

HubSpot vs. Marketo vs. Pardot: What You Get for What You Pay For

When deciding which marketing automation platform to work with, there's several considerations to take into account such as features, integration, and your organization's specific priorities and resources. When making a business case for switching to an automation platform instead of keeping various marketing functions siloed, you also need to factor in the prices of these platforms. The three most popular automated martech solutions are HubSpot, Marketo, and Pardot. While they may have similar end goals, each of them has totally different functionalities and bonuses and disadvantages, as well as pricing models. Here's what you can expect in terms of pricing when it comes to the three major platforms.

Marketo

Marketo is popular in the high tech industry and organizations with incredibly complex marketing needs, where you can control almost every aspect of the platform via stack. Subsequently, Marketo is both the most expensive platform of the three major ones and also has relatively oblique pricing with no free trial available. The pricing is oblique because it's based on how many contacts are in your marketing database opposed to a unified subscription fee.

Marketo primarily sells customized versions of the platform with all features included along with specialized bundles based on your organization's area of focus. The five main bundles are for lead management, email marketing, consumer marketing, customer base marketing, and mobile marketing. The lead management bundle has three cumulative tiers for Basic, Pro, and Elite, and a customized Enterprise tier. The basic version starts around \$3,995 per month with an unlimited amount of marketing users and a limit of 10 for the CRM sales dashboard. The chief features are the customer engagement engine and lead scoring, segmenting, and nurturing tools since Marketo is known for the high degrees of segmentation that it enables. Email, landing pages, and forms are also included in the basic version along with A/B testing, sales intelligence, and social marketing. Pro is the most popular since it has all of the basic features but also includes digital ads, API integration, content management, and campaign analysis tools. Pro also lets you add more users for the CRM dashboard. The elite version provides all of the features in pro and basic along with more sophisticated tools like the success path analyzer, revenue modeler, anonymous retargeting, and more.

Pardot

As Salesforce's automation solution, Pardot offers the most seamless CRM integration if you're already a Salesforce user. Pardot's B2B marketing automation comes in three different price tiers: Growth, Plus, and Advanced. While the base subscription fees are monthly, you are billed annually. Each monthly fee is based on a limit of 10,000 users in your marketing database so the prices increase based on how many more users you are marketing to. Salesforce Engage is available as an add-on for \$50 per month per user regardless of product tier.

The Growth tier starts at \$1,250 per month and includes basic features like email marketing, tracked social posts, and lead nurturing and engagement. Some features are available in limited form such as SEO keyword monitoring, where you are limited to 100 keywords per month. There are other features available in the Plus and Advanced tiers where you can pay an extra fee to unlock them like multivariate landing page testing, social profiling, advanced email analytics, and more.

Plus tier is the most popular which starts at \$2,500 per month. It includes substantially more features that are either missing, limited quantity, or only available as paid add-ons in the Growth version. Multi-touch attribution models, B2B marketing analytics, email A/B testing, and other features become available at the Plus tier. Dedicated IP addresses are also available for additional charges and Plus users get up to 10 SSL vanity domains and 250 keywords to monitor. Advanced tier opens up all Pardot features as well as advanced capabilities like 100,000 API calls per day and unlimited custom object integration (this feature is a paid add-on in Plus, as is custom user roles and permissions.) Up to 1,000 keywords can be monitored per month and 150 automation rules set, compared to 50 for Growth and 100 for Plus.

HubSpot

HubSpot Marketing Hub offers a large variety of pricing for all budget levels and needs. The higher tier versions with marketing automation capabilities start at \$800 per month for professional and \$2,400 per month for enterprise which are billed annually, with special discounts for seed-stage and Series A startups that qualify for HubSpot's startups program.

The professional version offers SEO and content strategy, smart content, attribution reporting, and Salesforce integration in addition the wide array of features found in the lower tiers like conversational bots, dedicated support, and mobile optimization. HubSpot Enterprise has the most advanced features like event-based segmentation, predictive lead scoring, custom event triggers, and more. Service Hub, the customer experience and promotion tool, is available as an add-on for \$400 per month with or separately of a Marketing Hub subscription.

HubSpot is like the Apple of marketing automation platforms because virtually everything you need is included with a turnkey approach. You and your team members don't need intensive technical knowledge to customize it to your organization's needs. Marketo and Pardot are more like the PCs of the marketing automation world, where you have to purchase various add-ons and technical skills are imperative to really get the platforms to work for you. HubSpot is the most versatile and user-friendly choice.