


HubSpot, SharpSpring, Marketo

Comparison Matrix

			
For who? All-sized associations	For who? Medium-sized associations, with tighter budgets	For who? Enterprise associations	
For what? Looking to grow under HubSpot's coined 'inbound' lead gen and nurture philosophy.	For what? Looking to grow through concerted lead gen and nurture efforts.	For what? Looking for a custom-built solution for lead gen and nurturing.	
Features			
Analytics/ROI tracking	✓	✓	✓
Automation workflows	✓	✓	✓
Blog capability	✓	✓	
Customer Relationship Management System (CRM)	✓	✓	
Content Management System (CMS)	✓		
Dynamic content	✓	✓	✓
Forms and landing pages	✓	✓	✓
Lead scoring & segmentation	✓	✓	✓
Predictive analytics	✓	✓	✓
Personalization	✓	✓	✓
Retargeting	✓	✓	✓
Sales tools	✓	✓	✓
Search Engine Optimization (SEO) Management	✓	✓	✓
Services Management System (SMS)	✓	✓	
Social media management	✓	✓	✓
Split testing	✓	✓	✓
Transactional emails	✓		