Constant Contact

Marketing & Sales Platform Comparison Guide

HubSpot   keap   Active Campaign »   Adobe   salesforce

It can be hard to know when to take your marketing tools to the next level.

If you are struggling with lead generation and bridging the gap between sales and marketing, then it's time to choose a marketing tool that can automate the buying journey, simplify attribution, and motivate your prospects to buy.

This guide will help you ask the right questions, compare tools, and make the right decision on which platform is right for your business.

Lead Gen & CRM from Constant Contact

Lead Gen & CRM from Constant Contact is a streamlined marketing and sales platform that helps businesses generate and nurture qualified leads, measure marketing success, and generate more revenue. In this guide, we'll help you understand exactly what Lead Gen & CRM brings to the table and how it stacks up against its competitors.

This guide will help you:

- Understand which features and capabilities are best for your unique business needs.
- Determine which tools have those "must-have" features .
- See how actual, current customers use and rate the tools on the market.
- Compare terms to ensure you're choosing a tool that will scale with your needs.
- See side-by-side pricing to determine impact to your budget.

Our Key Features

Attract

Reach your audience & grow your pipeline with a digital marketing platform that streamlines lead generation.

- Lead Capture Tools
- Social Media Hub
- Lead Scoring
- Retargeting Ads

Nurture

Deliver the right messages at just the right time with a centralized CRM & customizable automations.

- CRM
- Automation
- Dynamic Content

Grow

Measure marketing impact with real-time insights & analytics on marketing influence on sales, pipeline, & revenue.

- Life of the Lead Tracking
- Sales Dashboards
- Customizable Reporting

Getting Started with Automation:

Ask Yourself These Key Questions

Before selecting the marketing automation platform that's best for your business, be sure you know the answers to these important questions:

- What are your business objectives?
- How can marketing contribute to these objectives?
- When it comes to marketing efforts, where do you spend most of your time?
- What is your measurement for success?
- Is your organization's leadership ready and invested in an advanced marketing solution?
- What is your budget?

Quick Reference Chart

	Highest rated feature by G2	Overall G2 Rating	Cost (5k contacts)
HubSpot Marketing Hub	Sending Outbound Emails - Marketing Automation	★★★★⯨ 4.4 / 5	Professional package with 7k contacts starting at $1,024.72/mo
keap	Campaign Management	★★★★⯨ 4.2 / 5	Professional package with 5k contacts starting at $229/mo
Active Campaign Marketing + Sales	Automated Email Responses - Marketing Automation	★★★★⯨ 4.6 / 5	Marketing + Sales professional bundle with 5k contacts starting at $445.58/mo
Adobe Marketo Engage	Sending Outbound Emails - Marketing Automation	★★★★☆ 4.1 / 5	Cost not listed on website
salesforce Marketing Cloud Account Engagement	Sending Outbound Emails - Marketing Automation	★★★★☆ 4 / 5	Growth package with 10k contacts starting at $1,250/mo
Constant Contact Lead Gen & CRM	Lead Scoring and Grading	★★★★⯨ 4.5 / 5	Essential package with 5k contacts starting at $199/mo

HubSpot

★★★★⯨ 4.4 / 5

HubSpot Marketing Hub

Founded in 2006, HubSpot launched the inbound concept. HubSpot Marketing Hub is a powerful platform that provides a high volume of content. HubSpot's pricing is on the high end of the spectrum, and annual payment up-front is required.

Professional package with 7k contacts starting at $1,024.72/mo

VS

Constant Contact

★★★★⯨ 4.5 / 5

Lead Gen & CRM

Constant Contact Lead Gen & CRM includes the same essential features as HubSpot Marketing Hub at a fraction of the price, and with month-to-month plans.

G2 Reviewers say:

- Lead Gen & CRM is easier to use, set up, administer, and better meets the needs of the business overall
- They prefer the quality of Constant Contact for ongoing product support
- They prefer Constant Contact's feature updates and roadmaps

Essential package with 5k contacts starting at $199/mo

Where Constant Contact Wins

Constant Contact Lead Gen & CRM rates higher than HubSpot Marketing Hub on 69 out of 80 features when compared head-to-head by G2 reviewers.

Lead Nurturing

Constant Contact
9/10

HubSpot
8.5/10

"We've improved our repeatable follow ups with the automation and have dramatically improved our lead nurturing. It's a much better value than Hubspot and much easier to use than Marketo or Eloqua (not to mention tons cheaper)."

ROI Tracking

Constant Contact
9/10

HubSpot
7.8/10

"We're solving the critical problem of being able to engage with potential clients, automating certain marketing tasks, and allowing us to truly understand the ROI of our different marketing efforts."

