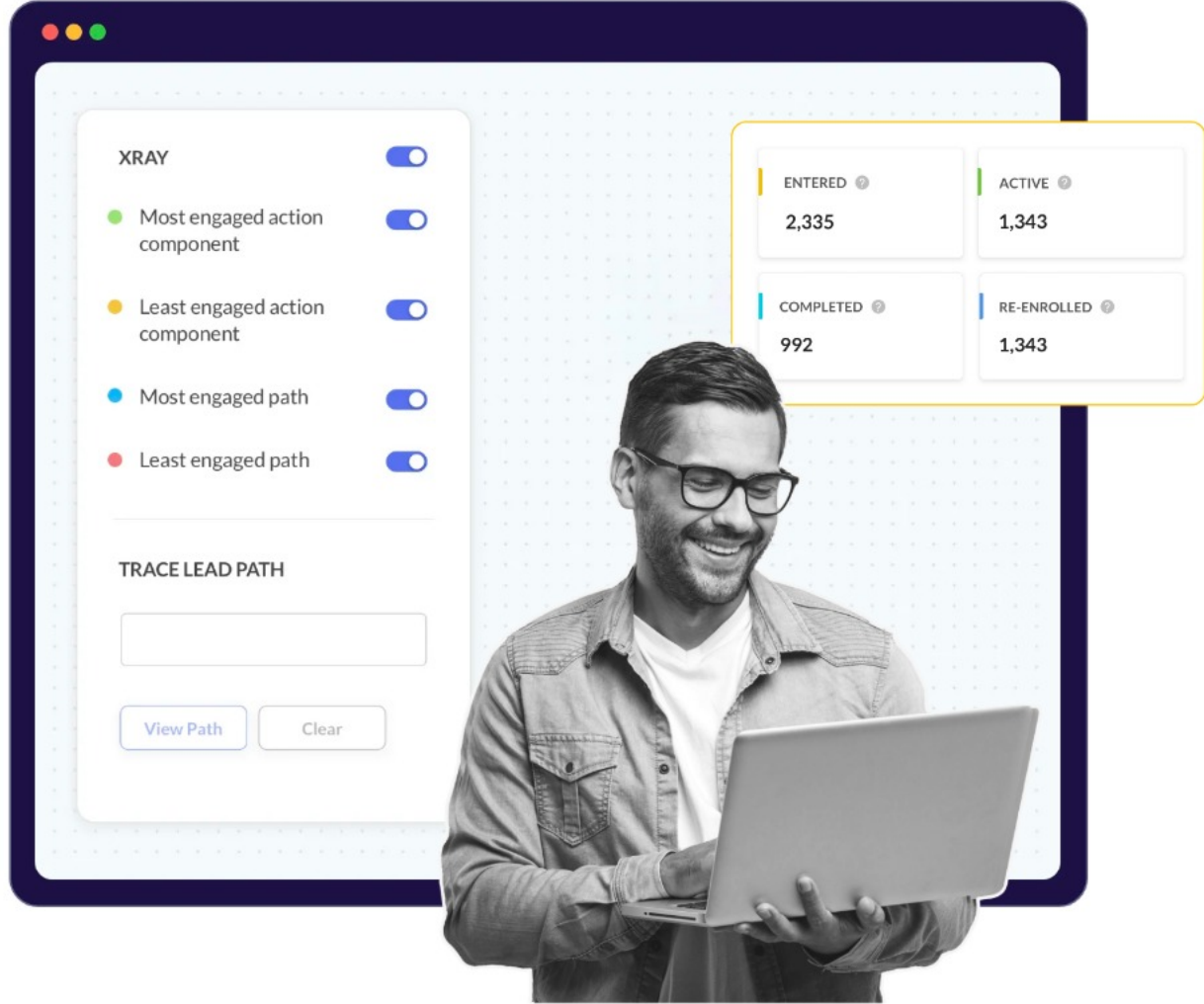


Mailchimp / Zoho Marketing Automation

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

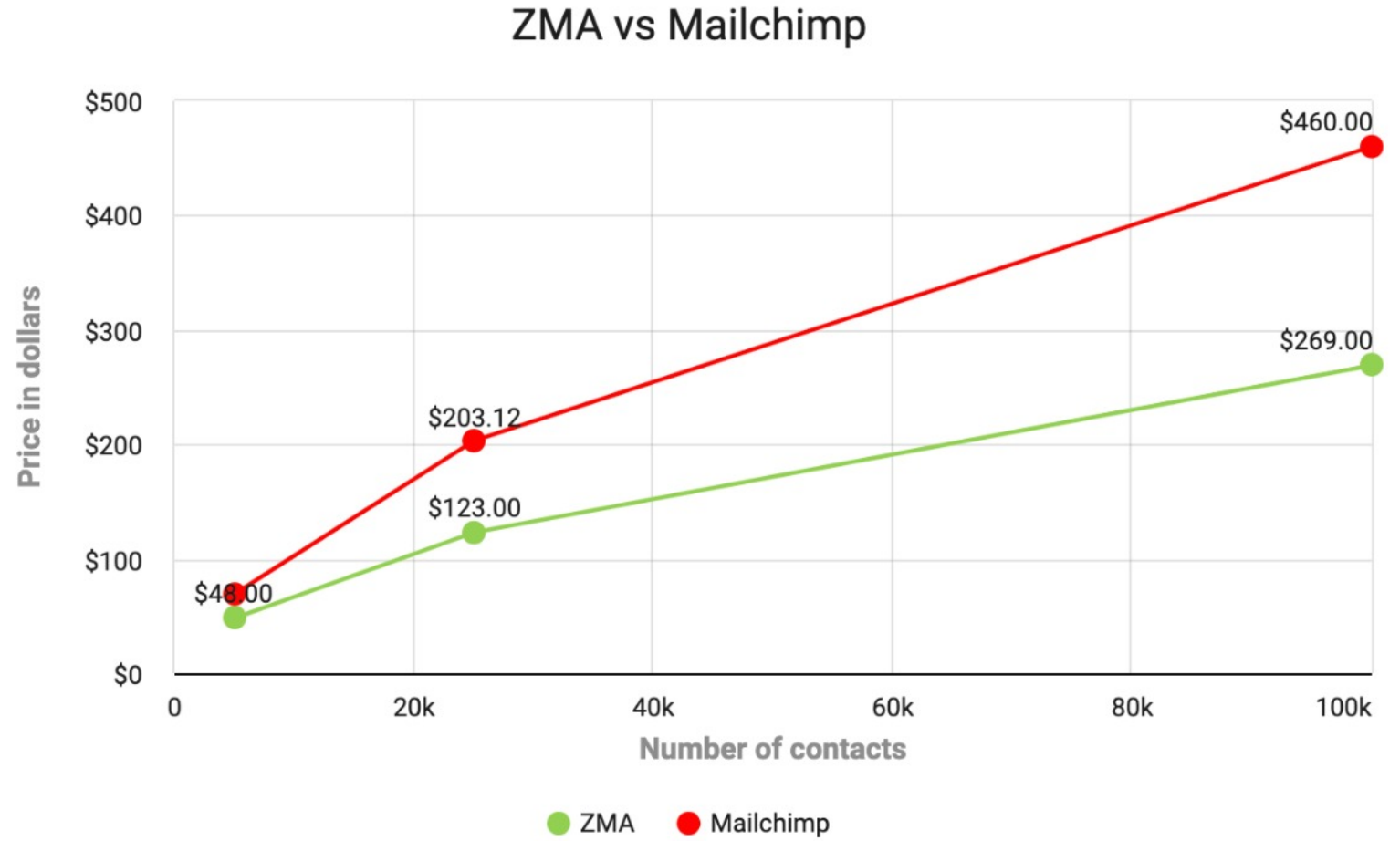


Marketing and advertising agencies

Key capabilities

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

This graph highlights the difference in cost between Zoho Marketing Automation and Mailchimp



Theme	Key features	Zoho Marketing Automation	Mailchimp
Pricing *for 5,000 contacts	Enterprise plan	\$97	\$137.36
Design	Drag-and-drop landing page builder	✓	Limited configurations
Campaign management	Marketing planner	✓	Available only in premium plans
	ROI tracking	✓	✗
Website behavior tracking	Web analytics	✓	✗
Lead qualification	Lead attribution	✓	With paid integration
Automation	Journeys	✓	Limited functionalities
User management	Workspace	✓	✗
Email marketing	Monthly email campaigns	Unlimited	Limited
Cross-channel marketing	SMS	In-house SMS gateway	With Zapier integration

