
Marketing Automation



Act-On

Act-On's adaptive marketing platform is a command center to get the right messages, to the right people, at the right time. Act-On's easy-to-use technology provides users insight to adapt to their customers' unique needs at each stage of the buying journey and accelerate their lead to revenue.

act-on.com

ActiveCampaign >

ActiveCampaign

ActiveCampaign helps growing businesses meaningfully connect and engage with their customers. With their SaaS platform, the team at ActiveCampaign aim to help companies go beyond marketing automation to optimize their customers' experiences.

activecampaign.com



Autopilot

Autopilot helps its users create a unique buying experience for their customers with automated online and offline messaging. The messages are then synced to their CRM or analytics system. With this tool, it's easy to engage at just the right time with personalized email, in-app messages, SMS, and postcards.

autopilothq.com



Drift

Instead of marketing automation, Drift is trying to build a new category named conversational marketing, where chat features, bots, and non-gated content play a crucial role. With Drift, salespeople get everything they need to capture and convert high-quality leads.

drift.com



GetResponse

GetResponse is an all-in-one online marketing platform targeting small and medium-sized businesses. Users can build a complete marketing campaign with ready-made funnels including an automated step-by-step system to build landing pages, automate emails, and recover abandoned orders.

getresponse.co.uk



HubSpot

HubSpot has established itself as an innovator in the sales and marketing scene. HubSpot released a free CRM offering a little over a year ago. It's an attractive solution, especially for the organizations that are already using the platform to manage their content marketing programs. [hubspot.com](https://www.hubspot.com)



Marketo

Marketo is a powerful engagement platform for enterprises that help marketers to build brand value, grow revenue, and prove impact. Marketo is a complete solution for lead management and B2B marketers looking to transform customer experiences by engaging across every stage of complex buying journeys. [marketo.com](https://www.marketo.com)



Oracle Eloqua

Many software giants provide their own marketing cloud offerings these days, and Oracle is no exception. Oracle acquired Eloqua, is an interesting option for large and medium-sized companies, especially if they already rely on Oracle products and services. [oracle.com/marketingcloud/products/marketing-automation/](https://www.oracle.com/marketingcloud/products/marketing-automation/)



Pardot

Pardot is Salesforce's marketing automation offering. The platform is feature-rich and provides powerful capabilities, especially for email marketing. Tailored for B2B companies, Pardot allows sales and marketing teams to create, deploy, and manage online marketing campaigns. [pardot.com](https://www.pardot.com)



RD Station

Founded in Brazil, RD Station is gaining traction amongst small and medium-sized enterprises. With this software, users can manage and automate their digital marketing strategies, from lead generation to conversions and relationships throughout the whole buyer's journey. [rdstation.com](https://www.rdstation.com)