



2023 Marketing Platform Comparison Guide

15 vendors evaluated on six key features across the marketing funnel—from email to social advertising, marketing automation to AI, and SMS to CRM.

What is a Marketing Platform?

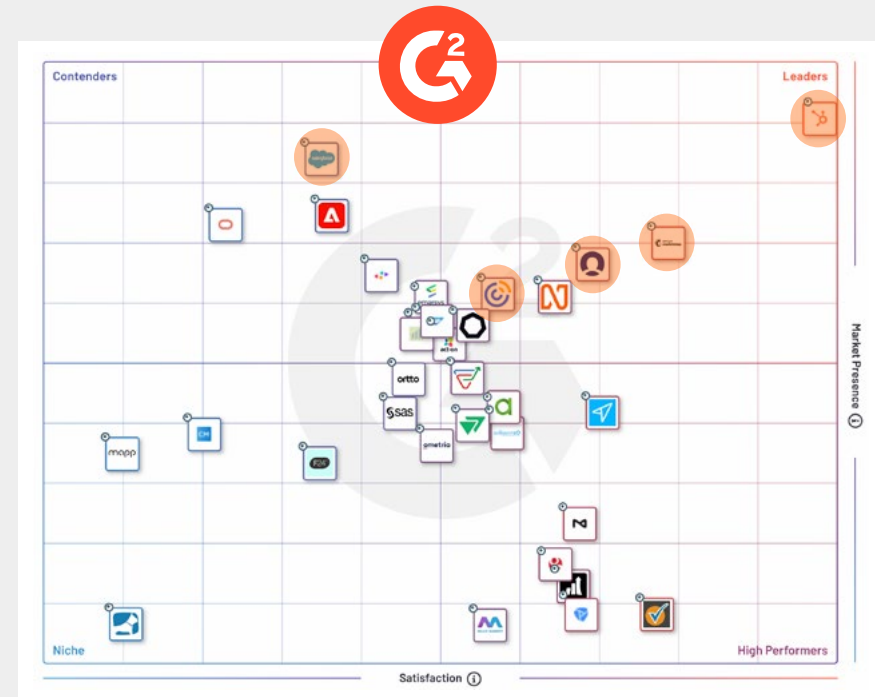
Marketing platforms consist of a comprehensive set of tools that help businesses take their marketing to the next level and power their growth. They enable you to manage all your marketing in one place with integrated tools to drive new leads and customers, automate the buying journey, and stay connected with your audience with personalized communication.

Key features to look for:

- Email, social, and paid advertising
- List-building tools
- Automation and segmentation
- Personalization tools
- Dashboards and custom reporting
- Integrations with existing tools

How does the G2 Grid® for Marketing Platforms work?

G2 scores products and sellers based on reviews gathered from our user community, as well as data aggregated from online sources and social networks. Together, these scores are mapped on a proprietary G2 Grid®, which you can use to compare products, streamline the buying process, and quickly identify the best products based on the experiences of your peers.

