

WHAT'S THE DIFFERENCE?

Marketing Automation vs. Customer Relationship Management

A side-by-side comparison of Marketing Automation features vs. those of a customer relationship management (CRM) system, such as Salesforce or Zoho.

GENERATE MORE LEADS

CRM	MA	
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Import a CSV of leads.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Identify anonymous web traffic.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Use dynamic form fields for building complete lead profiles.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Integrate third-party and native forms.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Track email communication with leads.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Automatically connect on social media.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Qualify leads based on position in sales cycle.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Schedule an email to a lead for future delivery.

DRIVE SALES

CRM	MA	
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Score leads based on engagement and sales-readiness.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Gain valuable sales insights pertaining to a lead's interests.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Receive notifications when leads are sales ready.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Automatically segment leads based on their behavior.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Target messages for near one-on-one communication.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Access an illustrated timeline of a lead's activity with your website.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Experience increased engagement with segmented messages.

PROVE ROI

CRM	MA	
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Record deals won and lost.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Provide detailed email analytics.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Eliminate wasteful marketing spends.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Monitor a lead's activity on and offline.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Automatically calculate return on investment.