SharpSpring
from **Constant Contact**

2022 Marketing Automation Comparison Guide

6 Vendor Comparison Guide

act-on   HubSpot   keap   salesforce pardot   Marketo

What's in this guide?

Reassurance. Think of this guide as a trusted advisor with all the comparison data you need to make an educated decision on which marketing automation vendor is right for you. Compare terms to make sure you have the flexibility you need in case your needs change. Make sure features are powerful enough to get the job done. See pricing side-by-side and decide which choice offers the best return on investment.

COMPARISONS OF

Pricing & Terms	Contact Tracking	Platform Features
Email Features	Landing Page Designers	Customer Support
Automation Features	Blog Builders	
Form Features	Social Media Features	

> " Before choosing SharpSpring, I was hands-on with Hubspot, Marketo, and Act-On. I chose SharpSpring because it was much easier to learn and use than those platforms."
>
> - Mark Cohen, Colloquy Digital

SharpSpring
from Constant Contact

SharpSpring vs. Act-On
2022 COMPETITIVE ANALYSIS REPORT

SharpSpring vs. Act-On

A Research Guide for Marketers

SharpSpring

Launched in 2014 to deliver powerful and affordable marketing automation, the SharpSpring Revenue Growth Platform is highly flexible and integrates easily with other tools. SharpSpring has annual and monthly payment options and is a fraction of the cost of competitors.

Act-On

Act-On offers enterprise-level marketing automation, website management tools and a basic partner system for agencies, relying heavily upon integration with other CRM platforms and services. Marketing and sales teams at more than 3,000 companies use Act-On.

	SharpSpring from Constant Contact		act-on	
Features	Comparable			
Reviews	4.5/5 ★★★★☆ G2	4.5/5 ★★★★☆ Capterra	4.1/5 ★★★★☆ G2	4.3/5 ★★★★☆ Capterra
Terms	Annual and monthly options		Annual contract paid up front	
Annual Cost 20K Contacts	$15,588		$24,000	

What one SharpSpring client says:

> *"SharpSpring is much less expensive than Act-On and Marketo. You get unlimited users on SharpSpring's standard license plan, so you're not penalized for spreading access across your marketing, business development and sales folks."*

Nigel Warren, OnTap 365

Real Results

BRYTONS
HOME IMPROVEMENT

Brytons Home Improvement offers home remodeling services across two states. It was looking for a platform to provide increased metrics and visibility into its marketing efforts. After implementing SharpSpring, the business saw a **10x ROI on all marketing campaigns** and **increased sales conversions by 35%.**

HiveTracks
KNOW YOUR BEES

HiveTracks (a client of Easyfish marketing) is a cloud-based tool used to monitor and maintain beehives. It uses marketing automation to segment its customers and nurture each group with the right content at the right time. With SharpSpring, it saw a **35% increase in customer engagement** and a **10x greater conversion rate** from free trials to sales.

SharpSpring from **Constant Contact**

	SharpSpring from Constant Contact 20k Contact Plan	act-on Enterprise
Get Started Cost	**$3,298** (Month 1 + Onboarding)	**$40,000**
Monthly Cost (Based on Annual Terms)	**$1,299/mo**	**$2,000/mo**
Annual Cost	**$15,588**	**$24,000**
Onboarding (One time fee based on Annual Terms)	**$1,999**	**$5,000**
Contacts	**20K**	**20K**
API Calls Included Per Day	**50K**	**25K**
Marketing Users	**Unlimited**	**6**
Sales Users	**Unlimited**	**100**
Emails Included Per Month	**100K**	**Unlimited**

SharpSpring wins on cost and contract type

SharpSpring comes in substantially lower than Act-On when it comes to annual costs.

$27,600

$15,588

ANNUAL COST FOR 20K CONTACTS

REQUEST A DEMO

SharpSpring from **Constant Contact**
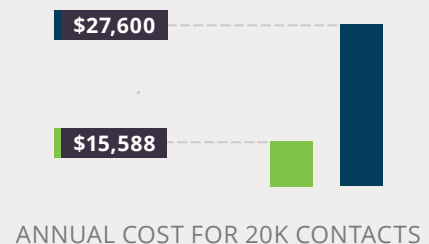
	SharpSpring from Constant Contact	act-on Professional
TOTAL	7/8	8/8
Drag-and-Drop Designer	✓	✓
WYSIWYG Interface	✓	✓
Dynamic Content	✓	✓
Responsive Templates	✓	✓
After-the-Click Tracking	✓	✓
Render Testing	$	✓
A/B Testing	✓	✓
RSS Email Syndication	✓	✓

Feature parity in email marketing

Email marketing is at the core of all marketing automation platforms. SharpSpring and Act-On both excel in this area by offering all of the features that help agencies use email as an effective campaign tool for their clients.
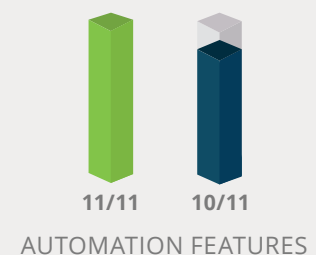
7/8   8/8

EMAIL FEATURES

REQUEST A DEMO

	SharpSpring from Constant Contact	act-on Professional
TOTAL	11/11	10/11
Visual Workflow Builder	✓	
Unlimited Workflows and Tasks	✓	✓
Triggers and Filters	✓	✓
Branching Workflows	✓	✓
Time-Based Automations	✓	✓
Behavior-Based Automations	✓	✓
Advanced Lead Scoring	✓	✓
Dynamic Lists	✓	✓
Advanced Segmentation	✓	✓
Dynamic Landing Pages	✓	✓
Personas	✓	✓

Edge to SharpSpring on flexibility and features
Automation is another area where SharpSpring and Act-On both have a rich feature set. However, SharpSpring offers a visual workflow builder to help marketers visualize the buyer's journey.

11/11   10/11

AUTOMATION FEATURES

SharpSpring from **Constant Contact**

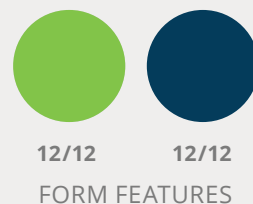|	SharpSpring from Constant Contact	act-on Professional
TOTAL	12/12	12/12
Drag-and-Drop Form Designer	✓	✓
Dynamic Forms	✓	✓
Use CSS to Match Your Site	✓	✓
Customized Fields	✓	✓
Custom Calls to Action	✓	✓
Auto-Complete	✓	✓
Progressive Profiling	✓	✓
Form Analytics	✓	✓
Third-Party Forms Supported	✓	✓
Third-Party Post-Back	✓	✓
GoToWebinar Connected	✓	✓
Webex Connected	✓	✓

Parity in form features

Forms is another area where SharpSpring and Act-On both have a rich feature set and match up evenly. Both platforms excel in this area by offering all of the features and tools that help agencies to gather information about their leads.

12/12   12/12

FORM FEATURES

REQUEST A DEMO

SharpSpring
from Constant Contact

	SharpSpring from Constant Contact	act-on Professional
TOTAL	6/6	6/6
Identify Anonymous Site Visitors	✓	✓
Track Behavior History of Known Leads	✓	✓
Timeline of Lead Interactions	✓	✓
Daily Email of Site Visitors	✓	✓
Important Page Visit Tracking	✓	✓
Advanced Lead Scoring	✓	✓

Contact tracking features pair up

Both platforms track information on anonymous site visitors and then tie those histories to their respective leads upon form fill-out. SharpSpring's Life of the Lead sets it apart, featuring a timeline of interactions between the lead, your website, your communications, and any events or changes made to the record in SharpSpring.
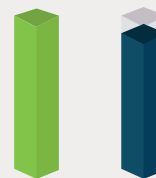
6/6   6/6

CONTACT TRACKING

REQUEST A DEMO

SharpSpring from **Constant Contact**

	SharpSpring from Constant Contact	act-on Professional
TOTAL	**7/7**	**6/7**
Drag-and-Drop Designer	✓	✓
WYSIWYG Interface	✓	✓
Dynamic Content	✓	✓
Library of Responsive Templates	✓	✓
Optimize for Mobile	✓	✓
Build Single Landing Pages	✓	✓
Build Landing Page Funnels	✓	

SharpSpring wins with funnels

While SharpSpring and Act-On both offer landing page designers, SharpSpring goes beyond basic landing pages and offers pre-built and customizable funnels – a series of up to seven landing pages designed to work together to convert and transform visitors into leads. SharpSpring also offers a library of responsive landing page templates.
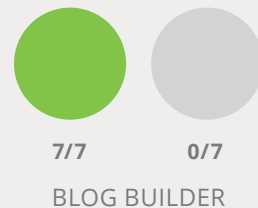
7/7 **6/7**