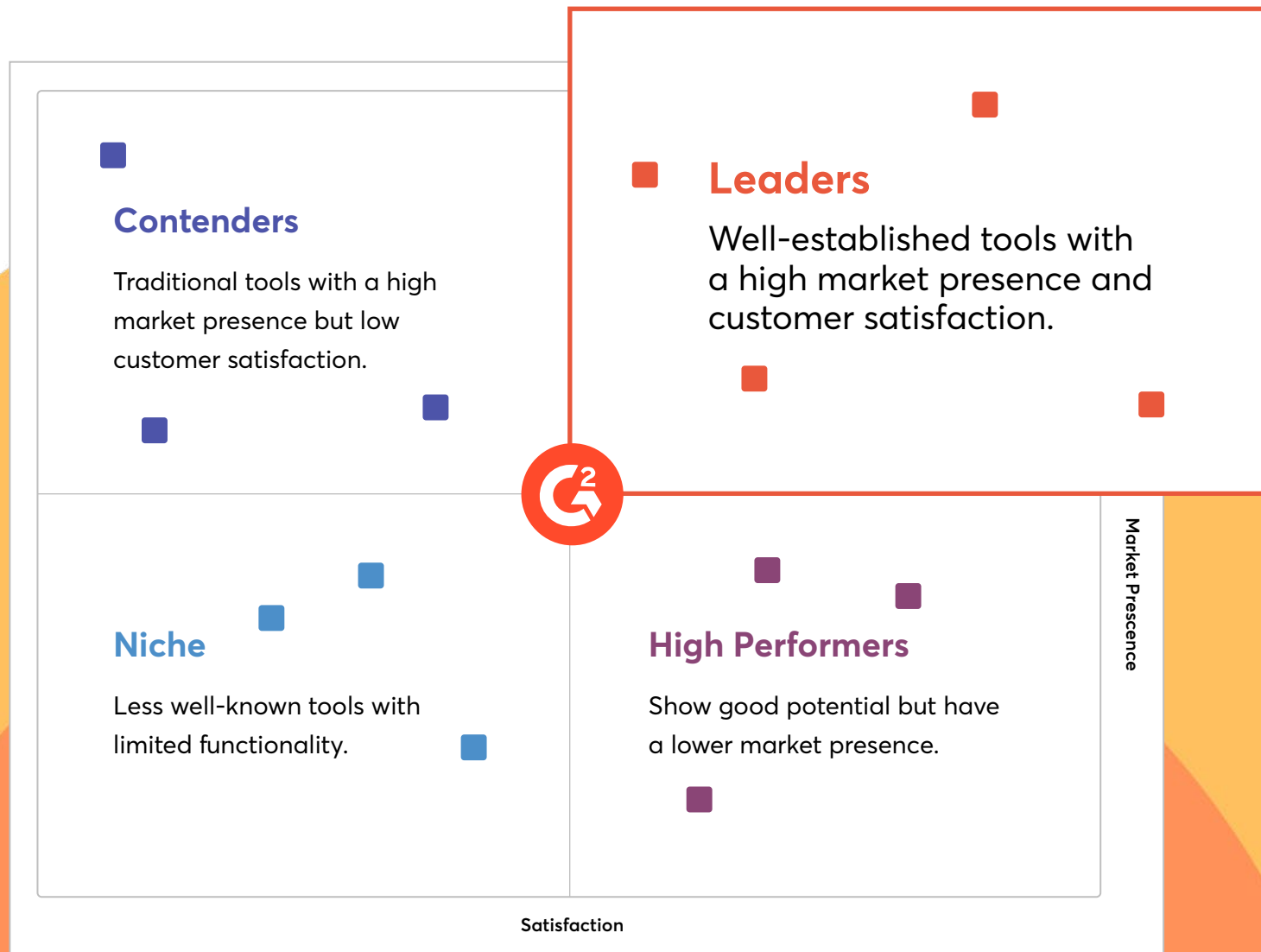


Top 5 Marketing Platform Companies on G2:

- 1 HubSpot
- 2 MailChimp
- 3 MoEngage
- 4 Salesforce
- 5 Constant Contact

Comparing the Leaders

Using the G2 Grid® this guide evaluates marketing platform leaders across six categories of the marketing funnel:
Email marketing, Social Media Advertising, SMS Marketing, Marketing Automation, AI Writing Assistant,
and Customer Relationship Management.





Choosing a marketing platform with advanced features

Many vendors have tiers with different price points and included features to help you evaluate marketing platforms. Choosing the right tier typically depends on whether your business is just starting out, up and running, or ready to scale.

If you're running on all cylinders and need a robust marketing platform, look for the "Premium" or "Pro" package.

For most marketing platforms, the Premium tier includes the growth tools and user access needed to scale your business and take your marketing to the next level.

- Dedicated onboarding
- Number of users
- Customization
- Advanced reporting
- Phone support
- Advanced features like paid ads

