



Campaign Monitor battlecard

their positioning + messaging

Email marketing and automation tool

"Powerful email marketing software with drag-and-drop simplicity"

"Straightforward" & "Easy to use"

the TLDR

Campaign Monitor may beat us in price in our lite and standard packages but we have a more affordable starting price for our Premium offering. **Constant Contact** also boasts a more robust feature offering including: Event Management, AI Content Generation, Social Posting. We also offer stronger discounts for non profit organizations.

where they win

- Starting price is cheaper for Lite (\$11) and Essentials (\$19) package compared to **CTCT's** Lite (\$12) and Standard (\$35) package
- CM's Lite and Essentials package is cheaper at all contact tiers compared to **CTCT's** Lite and Standard plan
- Ranks higher in ease of use and ease of setup on G2

where we win

- **CTCT** offers a more affordable starting price for our Premium package at \$80, compared to \$149 for CM's Premier package
- Offers an AI Content Generator that creates content for email, SMS, and social
- **CTCT** offers phone support at all package levels
- **CTCT** offers nonprofits and charities a 20% 6-month prepay discount and 30% for 12-month prepay, whereas CM offers a 15% discount

notable differences

	CM	CTCT
Social Posting		✓
Event Management		✓
AI Content Generator	Email	Email, SMS, & Social
Phone Support	Only offered in Premium package	Offered at all package levels
Send Time Optimization	✓	
Non-Profit Discount	15% discount	20% for 6/mo prepay 30% for 12/mo prepay

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