

Marketing Automation Platform Comparison Tool



	ORACLE eloqua	salesforce marketing cloud	Marketo™ An Adobe Company	salesforce pardot	IBM Watson Campaign Automation	SAP Hybris (Y)
TRIM	Oracle Eloqua Marketing Standard Cloud Service	Salesforce Marketing Cloud Plus Edition	Adobe Marketo Ultimate Edition	Pardot Advanced	IBM Watson Campaign Automation-Standard Edition Instance + Customer Experience Analytics	SAP Marketing Cloud, Enterprise Edition
PLATFORM USABILITY						
CUSTOM OBJECT DATA USAGE IN EMAILS	✔ Field merge available from Custom Data Objects	✔ Available with use of AMPscript	✔ Data merging from Custom Objects available via Velocity scripts	✘ Unavailable	✔ Data from Relational Tables can be merged into Marketing emails ¹	✘ Unavailable
PROGRAM EVALUATION FREQUENCY	✔ Customizable up to hourly	✔ Salesforce Marketing Cloud Plus Edition	✔ Entry into program near real-time, but evaluations are queued and prioritized	✔ Every few minutes, no option to set evaluation intervals	✘ Every few minutes, no option to set evaluation intervals	✘ Unavailable
ACTIVE PROGRAM ALLOWANCE	✔ No hard limit	✔ Unlimited	✔ 100	✘ 100	✔ No hard limit	✔ No hard limit
DEDICATED IP	✔ Included in Standard Edition	⊕ Available with Sender Authentication Package Addon	✔ Included	✘ Only available for customers who send over 100k emails a month	✘ Only available for customers who send over 3 million emails a year	⊕ Available for purchase
TRANSACTIONAL EMAILS	✔ Available out of box	⊕ Available via API	✔ Available out of box	✔ Available out of box ²	⊕ Available out of box ³	✔ Available out of box
EMAIL BOUNCEBACKS	✔ Based on bounceback messaging and status codes	✔ Based on bounceback message	✔ Based on bounceback messaging and status codes	✔ Based on number of failed attempts	✔ Based on number of failed attempts	✔ Based on number of failed attempts
FIELD LIMITATIONS	✔ Up to 250 Contact fields	✔ Unlimited via data extensions	✔ No limit	✔ No limit	✔ Up to 400 fields per Database	✔ No hard limit
VALUE-ADD FUNCTIONALITIES						
AI ASSISTANT	✘ Unavailable, on road map	⊕ Einstein available, free with highest trim	⊕ Available via app	✔ Salesforce Einstein	✔ IBM Watson	✘ Unavailable
PREDICTIVE ANALYTICS	⊕ Available via app	⊕ Einstein available, free with highest trim	⊕ Available via app	✔ Available out of box	✔ Available out of box	✘ Unavailable
SENTIMENT ANALYSIS	⊕ Available via app	✔ Available via Social Studio	⊕ Available via app	✘ Analysis available for CRM text fields, meant for analyzing customer feedback	✔ Analysis available for email subject lines, email body on road map	✘ No hard limit
SEND TIME OPTIMIZATION	✔ Available out of box Controlled Availability	⊕ Einstein available, free with highest trim	⊕ Available via app	✘ Unavailable	✔ Available out of box	✔ Customization required
SINGLE VIEW OF CUSTOMER						
DIGITAL BEHAVIOR - ABILITY TO TRACK ONLINE ACTIVITY (E.G. WEBSITE VISITS)	✔ Able to track web activities & interactions with web properties at both the anonymous and known levels	✔ Available via tracking code	✔ Able to track web activities & interactions with web properties at both the anonymous and known levels	✔ Able to track web activities & interactions with web properties at both the anonymous and known levels	✔ Able to track web activities & interactions with web properties at both the anonymous and known levels	✔ Able to track web activities & interactions with web properties at both the anonymous and known levels
LIVE BEHAVIOR - ABILITY TO TRACK OFFLINE ACTIVITY (E.G. EVENTS)	✔ Able to bring in data from offline events and third-party platforms such as via uploads or integration	⊕ Available via Event Registration app	✔ Able to bring in data from offline events and third-party platforms such as via uploads or integration	✔ Able to bring in data from offline events and third-party platforms such as via uploads or integration	✔ Able to bring in data from offline events and third-party platforms such as via uploads or integration	✔ Able to bring in data from offline events and third-party platforms such as via uploads or integration
