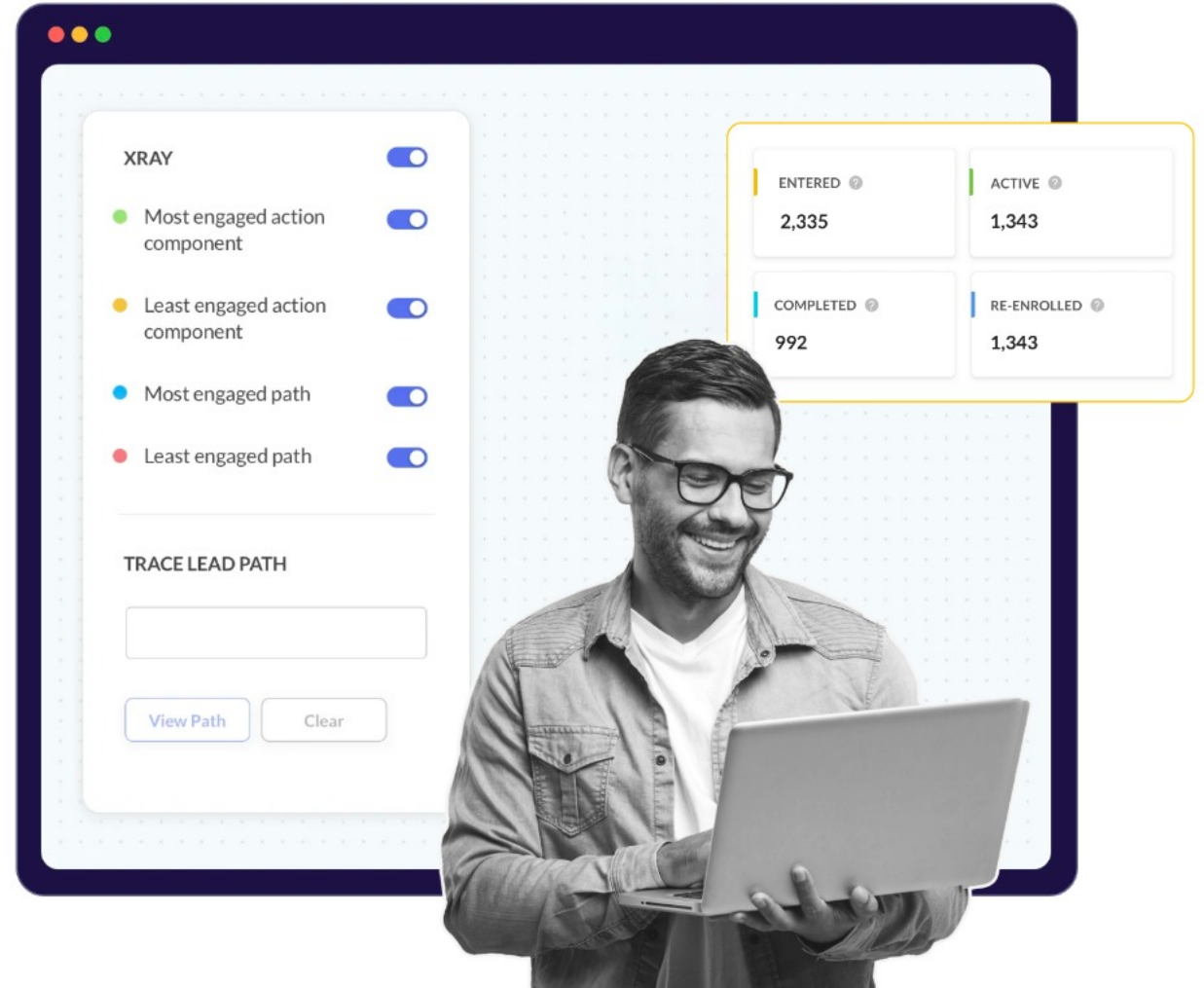


# ActiveCampaign / Zoho Marketing Automation

Comparison document



## Overview

Zoho Marketing Automation is a multichannel marketing automation software solution that brings end-to-end marketing funnel management to your business. Shape your marketing pipeline with confidence and automate, measure, and analyze multichannel campaigns to create sales-ready opportunities.

