Compare 14 leading marketing automation platforms

Marketing automation platforms form the backbone of marketing operations, increasingly serving as sophisticated marketing orchestration platforms. A range of platforms is available to marketers depending on their firm’s size, budget and level of digital marketing sophistication.

The more basic functions of marketing automation have become somewhat commoditized, so platform vendors mostly look to differentiate their platforms based on the ability to scale, as well as usability, ease of implementation and customer experience.

MarTech Today’s “B2B Marketing Automation Platforms: A Marketer’s Guide” examines the market for B2B marketing automation platforms and the considerations involved in implementing this software in your business.

This 48-page report includes profiles of 14 leading B2B marketing automation vendors, capabilities comparisons and recommended steps for evaluating and purchasing. If you are a marketer looking to adopt a marketing automation software platform, you need to read this report. Visit Digital Marketing Depot to download your copy.

About The Author

Digital Marketing Depot is a resource center for digital marketing strategies and tactics. We feature hosted white papers and E-Books, original research, and webcasts on digital marketing topics – from advertising to analytics, SEO and PPC campaign management tools to social media management software, e-commerce to e-mail marketing, and much more about internet marketing. Digital Marketing Depot is a division of Third Door Media, publisher of Search Engine Land and Marketing Land, and producer of the conference series Search Marketing Expo and MarTech. Visit us at http://digitalmarketingdepot.com.
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