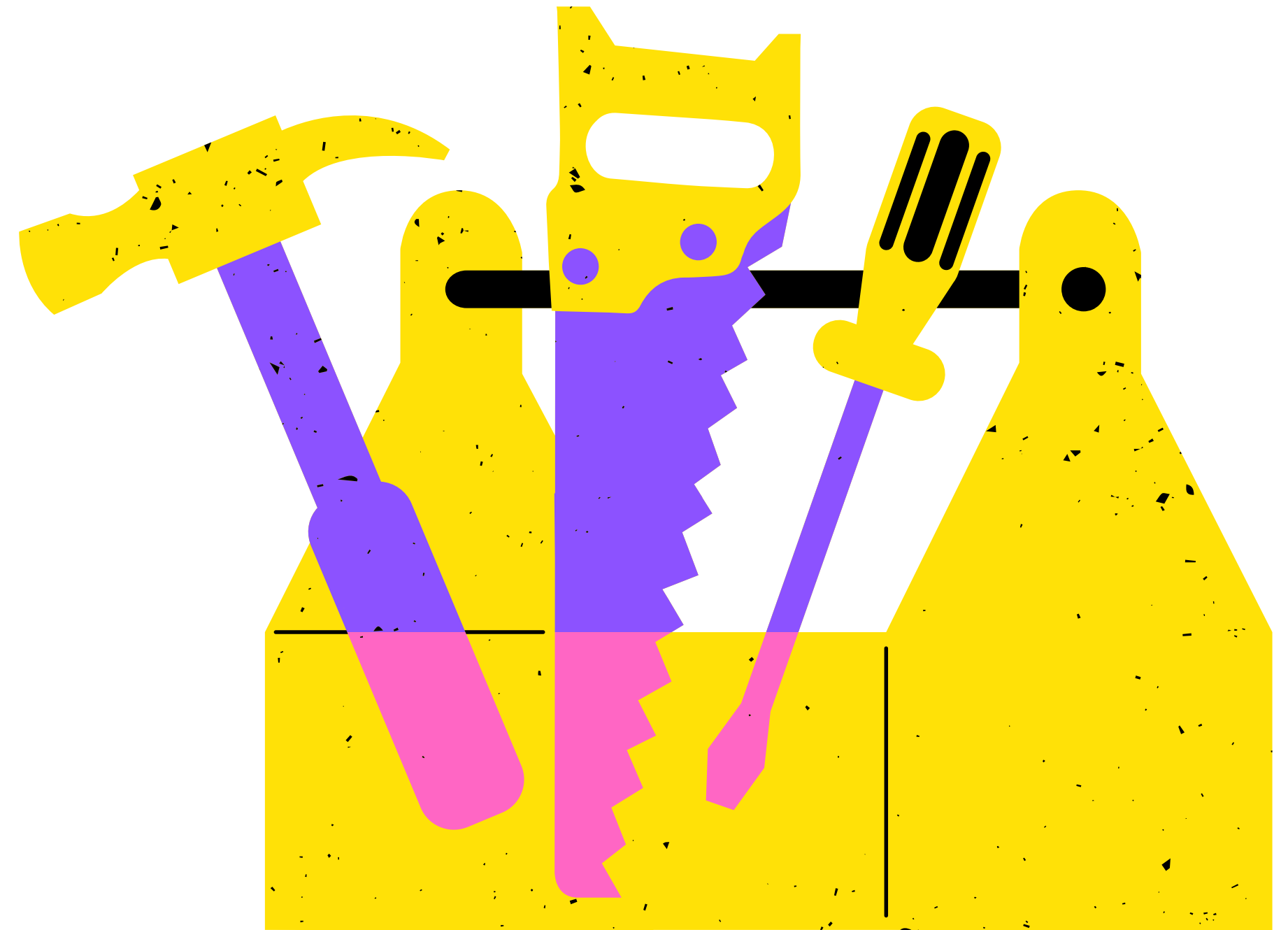


# The Top Marketing Automation Tools for SMBs



**Marketing Automation Insider** has listed and compared the 6 top automation platforms:

**ONTRAPORT**



Infusionsoft.

**Marketo**<sup>TM</sup>  
An Adobe Company

**eloqua**<sup>TM</sup>

**HubSpot**

salesforce **pardot**

All claim the “all-in-one” crown for automated marketing solutions

# ONTRAPORT

**Target Market:** Small businesses, membership, and information product websites

**Setup fee:** No setup fee

**Pricing from:**

**\$297.00 /mo**



Infusionsoft.

**Target Market:** Small businesses with between 2 and 25 employees

**Setup fee:** \$1999

**Pricing from:**

**\$199.00 /mo**



**Target Market:** SMBs and agencies

**Setup fee:** \$600 to \$5000

**Pricing from:**

**\$200.00 /mo**



**Target Market:** Mid-market to enterprise level B2B & B2C marketers

**Setup fee:** No setup fee

**Pricing from:**

**\$895.00 /mo**



**Target Market:** SMBs to enterprise level B2B organizations

**Setup fee:** No setup fee

**Pricing from:**

**\$10000.00 /mo**



**Target Market:** Large global enterprises

**Setup fee:** No setup fee

**Pricing from:**

**\$20000.00 /mo**



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