Premium		
Lite		Standard
— — — — — —	— — — — — — — —	— — — — — —

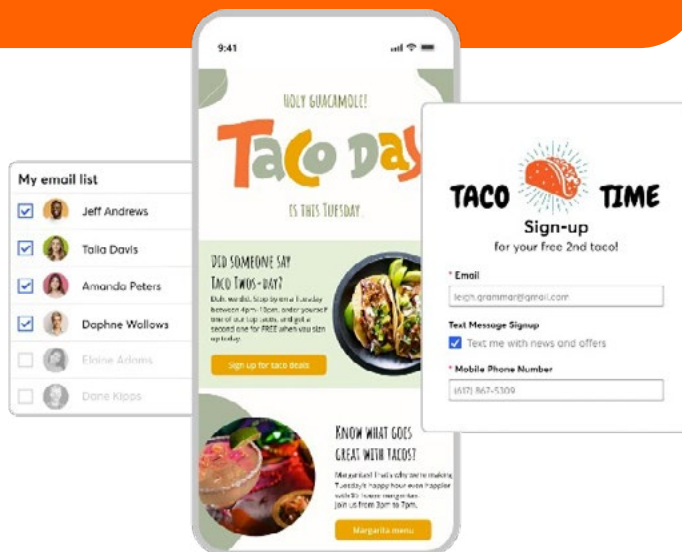
Email Marketing

Email marketing can best be described as a marketing strategy that uses emails to generate measurable returns for your business. Studies show that email marketing continues to outperform other digital marketing channels including social media and paid search with an averages a return of \$36 for every dollar spent.

Key features to look for:

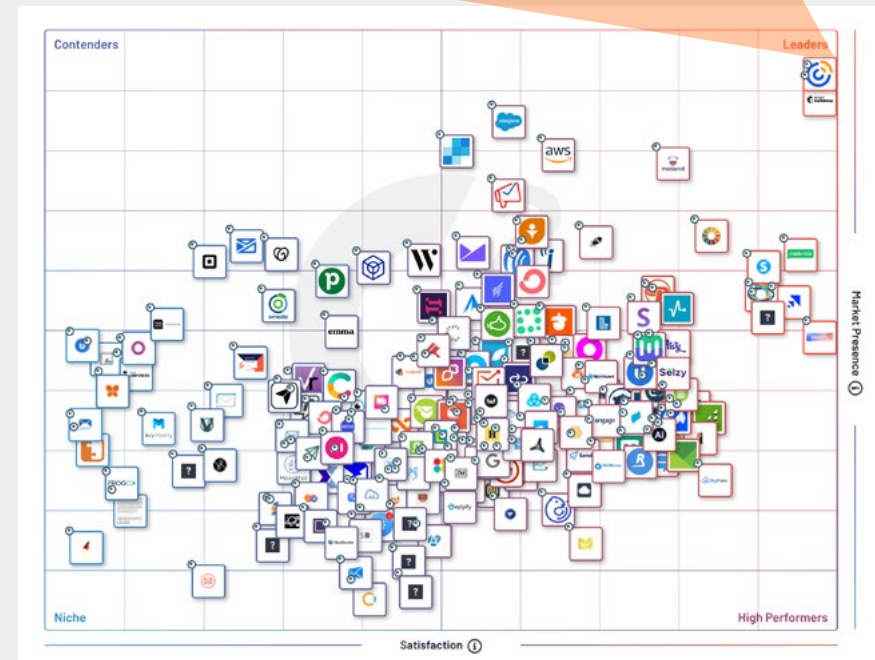
- Wide variety of email templates
- Drag and drop editor
- Automated paths
- Campaign scheduling
- Performance tracking
- Dynamic content

Constant Contact Ranks #1 for Email Marketing out of 543 listings.



Top leaders for email marketing

G2® Rating - High-Volume Sending



Starting Price for Premium/Pro Plan with 2K Contacts



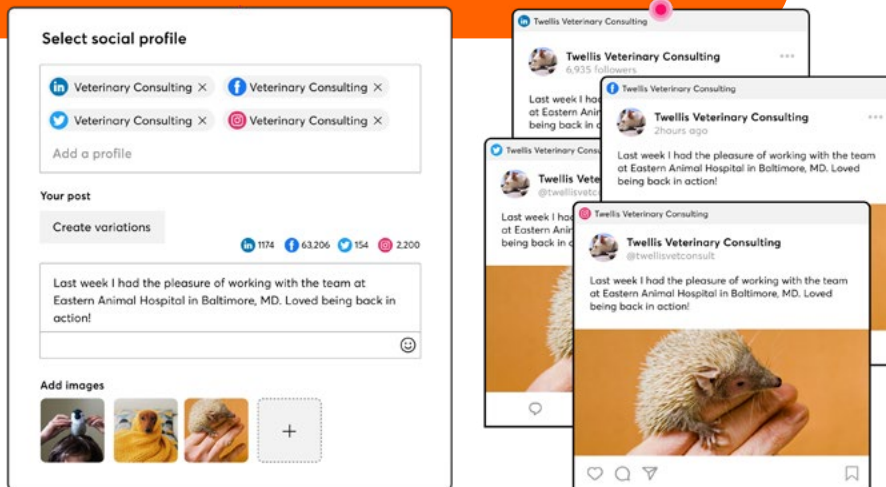
Social Media Advertising

As opposed to unpaid, organic posts, paid social is sponsored, paid advertising on social channels. These social media campaigns are intended to get more eyes on your brand through targeted ads directed at custom audiences. Paid social is an essential component of a successful digital marketing strategy.

