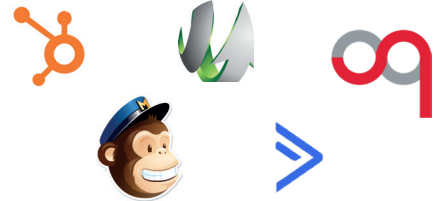


Be Bold

TOOLS



Comparison between five different Marketing Automation platforms

ORACLE ELOQUA

All-in-one platform for B2B marketers targeted toward **large businesses who need dominance**, expansive capabilities and third-party integrations which makes manual work unnecessary.

ACTIVE CAMPAIGN

One of the most **powerful, flexible and very user-friendly** platforms with a more advanced range of features, an easy-to-navigate interface and more than 700 possible integrations.

HUBSPOT

All-in-one solution platform delivering personalized and relevant inbound experiences which makes it very powerful. It's very easy to use one you get a grasp of it.

SHARPSRING

Affordable yet powerful and flexible compared to compatible platforms, offering native integrations, an open API, universal CMS compatibility and unlimited free phone and mail support.

MAILCHIMP

Popular platform excelling in email design by letting you create custom templates or choose from a range of premade designs and campaigns. It's more affordable for smaller lists and **focuses on simplicity**.

Get in touch today to transform your marketing

Be Bold

www.bebold.digital
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ORACLE ELOQUA	ACTIVE CAMPAIGN	HUBSPOT	SHARP-SPRING	MAIL-CHIMP
FOR WHO				
Large businesses	Small and growing businesses	Small and medium sized businesses with no coding ability	Small and medium sized businesses + marketing agencies	Small businesses
ADVANTAGES				
Easy to create your own landing pages and emails	Easy to create automated workflows	Easy to use platform with many creative possibilities	Unlimited free phone and email support	Easy-to-navigate interface
Custom data objects to build 1-to-many relationships	Templates of possible flows & email templates	CTA integration on website	1/10th the cost of comparable platforms (Marketo, Pardot...)	Wide variety of templates
Standard integrations with different CRM tools	Low costs and no setup fees	All in one tool: CRM, Social Media and Marketing Automation put together	Powerful analytics	Free design testing
Advanced segmentation possibilities	Month-to-month contracts	B2B & B2C	Month-to-month contracts	Affordable for smaller lists
Custom built SMS-connector (created by Be Bold)	Powerful customer follow-up automations	Excellent reporting		Free until 2000 contacts & 10.000 mails per month
Possibility to create apps or integrate them from marketplace – even though it's not built-in in Eloqua	Great documentation: how-to-videos, articles... Great sales follow-up possibilities	Hubspot Academy with great documentation: blogs, certifications, how-to-videos...		Refund
	Built-in SMS connector	Built-in SMS connector		

ORACLE ELOQUA	ACTIVE CAMPAIGN	HUBSPOT	SHARP-SPRING	MAIL-CHIMP
DISADVANTAGES				
<p>Long-term contracts and more expensive plans</p> <p>No templates to build on – you have to start from scratch</p> <p>Less (free) documentation</p>	<p>No landing page builder</p> <p>Limited dashboard customization options</p>	<p>Price becomes more expensive, as you build your list, the cost of Hubspot rises significantly</p> <p>Long term commitment: yearly contract is obligated – 1000\$ per month</p> <p>For a small business solution, it's quite expensive</p> <p>One-time setup fee</p>	<p>Relatively expensive</p> <p>No SEO recommendations for blog</p> <p>One-time setup fee</p>	<p>Maximum of 10.000 mails per month</p> <p>No dynamic content No visual workflow, or options for automations to branch off into multiple paths</p> <p>Complicated list management</p> <p>Limited segmentation features</p> <p>No integrated CRM</p> <p>No split-testing</p> <p>No spam check</p>

