




# Marketing Automation Matrix

When it comes to marketing automation, there are a lot of options out there. With so many options and so much information, it can be difficult to figure out which tool is best for your business.

That's why we created this matrix to help you make an informed decision based on how each tool stacks up against the others.

Platform	 SugarMarket	 marketing cloud	 HubSpot Marketing Hub™
Starting Price (10k contacts)	\$1,000/month	\$1,250/month	\$396/month
Set-up fee	\$2,000 - \$8,000	\$4,000 - \$8,000	\$2,000 - \$8,000
Free Trial	✓	✗	✓
Pros & Cons			
Pros	<ul style="list-style-type: none"><li>• User friendly</li><li>• Amazing customer service and support</li><li>• Natively integrates with most CRMs</li></ul>	<ul style="list-style-type: none"><li>• Encourages cross-team communications</li><li>• Excellent reporting features</li><li>• Strong community of users and third-party integrators</li></ul>	<ul style="list-style-type: none"><li>• Easy to learn</li><li>• Flexible</li><li>• Excellent customer support</li></ul>
Cons	<ul style="list-style-type: none"><li>• No native image compression, must compress images before uploading.</li></ul>	<ul style="list-style-type: none"><li>• Many post setup expenses to properly use the system to improve your marketing efforts.</li></ul>	<ul style="list-style-type: none"><li>• Only supports a single scoring profile – so brands trying to speak to multiple personas or ascertain interest in multiple products/services cannot score on different metrics.</li></ul>
Features			
Native CRM Integration	SugarCRM Hubspot Salesforce Microsoft Dynamics 365 NetSuite CRM Infor CRM Sage CRM Bullhorn CRM	Hubspot Salesforce	Hubspot Salesforce
Deployment Types	<ul style="list-style-type: none"><li>• Cloud, SaaS, Web-Based</li><li>• On-Premise - Windows</li></ul>	<ul style="list-style-type: none"><li>• Cloud, SaaS, Web-Based</li><li>• Mobile</li></ul>	<ul style="list-style-type: none"><li>• Cloud, SaaS, Web-Based</li></ul>
App Marketplace	<a href="#">Sugar Outfitters</a>	<a href="#">Salesforce AppExchange</a>	<a href="#">Hubspot App Marketplace</a>
Deployment Types	<a href="#">Oktopost</a>	<a href="#">Identity Enrichment by LiveIntent</a> <a href="#">Vidyard</a> <a href="#">Deployment Manager</a>	<a href="#">G2</a> <a href="#">Facebook Ads</a> <a href="#">Databox</a>
Platform Capabilities			
Account Based Marketing	★★★★★	★★★★★	★★★★★★
Social Integration with Lead Profiles	★★★★★	★★★★★★	★★★★★★
AI and Machine Learning	★★★★★	★★★★★★	★★★★★★
Mobile Capabilities			
SMS (Add-on)	Yes	Yes	Yes

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