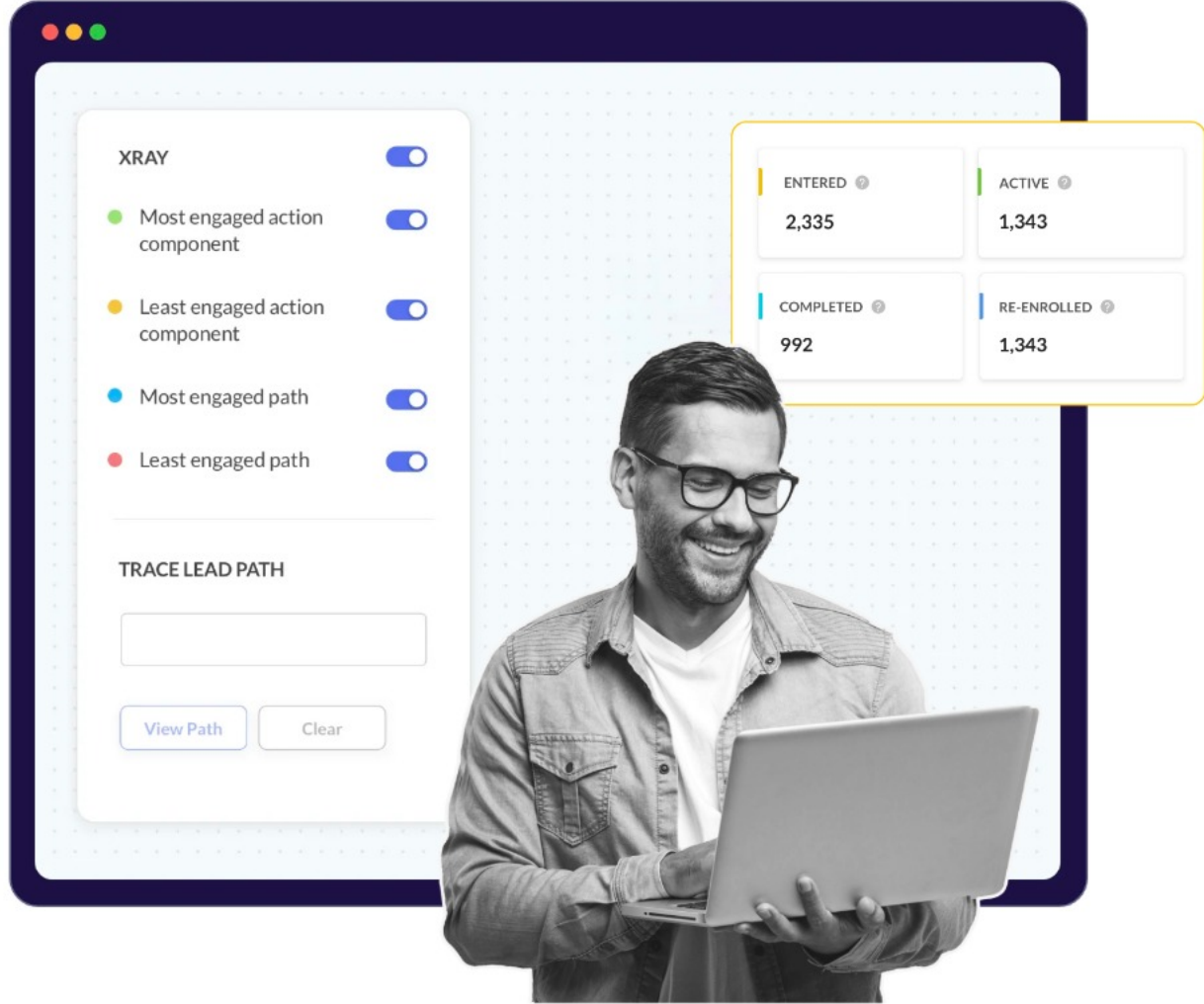


# Marketo / Zoho Marketing Automation

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

Theme	Key features	Zoho Marketing Automation	Marketo
<b>Pricing</b> (*for 10,000 contacts)	Plans	Starting at <b>\$48</b>	Starting at <b>\$895</b>
<b>Design</b>	Email templates	✓	Limited configurations
<b>Website behavior tracking</b>	Acquisition dashboard	✓	With paid integration
	Goals	✓	✗
<b>Campaign management</b>	Marketing planner/ marketing calendar	✓	Only in premium plans
	ROI tracking	✓	✗
<b>Lead generation</b>	Landing pages	✓	Basic templates; complex configurations
<b>SMS marketing</b>	In-house SMS gateway	✓	✗

<b>Automation</b>	Journey Xrays	✓	✗
	SMS automation	✓	✗
<b>User management</b>	Workspace	✓	✗