### Who is Zoho Marketing Automation for?



Growth marketing teams



Marketing and advertising agencies

## Key capabilities

- Customer journey orchestration
- Lead lifecycle management
- Multichannel lead engagement
- Complete campaign management
- ROI tracking and attribution

## The differences in a nutshell

Theme	Key features	Zoho Marketing Automation	ActiveCampaign
<b>Pricing</b> *for 1,000 contacts	Plans	Starts at \$14	Starts at \$49
<b>Design</b>	Email templates	✓	Basic templates
<b>Lead generation</b>	Landing pages	✓	Not available in basic plans
<b>Automation</b>	Journeys	✓	Lacks path tracing
	SMS automation	✓	With paid integration
	Split testing	✓	Not available in basic plans
<b>Campaign management</b>	ROI tracking	✓	✗
	Social	✓	With paid integration
	SMS	✓	Requires integrations with third-party apps
	Email testing	✓	Limited in basic plans

<b>User management</b>	Workspaces	✓	✗
<b>Website behavior tracking</b>	Goals	✓	✗
	Smart URLs	✓	✗

## Lead generation

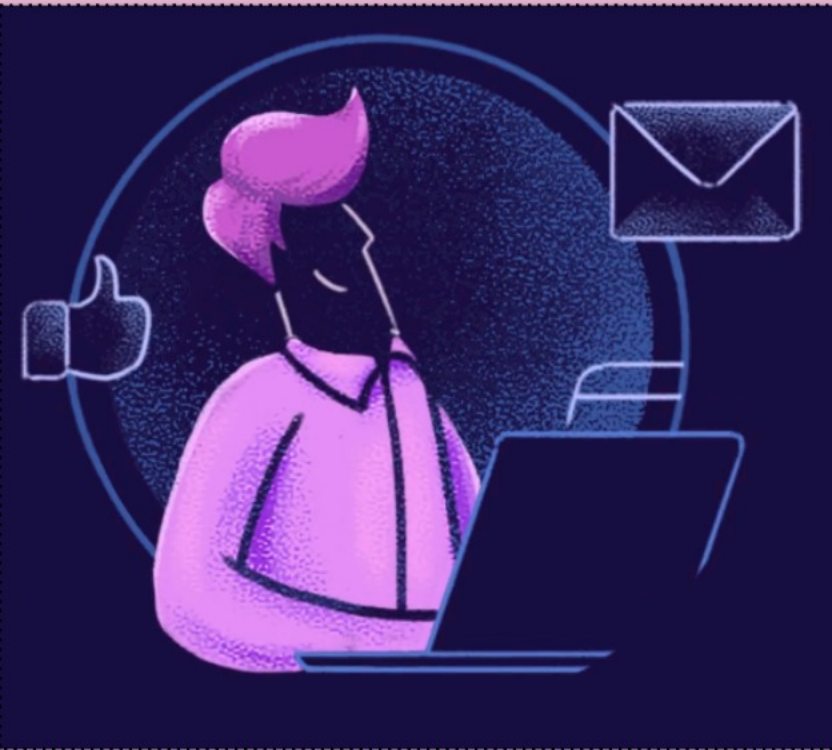
Capture quality leads across multiple channels



<b>Zoho Marketing Automation</b>	<b>ActiveCampaign</b>
Offers multiple event follow-up email campaign templates with advanced configurations.	Offers basic templates with limited configuration capabilities.
Offers multiple landing page templates in the basic plan.	Available only in premium plans.

## Automation

Build, automate, and personalize using connected workflows



<b>Zoho Marketing Automation</b>	<b>ActiveCampaign</b>
Features advanced pre-built journey templates.	Offers only basic and limited journey templates.
Track lead entry paths with Journey Xrays to learn about the most and least effective marketing channels.	Not available.

## Campaign management

Organize, collaborate and track campaigns—online and offline



<b>Zoho Marketing Automation</b>	<b>ActiveCampaign</b>
Plan and collaborate with your colleagues from the beginning of a campaign.	Not available.
Connect your social platforms and optimize the best time to engage your leads.	Available only in premium plans and with paid integrations.
Integrate seamlessly with Zoho Marketing Automation's own SMS gateway to send targeted messages to your leads.	SMS functionality is only available via third-party integrations.