Key features to look for:

- Dedicated Ads Manager
- Tools for uploading or creating social ads
- Lead ads
- Facebook paid ads
- Instagram paid ads
- Lookalike advertising

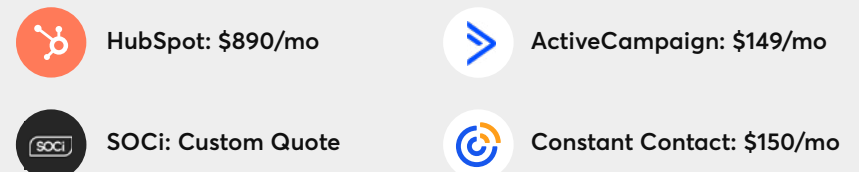
ROI of social media marketing is around
\$2.80 for every \$1 spent



Top Leaders for Social Media Advertising: G2® Rating - Social Ads/Advertising



Starting Price for Premium/Pro Plan with 2K Contacts



SMS Marketing

SMS stands for "short message service", and SMS marketing is often thought of as another term for text messaging, but in reality it's so much more than that. Some of the things that make SMS marketing so important include its high open rates, timeliness, and delivery to generally-receptive audiences.

Key features to look for:

- AI content generation
- Easy-to-use editor
- Built-in link shortener
- Live preview
- Test sends
- Setting up your outbound number

91% of consumers are interested in signing up for texts¹.

Create message
Write your SMS message.

Sender name
Company name

SMS message
Hi Katharine, Pets in the Park is in need of 20 more volunteers for our picnic on Saturday. Sign up here: <https://conta.cc/nonprofit>

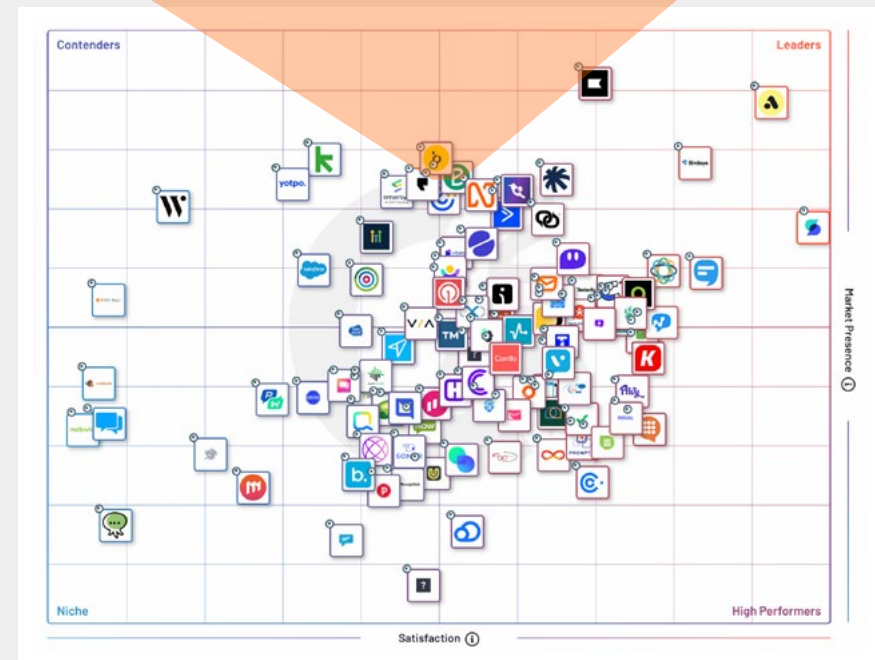
1 SMS

Opt-out message
Reply STOP to unsubscribe

Hi Katharine, Pets in the Park is in need of 20 more volunteers for our picnic on Saturday. Sign up here: <https://conta.cc/nonprofit>
Reply STOP to unsubscribe

Top Leaders for SMS Marketing:

