Compare Reporting Tools

HubSpot’s CRM platform brings all of your data together in one central place to help you easily answer key business questions and empower your whole team by giving them access to the data they need to do their jobs, without waiting for help from an analyst or spending hours a day merging data in spreadsheets.

Marketo offers you the ability to get robust reporting from high-level engagement analytics as well as revenue reporting. Setup is done manually, which can take some time. Marketo will also need to be connected to the rest of your data in order to sync — either manually configured or using a standard package from your vendor.

ActiveCampaign also offers out of the box reporting and a custom report builder. However, you’ll still need to address the underlying data issues. You will also need to consider how your various sources of data are syncing, their timing, accuracy, etc. ActiveCampaign does not have key features like native web traffic analytics and sales forecasting.

A central home for all your marketing, sales, and service data

Unlike these alternatives — Pardot, Marketo, and ActiveCampaign — HubSpot gives you the option to expand your toolbox without sacrificing the connectivity of your data. While our Hubs for Marketing, Sales, Service, and Content Management can each work on their own — they become even more powerful when combined because they all draw from a single source of truth.

HubSpot is by far the easiest, most intuitive CRM platform for marketers that I have used. It’s light-years ahead of Pardot and Marketo. If you’re working on demand/lead generating, this platform is essential for running campaigns at scale and tracking your success.

Marketo is one of the few vendors that I use that truly understands the challenges that marketers face. It gives us a true north to work from, a foundation of truth that we can analyze and strategize from. It’s hands-down the best tool that the Marketo team has ever created.

A month after migrating our site onto HubSpot’s platform, I found something new and useful everyday. I especially enjoyed the easy modification capabilities, how they integrated with Slack, and how the dashboard and automation interface is very intuitive. I think that both are worth considering. Definitely provides metrics based content strategy and insightful activity guidance on a consistent basis.

We switched over from Salesforce and Pardot a few months ago. This makes it easier to manage the marketing, sales, and CRM in one. We’re able to better track our marketing efforts and enjoy the ease of use of HubSpot.

Marketo offers you the ability to get robust reporting from high-level engagement analytics as well as revenue reporting. Setup is done manually, which can take some time. Marketo will also need to be connected to the rest of your data in order to sync — either manually configured or using a standard package from your vendor.

HubSpot’s CRM platform brings all of your data together in one central place to help you easily answer key business questions and empower your whole team by giving them access to the data they need to do their jobs, without waiting for help from an analyst or spending hours a day merging data in spreadsheets.

Determining which solution has the reporting tools to help power your business can be difficult — below we break down how HubSpot compares to some popular alternatives.

HubSpot

Marketo offers you the ability to get robust reporting from high-level engagement analytics as well as revenue reporting. Setup is done manually, which can take some time. Marketo will also need to be connected to the rest of your data in order to sync — either manually configured or using a standard package from your vendor.

ActiveCampaign

Unlike these alternatives — Pardot, Marketo, and ActiveCampaign — HubSpot gives you the option to expand your toolbox without sacrificing the connectivity of your data. While our Hubs for Marketing, Sales, Service, and Content Management can each work on their own — they become even more powerful when combined because they all draw from a single source of truth.

HubSpot gives us a true north to work from, a foundation of truth that we can analyze and strategize from. It’s hands-down the best tool that the Marketo team has ever created.

A month after migrating our site onto HubSpot’s platform, I found something new and useful everyday. I especially enjoyed the easy modification capabilities, how they integrated with Slack, and how the dashboard and automation interface is very intuitive. I think that both are worth considering. Definitely provides metrics based content strategy and insightful activity guidance on a consistent basis.

We switched over from Salesforce and Pardot a few months ago. This makes it easier to manage the marketing, sales, and CRM in one. We’re able to better track our marketing efforts and enjoy the ease of use of HubSpot.

Marketo offers you the ability to get robust reporting from high-level engagement analytics as well as revenue reporting. Setup is done manually, which can take some time. Marketo will also need to be connected to the rest of your data in order to sync — either manually configured or using a standard package from your vendor.

HubSpot’s CRM platform brings all of your data together in one central place to help you easily answer key business questions and empower your whole team by giving them access to the data they need to do their jobs, without waiting for help from an analyst or spending hours a day merging data in spreadsheets.

Determining which solution has the reporting tools to help power your business can be difficult — below we break down how HubSpot compares to some popular alternatives.

HubSpot

Marketo offers you the ability to get robust reporting from high-level engagement analytics as well as revenue reporting. Setup is done manually, which can take some time. Marketo will also need to be connected to the rest of your data in order to sync — either manually configured or using a standard package from your vendor.

ActiveCampaign

Unlike these alternatives — Pardot, Marketo, and ActiveCampaign — HubSpot gives you the option to expand your toolbox without sacrificing the connectivity of your data. While our Hubs for Marketing, Sales, Service, and Content Management can each work on their own — they become even more powerful when combined because they all draw from a single source of truth.

HubSpot gives us a true north to work from, a foundation of truth that we can analyze and strategize from. It’s hands-down the best tool that the Marketo team has ever created.

A month after migrating our site onto HubSpot’s platform, I found something new and useful everyday. I especially enjoyed the easy modification capabilities, how they integrated with Slack, and how the dashboard and automation interface is very intuitive. I think that both are worth considering. Definitely provides metrics based content strategy and insightful activity guidance on a consistent basis.