## User management

Make user management easier and more efficient

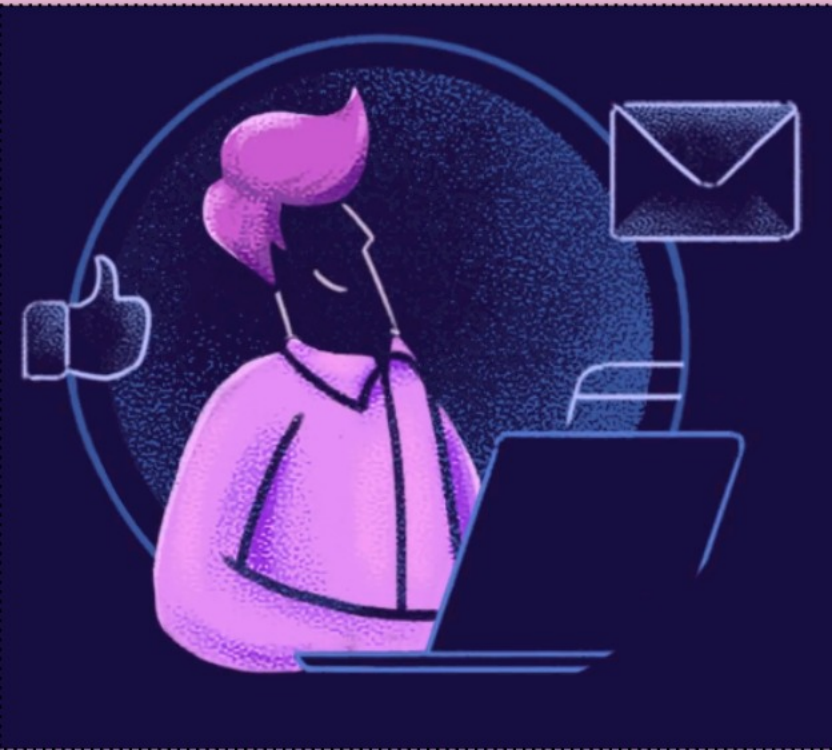


<b>Zoho Marketing Automation</b>	<b>ActiveCampaign</b>
Invite up to 25 users and streamline user management.	Can only manage 10 users.
Comply with stringent data protection regulations, including GDPR and HIPAA.	Only available for Enterprise plans.

**Zoho Marketing Automation's workspaces serve as focused online hubs to organize teams and resources for specific projects or divisions.**

## Website behavior tracking

Gain user insights via advanced web analytics



<b>Zoho Marketing Automation</b>	<b>ActiveCampaign</b>
Built-in link shortener enables you to customize links effortlessly.	Available only via paid integration.
Set goals and track every visitor's behavior on your website.	Not available.

# Why choose Zoho Marketing Automation?



## Value-driven excellence

Experience a wide range of features, all available at an exceptionally budget-friendly cost.



## Marketing symphony

Get a 360-degree view of leads by connecting various channels from one platform and extending your reach.



## Personalization

Map the entire customer experience, automate interactions, and deliver tailored content via multiple touchpoints.



## Ecommerce solution

Connect your ecommerce site to send follow-up emails after purchases, recover abandoned carts, and promote special offers.



## Revenue insights

Track and attribute revenue across touchpoints and campaigns, measure marketing effectiveness, and optimize your budget.



## Marketing planner

Efficiently plan, organize, and execute marketing campaigns using a built-in marketing planner.



## Dedicated support

Migrate to Zoho Marketing Automation seamlessly with expert guidance and 24/7 support.



## Integrations

Enhance productivity by integrating effortlessly with apps across Zoho's ecosystem, as well as countless third-party apps.

**Our customers love**

# **Zoho Marketing Automation**

**Hear what they have to say!**





### Marketing and advertising

"Zoho Marketing Automation allows us to easily update and segment our leads, contacts, and accounts on the fly. Having used Mailchimp for years, Zoho Marketing Automation allows us to focus on important tasks instead of learning yet another system. Time is money in sales. Zoho is saving us time. Win-win."

- **Steve Snyder**

*President, Visual App Inc*



### Consumer electronics

"We had issues with managing and monitoring our business. Zoho Marketing Automation really helped us streamline and progress further. Zoho Marketing Automation, all in one!"

- **Arun Narasimhan,**

*Partner, Super Enterprises*

Click [here](#) to watch the full video



# Thank you

For more information, please reach us at  
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