



ActiveCampaign battlecard

their positioning + messaging

A "customer experience automation" platform

"the #1 automation platform"

A tool to "Grow your business"

the TLDR

Constant Contact wins in many areas against ActiveCampaign including in price and feature offerings. All of our package levels and contact tiers are more affordable. We're also happy to offer SMS add-on at any plan level, have social media marketing tools, and event management.

where they win

- ActiveCampaign scores higher on G2 (also Quality of Support), Capterra, and TrustRadius than **CTCT**
- Has transactional emails

where we win

- **CTCT** is more affordable across all package levels and contact tiers
- **CTCT's** starting price is \$12 whereas AC's starting price is \$39
- SMS Add-on is offered for any plan
- **CTCT** offers social posting and monitoring
- **CTCT** offers event management
- Our Lite plan has fewer limits

notable differences

	ActiveCampaign	CTCT
Landing Pages	Offered at Plus Package	Offered at Lite Package
eCommerce Integrations	Offered at Plus Package	Offered at Lite Package
SMS Add-on	Need a Plus Package or Higher	Offered at every Package level
Social Posting		✓
Event Management		✓
Transactional Emails	✓	

handling a competitive conversation

- **Acknowledge** - show them we understand our competitors and their positive attributes
- **Position** - use softener statement to then transition into telling them there are differences
- **Differentiate** - describe a benefit that takes on a pain point or a challenge the customer is facing
- **Redirect** - ask an open ended question based on the initial objection