We switched over from Salesforce and Pardot a few months ago. This makes it easier to manage the marketing, sales, and CRM in one. We’re able to better track our marketing efforts and enjoy the ease of use of HubSpot.

Marketo offers you the ability to get robust reporting from high-level engagement analytics as well as revenue reporting. Setup is done manually, which can take some time. Marketo will also need to be connected to the rest of your data in order to sync — either manually configured or using a standard package from your vendor.

HubSpot’s CRM platform brings all of your data together in one central place to help you easily answer key business questions and empower your whole team by giving them access to the data they need to do their jobs, without waiting for help from an analyst or spending hours a day merging data in spreadsheets.

Determining which solution has the reporting tools to help power your business can be difficult — below we break down how HubSpot compares to some popular alternatives.

HubSpot

Marketo offers you the ability to get robust reporting from high-level engagement analytics as well as revenue reporting. Setup is done manually, which can take some time. Marketo will also need to be connected to the rest of your data in order to sync — either manually configured or using a standard package from your vendor.

ActiveCampaign

Unlike these alternatives — Pardot, Marketo, and ActiveCampaign — HubSpot gives you the option to expand your toolbox without sacrificing the connectivity of your data. While our Hubs for Marketing, Sales, Service, and Content Management can each work on their own — they become even more powerful when combined because they all draw from a single source of truth.

HubSpot gives us a true north to work from, a foundation of truth that we can analyze and strategize from. It’s hands-down the best tool that the Marketo team has ever created.

A month after migrating our site onto HubSpot’s platform, I found something new and useful everyday. I especially enjoyed the easy modification capabilities, how they integrated with Slack, and how the dashboard and automation interface is very intuitive. I think that both are worth considering. Definitely provides metrics based content strategy and insightful activity guidance on a consistent basis.

We switched over from Salesforce and Pardot a few months ago. This makes it easier to manage the marketing, sales, and CRM in one. We’re able to better track our marketing efforts and enjoy the ease of use of HubSpot.

Marketo offers you the ability to get robust reporting from high-level engagement analytics as well as revenue reporting. Setup is done manually, which can take some time. Marketo will also need to be connected to the rest of your data in order to sync — either manually configured or using a standard package from your vendor.

HubSpot’s CRM platform brings all of your data together in one central place to help you easily answer key business questions and empower your whole team by giving them access to the data they need to do their jobs, without waiting for help from an analyst or spending hours a day merging data in spreadsheets.

Determining which solution has the reporting tools to help power your business can be difficult — below we break down how HubSpot compares to some popular alternatives.

HubSpot

Marketo offers you the ability to get robust reporting from high-level engagement analytics as well as revenue reporting. Setup is done manually, which can take some time. Marketo will also need to be connected to the rest of your data in order to sync — either manually configured or using a standard package from your vendor.

ActiveCampaign

Unlike these alternatives — Pardot, Marketo, and ActiveCampaign — HubSpot gives you the option to expand your toolbox without sacrificing the connectivity of your data. While our Hubs for Marketing, Sales, Service, and Content Management can each work on their own — they become even more powerful when combined because they all draw from a single source of truth.

HubSpot gives us a true north to work from, a foundation of truth that we can analyze and strategize from. It’s hands-down the best tool that the Marketo team has ever created.

A month after migrating our site onto HubSpot’s platform, I found something new and useful everyday. I especially enjoyed the easy modification capabilities, how they integrated with Slack, and how the dashboard and automation interface is very intuitive. I think that both are worth considering. Definitely provides metrics based content strategy and insightful activity guidance on a consistent basis.

We switched over from Salesforce and Pardot a few months ago. This makes it easier to manage the marketing, sales, and CRM in one. We’re able to better track our marketing efforts and enjoy the ease of use of HubSpot.

Marketo offers you the ability to get robust reporting from high-level engagement analytics as well as revenue reporting. Setup is done manually, which can take some time. Marketo will also need to be connected to the rest of your data in order to sync — either manually configured or using a standard package from your vendor.

HubSpot’s CRM platform brings all of your data together in one central place to help you easily answer key business questions and empower your whole team by giving them access to the data they need to do their jobs, without waiting for help from an analyst or spending hours a day merging data in spreadsheets.

Determining which solution has the reporting tools to help power your business can be difficult — below we break down how HubSpot compares to some popular alternatives.

HubSpot

Marketo offers you the ability to get robust reporting from high-level engagement analytics as well as revenue reporting. Setup is done manually, which can take some time. Marketo will also need to be connected to the rest of your data in order to sync — either manually configured or using a standard package from your vendor.

ActiveCampaign

Unlike these alternatives — Pardot, Marketo, and ActiveCampaign — HubSpot gives you the option to expand your toolbox without sacrificing the connectivity of your data. While our Hubs for Marketing, Sales, Service, and Content Management can each work on their own — they become even more powerful when combined because they all draw from a single source of truth.

HubSpot gives us a true north to work from, a foundation of truth that we can analyze and strategize from. It’s hands-down the best tool that the Marketo team has ever created.

A month after migrating our site onto HubSpot’s platform, I found something new and useful everyday. I especially enjoyed the easy modification capabilities, how they integrated with Slack, and how the dashboard and automation interface is very intuitive. I think that both are worth considering. Definitely provides metrics based content strategy and insightful activity guidance on a consistent basis.

We switched over from Salesforce and Pardot a few months ago. This makes it easier to manage the marketing, sales, and CRM in one. We’re able to better track our marketing efforts and enjoy the ease of use of HubSpot.