LANDING PAGE DESIGNER

REQUEST A DEMO

	SharpSpring from Constant Contact	act-on Professional
TOTAL	**7/7**	**0/7**
Drag-and-Drop Editor	✔	
WYSIWYG Interface	✔	
Dynamic Content	✔	
Library of Responsive Templates	✔	
RSS Email Syndication	✔	
Advance Post Scheduling	✔	
Social Sharing Widget	✔	

Blog builder unique to SharpSpring

If content is king, SharpSpring wins by offering a blog builder designed to crown your top-of-the funnel marketing and lead acquisition efforts. SharpSpring's blog builder is also dynamic, allowing a blog to automatically respond to a lead's attributes.
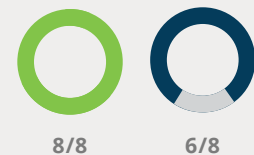
7/7   **0/7**

BLOG BUILDER

REQUEST A DEMO

SharpSpring from Constant Contact

	SharpSpring from Constant Contact	act-on Professional
TOTAL	**8/8**	**6/8**
Social-CRM Integration	✓	✓
Social Profiling	✓	✓
Social Listening/Monitoring	✓	✓
Social Publishing	✓	✓
Social Media Conversions	✓	✓
Content Calendar	✓	✓
Automation Rules Based on Social Activity	✓	
Social Activity History in Life of the Lead	✓	

Edge to SharpSpring in social features

Both solutions offer social media profiling and the ability for the sales team to interact with leads through social channels. More importantly, both platforms can track social media conversions/ROI. SharpSpring offers more by sharing social activity in Life of the Lead, allowing you to see the complete customer journey.
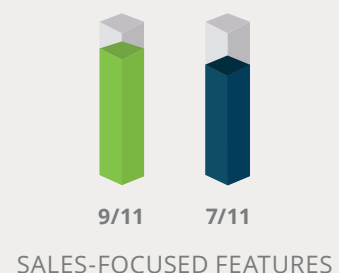
8/8   **6/8**

SOCIAL MEDIA FEATURES

REQUEST A DEMO

SharpSpring from **Constant Contact**

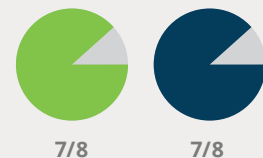| TOTAL	SharpSpring from Constant Contact	act-on Professional
	9/11	7/11
Built-In CRM	✔	
Sales Automation	✔	✔
IMAP Syncing	$	$
Custom Analytics and Dashboards	✔	$
Report Scheduling	✔	
Advanced Lead Scoring	✔	✔
Book Meetings	✔	✔
Outbound Dialing/Call Tracking	✔	✔
Custom Notifications	✔	✔
Native Salesforce Integration	$	✔
Shopping Cart Integration	✔	✔

Edge to SharpSpring in sales feature set

SharpSpring sets itself apart from competitors by providing reporting features and a free CRM that's also optional (i.e., it plays nice with other CRMs). With Act-On, a user must have another CRM; otherwise data is simply stored in what is effectively a repository.

9/11   7/11

SALES-FOCUSED FEATURES

REQUEST A DEMO

	SharpSpring from Constant Contact	act-on Professional
TOTAL	7/8	7/8
CMS Compatibility	✔	✔
Open API	✔	✔
Zapier Connections	✔	✔
Piesync Integration	✔	✔
Multiple Device Tracking	✔	✔
Third-Party/Native Form Compatibilty	✔	✔
Native Salesforce Integration	$	$
Advanced Reporting/Data Exports	✔	✔

Parity in platform features

The platforms stack up well here, with both offering key integrations that are of value to marketers.

7/8   7/8

PLATFORM FEATURES

REQUEST A DEMO

![SharpSpring from Constant Contact]

	SharpSpring from **Constant Contact** All Plans	act·on Enterprise
TOTAL	5 / 5	3 / 5
Dedicated Customer Success Manager	✓	$
Platform Migration Support	✓	$
Phone/Email Support	✓	✓
Library of OnDemand Training Resources	✓	✓
Live Chat	✓	✓

Customer support included with SharpSpring
These features are included at no extra charge with the SharpSpring Revenue Growth Platform.

5/5   **3/5**

CUSTOMER SUPPORT

REQUEST A DEMO

SharpSpring
from Constant Contact

SharpSpring vs. HubSpot

A Research Guide for Marketers

SharpSpring

Launched in 2014 to deliver powerful and affordable marketing automation, the SharpSpring Revenue Growth Platform is highly flexible and integrates easily with other tools. SharpSpring has annual and monthly payment options and is a fraction of the cost of competitors.

HubSpot

Founded in 2006, HubSpot launched the inbound concept. It's a powerful platform that provides a high volume of content. HubSpot's pricing is on the high end of the spectrum, and annual payment up-front is required.

	SharpSpring from Constant Contact	HubSpot Enterprise	HubSpot Pro	HubSpot Starter
Features		Comparable		
Reviews	4.4/5 ★★★★☆ G2 4.47/5 ★★★★☆ Software Advice	4.3/5 ★★★★☆ G2 4.48/5 ★★★★☆ Software Advice	4.3/5 ★★★★☆ G2 4.48/5 ★★★★☆ Software Advice	4.3/5 ★★★★☆ G2 4.48/5 ★★★★☆ Software Advice
Terms	**Annual and Monthly Options**	**Annual Contract Paid Up Front**		
Annual Cost	**$10,788** (10,000 contacts)	$50,400	$15,300	$4,680

What one SharpSpring client says:

"The SharpSpring Revenue Growth Platform provides marketing automation that is cost effective for small and medium sized businesses. I've been able to retain more clients and bring in more revenue by switching from HubSpot to SharpSpring."

Brandon Lyon, City Segment

Real Results

MATTE BLACK
Brand Agency

Partner agency Matte Black implemented SharpSpring as part of their marketing and sales strategy for their client ISR Training, replacing Hubspot. In just one year, they've **increased their conversion rate 25%** with lead nurturing, seen a **2:1 ROI** from their inbound campaign, and **increased revenue over 300%**.

" Changing software, especially a CRM database, can be very daunting to a scale-up business, as integration issues could slow growth. But the transition to SharpSpring, especially with Matte Black's support, has been effortless, and the results have been immediate."

- Jack Corbett, Managing Director of ISR Training

SharpSpring
from **Constant Contact**

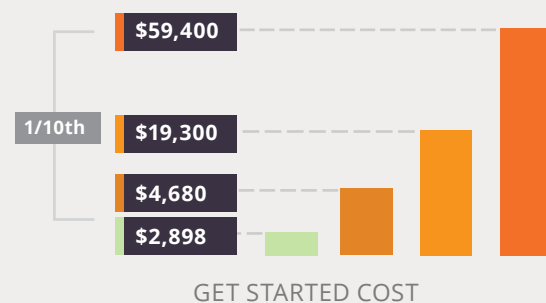|	SharpSpring from Constant Contact **10,000 Contacts Plan**	**HubSpot** Enterprise	**HubSpot** Pro	**HubSpot** Starter
PRICING				
Get Started Cost	**$2,898** (Month 1 + Onboarding)	**$59,400**	**$19,300**	**$4,680**
Monthly Cost (Based on Annual Terms)	**$899/mo.**	**$4,200/mo.**	**$1,275/mo.**	**$390/mo.**
Onboarding (Based on Annual Terms)	**$1,999**	**$9,000**	**$4,000**	**Not Available**
LICENSING				
Contacts included	**10K**	**10K**	**10K**	**10K**
Additional contacts	**Next Plan**	**$8 per 1K/mo.**	**$38 per 1K/mo.**	**$15 per 1K/mo.**
Emails included per month in base plan	**50K**	**100K**	**100K**	**50K**
Users	**Unlimited**	**10**	**5**	**1**

HubSpot's pricing is on the high end

HubSpot's Enterprise plan matches up with SharpSpring, but is more than three times the cost, with SharpSpring including the same number of contacts with a much lower onboarding fee.

$59,400
1/10th
$19,300
$4,680
$2,898

GET STARTED COST

REQUEST A DEMO

SharpSpring from **Constant Contact**

	SharpSpring from Constant Contact — All Plans	HubSpot Enterprise	HubSpot Pro	HubSpot Starter
TOTAL	**9/11**	**9/11**	**9/11**	**5/11**
Built-in CRM	✓	✓	✓	✓
Sales Automation	✓	✓	✓	
IMAP Syncing	$	✓	✓	✓
Custom Analytics and Dashboards	✓	$	$	
Report Scheduling	✓	$	$	$
Advanced Lead Scoring	✓	✓	✓	
Book Meetings	✓	✓	✓	✓
Outbound Dialing/ Call Tracking	✓	✓	✓	
Custom Notifications	✓	✓	✓	✓
Salesforce Integration	$	✓	✓	
Shopping Cart Integration	✓	✓	✓	✓

Note: $ = available for an additional charge.

