at best.

Solution	How It Works
HubSpot Software: Marketing Hub Enterprise Feature: Multi-Touch Revenue Attribution **Price: $**	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. 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.  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.
Salesforce Software: Pardot Plus and Salesforce (Any Edition) Feature: B2B Marketing Analytics and Campaign Influence Builder **Price: $$$**	Pardot and Salesforce need to be integrated using Connected Campaigns, and customizable Campaign Influence Objects in Salesforce's settings need to be set up. This solution requires: • Salesforce Leads • Salesforce Opportunities • Salesforce Campaigns and Parent Campaigns • Pardot Campaigns In Salesforce the following data is available: • Influence of each campaign that led to deal • Influence of opportunities on the campaign Pardot has three multi-touch revenue attribution models in the out-of-the-box B2B Marketing Analytics dashboard: First touch, even distribution, and last touch.
Eloqua Software: Eloqua Standard and Oracle Unity Feature: Intelligence Workbench Editor **Price: $$$$**	Definite parameters for a multi-touch attribution data science model in the Oracle Unity Intelligence Workbench.
Marketo Software: Marketo Engage Select and Bizible Feature: Marketo Advanced BI Analytics OR Marketo Performance Insights OR Bizible **Price: $$$**	Marketo Advanced BI Analytics ($$$): Even split model only. Marketo Performance Insights (included): Even split model only. Bizible ($$$): U-shape, W-shape, full-path, custom, machine learning, etc.
Microsoft Dynamics Software: Dynamics 365 Marketing and Power BI Feature: Custom-Built Dashboard in Power BI **Price: $$**	No out-of-the-box capabilities; requires a custom-built model using a Power BI dashboard.

Grow Better, Connected.

Marketing Hub Enterprise makes it possible

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



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 reduce your total cost of ownership, build more durable connections, and unlock better value as you scale.

Learn more

SaaSSolutions

SaaS Solutions Cheat Sheet

CRM Services

- Consulting
- Development
- Implementation
- Integration
- Optimization

Rev Ops

- Strategy
- Process
- Forecasting
- Analytics
- Alignment

CRM Support

- Data Quality Management
- Admin On Demand
- Onsite & Online Training

Marketing

- Fractional CMO
- Inbound
- Content
- SEO
- Paid Advertising
- Websites

SOLUTIONS & STRATEGIC PARTNERS

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