G2® Rating - SMS Platform Automation



Starting Price for Premium/Pro Plan with 2K Contacts



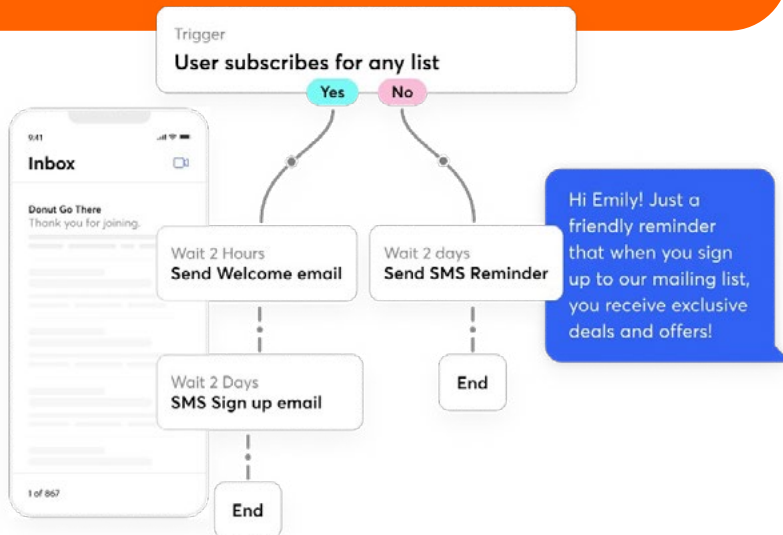
Marketing Automation

Marketing automation is a marketing approach that assigns repetitive marketing tasks to computer software. Taking cues from your business's predetermined workflows, automated programs perform vital duties across today's most common marketing channels like email marketing, social media profiles, landing pages, and more.

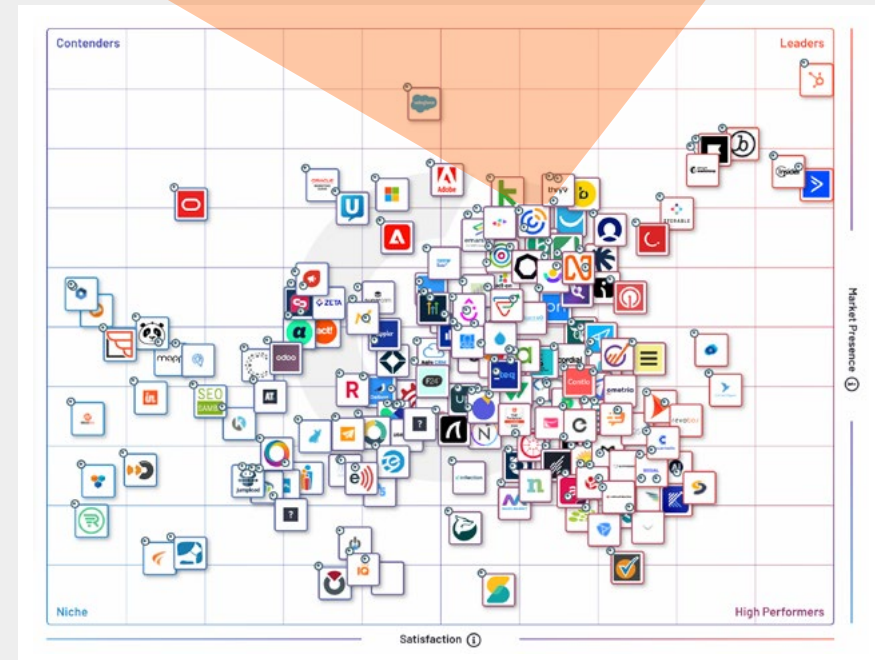
Key features to look for:

- Pre-built template paths
- Integrations with existing tools
- Custom automaton paths
- Revenue reporting
- Personalization
- Segmentation

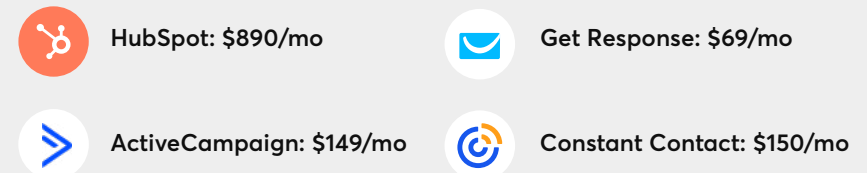
Marketers using marketing automation are more than **2X more likely** to see a **significant revenue increase¹**.



