

WHAT'S THE DIFFERENCE?

Marketing Automation vs. Email Service Providers

A side-by-side comparison of Marketing Automation features vs. those of Email Service Providers (ESP), such as MailChimp, ConstantContact and Vertical Response.

GENERATE MORE LEADS

ESP	MA	
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Import lists of contacts.
<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 contact profiles.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Integrate third-party and native forms.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Adopt simple CSS for seamless forms.
<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 contact for future delivery.

DRIVE SALES

ESP	MA	
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Integrate with CRMs.
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Design emails easily.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Notify sales team of a lead's online activity.
<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 all emails that each contact received.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Experience increased engagement with segmented messages.

PROVE ROI

ESP	MA	
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Track open and click-through rates.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Report on website behavior.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Identify a contact's position in sales process.
<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.