



TOP MARKETING AUTOMATION SOLUTIONS AND SOFTWARE YOU SHOULD KNOW IN 2021

These days technology has influenced almost all industries, especially the marketing domain. And to meet the competitiveness, you can see ample options in marketing automation solutions available. That is the thing that most organizations face while choosing a marketing automation tool. Attempting to comprehend the differences between the software and industry landscape can be troublesome.

Below are some of the top [marketing automation solution](#) software to choose you the best:

- Marketo: It is maybe the most popular marketing automation tool, and for current circumstances. It's perhaps the most useful tool, with a full set-up of features that assist advertisers with managing email campaigns, yet additionally, give amazing tools to sales groups. Marketo additionally has a commercial center, called LaunchPoint, with many incorporations.

Price: \$1195 per month

- io: The fundamental reason you will love Customer.io is its adaptability. This is a tool that will truly allow you to receive what you need out of it. While it's not completely out of the box, in case you're willing to invest some developer effort, you can truly customize your Customer.io experience. Another incredible thing about this tool is its lightweight UI and quick, individual client service.

Price: **\$75 per month, however they offer a free plan to start with.**

- Eloqua: You can consider Eloqua the best **marketing automation solution**. It's completely stacked, gives an outstanding level of service, and comes with the sticker price tag. One of Eloqua's key differentiators is the measure of time they spend educating and assisting their clients with benefiting from the product. Like Marketo, Eloqua additionally has an extraordinary commercial center with a lot of integrations with third-party services.

Price: \$2000 per month

- Constant Contact: It is a notable email marketing tool for independent businesses. It works hard of giving essential usefulness in a manner that is simple for even non-technical clients to take advantage of. The usability and moderate expense are its greatest differentiators.

Price: \$15 per month

- Hubspot: The benefit and inconvenience of using this are indeed the very same: the system does a little bit of everything, except don't do any one thing at a profound level. HubSpot portrays itself as "inbound marketing programming software", which implies it offers a variety of tools, one of which is marketing automation. This all-in-one approach can be truly helpful.

Price: \$200 per month

- Userfox: Acquired by AdRoll, it is a new part of the marketing automation space. It is trusted that the consolidated force of the AdRoll and userfox groups means energizing things for the future of their product.

Price: \$49 per month

- Exact Target: One thing that stood apart about ExactTarget is its system's capacity to target communication over numerous channels. Most marketing automation tools focus on email, yet ExactTarget goes beyond and allows you to target mobile application notifications or even messages to the dashboard of a client's car (if, for instance, you were a vehicle manufacturer).

MARKETING AUTOMATION SERVICES