Top Leaders for Marketing Automation: G2® Rating - Workflow Capability



Starting Price for Premium/Pro Plan with 2K Contacts



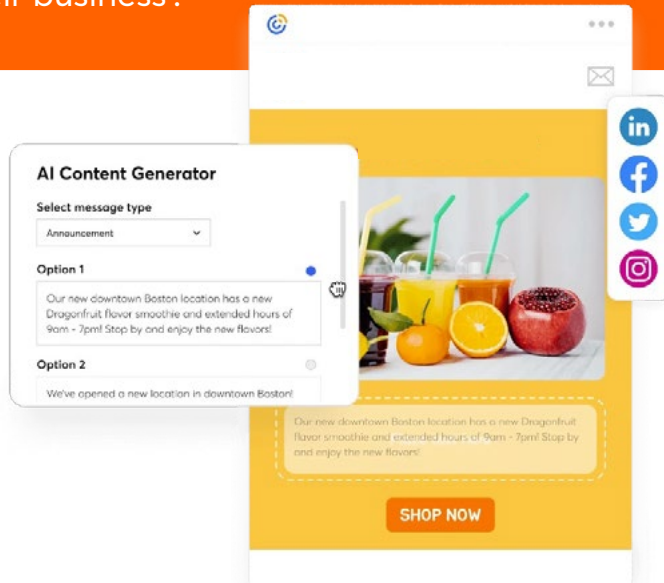
AI Writing Assistant

Build your story and speak to customers with less effort. Just type in a few keywords and watch messaging content appear before your eyes. That's the power of AI. AI can be used to generate content such as blog posts, social media posts, and product descriptions. This can help small businesses save time and resources while still creating high-quality content.

Key features to look for:

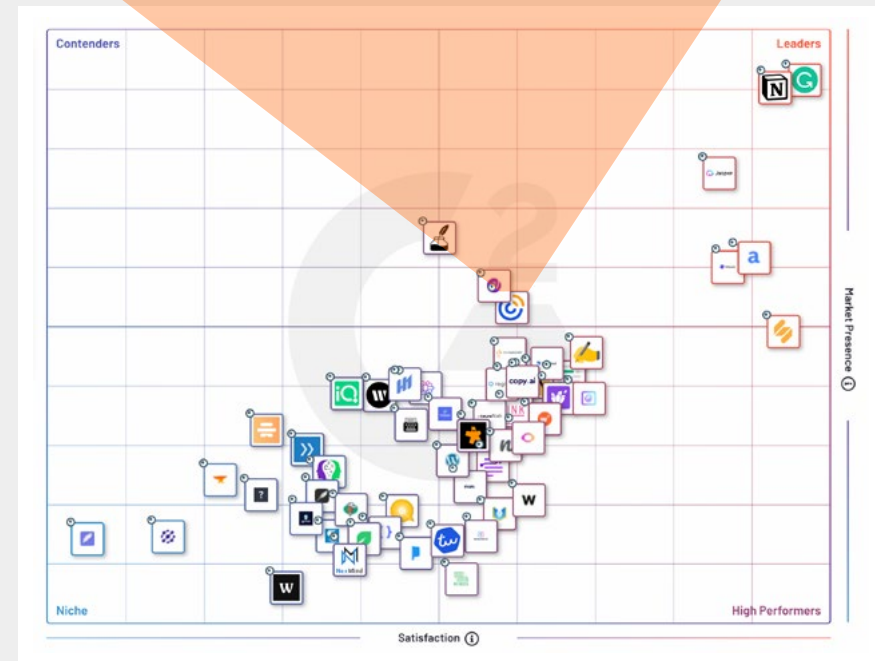
- Content generation
- Grammar check
- Idea recommendation
- Sentence formatting
- Tone check

74% of small businesses are interested in using AI or automation in their business¹.

