

Guide to Marketing Automation Vendors

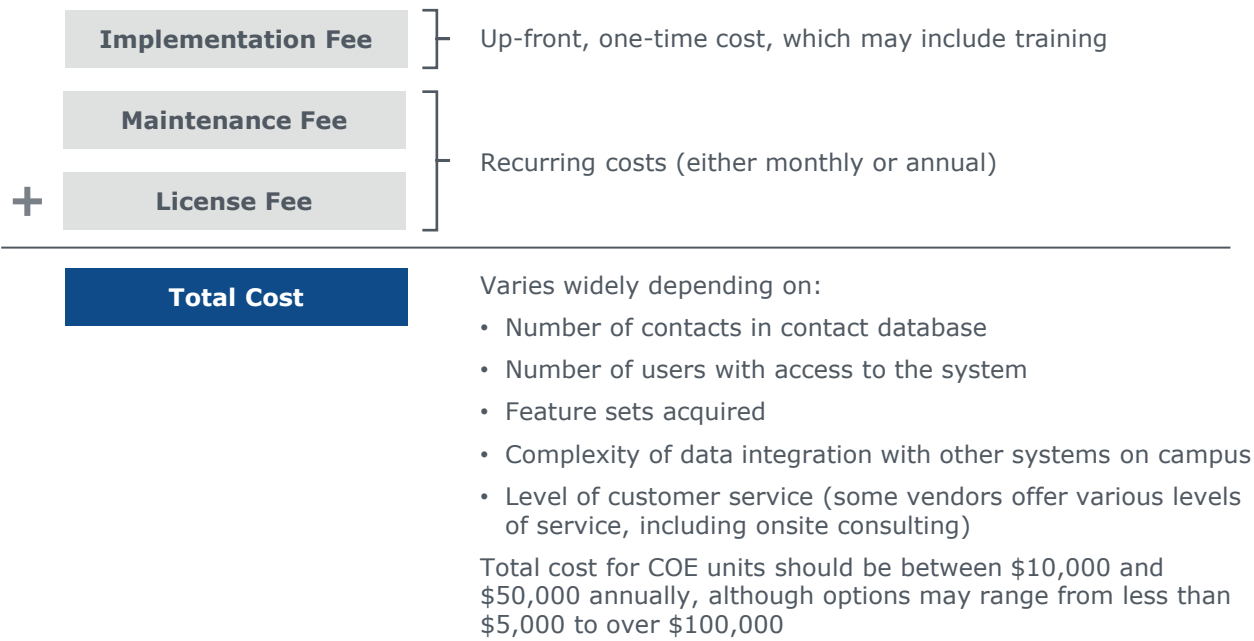
This tool details the pricing structures of vendors, as well as profiles of the most frequently referenced marketing automation vendors from the Forum’s research conversations. Each profile contains a basic overview of the vendor, pricing comparisons and pricing tiers and structures, CRM systems that integrate with the marketing automation platform, and a list of higher education institutions currently partnering with the profiled vendor.

Use the table of considerations in the Marketing Automation Vendor Comparison Worksheet (available on eab.com) to vet and evaluate vendors.

Prior to selecting a vendor, institutions should seek a demonstration of each tool for the benefit of all potential users and reference Tool 2: Marketing Automation Capabilities Compendium to ensure that priority areas are sufficiently addressed by a chosen vendor.

Typical Marketing Automation Pricing Structure

The graphic below identifies the typical pricing structure employed by live chat vendors. While each vendor may offer different incentives or overall prices, most typically adhere to the formula identified below.



Marketing Automation Vendor Comparison:



Profile:	Prominent marketing automation system
Price:	From \$600/month for 1,000 active contacts to \$8,750/month for 1 million active contacts
CRM Integration:	Salesforce, SugarCRM, Microsoft Dynamics, Infor, NetSuite
Selected Customers:	University of Southern California, Westmont College, The Ohio State University, University of Miami, Northern Illinois University
Website:	www.act-on.com