Customer Insights

Constant Contact
9/10

HubSpot
8.1/10

"We can share Life of the Lead insights with Sales to have them understand a customer's interactions with the site before they call, giving them a deeper understanding of their needs and how to address them."

keap

VS

★★★★⯪ 4.2 / 5

Keap

Keap is an all-in-one CRM, sales and marketing platform for small businesses to start simple and grow over time. Their top tier product, Infusionsoft, is for small businesses with more advanced sales and marketing automation needs.

Professional package with 5k contacts starting at $229/mo

Constant Contact

★★★★⯪ 4.5 / 5

Lead Gen & CRM

Unlike Keap, which offers 3 users with the professional package, Constant Contact Lead Gen & CRM includes up to 25 users with the essential package and also has a native Salesforce integration.

G2 Reviewers say:

- Constant Contact Lead Gen & CRM has better lead scoring, grading, and management features than Keap.
- When comparing dashboards and analytics, G2 reviewers prefer Constant Contact over Keap.

Essential package with 5k contacts starting at $199/mo

Where Constant Contact Wins

Constant Contact Lead Gen & CRM rates higher than Keap on 112 out of 115 features when compared head-to-head by G2 reviewers.

Social Collaboration Features

Constant Contact
9.7/10

Keap
6.7/10

"It combines CRM, Marketing Automation, Social Media and Email Marketing into one platform. As a small business, we were looking for an all-in-one solution that was easy to implement and affordable."

Opportunity & Pipeline Management

Constant Contact
9/10

Keap
8.2/10

"The tool has an incredible sales pipeline manager, and opportunities can be created automatically by the completion of forms on our website. Workflows can route particular sales leads to individual sales team members based on form field data, and automated sales tasks and alerts can be configured."

Activity Tracking

Constant Contact
9.6/10

Keap
8.8/10

"I really like the Life of the Lead feature where once you have a lead in the system you can track all their activity in great detail, seeing when they came back to the website, what pages they went to, if they opened emails, etc."

ActiveCampaign ⟩ **vs** Constant Contact

★★★★⯪ 4.5 / 5   ★★★★⯪ 4.5 / 5

ActiveCampaign Marketing + Sales Bundle

ActiveCampaign is a powerful marketing automation platform offering an integrated sales CRM that allows sales teams to become more responsive.

Marketing + Sales professional bundle with 5k contacts starting at $445.58/mo

Lead Gen & CRM

Constant Contact Lead Gen & CRM offers more advanced customization than ActiveCampaign, and includes an advanced blog builder.

G2 Reviewers say:

- G2 reviewers found Constant Contact Lead Gen & CRM had better multi-touch, B2B, B2C, offline, and single-touch attribution than ActiveCampaign.
- When comparing landing pages and forms, reviewers say Constant Contact is the preferred option over ActiveCampaign.

Essential package with 5k contacts starting at $199/mo

Where Constant Contact Wins

Constant Contact Lead Gen & CRM rates higher than ActiveCampaign on 72 out of 91 features when compared [head-to-head](#) **by G2 reviewers.**

Lead Scoring & Grading

Constant Contact
9.1/10

ActiveCampaign
8.5/10

"The benefits of lead scoring on the platform have given us numerical ways to measure our leads and their potential value, and thus communicate with them differently."

Advanced Customization

Constant Contact
8.7/10

ActiveCampaign
8.2/10

"The amount of customization and tools offered for the price we are paying is what sold us on this product. Being able to have confidence in the support team when you get stuck is great as well because no one likes waiting day to hear back when you have an issue, especially since time is money when marketing."

Integrations

Constant Contact
9.1/10

ActiveCampaign
8.6/10

"The best feature is that it has a native connection with most of the common tools...A very complete tool to control all your Digital Marketing and the relationship with your customers. Sales modules marketing, reports, landing pages, forms and a lot of resources at your disposal. It should be a must in your company!"

Adobe

★★★★☆ 4.1 / 5

Adobe Marketo Engage

Marketo has been an automation market leader since 2012, providing an engagement marketing platform with bundled services including marketing automation, email marketing and more. Marketo's price point is on the high end of the spectrum and an annual contract with quarterly payment is required.

Cost not listed on website

VS

Constant Contact

★★★★⯪ 4.5 / 5

Lead Gen & CRM

Constant Contact Lead Gen & CRM offers similar essential features and tools as Adobe Marketo at a much lower price with no annual contract required.

G2 Reviewers say:

- Constant Contact Lead Gen & CRM is easier to get set up and started with than Marketo and it better meets the needs of their business overall.
- For lead nurturing, scoring and grading, they preferred the direction of Constant Contact Lead Gen & CRM over Marketo.

Essential package with 5k contacts starting at $199/mo

Where Constant Contact Wins

Constant Contact Lead Gen & CRM rates higher than Adobe Marketo Engage on 47 out of 48 features when compared head-to-head **by G2 reviewers.**

Ease of Setup

Constant Contact
8.3/10

Marketo
6.5/10

"The software is easy to set up and use. The interface is very intuitive. The reports have helped us focus our efforts and has helped us increase our business! Training was very easy and the instructors were extremely open to questions."