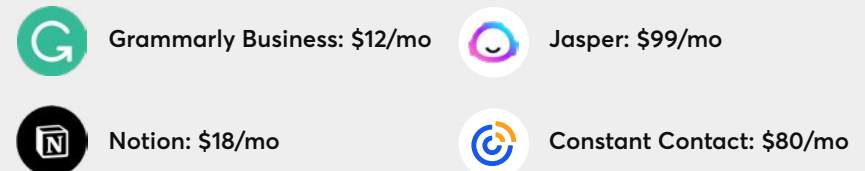


Top Leaders for AI Writing Assistant:

G2® Rating - Ease of Setup



Starting Price for Premium/Pro Plan



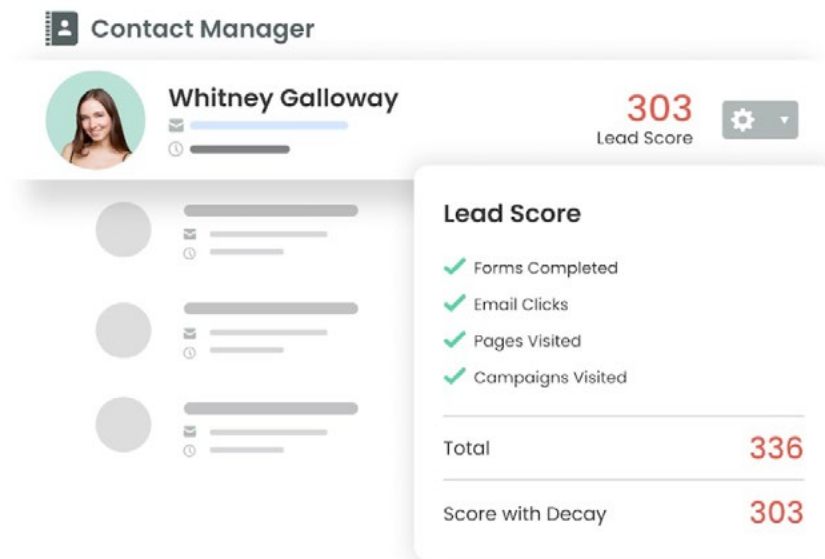
CRM

Customer relationship management, or CRM, refers to software that helps businesses foster and sustain mutually beneficial relationships with customers. A CRM platform provides tools that streamline the processes of customer communication at every stage of the customer journey.

Key features to look for:

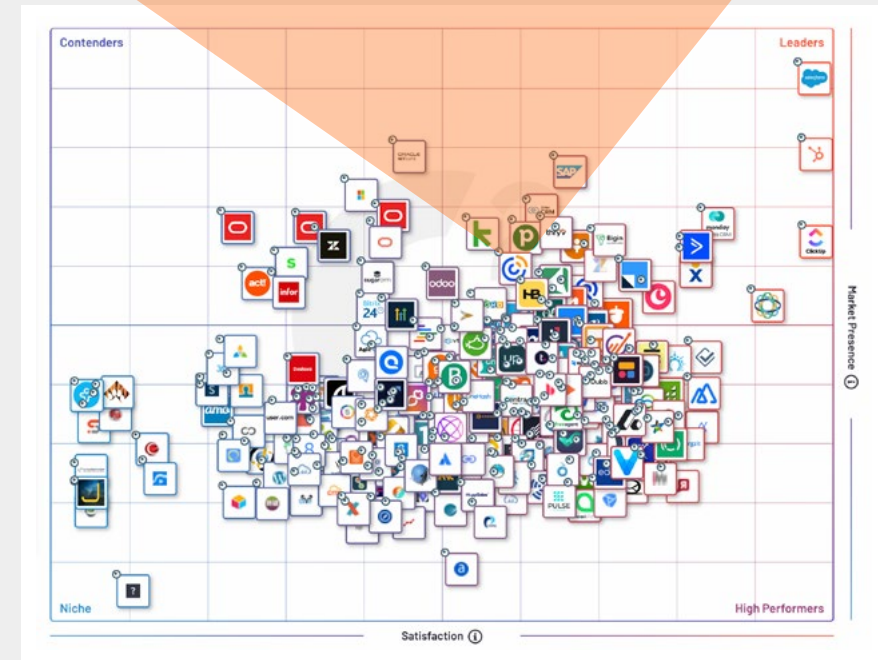
- Contact management
- Automated workflows
- Integrations with existing tools
- Custom fields
- Pipeline management

The average return on investment for CRM is **\$8.71 for every dollar spent¹**.