## Design

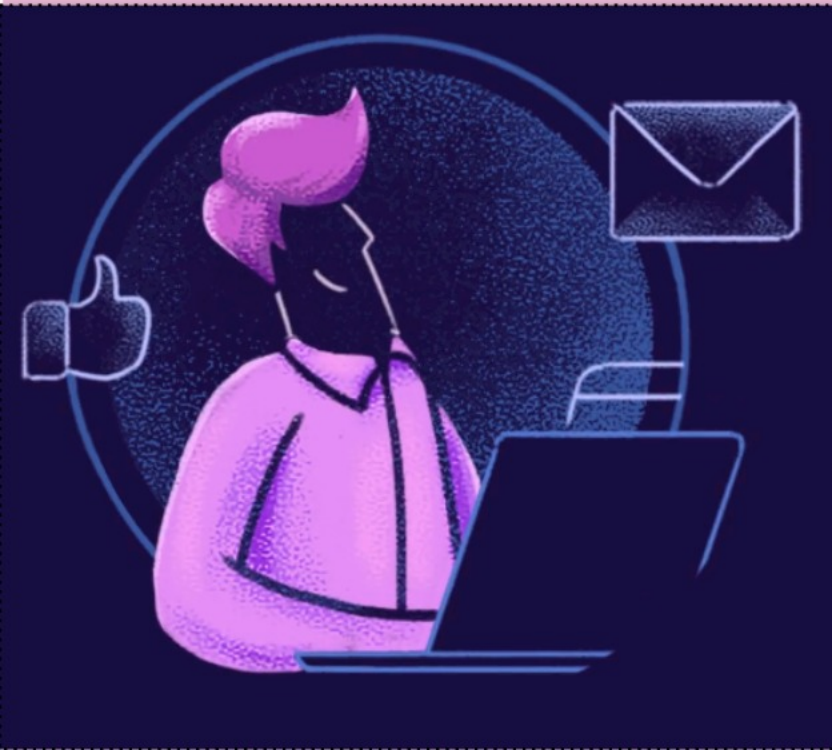
Create appealing emails



<b>Zoho Marketing Automation</b>	<b>Marketo</b>
Offers multiple event follow-up email campaign templates with advanced configurations.	Pre-built templates with limited configurations.
Create captivating landing pages with CRO capabilities.	Basic landing page builder.

## Website behavior tracking

Gain user insights with advanced web analytics



### Zoho Marketing Automation

### Marketo

**Detailed visitor reports** detailing channel, source/medium, and country.

Requires third-party integrations.

Set goals and **track website activities** you want visitors to complete.

Not available.

Built-in link shortener enables you to customize links effortlessly.

With paid integration.

Has **advanced web analytics** for your web pages and **landing pages**.

**No heatmap report** for landing pages.

## Campaign management

Organize, collaborate, and track campaigns—online and offline.

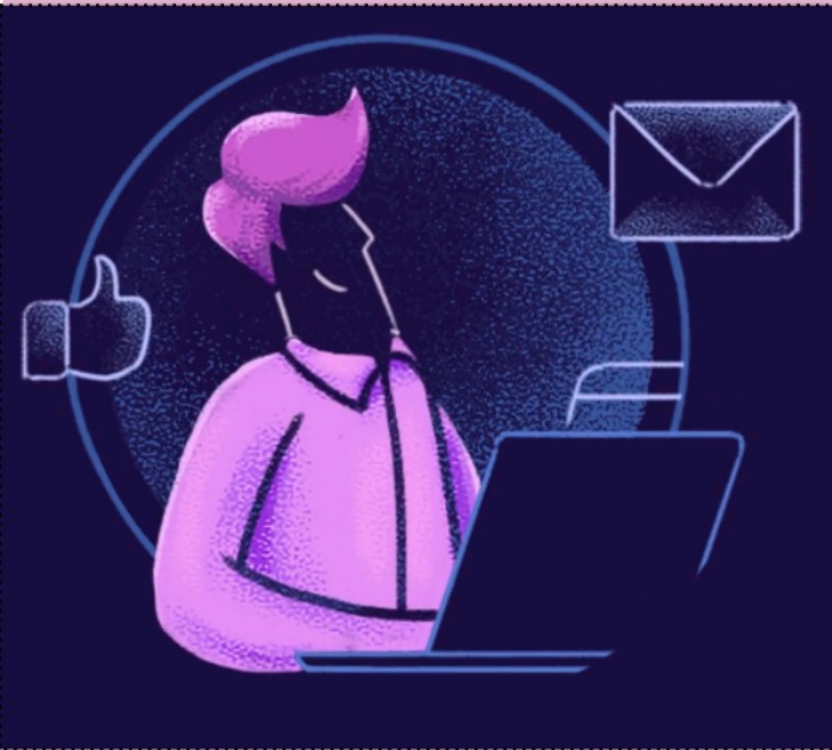


Zoho Marketing Automation	Marketo
Plan and collaborate with your colleagues from the beginning of a campaign.	Not available.
Offers advanced ROI tracking capabilities.	Not available.
Houses more than <b>260 computed fields for segmentation</b> . Marketers can slice and dice data at a granular level.	Offers <b>a smaller set of computed fields</b> , hindering data segmentation.



## Automation

Build, automate, and personalize using connected workflows.



### Zoho Marketing Automation

Journey X-rays **enable you to gain valuable insights** about customer behavior by studying the most- and least-used paths.

Create SMS automation journeys for automated messaging and seamless customer interactions.

### Marketo

Users can't gather detailed insights from journeys, **and get only minimal data on customers' interactions** with touchpoints.

Only available via third-party integrations.

## Lead generation

Capture quality leads across multiple channels



Zoho Marketing Automation	Marketo
Offers a variety of pop-up templates, as well as the <b>ability to create custom pop-ups</b> for improved personalization.	<b>Very few pop-up</b> templates; basic customization options.
<b>Built-in SMS gateway</b> makes it seamless to run campaigns to engage with quality leads.	Sending out <b>SMS messages requires expensive third-party integrations.</b>

# 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 to 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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