Similarity in sales-focused features, edge to SharpSpring
Providing a free CRM that's optional (i.e., we play nice with other CRMs)
is something that sets both SharpSpring and HubSpot apart from
competitors. HubSpot Pro falls short by charging additional fees for
some aspects of reporting.

9/11
9/11
9/11
5/11

SALES-FOCUSED FEATURES

REQUEST A DEMO

SharpSpring from **Constant Contact**

	SharpSpring from Constant Contact 10,000 Contacts Plan	HubSpot Enterprise	HubSpot Pro	HubSpot Starter
TOTAL	7/8	8/8	8/8	6/8
Drag-and-Drop Designer	✔	✔	✔	✔
WYSIWYG Interface	✔	✔	✔	✔
Dynamic Content	✔	✔	✔	
Responsive Templates	✔	✔	✔	✔
After-the-Click Tracking	✔	✔	✔	✔
Render Testing	$	✔	✔	✔
A/B Testing	✔	✔	✔	
RSS Email Syndication	✔	✔	✔	✔

Note: $= available for additional charge.

SharpSpring and HubSpot are comparable
Email marketing is at the core of all marketing automation platforms. Both vendors excel in this area by offering features that help businesses use email as an effective campaign tool. Options are much more limited with Hubspot Starter.
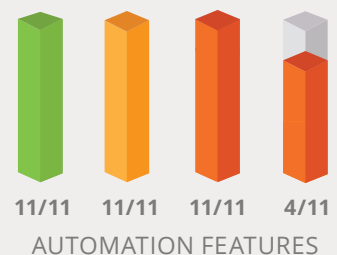
7/8   8/8   8/8   6/8

EMAIL FEATURES

REQUEST A DEMO

	SharpSpring from Constant Contact 10,000 Contacts Plan	HubSpot Enterprise	HubSpot Pro	HubSpot Starter
TOTAL	11/11	11/11	11/11	4/11
Visual Workflow Builder	✔	✔	✔	✔
Unlimited Workflows and Tasks	✔	✔	✔	
Triggers and Filters	✔	✔	✔	✔
Branching Workflows	✔	✔	✔	✔
Time-Based Automations	✔	✔	✔	✔
Behavior-Based Automations	✔	✔	✔	
Advanced Lead Scoring	✔	✔	✔	
Personas	✔	✔	✔	
Dynamic Lists	✔	✔	✔	
Advanced Segmentation	✔	✔	✔	
Dynamic Landing Pages	✔	✔	✔	

Feature parity in automation capabilities

SharpSpring and HubSpot Enterprise and Pro match up nicely here, both offering a number of core marketing automation capabilities. These features allow marketers to target leads with personalized content based on their interests and actions and where they are in the buying process. Again, Hubspot Starter offers more limited features.

11/11   11/11   11/11   4/11
AUTOMATION FEATURES

REQUEST A DEMO

SharpSpring
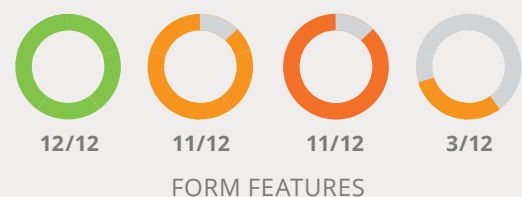### from Constant Contact

	SharpSpring from Constant Contact 10,000 Contacts Plan	HubSpot Enterprise	HubSpot Pro	HubSpot Starter
TOTAL	**12/12**	**11/12**	**11/12**	**3/12**
Drag-and-Drop Form Builder	✔	✔	✔	✔
Dynamic Forms	✔	✔	✔	✔
Use CSS to Match your Site	✔	✔	✔	✔
Customized Fields	✔	✔	✔	
Custom Calls-to-Action	✔	✔	✔	
Auto-Complete	✔	✔	✔	
Progressive Profiling	✔	✔	✔	
Form Analytics	✔	✔	✔	
Third-Party Forms Supported	✔	✔	✔	
Third-Party Post-Back	✔	✔	✔	
GoToWebinar Native Integration	✔	✔	✔	
WebEx Native Integration	✔			

Major form functionality compares

Forms help you convert website anonymous visitors to leads, and the major form building features with Hubspot and SharpSpring compare. SharpSpring's WebEx and GoToWebinar native integrations makes video conference registration easy, giving you a seamless connection with the most popular web conference platforms.

12/12 **11/12** **11/12** **3/12**

FORM FEATURES

![SharpSpring from Constant Contact]

	SharpSpring from Constant Contact 10,000 Contacts Plan	HubSpot Enterprise	HubSpot Pro	HubSpot Starter
TOTAL	5/5	5/5	5/5	2/5
Identify Anonymous Site Visitors	✔	✔	✔	
Track Behavior History of Known Leads	✔	✔	✔	✔
Timeline of Lead Interaction	✔	✔	✔	✔
Daily Email of Site Visitors	✔	✔	✔	
Important Page Visit Tracking	✔	✔	✔	

Both help you turn anonymous visitors into leads

Both Hubspot and SharpSpring provide additional information on anonymous site visitors. This includes names, titles, and contact details of prospects working in the areas most relevant to your business. SharpSpring's Life of the Lead sets it apart, featuring a timeline of interactions between the lead, your website, your communications, and any events or changes made to the record in SharpSpring.

5/5
5/5
5/5
2/5

CONTACT TRACKING

REQUEST A DEMO

SharpSpring from **Constant Contact**

	SharpSpring from Constant Contact 10,000 Contacts Plan	HubSpot Enterprise	HubSpot Pro	HubSpot Starter
TOTAL	7/7	6/7	6/7	0/7
Drag-and-Drop Designer	✔	✔	✔	
WYSIWYG Interface	✔	✔	✔	
Dynamic Content	✔	✔	*✔	
Library of Responsive Templates	✔	✔	✔	
Optimize for Mobile	✔	✔	✔	
Build Single Landing Pages	✔	✔	✔	
Build Landing Page Funnels	✔			

* Must use HubSpot CMS for full functionality. $50-$200/mo. fee

SharpSpring's funnels win big here
SharpSpring offers pre-built and customizable funnels — a series of landing pages that work together to convert visitors into leads. SharpSpring and HubSpot Enterprise offer the ability to add dynamic web content using any CMS. HubSpot Pro requires you to use the HubSpot CMS in order to target visitors with dynamic web content.
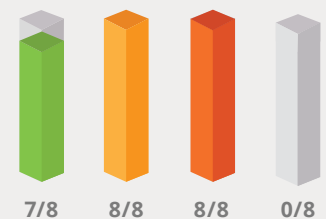
7/7   6/7   6/7   0/7

LANDING PAGE DESIGNER

REQUEST A DEMO

	SharpSpring from Constant Contact 10,000 Contacts Plan	HubSpot Enterprise	HubSpot Pro	HubSpot Starter
TOTAL	7/8	8/8	8/8	0/8
Drag-and-Drop Designer	✓	✓	✓	
WYSIWYG Interface	✓	✓	✓	
Dynamic Content	✓	✓	*✓	
Library of Responsive Templates	✓	✓	✓	
RSS Email Syndication	✓	✓	✓	
Advance Post Scheduling	✓	✓	✓	
Social Sharing Widget	✓	✓	✓	
Blog SEO Recommendations		✓	✓	

* Must use HubSpot CMS for full functionality. $50-$200/mo. fee

Two powerful blogging tools
Blogging tools assist with top-of-the-funnel marketing and lead acquisition efforts. HubSpot offers SEO recommendations on keywords to assist with content optimization. However, HubSpot Pro is more limited in that it requires you to use HubSpot's CMS to incorporate dynamic blog content. The blog builder is not available with Hubspot Starter.
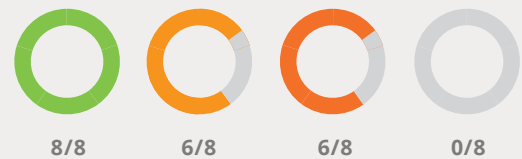
7/8 **8/8** **8/8** **0/8**

BLOG FEATURES

REQUEST A DEMO

SharpSpring from Constant Contact

	SharpSpring from Constant Contact 10,000 Contacts Plan	HubSpot Enterprise	HubSpot Pro	HubSpot Starter
TOTAL	8/8	6/8	6/8	0/8
Social - CRM Integration	✔	✔	✔	
Social Profiling	✔	✔	✔	
Social Listening/Monitoring	✔	✔	✔	
Social Publishing	✔	✔	✔	
Social Media Conversions	✔	✔	✔	
Content Calendar	✔	✔	✔	
Automation Rules Based on Social Activity	✔			
Social Activity History in Life of the Lead	✔			

Edge to SharpSpring in social features

SharpSpring and Hubspot's Enterprise and Pro plans offer social media profiling and the ability for the sales team to interact with leads through social channels, and all three can track social media conversions/ROI. SharpSpring takes it to the next level by including social activity in the Life of the Lead and allowing users to create automation rules based on that activity.