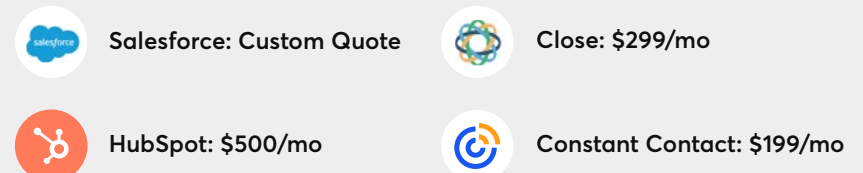


Top Leaders for CRM:

G2® Rating - Ease of Use



Starting Price for Premium/Pro Plan for CRM Tool



Constant Contact is a Leader among marketing platforms

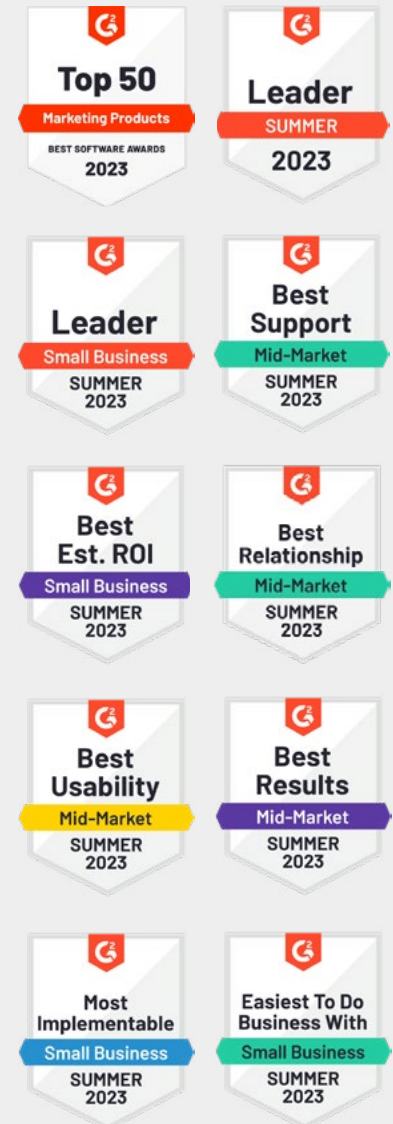
The Results are Clear

Of the dozens of marketing platforms rated by the G2 Scoring Grid®, **only Constant Contact** consistently earns placement in the **top right Leadership quadrant** across all six key categories of the marketing funnel.

	Hubspot	MailChimp	MoEngage	SalesForce	Constant Contact
1 Email Marketing	Not listed	Leader (2)	Not listed	Leader (12)	Leader (1)
2 Social Media Advertising	Leader (1)	Leader (2)	Not listed	Not listed	Leader (5)
3 SMS Marketing	Not listed	Not listed	Not listed	Contender (61)	Leader (21)
4 Marketing Automation	Leader (1)	Leader (6)	Leader (11)	Contender (12)	Leader (17)
5 AI Writing Assistant	Not listed	Not listed	Not listed	Not listed	Leader (10)
6 CRM	Leader (2)	Not listed	Not listed	Leader (1)	Leader (26)

(#) indicates category rank

G2 Leader Summer 2023



Build an entire digital marketing funnel with one robust and cost-effective set of tools

Consolidation yields superior results

As a clear leader with strengths across every aspect of digital marketing, **Constant Contact has the ability to fully replace an entire stack of martech solutions.**

Today, [44% of marketing teams](#) are using four or more tools to execute their strategy, with average monthly spend adding up to \$5,000.

This bloat and inefficiency costs organizations across the globe millions in annual expenditures that are not only unnecessary, but counterproductive.

A piecemeal approach leads to disconnected data and wasted time as teams wrestle with out-of-sync information across multiple databases.

Consolidation with a well-rounded suite like Constant Contact is more than a wise cost-saving mechanism. By unifying data across the funnel, campaigns can be integrated seamlessly across a variety of media. Marketing teams enjoy simpler processes and greater efficiency.

And above all, organizations are able to achieve increased conversions by trusting their strategy to a single partner with a well-established reputation for leadership across the board.

Constant Contact Premium

From custom segmentation to advanced automation, SMS to social, AI to revenue attribution, Constant Contact Premium has every advanced marketing tool you need to build and grow your business.



Attract a larger audience by meeting them across the channels they engage with most



Engage with personalized content tailored to unique segments delivered with powerfully flexible automation



Grow with better conversion across a centrally connected digital marketing ecosystem