# Compare 15 marketing automation platforms

Marketing organizations of all sizes are being inundated by data from multiple digital marketing channels and an increasing number of consumer devices. Faced with challenging market dynamics and increasing ROI pressure, more B2B marketers are using marketing automation platforms to manage complex multitouch buyer ecosystems.

The latest edition of MarTech Today’s “B2B Marketing Automation Platforms: A Marketer’s Guide” examines the market for B2B marketing automation software platforms and the

considerations involved in implementing this software in your business.

This 48-page report is your source for the latest trends, opportunities and challenges facing the market for B2B marketing automation software tools as seen by industry leaders, vendors and their customers. Included are profiles of 15 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, this report will help you through the decision-making process. Visit Digital Marketing Depot to download your copy.

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*Opinions expressed in this article are those of the guest author and not necessarily Search Engine Land. Staff authors are listed here.*

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## 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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