8/8   6/8   6/8   0/8

SOCIAL MEDIA FEATURES

REQUEST A DEMO

	SharpSpring from Constant Contact 10,000 Contacts Plan	HubSpot Enterprise	HubSpot Pro	HubSpot Starter
TOTAL	6/7	6/7	6/7	3/7
CMS Compatibility	Universal	Must use HubSpot CMS for full functionality. $50-$200/mo. fee		
Open API	✔	✔	✔	✔
Zapier Connections	✔	✔	✔	✔
PieSync Integration	✔	✔	✔	
Multiple Device Tracking	✔	✔	✔	
Third-Party/Native Form Compatibility	✔	✔	✔	✔
Native Salesforce Integration	$	$	$	

Edge to SharpSpring for more compatibility
Both offer an open API and other ways to connect their platforms to third-party solutions. SharpSpring goes further in being vendor agnostic by offering universal CMS compatibility. HubSpot requires use of its CMS for full functionality and charges customers more to use it.

6/7   6/7   6/7   3/7

PLATFORM FEATURES

REQUEST A DEMO

	SharpSpring from Constant Contact All Plans	HubSpot Enterprise	HubSpot Pro	HubSpot Starter
TOTAL	6/6	4/6	4/6	2/6
Phone, Email Support	✔	✔	✔	Email only
Ongoing Training	✔	✔	✔	✔
Platform Migration Support	✔	$	$	$
Dedicated Account Manager	✔	$	$	$
Live Chat	✔	✔	✔	✔
Library of On-Demand Training Resources	✔	✔	✔	

SharpSpring leads in customer support
Both platforms offer ongoing training and support, but HubSpot Starter users only have access to email support. Similarly, HubSpot charges for a dedicated account manager, while SharpSpring includes this as part of the overall package.

6/6   4/6   4/6   2/6

CUSTOMER SUPPORT

REQUEST A DEMO

SharpSpring from **Constant Contact**
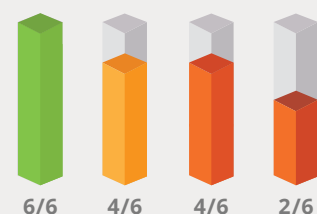
SharpSpring vs. Infusionsoft by Keap

A Research Guide for Marketers

SharpSpring

Launched in 2014 to deliver powerful and affordable marketing automation, the SharpSpring Revenue Growth Platform is highly flexible and integrates easily with other tools. SharpSpring has annual and monthly payment options and is a fraction of the cost of competitors.

Infusionsoft by Keap

Keap is an all-in-one CRM, sales and marketing platform for small businesses to start simple and grow over time. Their top-tier product, Infusionsoft, is for small businesses with more advanced sales and marketing automation needs.

	SharpSpring from Constant Contact		keap	
Features	Comparable			
Reviews	4.5/5 ★★★★½ G2	4.5/5 ★★★★½ Capterra	4.1/5 ★★★★☆ G2	4.1/5 ★★★★☆ Capterra
Terms	Annual and monthly options		Annual and monthly options	
Annual Cost 10K Contacts	$10,788		$7,407 - $7,704	

What one SharpSpring client says:

> *"I bought Infusionsoft in 2007. After hundreds of campaigns and customers served, I switched 100% of my automation to SharpSpring. Why? First, the people behind the product are unsurpassed, loyal and dedicated to building and supporting a great solution. Second, they take better care of partners and customers than any competitor in the industry. After a decade on the front lines of automation and content marketing, I'm a loyal SharpSpring customer and partner for life."*

Clifford Jones, Marketing Consultant

Real Results

InJoy Global is a tech startup that creates programs to help businesses transform the workplace and build company culture. Before using SharpSpring, the InJoy team struggled to manage 3-4 sales engagements at a time, and they had a slow and low conversion rate.

Today, InJoy Global has 40+ active engagements in the pipeline, and they're proactively advancing them through a five-step sales process that's fully powered by SharpSpring. After six months of using the platform, InJoy **shortened their sales cycle by** six weeks - **nearly 40%**. Plus, they've seen a **10x increase** in the number of **active, engaged leads** in their sales pipeline.

SharpSpring
from Constant Contact

	SharpSpring from **Constant Contact** 10k Contact Plan	**keap** Pro
Get Started Cost	**$2,898** (Month 1 + Onboarding	**$825 - $2,325**
Terms	**Annual and monthly options**	**Annual and monthly options**
Monthly Cost	**$899/mo.** With annual contract	**$299/mo first 3 months** then $399/mo
Annual Cost	**$10,788**	**$7,707**
Onboarding (Based on Annual Terms)	**$1,999**	**$7,707**
Contacts	**10K**	**10K**
Users	**Unlimited**	**1**
Emails Included Per Month	**50K**	**100K**

Compare what's included and what's not
Infusionsoft by Keap has a slight edge over SharpSpring in terms of annual pricing. However, in addition to requiring an annual contract, Infusionsoft requires upsells and upgrades to "get the most out of it," whereas SharpSpring's pricing is all-inclusive.

$10,788
$8,187 - $9,588

ANNUAL COST FOR 10K CONTACTS
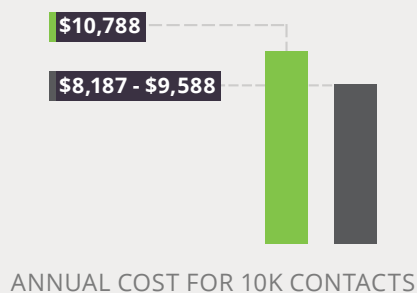
REQUEST A DEMO

	SharpSpring from **Constant Contact** All Plans	**keap** Pro
TOTAL	**7/8**	**6/8**
Drag-and-Drop Designer	✓	✓
WYSIWYG Interface	✓	✓
Dynamic Content	✓	$
Responsive Templates	✓	✓
After-the-Click Tracking	✓	✓
Render Testing	$	✓
A/B Testing	✓	✓
RSS Email Syndication	✓	$

$ = available for additional charge

More features give SharpSpring an advantage
SharpSpring has the clear advantage here with built-in email features and capabilities. Infusionsoft by Keap is able to make up some ground by integrating with 3rd-party apps or leveraging "tagging" to simulate true A/B testing, but it falls decidedly short in ease of use as delivered.
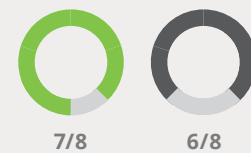
7/8   **6/8**

EMAIL FEATURES

REQUEST A DEMO

SharpSpring
from Constant Contact

	SharpSpring from Constant Contact All Plans	keap Pro
TOTAL	**10/10**	**8/10**
Visual Workflow Builder	✓	✓
Unlimited Workflows and Tasks	✓	✓
Triggers and Filters	✓	✓
Branching Workflows	✓	✓
Time-Based Automations	✓	✓
Behavior-Based Automations	✓	✓
Dynamic Lists	✓	✓
Advanced Segmentation	✓	✓
Dynamic Landing Pages	✓	$
Personas	✓	

Parity in automation, but an edge to SharpSpring

Both platforms offer intuitive automation features, but Infusionsoft by Keap's options are more limited. Tagging and other features can be incorporated to maximize functionality, but this means additional costs, either in terms of custom development or third-party integrations.

10/10   **8/10**

AUTOMATION FEATURES
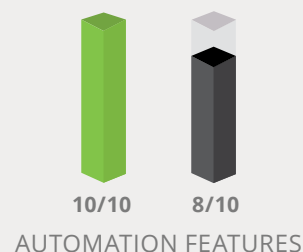
REQUEST A DEMO

SharpSpring

	SharpSpring **from Constant Contact** All Plans	**keap** Pro
TOTAL	13/13	7/13
Drag-and-Drop Form Designer	✔	✔
Dynamic Forms	✔	$
Use CSS to Match your Site	✔	✔
Custom Calls to Action	✔	✔
Auto-Complete	✔	✔
Progressive Profiling	✔	✔
Form Analytics	✔	✔
Hidden Fields Supported	✔	✔
Referral Forms/Fields	✔	$
Third-Party Forms Supported	✔	$
Third-Party Post-Back	✔	$
Native GoToWebinar Integration	✔	$
Native WebEx Integration	✔	$

Edge to SharpSpring in form features
Both SharpSpring and Infusionsoft by Keap include important features and tools to help gather information about leads, but SharpSpring lets you take your campaigns to the next level.

