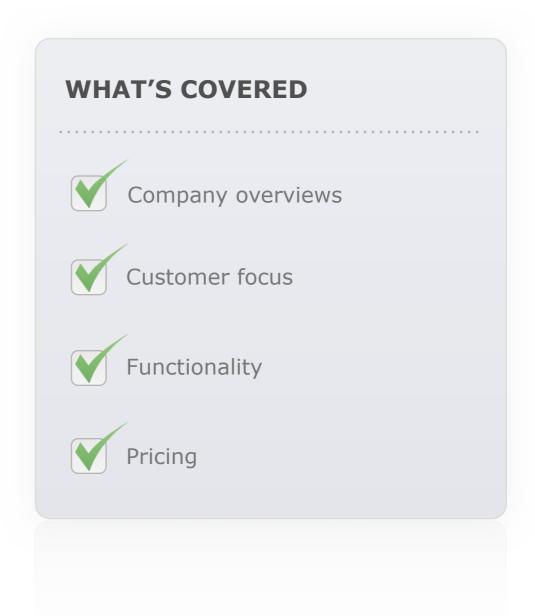**Software Advice**

Free advice for software buyers

Lead Nurturing Comparison

How to Use This Comparison Tool

This tool provides a detailed side-by-side comparison of leading lead nurturing software systems.

This document is written for buyers seeking to evolve from email marketing to more sophisticated, multi-channel lead nurturing. Buyers seeking point solutions for email marketing or enterprise marketing automation suites should read our guides for those two markets.

Buyers should be careful to weigh each criteria based on their own prioritized requirements. The most full-featured system may not be right for every buyer and ease of use is critical.

WHAT'S COVERED

✓ Company overviews

✓ Customer focus

✓ Functionality

✓ Pricing

Company Overviews

	Eloqua	Pardot	Manticore Technology	Marketo	SilverPop
Year founded	1999	2007	2001	2006	1999
Employees	~250	~35	~25	~100	~350
Ownership	Venture-backed	Privately Held	Privately Held	Venture-backed	Venture-backed
Headquarters	Vienna, VA	Atlanta, GA	Austin, TX	San Mateo, CA	Atlanta, GA
Word on the street	Thought leader with rich functionality, working on improved ease of use.	Best bang for your buck and easy to do business with - no contracts and fairly reasonable pricing.	Hasn't built a big brand, but has been around longer, offers a powerful, easy-to-use product.	White-hot Silicon Valley player with a big brand, leverages ease-of-use to delight users.	Strong player in the email marketing space digesting its acquisition of Vtrenz.

Customer Focus

	Eloqua	Pardot	Manticore Technology	Marketo	SilverPop
Customers	~700	~350	~125	700+	1,000+
Small	54%	75%	25%	60%	25%
Medium	30%	24%	72%	30%	70%
Large	16%	1%	3%	10%	5%
Focus	Targeting larger enterprises. Has more non-tech customers that most players.	Targeting cost-conscious high tech companies.	Stayed focused on supporting a smaller customer base to ensure low turnover.	Moving up market to the enterprise from smaller high tech companies.	Migrating installed base of email marketers to lead nurturing.

Functional Overview

	Eloqua	Pardot	Manticore Technology	Marketo	SilverPop
Lead capture	X	X	X	X	X
Lead nurturing	X	X	X	X	X
Lead scoring	X	X	X	X	X
Email marketing	X	X	X	X	X
Data management	X	X	X	X	X
CRM integration	X	X	X	X	X
Reporting & analytics	X	X	X	X	X
Social media	X	X	X	X	X
SEO management	X	X	—	—	—
Event management	—	—	—	—	—
Resource management	X	—	—	X	—
PPC management	X	X	X	—	—

Pricing

	Eloqua	Pardot	Manticore Technology	Marketo	SilverPop
Pricing model	By # of users and # of records	Base, then price per email	# of contacts	By # of records, then # of user	By # of contacts
License term	1 year	1 month	1 year	1 year	1 year
Min list price	$3,200 / month	$1,000/month	$1,600 / month	$2,000 / month	$850 / month
Max list price	$6,400 / month	$3,000/month	NA	$25,000 / month	NA
Set up fee	~$2,500	0	0	$0	$5,000
Support fees	Included	Included	Included	Included	Included
Additional options priced separately	• Special integration requirements • SMS, VM and mail services • Dedicated IP address	• Dedicated IP • Email deliverability • Custom integration	• Premium support • Migration packages • Dedicated IP address	• Email deliverability testing • Additional support • Special integration and IT services • Dedicated IP	NA

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- Daniel Yemm
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