PURCHASE, TELEMTRY, WARRANTY, PRODUCT DATA	✔ Able to store data in Custom Data Objects to be linked to the contact record	✔ Available via data extensions	✔ Able to store data in Custom Objects	✔ Able to store data in Custom Objects in Salescloud	✔ Able to store data in Databases	✔ Able to store data in Custom Business Objects, however linking of such objects to contacts requires coding
GOVERNANCE						
OPTION TO SPLIT DATABASE AND OPERATIONS BY BUSINESS UNIT	✔ Done via Contact Level Security and User Group access settings	⊕ Available in highest trim	✔ Done via Partitions	✔ Done via different Business Units	✔ Done via different Organizations	✔ Done via Marketing Areas
OPTION TO RUN MULTIPLE INSTANCES IF NEEDED	⊕ Requires additional purchase	✔ Available	⊕ Requires additional purchase	✔ Done via connecting different Pardot instances to Salescloud	✔ Done via different Organizations	⊕ Requires additional purchase
OPTION TO RUN SANDBOX VS STAGING VS PRODUCTION	⊕ Sandbox requires additional purchase, or upgrade to Enterprise trim	✔ Available	✔ Single Sandbox environment included/ with Ultimate & Enterprise	✘ Unavailable	✘ Unavailable	⊕ Sandbox environment available for purchase
OPTION FOR A GLOBAL VIEW INTO MARKETING CALENDAR & APPROVALS/GOVERNANCE	✔ Done via Activation Approval and Marketing Calendar	✔ Available via Calendar and Campaign Approvals	✔ Done via Approvals and Marketing Calendar	✔ Done via User Permissions and Dashboard	✔ Done via Approval Groups and Dashboard	✔ Done via Marketing Approval and Calendar
ABILITY TO COMPARTMENTALIZE SYSTEM FOR MARKETING IN DIFFERENT REGIONS	✔ Able to connect to multiple CRMs, governance done via Contact Level Security and User Group access settings	⊕ Available in highest trim	✔ Done via Workspaces	✔ Done via Business Units	✔ Done via different Organizations	✘ Unavailable
LAWS AND REGULATION ADHERENCE (CASL/GDPR)	✔ Subscription management tools available	✔ Available	⊕ Subscription management tools available	✔ Subscription management tools available	✔ Subscription management tools available	✔ Subscription management tools available
INTEGRATION						
API INTEGRATION - MANIPULATE PRIMARY AND CUSTOM DATA OBJECT TABLES	✔ API allows for manipulation of data. Thorough documentation available. Custom apps can be built using API	✔ Available	✔ API allows for manipulation of data. Thorough documentation available	✔ API allows for manipulation of data. Thorough documentation available	✔ API allows for manipulation of data. Thorough documentation available	✘ APIs are query/read only. Documentation is very basic and does not provide list of end points
LEAD MANAGEMENT						
POINT OF INTEREST LEAD DISTRIBUTION MODEL	✔ Out of box program template available to support this model	✔ Available via data extensions	✔ Customization required	✔ Available out of box	✔ Customization Required	✘ Unavailable
LEAD SCORING	✔ Out of box lead scoring available, custom lead scoring programs can also be built	✔ Einstein available, free with highest trim	✔ Out of box lead scoring available, custom lead scoring programs can also be built	✔ Out of box lead scoring available, custom lead scoring programs can also be built	✔ Out of box lead scoring available, custom lead scoring programs can also be built	✔ Out of box lead scoring available, custom lead scoring programs can also be built
DATA VALIDATION, DE-DUPLICATION, MERGE, AND STANDARDIZE DATA	✔ Available out of box in UI	✔ Available	✔ Available out of box in UI	✔ Available out of box in UI	✔ Available out of box in UI	✔ Function is available, done via code or 3rd party apps
PERSONALIZATION OF EMAILS VIA FROM ADDRESS, PRE-POPULATION AND DYNAMIC CONTENT	✔ Available out of box in UI	✔ Available	✔ Available out of box in UI	✘ Unable to merge data from Custom Objects in Salescloud	✔ Available out of box in UI	✘ Email personalization ability is very basic