13/13   7/13

FORM FEATURES

SharpSpring
from Constant Contact
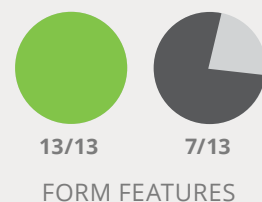
	SharpSpring from Constant Contact All Plans	keap Pro
TOTAL	5/5	5/5
Identify Anonymous Site Visitors	✔	✔
Track Behavior History of Known Leads	✔	✔
Timeline of Lead Interactions	✔	✔
Daily Email of Site Visitors	✔	✔
Important Page Visit Tracking	✔	✔

More info about anonymous visitors with SharpSpring
Both SharpSpring and Infusionsoft by Keap allow you to see contact activity and trigger messaging according to the parameters you choose. SharpSpring's Life of the Lead sets it apart, featuring a timeline of interactions between the lead, your website, your communications, and any events or changes made to the record in SharpSpring.

5/5   5/5

CONTACT TRACKING

REQUEST A DEMO

	SharpSpring from Constant Contact All Plans	keap Pro
TOTAL	**7/7**	**6/7**
Drag-and-Drop Designer	✔	✔
WYSIWYG Interface	✔	✔
Dynamic Content	✔	✔
Library of Responsive Templates	✔	✔
Optimize for Mobile	✔	✔
Build Single Landing Pages	✔	✔
Build Landing Page Funnels	✔	

SharpSpring wins with funnels

SharpSpring offers pre-built and customizable funnels – series of landing pages that work together to convert visitors into leads. This feature is not available in Infusionsoft.

7/7   6/7

LANDING PAGE DESIGNER

REQUEST A DEMO

	SharpSpring from Constant Contact All Plans	keap Pro
TOTAL	7/7	0/7
Drag-and-Drop Editor	✔	
WYSIWYG Interface	✔	
Dynamic Content	✔	
Library of Responsive Templates	✔	
RSS Email Syndication	✔	
Advance Post Scheduling	✔	
Social Sharing Widget	✔	

SharpSpring's blog builder is built in
Infusionsoft's platform does not include a blog builder, while SharpSpring offers a comprehensive set of tools to help you build your blog. This means you'll have one less service to manage. If an alternative CMS is desired, SharpSpring offers universal compatibility.

7/7   0/7

BLOG BUILDER
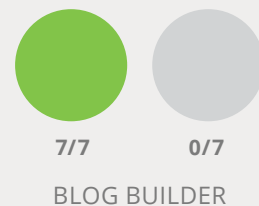
REQUEST A DEMO

	SharpSpring from Constant Contact All Plans	keap Pro
TOTAL	6/6	4/6
Social-CRM Integration	✔	✔
Social Profiling	✔	
Social Listening/Monitoring	✔	✔
Social Publishing	✔	✔
Social Media Conversions	✔	✔
Content Calendar	✔	

Edge to SharpSpring in social features
Both platforms offer social listening, publishing and conversion tracking. SharpSpring wins with its content calendar, which allows users to get a holistic view of all their scheduled emails, blog posts and social content.

6/6   **4/6**

SOCIAL MEDIA FEATURES

REQUEST A DEMO

	SharpSpring from Constant Contact All Plans	keap Pro
TOTAL	**9/10**	**6/10**
Built-In CRM	✓	✓
Sales Automation	✓	✓
IMAP Syncing	$	✓
Custom Analytics and Dashboards	✓	
Report Scheduling	✓	✓
Advanced Lead Scoring	✓	✓
Book Meetings	✓	
Outbound Dialing/Call Tracking	✓	
Custom Notifications	✓	✓
Shopping Cart Integration	✓	

Edge to SharpSpring in sales feature set

SharpSpring sets itself apart from competitors with reporting features and by providing a free CRM that's also optional (i.e., it plays nice with other CRMs). It also includes native integrations with Salesforce and popular Shopping Carts for even more flexibility.

9/10   **6/10**

SALES-FOCUSED FEATURES

REQUEST A DEMO

SharpSpring
from **Constant Contact**

	SharpSpring from Constant Contact All Plans	keap Pro
TOTAL	**6/7**	**5/7**
Universal CMS Compatibility	✔	$
Open API	✔	✔
Zapier Connections	✔	✔
Piesync Integration	✔	✔
Multiple Device Tracking	✔	✔
Third-Party/Native Form Compatibility	✔	✔
Native Salesforce Integration	$	

Flexible platform vs. pricey add-ons
Since it's a closed system, Infusionsoft by Keap does not have a native integration with Salesforce, the top CRM on the market. Both platforms provide a built-in CRM, but SharpSpring also plays nice with other CRMs, including offering a native Salesforce integration.

6/7   **5/7**

PLATFORM FEATURES

REQUEST A DEMO

## SharpSpring from Constant Contact
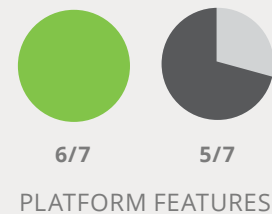
	SharpSpring from Constant Contact All Plans	keap Pro
TOTAL	6/6	3/6
Phone & Email Support	✔	✔
Ongoing Training Sessions	✔	$
Platform Migration Support Included	✔	$
Dedicated Customer Success Manager Included	✔	
Library of OnDemand Training Resources	✔	✔
Live Chat	✔	✔

Costs can add up with Infusionsoft by Keap

While Infusionsoft by Keap certainly provides quality support for its core product, this remains a fertile ground for pulling revenue from customers. Infusionsoft's website and support/onboarding processes are rife with "up-sell" propositions. SharpSpring adopts a holistic approach to customer support, including in its pricing everything from initial migration to help with third-party integrations.

6/6   3/6

CUSTOMER SUPPORT

REQUEST A DEMO

SharpSpring
from **Constant Contact**
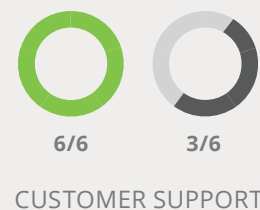
SharpSpring vs. Marketo

A Research Guide for Marketers

SharpSpring

SharpSpring launched in 2014 to deliver powerful and affordable marketing automation. It's a flexible platform that integrates easily with other tools. SharpSpring has annual and monthly payment options and is a fraction of the cost of competitors.

Marketo

Marketo launched in 2006 and has been a market leader since 2012, providing an engagement marketing platform with bundled services including marketing automation, email marketing and more. Marketo's price point is on the high end of the spectrum and an annual contract with quarterly payment is required.

	SharpSpring from **Constant Contact** 20k Contact Plan	**Marketo®** Basic plan with upgrade to 20k contacts
Features	Comparable	
Reviews	4.4/5 ★★★★★ G2 4.5/5 ★★★★★ Capterra	4.1/5 ★★★★★ G2 4.2/5 ★★★★★ Capterra
Terms	Annual and monthly options	Annual and quarterly options
Annual Cost 20K Contacts	$15,000	$27,000

What one SharpSpring client says:

> *"SharpSpring is much less expensive than Marketo and Act-On. You get unlimited users on SharpSpring's standard license plan, so you're not penalized for spreading access across your marketing, business development and sales folks."*

Nigel Warren, OnTap 365

Real Results

GETIT COMMS

GetIT Comms operates in 19 countries, providing regional marketing services to global tech companies including Cisco, Dell and LogMeIn. Although many clients were using solutions like Eloqua and Marketo for their global campaigns, most were not willing to pay for expensive additional licenses to run regional campaigns, which was vital for accurately tracking regional leads and results.

Soon after adopting SharpSpring, GetIT Comms **increased client billings by 20-30%** for each client using the platform. The platform also helped them manage their clients' content hubs and integrate more closely with their marketing processes, which made it easier to retain clients and earn repeat projects.

SharpSpring from **Constant Contact**

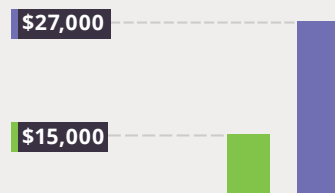|	SharpSpring from Constant Contact 20k Contacts	Marketo 20k Contacts
PRICING		
Get Started Cost	**$3,550** (As little as)	**$18,750***
Monthly Cost (Based on Annual Terms)	**$1,250/mo.**	**$2,250/mo.**
Annual Cost	**$15,000**	**$27,000**
Onboarding (One Time)	**$1,800**	**$12,000**
LICENSING		
Contacts	**20K**	**20K**
API Calls Included Per Day	**50k**	**50k**
Users	**Unlimited**	**50**
Emails Included Per Month	**100K**	**Unlimited**

*$6,750 for first quarter + $12,000 onboarding

SharpSpring wins on cost and contract type
SharpSpring comes in substantially lower than Marketo when it comes to monthly costs and is also lower for onboarding.