Online Behavior Tracking

Constant Contact
8.9/10

Marketo
7.9/10

"Able to see a 360 of the audience on the internet, and the life of the lead. Able to track and quantify what resonates. Repeat what works, revise all to achieve continual growth."

Workflow Capability

Constant Contact
8.7/10

Marketo
7.8/10

"The automation visual workflow tool is excellent for creating perfect automation, there are plenty options to use as triggers. The links between the CRM and the campaigns are excellent."

VS

salesforce

★★★★☆ 4 / 5

Salesforce Marketing Cloud Account Engagement

This platform provides a full suite of tools aimed at helping marketers engage leads and close more deals. It requires the Salesforce CRM and is on the high end of the price point spectrum, and an annual contract is required.

Growth package with 10k contacts starting at $1,250/mo

Constant Contact

★★★★⯪ 4.5 / 5

Lead Gen & CRM

Constant Contact Lead Gen & CRM requires fewer internal resources to manage than Salesforce Marketing Cloud, is faster and easier to implement, and comes at a much lower cost.

G2 Reviewers say:

- Constant Contact Lead Gen & CRM has better customer insights and revenue analytics than Salesforce.
- For workflow capabilities and automated alerts and tasks, reviewers preferred the direction of Constant Contact Lead Gen & CRM over Salesforce.

Essential package with 5k contacts starting at $199/mo

Where Constant Contact Wins

Constant Contact Lead Gen & CRM rates higher than Salesforce Marketing Cloud Account Engagement on 92 out of 97 features when compared head-to-head **by G2 reviewers.**

Quality of Support

Constant Contact
9.1/10

Salesforce
7.3/10

"The support team is top notch -It is very responsive and thorough. The technicians are always friendly, professional and always provide clear instructions and solutions. I can always count on the support technicians to help!"

Dynamic Segmentation

Constant Contact
9.6/10

Salesforce
7.9/10

"The amount of stuff you can track and record about your website visitors! Really helpful for segmentation and lead scoring!"

Journey Optimization

Constant Contact
9.2/10

Salesforce
7.6/10

"Fully owning the entire customer journey, from pre-awareness (using their IP back-tracking tools) through ongoing conversations with opportunities and existing customers. We get insight beyond the click through rate of our ads, and can leverage a small marketing and sales team for outsized effect."
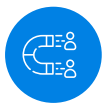
Constant Contact

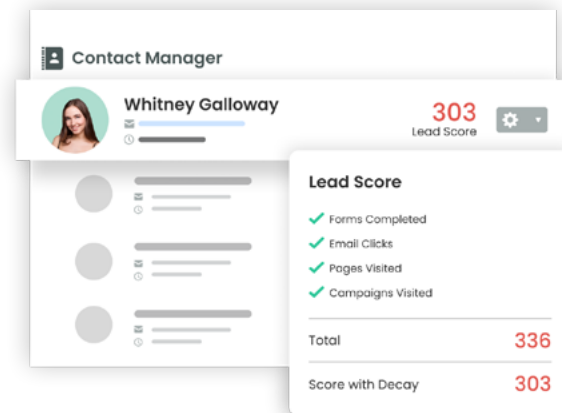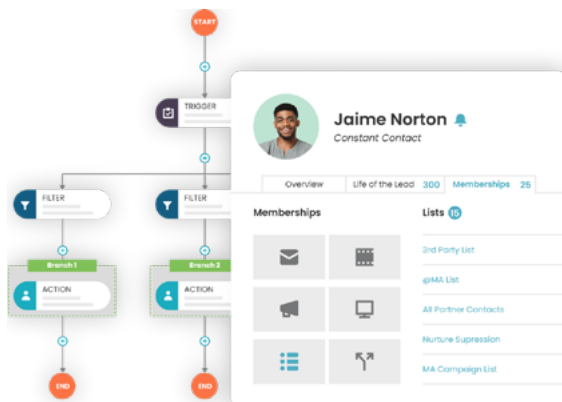## Marketing & Sales Platform Comparison Guide

When it comes to how we stack up against the competition, our stats and star reviews say it all!

★★★★☆ 4.5 / 5

You can rely on Constant Contact Lead Gen & CRM to:

Attract the right leads with digital marketing, retargeting and automatic scoring.

Nurture leads with personalized content using centralized data to automatically adjust for your audience.

Grow your business with better conversion rates and a more complete picture of ROI, team activity, and impact on your bottom line.

See it in action with a demo!

Schedule a one-on-one call with a sales team member to get a demonstration of Lead Gen & CRM customized to your specific business and industry needs. You'll also be able to discuss pricing and get all your questions answered.