



Brevo

battlecard



their positioning + messaging

- "empowers businesses to build meaningful relationships with their customers"
- "CRM suite that helps business grow in a rapidly changing digital world"
- "smartest and most intuitive platform for growing businesses"
- "the best alternative"

the TLDR

While Brevo offers unlimited contacts at all levels, they heavily limit the number of emails sent per month in their free option. **Constant Contact** offers more affordable starting pricing in our Lite Package and we offer a great number of features not enjoyed by Brevo customers such as: a more robust **AI Content Generator**, social media marketing, and phone support at all levels.

where they win

- Offers unlimited contacts for all packages, including Free
- Offers a Free plan (300 emails/day limit)
- Offers a pay-as-you-go plan
- Ranks higher on G2 compared to **CTCT** (including ease of use, quality of support, and ease of setup)

where we win

- **CTCT** offers a more affordable starting price for our Lite package starting at \$12, compared to \$25 for Brevo's Starter package
- **CTCT** offers an AI Content Generator that creates content for email, SMS, and social
- **CTCT** allows for social media marketing (create and post)
- **CTCT** offers phone support at all package levels
- We offer offer nonprofits a 20% 6-month prepay discount and 30% for 12-month prepay

notable differences

Brevo

CTCT

Social Posting & Monitoring		✓
AI Content Generator	Email & Chat Only	Email, Social, & SMS
Phone Support	Only offered in Business Package	Offered at all Package levels
Unlimited Contacts	✓	
Send Time Optimization	✓	
Transactional Emails	✓	

handling a competitive conversation

- **Acknowledge** - show them we understand our competitors and their positive attributes
- **Position** - use soften 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