FEATURES	ORACLE ELOQUA	ACTIVE CAMPAIGN	HUBSPOT	SHARP-SPRING	MAIL-CHIMP
AUTOMATED EMAIL CAMPAIGNS	✓	✓	✓	✓	✓
CAMPAIGN ORGANIZATION	✓	✓	✓	✓	✓
EMAIL WORKFLOWS (with goals, if/then, triggers, delays, exits)	✓	✓	✓	✓	
VISUAL WORKFLOW BUILDER	✓	✓	✓	✓	
WORKFLOW LIVE VIEW	✓	✓	✓	✓	
TEMPLATES	CUSTOM BUILT	CUSTOM BUILT OR PREMADE DESIGNS	CUSTOM BUILT OR PREMADE DESIGNS	CUSTOM BUILT OR PREMADE DESIGNS	CUSTOM BUILT OR PREMADE DESIGNS
DRAG & DROP BUILDER	✓	✓	✓	✓	✓
FORMS	✓	✓	✓	✓	✓
LANDING PAGE BUILDER/ EDITOR/ CREATOR	✓		✓	✓	\$100/YEAR EXTRA
EMAIL BUILDER (HTML/CSS)	✓	✓	✓	✓	✓

FEATURES	ORACLE ELOQUA	ACTIVE CAMPAIGN	HUBSPOT	SHARP-SPRING	MAIL-CHIMP
A/B TESTING (SPLIT-TESTING)	✓	✓	✓	✓	
BULK IMPORT (Ability to import leads individually or through CVS format)	✓	✓	✓	✓	✓
PERSONALIZATION & DYNAMIC CONTENT	✓	✓	✓	✓	
CONTACT SEGEMENTATION	✓	✓	✓	✓	LIMITED
INTERNAL NOTIFICATIONS	✓	✓	✓	✓	
EMAIL REPORTING	✓	✓	✓	✓	✓
CRM INTEGRATION	✓	✓	✓	✓	
EMAIL PREVIEW/ TESTING	✓	✓	✓	✓	✓
LEAD SCORING	✓	✓	✓	✓	✓
WORKFLOW ANALYSIS & REPORTING	✓	✓	✓	✓	E-COMMERCE WISE

FEATURES	ORACLE ELOQUA	ACTIVE CAMPAIGN	HUBSPOT	SHARP-SPRING	MAIL-CHIMP
AI	✓	✓	✓		
WEB ACTIVITY TRACKING	✓	✓	✓	✓	✓
PREDICTIVE ANALYTICS	✓		✓		
SMS MARKETING	✓	✓	✓		
REAL-TIME SALES ALERTS	✓		✓	✓	
EVENT MANAGEMENT	✓	✓	✓	✓	
SALES REPORTS	✓	✓	✓	✓	
MOBILE APP	✓		✓	✓	✓
TOOLS FOR SEO & CONTENT STRATEGY		✓	✓	✓	
SOCIAL MEDIA INTEGRATION	✓	✓	✓	✓	✓

FEATURES	ORACLE ELOQUA	ACTIVE CAMPAIGN	HUBSPOT	SHARP-SPRING	MAIL-CHIMP
SOCIAL MEDIA POSTING		✓	✓	✓	✓
MIGRATION SERVICES	✓	✓	✓	✓	LIMITED
RULES (Ability to globally set actions to be performed based on triggers)	✓	✓	✓	UNKNOWN	
CONTRACT LENGTH	12 MONTHS	12 MONTHS	30 DAYS	30 DAYS	FREE
THIRD-PARTY INTEGRATIONS	+ - 400	1000+	1000+	+ - 700	E-COMMERCE, SOCIAL & WEBSITE
FREE TRIAL		14 DAYS	30 DAYS	30 DAYS	FREE
PRICE (€-€€€€€)	€€€€€	€€€	€€€€	€€€	€€
<p>*FEATURES are based on every basic plan. Depending on which plan you choose, the prices and features will increase.</p>					