FLEXIBLE DATA MODEL FOR CONTACT TABLE MAPPING	✔ Many to one relationship is possible for Custom Data Object records to Contacts ⁴	✔ Available via data extensions	✔ One-to-one and many-to-many Custom Objects may be linked to a person or a company ⁵	✔ Done via mapping in Salescloud	✔ Done via Databases and Relational Tables	✔ Mapping of Custom Business Objects requires coding
ATTRIBUTION						
ABILITY TO TRACK LEAD SOURCE INFORMATION ACROSS ALL TOUCH POINTS	✔ Only first and last touch point available natively ⁶	✔ Available in Salescloud	✔ Only first and last touch attribution available natively	✔ Available in Salescloud	⊕ Available in Customer Experience Analytics	✘ First and last touch attribution
NATIVE ATTRIBUTION CAPABILITY FOR CREATION OF REVENUE/ATTRIBUTION MODELS	✔ Available out of box, setup required	✔ Available in Salescloud	✔ Available out of box, setup required	✔ Available in Salescloud	⊕ Available in Customer Experience Analytics	✔ Available out of box, setup required
ABILITY TO TRACK MULTIPLE TACTICS AGAINST A SINGLE MARKETING INITIATIVE	✔ Customization required	✔ Available in Salescloud	✔ Available out of box, setup required	✔ Available in Salescloud	⊕ Available in Customer Experience Analytics	✔ Available out of box, setup required
REPORTING AND TRACKING						
BUILT-IN BI CAPABILITY OR HEAVY INTEGRATION CAPABILITY FOR EXTERNAL BI TOOL	✔ Native BI and integration with external BI tool available	✔ Native BI and integration with external BI tool available	✔ Native BI and integration with external BI tool available	✔ Native BI and integration with external BI tool available	✔ Native BI and integration with external BI tool available	✔ Native BI and integration with external BI tool available
DEVELOPMENT OF CUSTOM REPORTS ⁷	✔ Development of custom reports within out-of-box Reporting Tool required	✔ Native BI and integration with external BI tool available	✔ Development of custom reports within out-of-box capability	✔ Available in Salescloud	⊕ Available with Customer Experience Analytics solution	✘ Insufficient reporting capabilities, unable to achieve via customization
PLATFORM SUPPORT						
CUSTOMER SUPPORT CAPABILITIES	✔ Online and phone support available. Clear SLAs and severity definitions available	✔ Email and phone support available 24 hours	✔ Online and phone support available. Clear SLAs and severity definitions available	✔ Online and phone support available. Clear SLAs and severity definitions available	✔ Online and phone support available. Clear SLAs and severity definitions available	✔ Online and phone support available. Clear SLAs and severity definitions available

¹ Data from Relational Tables can be merged into Marketing emails. Data has to be stored externally for use in transactional emails

² Available out of box, however a custom program must be built to send transactional emails

³ Available out of box, however transactional emails are sent via an external service, and not available for use in Programs. Content of email has to be passed via XML/SMTP/API

⁴ Many to one relationship is possible for Custom Data Object records to Contacts, CDOs cannot map to each other natively but functionality can be augmented

⁵ One-to-one and many-to-many Custom Objects may be linked to a person or a company. Custom Objects cannot be linked to each other

⁶ Only first and last touch point available natively. Multi touch attribution achievable via customization

⁷ Development of custom reports, e.g: Lead Acquisition by Source, CDO reporting based on user-defined attributes, Lead score distribution, Asset level reporting, Roll up campaign level reporting, Email deliverability, Web Interactions

✔ Native (core / out-of-the-box function)

⊕ Core Add-on (not available in the core app; add-on may result in additional costs)

✔ Feasible (some customization required, may result in additional costs)

✔ Not supported (cannot meet requirements with native or custom functionality)



For further advice on migrating, consolidating, or simply getting more web of your Marketing Automation Platform, you can [contact us here](#), or call us:

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