Demand Marketer

Profile:	Enrollment marketing automation intended for higher ed
Price:	Pricing not publicly available
CRM Integration:	CRM integration not publicly available
Selected Customers:	Assumption College, Duquesne University, Georgia Tech, Regent University, Syracuse University, University of Alabama in Huntsville, UNC-Charlotte, University of the Sciences, University of Vermont
Website:	http://www.demandengine.com/email-marketing/software-for-higher-education.php

eloqua

Profile:	Prominent marketing automation system now owned by Oracle
Price:	Monthly cost for database of <10,000 contacts: \$2,000 for Basic suite with 10 users; \$4,000 for Standard Suite with 50 users and increased functionality; Enterprise suite with unlimited users and greatest functionality at negotiable price
CRM Integration:	Native integration with Salesforce, Oracle, and Microsoft Dynamics CRM; also integrates with NetSuite
Selected Customers:	Regis University, DeVry University, Northern Illinois University
Website:	www.eloqua.com

HubSpot

Profile:	Prominent and fast-growing marketing automation system
Price:	Basic: \$200/month for 100 contacts, with \$100 per 1,000 extra contacts; includes 3 users; \$500 one-time training fee Pro: \$800/month for 1,000 contacts, with \$50 per 1,000 extra contacts; unlimited users and expanded functionality, including lead scoring; \$2,000 one time training fee Enterprise: \$2,400/month for 10,000 contacts, with \$10 per 1,000 extra contacts; unlimited users and greatest functionality, including A/B testing; \$2,000 one-time training fee
CRM Integration:	Salesforce, SugarCRM, Zoho, NetSuite, Pipedrive, Base CRM
Selected Customers:	Florida Institute of Technology, Thunderbird School of Management
Website:	www.hubspot.com

Marketo

Profile:	Prominent marketing automation system, originally rooted in email marketing capabilities with other functionality subsequently added
Price:	Three preset packages supporting up to 10,000 records per month; Spark package for with fewest tools priced at \$895/month; Standard package priced at \$1,795/month adds A/B testing and more robust reporting; Select package at \$3,195/month adds more advanced analytics
CRM Integration:	Native integrations for Salesforce.com, Microsoft Dynamics CRM Online and SAP Cloud for Sales; certified integrations are available for Microsoft Dynamics CRM On Premise, Netsuite, Oracle and SugarCRM.
Selected Customers:	Northeastern University, Algonquin College, George Washington University School of Business, UC-Irvine Extension, University of Redlands, Harvard Business School
Website:	www.marketo.com



Profile:	Prominent marketing automation system directly tied to Salesforce
Price:	Basic: \$200/month for 100 contacts, with \$100 per 1,000 extra contacts; includes 3 users; \$500 one-time training fee Pro: \$800/month for 1,000 contacts, with \$50 per 1,000 extra contacts; unlimited users and expanded functionality, including lead scoring; \$2,000 one time training fee Enterprise: \$2,400/month for 10,000 contacts, with \$10 per 1,000 extra contacts; unlimited users and greatest functionality, including A/B testing; \$2,000 one-time training fee Also offers non-profit discount that other vendors may not have available
CRM Integration:	Salesforce, SugarCRM, NetSuite, Microsoft Dynamics, RelateIQ
Selected Customers:	University of New England
Website:	www.pardot.com



Profile:	Relatively prominent marketing automation system
Price:	Core package starts at \$950/month for 10,000 contacts, with a performance package addition starting at an additional \$350/month; additions of 10,000 contacts costs an extra \$100/month up to 50,000 contacts, with incremental discounts applied to continuing addition of contacts Additional add-on packages include dedicated IP for \$250/month, CRM integration for \$50/month, and Sandbox for \$100/month
CRM Integration:	Microsoft Dynamics, Salesforce, Sage CRM, Infor CRM, Sugar CRM, CRM API
Selected Customers:	Website does not specify
Website:	www.salesfusion.com



Profile:	Relatively prominent marketing automation system; more focused on B2B (http://www.marketingautomationsoftware.com/reviews/silverpop/)
Price:	Pricing not publicly available
CRM Integration:	Salesforce, Microsoft Dynamics CRM, Adobe and Magento (possibly others)
Selected Customers:	Georgia Tech, Arizona State University
Website:	www.silverpop.com



Profile:	Enrollment marketing automation intended for higher ed enrollment
Price:	Pricing not publicly available
CRM Integration:	CRM integration not publicly available
Selected Customers:	Westwood College, Virginia College, Tiffin University, Rutgers Online, University of Nebraska Online Worldwide, Grand Canyon University
Website:	www.sparkroom.com