$27,000

$15,000

ANNUAL COST FOR 20K CONTACTS

REQUEST A DEMO

SharpSpring from **Constant Contact**

	SharpSpring from Constant Contact 20k Contacts	Marketo 20k Contacts
TOTAL	7/8	8/8
Drag-and-Drop Designer	✔	✔
WYSIWYG Interface	✔	✔
Dynamic Content	✔	✔
Responsive Templates	✔	✔
After-the-Click Tracking	✔	✔
Render Testing	$	✔
A/B Testing	✔	✔
RSS Email Syndication	✔	✔

Note: $= available for additional charge.

Feature parity in email marketing

Email marketing is at the core of all marketing automation platforms. SharpSpring and Marketo both excel in this area by offering a wealth of features that serve as effective campaign tools for marketers.
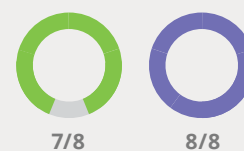
7/8   8/8

EMAIL FEATURES

REQUEST A DEMO

SharpSpring from **Constant Contact**

	SharpSpring from Constant Contact 20k Contacts	Marketo® 20k Contacts
TOTAL	**11/11**	**11/11**
Visual Workflow Builder	✓	✓
Unlimited Workflows and Tasks	✓	✓
Triggers and Filters	✓	✓
Branching Workflows	✓	✓
Time-Based Automations	✓	✓
Behavior-Based Automations	✓	✓
Advanced Lead Scoring	✓	✓
Dynamic Lists	✓	✓
Advanced Segmentation	✓	✓
Dynamic Landing Pages	✓	✓
Personas	✓	✓

Strong automation features in both platforms
Automation is another area where SharpSpring and Marketo match up fairly evenly in terms of features, with both platforms offering marketers the tools they need.
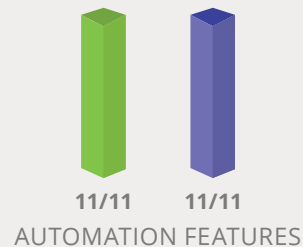
11/11   **11/11**
AUTOMATION FEATURES

REQUEST A DEMO

	SharpSpring from Constant Contact 20k Contacts	Marketo® 20k Contacts
TOTAL	12/12	12/12
Drag-and-Drop Form Designer	✔	✔
Dynamic Forms	✔	✔
Use CSS to Match your Site	✔	✔
Custom Calls to Action	✔	✔
Auto-Complete	✔	✔
Progressive Profiling	✔	✔
Hidden Fields Supported	✔	✔
Referral Forms/Fields	✔	✔
Third-Party Forms Supported	✔	✔
Third-Party Post-Back	✔	✔
Native GoToWebinar Integration	✔	✔
Native WebEx Integration	✔	✔

An even match in form features
SharpSpring and Marketo both have powerful form features to allow marketers to bring in leads with ease. In both platforms, forms can be designed to match the look and feel of your website.

12/12 **12/12**

FORM FEATURES

REQUEST A DEMO

SharpSpring
from **Constant Contact**

	SharpSpring from Constant Contact 20k Contacts	Marketo® 20k Contacts
TOTAL	**5/5**	**5/5**
Identify Anonymous Site Visitors	✓	✓
Track Behavior History of Known Leads	✓	✓
Timeline of Lead Interactions	✓	✓
Daily Email of Site Visitors	✓	✓
Important Page Visit Tracking	✓	✓

Contact tracking features pair up

Both platforms track information on anonymous site visitors and then tie those histories to their respective leads upon form fill-out. SharpSpring's Life of the Lead sets it apart, featuring a timeline of interactions between the lead, your website, your communications, and any events or changes made to the record in SharpSpring.

5/5   **5/5**

CONTACT TRACKING

REQUEST A DEMO

SharpSpring from **Constant Contact**

	SharpSpring from Constant Contact 20k Contacts	Marketo® 20k Contacts
TOTAL	7/7	7/7
Point-and-Click Designer	✔	✔
WYSIWYG Interface	✔	✔
Dynamic Content	✔	✔
Library of Responsive Templates	✔	✔
Optimize for Mobile	✔	✔
Build Single Landing Pages	✔	✔
Build Landing Page Funnels	✔	✔

Both platforms offer landing page funnels

SharpSpring and Marketo both offer landing page designers that go beyond basics by offering pre-built and customizable funnels – a series of landing pages designed to work together to convert visitors into leads. Both offer an extensive library of responsive landing page templates, and both make it easy to set up workflows from landing pages.
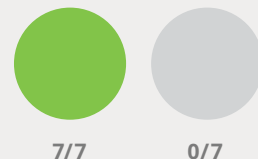
7/7   7/7

LANDING PAGE DESIGNER

REQUEST A DEMO

SharpSpring
from **Constant Contact**

	SharpSpring from Constant Contact 20k Contacts	Marketo® 20k Contacts
TOTAL	**7/7**	**0/7**
Drag-and-Drop Editor	✔	
WYSIWYG Interface	✔	
Dynamic Content	✔	
Library of Responsive Templates	✔	
RSS Email Syndication	✔	
Advance Post Scheduling	✔	
Social Sharing Widget	✔	

Blog builder unique to SharpSpring

If content is king, SharpSpring wins by offering a blog builder designed to crown your top-of-the funnel marketing and lead acquisition efforts. SharpSpring's blog builder is also dynamic, allowing the index page to automatically respond to a lead's attributes.
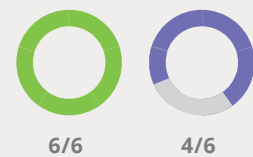
7/7   **0/7**

BLOG BUILDER

REQUEST A DEMO

TOTAL	SharpSpring from Constant Contact 20k Contacts	Marketo® 20k Contacts
	6/6	4/6
Social-CRM Integration	✔	✔
Social Profiling	✔	✔
Social Listening/Monitoring	✔	✔
Social Media Publishing	✔	
Social Media Conversions	✔	✔
Content Calendar	✔	

Edge to SharpSpring in social features
Both solutions offer social media profiling and the ability for sales teams to interact with leads through social channels. More importantly, both platforms can track social media conversions/ROI. SharpSpring wins with its content calendar, which allows users to get a holistic view of all their scheduled emails, blog posts and social content.
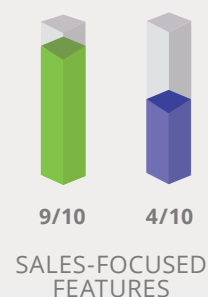
6/6   **4/6**

SOCIAL MEDIA FEATURES

REQUEST A DEMO

SharpSpring
from **Constant Contact**

	SharpSpring from Constant Contact 20k Contacts	Marketo® 20k Contacts
TOTAL	9/10	4/10
Built-In CRM	✔	
Sales Automation	✔	$
IMAP Syncing	$	3rd party
Custom Analytics and Dashboards	✔	
Report Scheduling	✔	✔
Advanced Lead Scoring	✔	✔
Book Meetings	✔	
Outbound Dialing/Call Tracking	✔	
Custom Notifications	✔	✔
Shopping Cart Integration	✔	✔

Edge to SharpSpring in sales features

SharpSpring sets itself apart from competitors by providing a free CRM that's also optional (i.e., it plays nice with other CRMs). With Marketo, a user must have another CRM; otherwise data is simply stored in what is effectively a repository. This means that more third-party CRM software licenses are required in order for Marketo to be as effective, which also means more required integrations and more costs.

9/10   4/10

SALES-FOCUSED
FEATURES

REQUEST A DEMO

SharpSpring
from Constant Contact

	SharpSpring from Constant Contact 20k Contacts	Marketo® 20k Contacts
TOTAL	6/7	7/7
Universal CMS Compatibility	✔	✔
Open API	✔	✔
Zapier Connections	✔	✔
Piesync Integration	✔	✔
Multiple Device Tracking	✔	✔
Third-Party/Native Form Compatibilty	✔	✔
Native Salesforce Integration	$	✔

Parity in platform features

The platforms stack up well here, with both offering key integrations that are of value to marketers.

6/7   7/7

PLATFORM FEATURES

REQUEST A DEMO

	SharpSpring from Constant Contact 20k Contacts	Marketo® 20k Contacts
TOTAL	6/6	4/6
Phone, Email Support	✔	✔
Ongoing Training	✔	✔
Platform Migration Support	✔	**Included, but limited**
Dedicated Account Manager	✔	**Included, but limited**
Library of OnDemand Training Resources	✔	✔
Live Chat	✔	✔

Customer support is a key focus for both platforms

Both SharpSpring and Marketo offer platform migration support and a dedicated account manager, but Marketo limits support to 15 hours before extra charges are incurred. Additionally, Marketo charges a custom add-on fee for any integration assistance, while SharpSpring always offers unlimited free assistance to help with implementing integrations.

