

Picking the Right Tools for Your Next Campaign

Your marketing automation platform is central to how you align for campaigns. This resource will help you compare three of the most popular tools on the market - HubSpot Marketing Hub, Marketo, and Pardot.

Marketo

HubSpot

Pardot

Approach to Campaigns

HubSpot Marketing Hub

HubSpot aligns Sales and Marketing by unifying and democratizing access to customer data on a single platform. HubSpot's purpose-built campaign tools help the whole team reliably target and engage customers with deeply personalized messages. Custom and flexible reporting allow leaders to see what's working and make decisions faster to improve campaigns.

Marketo

Marketo uses Smart Campaigns as the engine that powers the rest of the marketing platform. Campaigns are organized around three main areas: the Smart List, the Flow, and Schedule. Users can leverage the Salesforce-Marketo connector or sync certain campaign types with Microsoft Dynamics 365 and manage their flows within Marketo or their Sales CRM.

Pardot

Pardot includes campaign functionality alongside core marketing features but many users opt to connect Pardot to Salesforce, and manage the two types of campaigns side-by-side. Administrators can choose to organize campaigns in any number of different ways by installing and enabling the Salesforce-Pardot connector. Once configured, Pardot users and Salesforce users will both be able to collaborate on campaigns, gain insight into leads, and engage with opportunities.

Approach to Pricing

HubSpot Marketing Hub

Know what you're paying for

Subscription: \$800 - \$3,200 per month for HubSpot Marketing Hub

Contacts: All non-marketing contacts are free, up to a limit of 15 million overall contacts. Only pay for marketing contacts -- meaning the contacts you want to target with marketing emails and ads.

Customer Support: Email, Phone, and Community Support Included

[Full Pricing & Packaging](#)

Marketo

Talk to a Sales Rep for pricing

Subscription: Four plans available

Contacts: All contacts in your database count towards your limit. Pay for every contact [Source](#)

Customer Support: Some support during business hours, full support at additional cost [Source](#)

[Full Pricing & Packaging](#)

Pardot

Mix and match

Subscription: \$1,250 - \$15,000 per month

Contacts: Only pay for mailable contacts, CRM contacts billed separately [Source](#)

Customer Support: Some support included, Premier support 30% of contract [Source](#)

[Full Pricing & Packaging](#)

Pricing Information Accessed 21 April 2021

Why choose HubSpot?

Save your business time

When asked if their marketing automation platform saves their business or organization time, more HubSpot users agree than users of either Marketo or Pardot:

How much do you agree with the statement, 'this product saves my business or organization time'? (% rating 9-10)

HubSpot

42%

Marketo

38%

Pardot

40%

A product you can trust

HubSpot users are also more likely to strongly agree that their platform is a product they trust:

How much do you agree with the statement, 'this is a product I can trust'? (% rating 9-10)

HubSpot

44%

Marketo

41%

Pardot

39%

Staying power

When asked if they'll be switching products in the next three years, HubSpot users are the least likely to look elsewhere:

How likely are you to switch to a different marketing automation product in the next 3 years? (% rating 9-10)

HubSpot

20%

Marketo

22%

Pardot

29%

The preferred alternative

For businesses that were likely to switch their marketing platform in the next three years, HubSpot was the preferred choice:

Which of the following products would you be most likely to switch to?

Marketo Users

Pardot Users

Switch to HubSpot

40%

36%

Switch to Marketo

—

33%

Switch to Pardot

27%

—

*This information is based on the results of a 3rd party survey paid for by HubSpot. A total of 2,014 qualified respondents completed the survey, including 1,424 in the US and 590 in Canada. To qualify for the survey, respondents were: Ages 18-65 | Software decision-makers | Currently use Sales/CRM, Marketing, Customer Service, CMS, and/or iPaaS software, including at least one of a specified set of brands.

Fieldwork was conducted December 10, 2020 - January 12, 2021. HubSpot sample = 300, Marketo sample = 169, Pardot sample = 136

What are customers saying?



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