



CHART

A Guide to Selecting the Right Marketing Automation Platform for Your Business

With so many marketing automation platforms in the market, it can be a challenge to know which can serve your organization the best, especially if you haven't tried them all.

In the chart below, we've outlined key differences to consider when selecting between the three most powerful platforms: Salesforce Marketing Cloud Engagement, Salesforce Marketing Cloud Account Engagement (previously known as Pardot) and Adobe Marketo Engage.

Considerations	Salesforce Marketing Cloud Account Engagement (FKA Pardot)	Salesforce Marketing Cloud	Marketo Adobe Engage
Common Use Cases	<ul style="list-style-type: none"> • Longer term nurture • B2B • Presale • Promotional and transactional • Sales enablement 	<ul style="list-style-type: none"> • Shorter sales cycle • B2C • Post-sale • Larger scale 	<ul style="list-style-type: none"> • Longer-term nurture • B2B • Presale • Promotional and transactional • Sales enablement
Licensing Model/ Add-ons	<ul style="list-style-type: none"> • Based on mailable contacts • Starting at 10,000 prospects but can grow with your business 	<ul style="list-style-type: none"> • Combination of contacts, send volume and send type • Additional add-on functionality available for SMS and In-App 	<ul style="list-style-type: none"> • Main cost driver is database size • Different packages determine the set of features available

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**Implementation/
Ease of Use**

- Single Pardot Admin can install and connect Pardot to CRM
- Requires minimal configuration to start using
- Content can use drag and drop or HTML for advanced customization

- Complex implementation
- Need team to execute in tool
- Content require HTML and AMPscript

- Intensive initial setup before you can launch your first campaign
- Likely need an implementation partner
- Usually requires an admin to manage the system and support users
- Ability to create program template and use token to decrease time to launch a campaign
- Custom code to build email and landing page templates a standard user can use without coding knowledge

Lead Scoring

- Upon implementation, lead scoring is enabled with preset, customizable values
- Can attach scoring to any configured action
- Allows for prospect grading to find your ideal customer
- Ideal for lead management and long-term nurture
- Automation for assigning leads to users based on scoring

- Processes configurable using out-of-the box functionality
- Additional lead-scoring functionality available via AppExchange

- Standard scoring fields for behavior and demographic score which total to person score
- Can easily create custom score fields
- Scoring is easily updated

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<p>Channels</p>	<ul style="list-style-type: none"> • Landing Pages and forms • Email • Social <ul style="list-style-type: none"> ◦ Requires social connectors • SMS <ul style="list-style-type: none"> ◦ Requires additional packages via AppExchange 	<ul style="list-style-type: none"> • Email • SMS <ul style="list-style-type: none"> ◦ Requires Mobile Studio • Ads <ul style="list-style-type: none"> ◦ Requires Marketing Cloud Advertising (Advertising Studio) • In app <ul style="list-style-type: none"> ◦ Requires Mobile Studio • Landing pages and forms 	<ul style="list-style-type: none"> • Email • Landing pages and forms • Chatbot (Recently added)
<p>Artificial Intelligence</p>	<ul style="list-style-type: none"> • Pardot Einstein focuses on scoring and sales enablement • Easily create personalized campaigns using website behavior and interactions • Marketing Insights (website tracking) • Audience segmentation • Lead trends 	<ul style="list-style-type: none"> • Marketing Cloud Einstein and Analytics <ul style="list-style-type: none"> ◦ Send time optimization ◦ Messaging insights ◦ Engagement frequency ◦ Engagement scoring 	<ul style="list-style-type: none"> • Predictive audience, content, and outcomes powered by Adobe Sensei as well as Target Account Management
<p>Sandbox/Test Instance</p>	<ul style="list-style-type: none"> • Depending on your license you can receive a Pardot sandbox • This sandbox is limited and should be used for testing lead scoring and custom syncing 	<ul style="list-style-type: none"> • Sandbox environments not available • Can use additional business units in production instance • Can use production instance for testing needs • Can purchase additional Marketing Cloud instance 	<ul style="list-style-type: none"> • Ability to request Sandbox from Adobe

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CRM Integration	<ul style="list-style-type: none"> • Only contact, lead, account are standard Salesforce CRM object to sync <ul style="list-style-type: none"> ◦ Only contact and lead are read/write ◦ You can add/request additional, but they will be read ONLY 	<ul style="list-style-type: none"> • Marketing Cloud Connect for Salesforce CRM <ul style="list-style-type: none"> ◦ Access to standard and custom objects ◦ Email metrics synch back to CRM • Other integrations possible through APIs 	<ul style="list-style-type: none"> • Out-of-the-box, bi-directional sync support for: <ul style="list-style-type: none"> ◦ Salesforce ◦ Microsoft Dynamics ◦ Less focus than Salesforce Integration
Reporting	<ul style="list-style-type: none"> • B2BMA • Marketing reporting • Pardot reporting 	<ul style="list-style-type: none"> • Basic reporting is out-of-the-box • In tool with add on Marketing Cloud Intelligence (Datorama) • Track marketing activities to allow better collaboration with sales 	<ul style="list-style-type: none"> • Basic reporting is out-of-the-box • Additional add-on capabilities to increase reporting functionality • Ability to export data via API to data warehouse
Training/ Documentation/ Enablement	<ul style="list-style-type: none"> • Trailhead, no training instance • Knowledge articles 	<ul style="list-style-type: none"> • Trailhead • Partner learning camp • Custom training sessions 	<ul style="list-style-type: none"> • Marketing Nation support • No ability for training instance
Integrations	<ul style="list-style-type: none"> • Google Analytics • Social connectors • Bitly • Webinar services • APIs 	<ul style="list-style-type: none"> • Google Marketing • Marketing Cloud personalization (Interaction Studio) • AppExchange • APIs 	<ul style="list-style-type: none"> • Adobe Exchange Marketplace (Formerly known as LaunchPoint) partners <ul style="list-style-type: none"> ◦ Webinar ◦ Event ◦ Data augmentation • APIs

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<p>Data Sync/ Segmentation</p>	<ul style="list-style-type: none"> • Need to upload initial list of prospects • Can decide which records sync via Market Data Sharing • Option to sync specific fields and control which system is record of truth • Can auto create records • Records look to sync about every four minutes 	<ul style="list-style-type: none"> • Synchronization of standard and custom objects from Salesforce using Marketing Cloud Connect • Manual upload to individual data extensions • Automated upload from FTP sites for other data sources 	<ul style="list-style-type: none"> • Bi-directional with CRM <ul style="list-style-type: none"> ◦ Based CRM user security access in CRM • Partitions allow for segmenting database
<p>Business Units/ Workspace Partitioning</p>	<ul style="list-style-type: none"> • Can have multiple business units connected to one CRM database • Market data sharing rules handles each business unit • Market data sharing is based on one non-synced field on the contact, lead or opportunity object 	<ul style="list-style-type: none"> • Multiple business units that roll up to a parent business unit 	<ul style="list-style-type: none"> • Workspaces segment program, landing pages, emails assets, and so on

**Do you need help in matching your business needs with the right platform?
Our marketing automation experts can help.**

Let's Talk