6/6   4/6

CUSTOMER SUPPORT

REQUEST A DEMO

SharpSpring
from Constant Contact
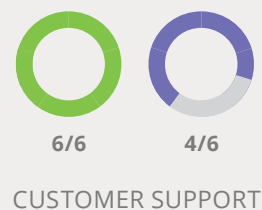
SharpSpring vs. Pardot

A Research Guide for Marketers

SharpSpring

SharpSpring launched in 2014 to deliver powerful and affordable marketing automation. It's a flexible, open platform with a complete feature set, and it integrates easily with other tools. SharpSpring has annual and monthly payment options and is a fraction of the cost of competitors.

Pardot

Pardot launched in 2007, providing a full suite of tools that helps marketers engage leads and close more deals. It requires the Salesforce CRM which is priced separately. Pardot's price point is on the high end of the spectrum, and an annual contract is required.

	SharpSpring from Constant Contact 10K Contacts Plan		pardot Advanced		pardot Plus		pardot Growth	
Features	Comparable							
Reviews	7.8/10 ★★★★☆ Trust Radius	4.4/5 ★★★★☆ G2	7.5/10 ★★★★☆ Trust Radius	3.9/5 ★★★★☆ G2	7.5/10 ★★★★☆ Trust Radius	3.9/5 ★★★★☆ G2	7.5/10 ★★★★☆ Trust Radius	3.9/5 ★★★★☆ G2
Terms	Annual and monthly options		Annual		Annual		Annual	
Annual Cost	$10,200		$48,000		$24,000		$15,000	

What one SharpSpring client says:

SharpSpring provides several advantages over its competition, such as Pardot or Marketo. You can't beat SharpSpring's licensing value. Each license comes with unlimited users – this alone beats out the competition. SharpSpring also has an awesome integrated CRM, so you don't have to go out and buy separate software licenses for the features you need. SharpSpring is a complete marketing automation system with true behavioral marketing capabilities.

Rafael Zabala, Interactive Marketing

Real Results

funnelbud

FunnelBud is an agency founded by former Pardot and HubSpot consultants. They wanted to offer a full-featured marketing automation platform plus the services required to implement it successfully – all at a lower cost than clients were used to paying for a platform alone. SharpSpring's agency pricing allowed them to bundle strategic support along with the software license fee for an all-in-one retainer package.

FunnelBud signed on 12 new retainer clients after only six months with SharpSpring, generating a stable recurring revenue stream for the agency. Plus, their clients have achieved a 10x ROI and 90x greater lead gen with SharpSpring.

SharpSpring from **Constant Contact**

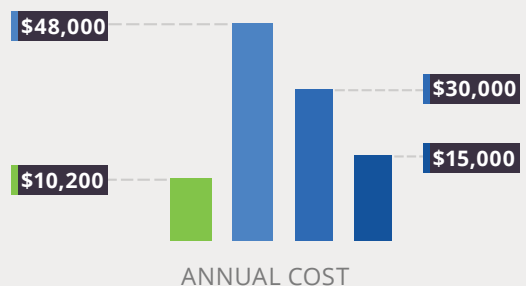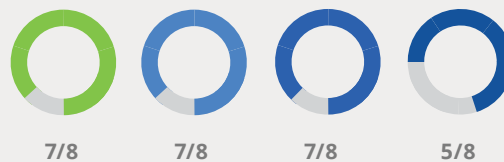|	SharpSpring from Constant Contact 10K Contacts Plan	pardot Advanced	pardot Plus	pardot Growth
PRICING				
Get Started Cost	**$2,990** (As little as)	**$13,800** (Month 1 + Onboarding)	**$8,500** (Month 1 + Onboarding)	**$4,250** (Month 1 + Onboarding)
Monthly Cost (Based on Annual Terms)	**$850/mo.**	**$4,000/mo.**	**$2,500/mo.**	**$1,250/mo.**
Annual Cost	**$10,200**	**$48,000**	**$30,000**	**$15,000**
Onboarding (One Time)	**$1,800**	**$9,600**	**$6,000**	**$3,000**
LICENSING				
Contacts	**10K**	**10K**	**10K**	**10K**
Additional Contacts	**$3 per 1K/mo.**	**$100 per 10k/mo.**	**$100 per 10k/mo.**	**$100 per 10k/mo.**
Users	**Unlimited**	**Limited to the number of Salesforce licenses**	**Limited to the number of Salesforce licenses**	**Limited to the number of Salesforce licenses**
Emails Included per Month	**50K**	**Unlimited**	**Unlimited**	**Unlimited**

SharpSpring wins on cost and contract type.
SharpSpring comes in lower than Pardot on cost. Annual contracts paid in full annually are the norm at Pardot, drastically raising your upfront investment.

$48,000
$30,000
$10,200
$15,000

ANNUAL COST

REQUEST A DEMO

SharpSpring
from **Constant Contact**

	SharpSpring from Constant Contact 10K Contacts Plan	pardot Advanced	pardot Plus	pardot Growth
TOTAL	7/8	7/8	7/8	5/8
Drag-and-Drop Designer	✔	✔	✔	✔
WYSIWYG Interface	✔	✔	✔	✔
Dynamic Email Content	✔	✔	✔	$
Responsive Templates	✔	✔	✔	✔
After-the-Click Tracking	✔	✔	✔	✔
Render Testing	$	✔	✔	$
A/B Testing	✔	✔	✔	✔
RSS Integration	✔	**3rd party add-on**	**3rd party add-on**	**3rd party add-on**

Parity in email features

Email marketing is at the core of all marketing automation platforms. SharpSpring and Pardot both excel in this area by offering all of the features that help marketers use email as an effective campaign tool. However, SharpSpring offers more built in the platform whereas Pardot's offerings vary by package.
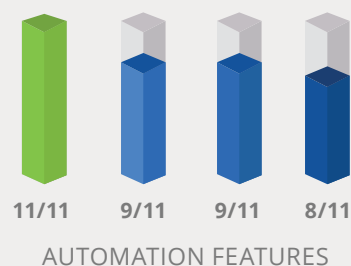
7/8   7/8   7/8   5/8

EMAIL FEATURES

REQUEST A DEMO

SharpSpring
from **Constant Contact**

	SharpSpring from **Constant Contact** 10K Contacts Plan	**pardot** Advanced	**pardot** Plus	**pardot** Growth
TOTAL	11/11	9/11	9/11	8/11
Visual Workflow Builder	✓	✓	✓	✓
Workflows and Tasks	**Unlimited**	**Limited to 150**	**Limited to 100**	**Limited to 50**
Triggers and Filters	✓	✓	✓	✓
Branching Workflows	✓	✓	✓	✓
Time-Based Automations	✓	✓	✓	✓
Behavior-Based Automations	✓	✓	✓	✓
Advanced Lead Scoring	✓	✓	✓	
Dynamic Lists	✓	✓	✓	✓
Advanced Segmentation	✓	✓	✓	✓
Dynamic Landing Pages	✓	✓	✓	✓
Personas	✓			

Advantage to SharpSpring with personas

Automation is another area where SharpSpring and Pardot match up almost evenly in terms of features, with both platforms offering marketers the tools they need. There is a slight edge to SharpSpring due to its in-platform methodology of adding personas directly into the system and using with dynamic emails and landing pages for customized and personalized communication.

11/11   9/11   9/11   8/11

AUTOMATION FEATURES

SharpSpring
from Constant Contact

	SharpSpring from Constant Contact 10K Contacts Plan	pardot Advanced	pardot Plus	pardot Growth
TOTAL	12/12	12/12	12/12	11/12
Drag-and-Drop Form Designer	✔	✔	✔	**Limited to 50**
Dynamic Forms	✔	✔	✔	✔
Use CSS to Match your Site	✔	✔	✔	✔
Custom Calls to Action	✔	✔	✔	✔
Auto-Complete	✔	✔	✔	✔
Progressive Profiling	✔	✔	✔	✔
Hidden Fields Supported	✔	✔	✔	✔
Referral Forms/Fields	✔	✔	✔	✔
Third-Party Forms Supported	✔	✔	✔	✔
Third-Party Post-Back	✔	✔	✔	✔
Native GoToWebinar Integration	✔	✔	✔	✔
Native WebEx Integration	✔	✔	✔	✔

An even match in form features, with no limits in SharpSpring
SharpSpring and Pardot both have powerful form features to allow agencies to bring in leads with ease, but Pardot has limits based on the user's plan. With both platforms, forms can be designed to match the look and feel of your website.
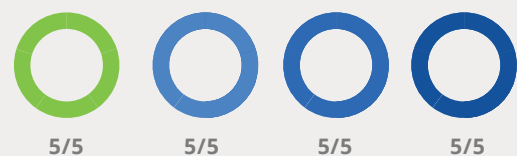
12/12   12/12   12/12   11/12

