

					
Campaign Management	★★	★★★★	★★★	★★	★★
Blogging Tools	★★★	★★★★	X	X	X
File Hosting	★★★★	★★★★	★★★★	★★★★	X
Lead Management	★★	★★★★★	★★★★★	★★★★	★★★★★
Lead Scoring	★★★	★★★★★	★★★★★	★★	★★★★★
Prospect Segmentation	X	★★★★	X	★★★★	X
Email Marketing	★★★	★★★★★	★★★★★	★★★★	★★★★★
Website Integration	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Google Analytics Integration	★★★	★★★★★	★★★★★	★★★★★	★★
Adwords Integration	★★★	★★★★★	★★★★★	★★★★★	X
Landing Pages Tool	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Web Forms	★★★	★★★★	★★★★★	★★★★★	★★★★★
Social Media Tools	★★	★★★★	★★★★★	★★	★★★★★
SEO Tools & Analytics	★★★	★★★★★	★★★★★	★★★	★★
Reporting & Analytics	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Ease of Use	★★★★★	★★★★★	★★	★★★	★★
3rd Party Integration	★★	★★★★★	★★	★★★★★	★★★★
Webinar Integration	<ul style="list-style-type: none"> ✓ ReadyTalk ✓ GoToWebinar 	<ul style="list-style-type: none"> ✓ WebEx ✓ GoToWebinar 	<ul style="list-style-type: none"> ✓ WebEx ✓ GoToWebinar 	<ul style="list-style-type: none"> ✓ ReadyTalk ✓ WebEx ✓ GoToWebinar 	<ul style="list-style-type: none"> ✓ ON24 ✓ ReadyTalk ✓ WebEx ✓ GoToWebinar
CRM Integration	<ul style="list-style-type: none"> ✓ Microsoft Dynamics CRM ✓ SugarCRM ✓ NetSuite ✓ Salesforce 	<ul style="list-style-type: none"> ✓ Microsoft Dynamics CRM ✓ Infor ✓ SugarCRM ✓ NetSuite ✓ Salesforce 	<ul style="list-style-type: none"> ✓ Microsoft Dynamics CRM ✓ SugarCRM ✓ NetSuite ✓ Salesforce 	<ul style="list-style-type: none"> ✓ Microsoft Dynamics CRM ✓ SugarCRM ✓ NetSuite ✓ Salesforce 	<ul style="list-style-type: none"> ✓ Microsoft Dynamics CRM ✓ NetSuite ✓ Salesforce
Business Size	S M	S M L	S M L	S M	M L
Pricing	-\$-\$\$\$	\$\$-\$\$\$	\$\$-\$\$\$\$	\$\$-\$\$\$\$	\$\$\$\$