



WHY PARDOT OVER HUBSPOT

Why Marketers Love Pardot:

- Pardot includes nurturing, lead scoring and prospect tracking out of the gate giving marketers the tools for success.
- Pardot provides analytics via its detailed reporting capabilities which helps marketers with ROI, email analytics, customer lifecycle, pipeline stages, adword campaigns, webinars, lead conversions and more.
- CRM Integration with Salesforce provides the ultimate platform where Sales and marketing can cohesively work together to drive leads and close business with real time accurate data.

Key factors with Pardot and Salesforce Integration:

- Provides automatic, real-time notifications for sales reps of prospect activity.
- Easy calculation of Cost per opportunity and Marketing ROI
- Prospect scoring and grading allowing sales reps to be more strategic.
- Analytics for prospect engagement – page views, forms, social and more.

Competitive Talk Track...why customers migrate to Pardot

“Hubspot works great BUT does not have the tools to take advantage of the abundance of data to make you an effective marketer.”

Customer Feedback

The reporting features of Hubspot are not uniform throughout the platform as there are many preset fields.

Customer Feedback

Hubspot may appear cheap out of the gate, but as you build your lists it becomes pricey.

Customer Feedback

Hubspot’s lead nurturing only allows you to send emails to contacts with basic segmentation.

Customer Feedback

Hubspot has easy integration with Websites and Blogs.

Customer Feedback

Pardot Salesforce integration enables strategic reporting.

Salesforce Benefit

With Pardot there is a ton of flexibility with custom fields.

Our Comeback

Hubspot charges customers more money as they become more successful by charging more for additional lists.

Our Comeback

Pardot provides various segmentation rules and email tools allowing marketers to build strategic nurturing campaigns.

Our Comeback

Salesforce also provides integration to websites and blogs, but...offers more tools to track the engagement and activity on those sites and blogs.

Our Comeback