FORM FEATURES

	SharpSpring from Constant Contact 10K Contacts Plan	pardot Advanced	pardot Plus	pardot Growth
TOTAL	5/5	5/5	5/5	5/5
Identify Anonymous Site Visitors	✔	✔	✔	✔
Track Behavior History of Known Leads	✔	✔	✔	✔
Timeline of Lead Interaction	✔	✔	✔	✔
Daily Email of Site Visitors	✔	✔	✔	✔
Important Page Visit Tracking	✔	✔	✔	✔

SharpSpring wins on contact tracking.
Both platforms track information on anonymous site visitors and then tie those histories to their respective leads upon form fill-out. SharpSpring's Life of the Lead sets it apart, featuring a timeline of interactions between the lead, your website, your communications, and any events or changes made to the record in SharpSpring.
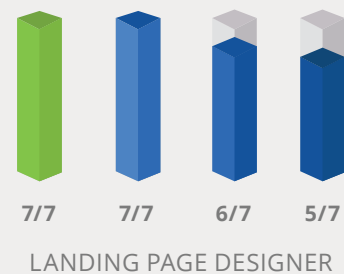
| 5/5 | 5/5 | 5/5 | 5/5 |

CONTACT TRACKING

REQUEST A DEMO

![SharpSpring from Constant Contact]

	SharpSpring from Constant Contact 10K Contacts Plan	pardot Advanced	pardot Plus	pardot Growth
TOTAL	7/7	7/7	6/7	5/7
Drag-and-Drop Designer	✓	✓	✓	**Limited (up to 50 landing pages)**
WYSIWYG Interface	✓	✓	✓	✓
Dynamic Content	✓	✓	$	$
Library of Responsive Templates	✓	✓	✓	✓
Optimize for Mobile	✓	✓	✓	✓
Build Single Landing Pages	✓	✓	✓	✓
Build Landing Page Funnels	✓	✓	✓	✓

$ = available for additional charge

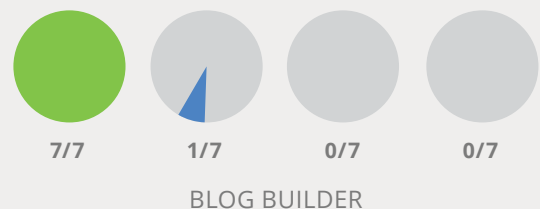**Included in SharpSpring, premium in Pardot**
Both SharpSpring and Pardot stack up evenly with their respective landing page builders, but that's only if you're paying for the premium package from Pardot or paying additional fees to raise the bar for a lower level bundle.

7/7   7/7   6/7   5/7

LANDING PAGE DESIGNER

REQUEST A DEMO

	SharpSpring from Constant Contact 10K Contacts Plan	pardot Advanced	pardot Plus	pardot Growth
TOTAL	7/7	1/7	0/7	0/7
Drag-and-Drop Editor	✓			
WYSIWYG Interface	✓			
Dynamic Content	✓			
Library of Responsive Templates	✓			
RSS Email Syndication	✓	✓		
Advance Post Scheduling	✓			
Social Sharing Widget	✓			

Blog builder unique to SharpSpring

If content is king, SharpSpring wins by offering a blog builder designed to crown your top-of-the funnel marketing and lead acquisition efforts. SharpSpring's blog builder is also dynamic, allowing the index page to automatically respond to a lead's attributes. Pardot relies upon 3rd-party integration tools to sync up to blog offerings like WordPress.
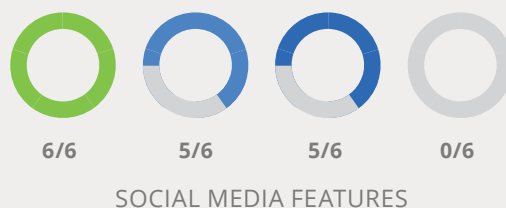
7/7   1/7   0/7   0/7

BLOG BUILDER

REQUEST A DEMO

SharpSpring from **Constant Contact**

	SharpSpring from Constant Contact 10K Contacts Plan	pardot Advanced	pardot Plus	pardot Growth
TOTAL	6/6	5/6	5/6	0/6
Social - CRM Integration	✔	$	$	$
Social Profiling	✔	✔	✔	$
Social Listening/Monitoring	✔	✔	✔	
Social Media Publishing	✔	✔	✔	
Social Monitoring Conversions	✔	✔	✔	
Content Calendar	✔	✔	✔	

$ = available for additional charge

Edge to SharpSpring in social features

Both platforms offer a variety of social media features, providing users with the ability to track conversions to and from social. A content calendar, which allows users to get a holistic view of all their scheduled emails, blog posts and social content is available with SharpSpring but is only offered with the higher Pardot tiers.
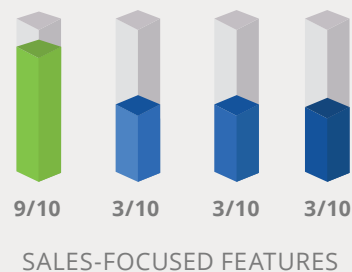
6/6   5/6   5/6   0/6

SOCIAL MEDIA FEATURES

REQUEST A DEMO

SharpSpring from **Constant Contact**

	SharpSpring from Constant Contact 10K Contacts Plan	pardot Advanced	pardot Plus	pardot Growth
TOTAL	9/10	3/10	3/10	3/10
Built-in CRM	✓	$	$	$
Sales Automation	✓	$	$	$
IMAP Syncing	$	3rd party	3rd party	3rd party
Custom Analytics and Dashboards	✓	$	$	$
Report Scheduling	✓	✓	✓	✓
Advanced Lead Scoring	✓	✓	✓	
Book Meetings	✓	$	$	$
Outbound Dialing/Call Tracking	✓	$	$	$
Custom Notifications	✓	✓	✓	✓
Shopping Cart Integration	✓	3rd party	3rd party	

SharpSpring wins on flexibility

Pardot is seamlessly integrated with Salesforce since they are part of the same company. If Salesforce is already your CRM, that's fine. SharpSpring offers a built-in CRM (no additional charge) and also integrates with countless others, including Salesforce.
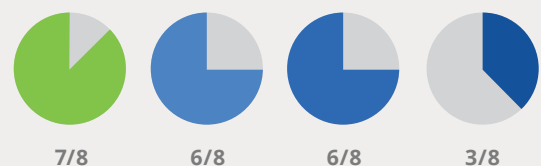
9/10   3/10   3/10   3/10

SALES-FOCUSED FEATURES

REQUEST A DEMO

	SharpSpring from Constant Contact 10K Contacts Plan	pardot Advanced	pardot Plus	pardot Growth
TOTAL	7/8	6/8	6/8	3/8
Universal CMS Compatibility	✔	**3rd party**		
Open API	✔	✔	✔	
Zapier Connections	✔	✔	✔	
PieSync Integration	✔	✔	✔	✔
Multiple Device Tracking	✔	✔	✔	$
Third-Party/Native Form Compatibility	✔	✔	✔	✔
Native Salesforce Integration	$	✔	✔	✔
Advanced Reporting	✔	$	$	$

$ = available for additional charge

Parity in platform features

The platforms stack up well here, with both offering key integrations that are of value to marketers. Pardot users buying in at the lowest level will still need the Salesforce CRM license that starts at $75/user per month. If you want the advanced reporting features offered by Pardot, expect another upcharge.

7/8   6/8   6/8   3/8

PLATFORM FEATURES

REQUEST A DEMO

	SharpSpring from Constant Contact 10K Contacts Plan	pardot Advanced	pardot Plus	pardot Growth
TOTAL	6/6	6/6	5/6	5/6
Phone Support	✔	✔	$	
Email Support	✔	✔	✔	✔
Ongoing Training	✔	✔	✔	✔
Platform Migration Support	✔	✔	✔	✔
Library of OnDemand Training Resources	✔	✔	✔	✔
Live Chat	✔	✔	✔	✔

$ = available for additional charge

Customer support is a key focus for both platforms
Both SharpSpring and Pardot offer platform migration support and a dedicated customer success manager, but Pardot limits full unlimited phone and email support to their Advanced bundle. Everybody else pays for that support.

6/6   6/6   5/6   5/6

CUSTOMER SUPPORT

REQUEST A DEMO

SharpSpring
from Constant Contact
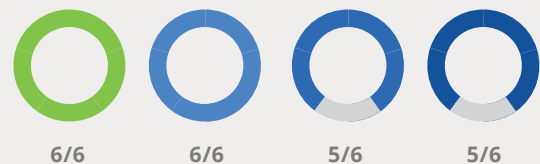
Grow your agency.

Tie your clients to you.

REQUEST A DEMO