Design

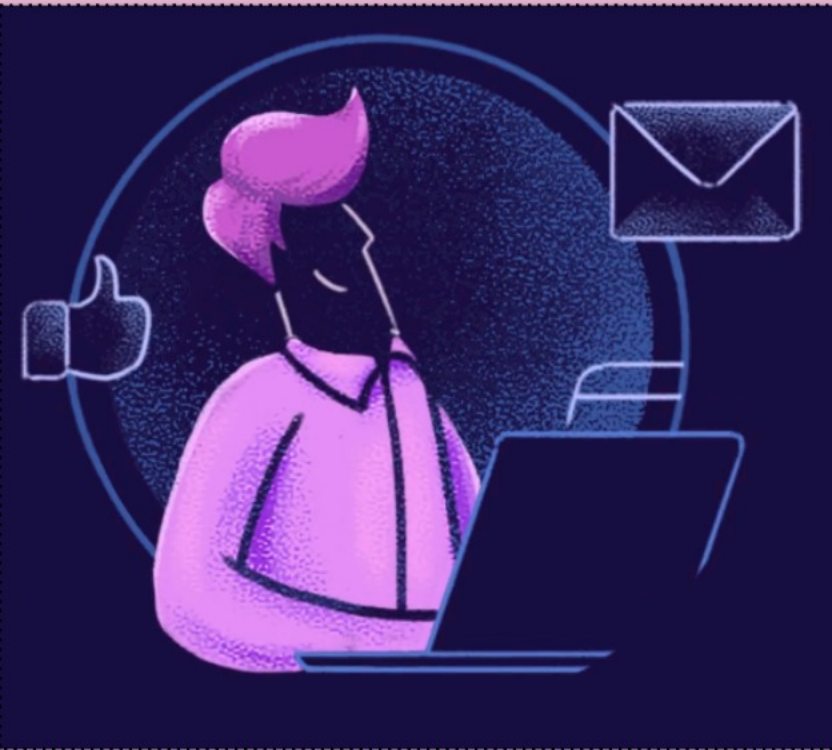
Sculpt captivating pages
and generate leads



Zoho Marketing Automation	Mailchimp
Use multiple landing page templates.	Offers limited templates.
Customize every element of your builder.	Offers only limited configurations.
Offers CRO analytics and impactful insights about traffic sources, time spent, pages visited, etc.	Available via add-ons only.

Campaign management

Create, organize, and track campaigns



Zoho Marketing Automation	Mailchimp
Send unlimited emails	Limited based on number of contacts.
End-to-end smart user collaboration.	Only available in premium plans.
Advanced ROI tracking capabilities.	Only available with ecommerce.
Track expenses and allocate budget for every marketing activity.	Not available.

Website behavior tracking

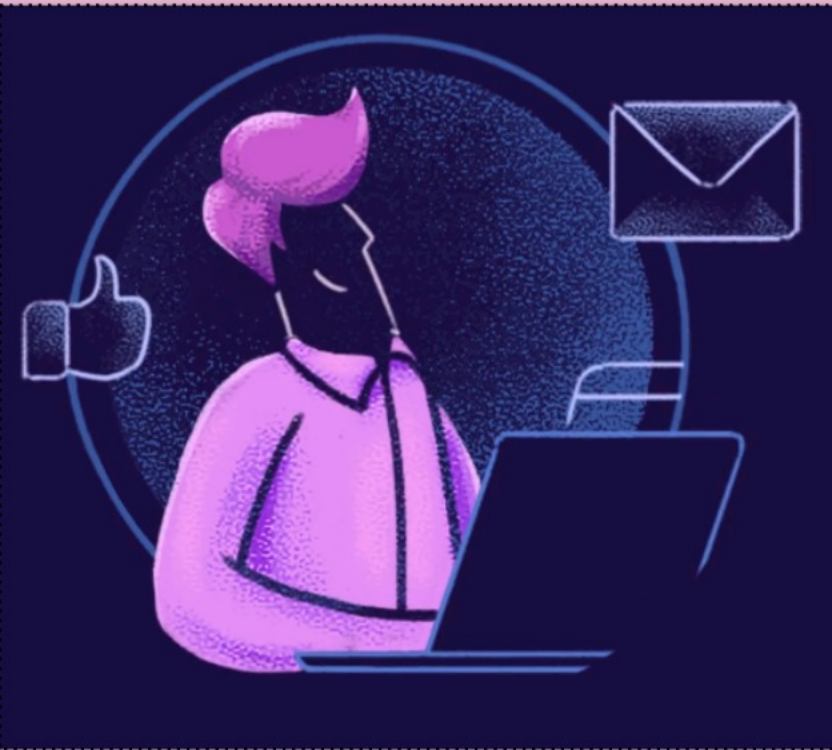
Monitor online user interaction patterns



Zoho Marketing Automation	Mailchimp
Set goals and track every visitor's behavior on your website.	Not available.
Built-in link shortener enables you to enhance marketing campaigns by customizing links effortlessly.	Available via paid integration.
Gain insights with advanced lead attribution and measurable metrics.	Requires paid third-party integration.

Automation

Streamline, optimize, and automate marketing campaigns



Zoho Marketing Automation	Mailchimp
Offers a wide variety of automation templates with journey path tracing.	Lacks templates for journeys.
Offers journey Xrays to identify leads' most and least-used entry paths.	Not available

User management

Empower teams with tailored permissions



Zoho Marketing Automation	Mailchimp
Offers workspace management.	Not available.

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

Why choose Zoho Marketing Automation?



Value-driven excellence

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



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
support@zohomarketingautomation.com