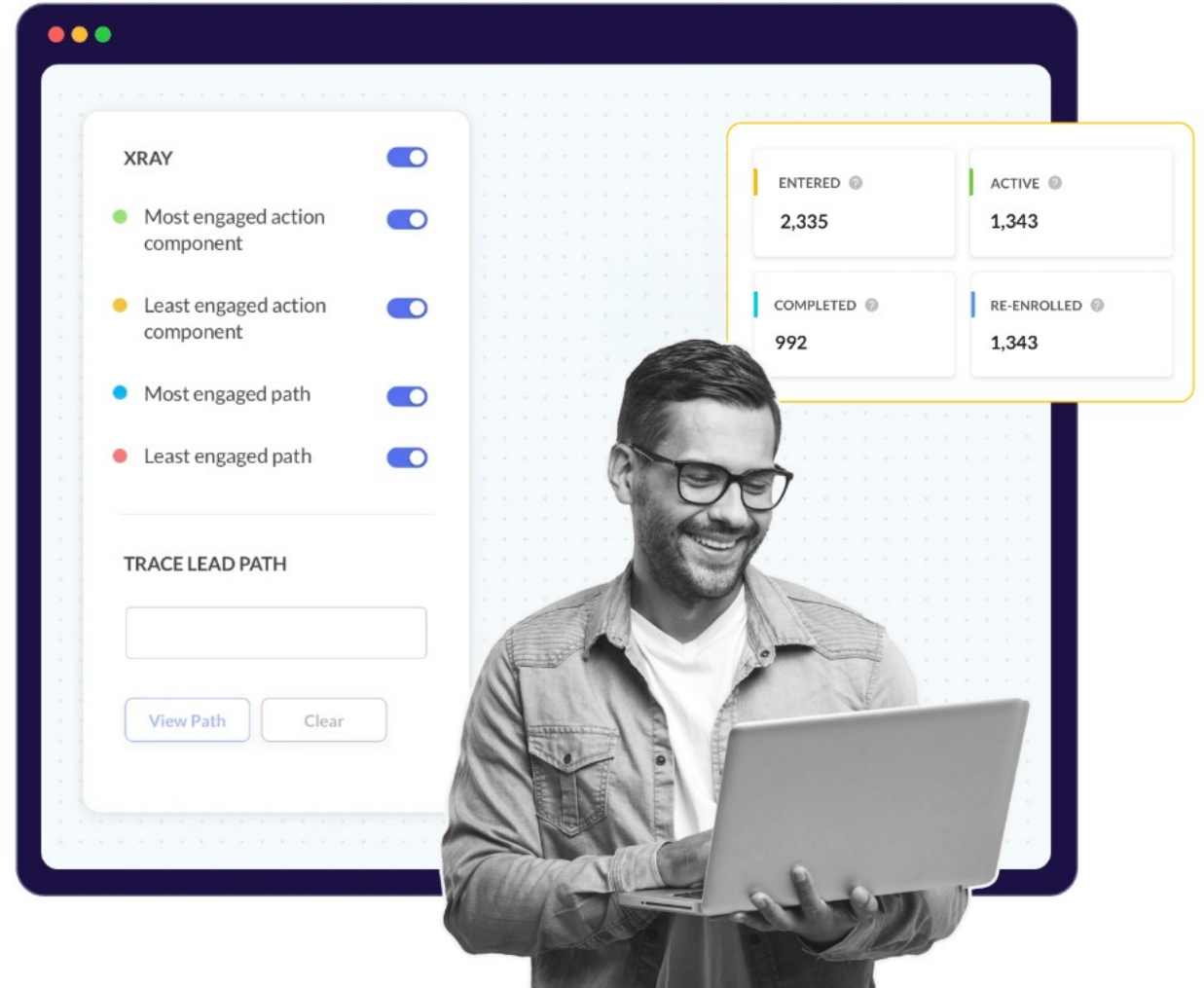


# Salesforce / Zoho Marketing Automation

Comparison document



## Overview

Zoho Marketing Automation is a multichannel marketing automation software solution that brings end-to-end marketing funnel management to your business. Shape your marketing pipeline with confidence and automate, measure, and analyze multichannel campaigns to create sales-ready opportunities.

### Who is Zoho Marketing Automation for?



Growth marketing teams



Marketing and advertising agencies

## Key capabilities

- Customer journey orchestration
- Lead lifecycle management
- Multichannel lead engagement
- Complete campaign management
- ROI tracking and attribution

## The differences in a nutshell

Theme	Key features	Zoho Marketing Automation	Salesforce
<b>Pricing</b> *for 10,000 contacts	Plans	Starts at \$48	Starts at \$1,500
<b>Design</b>	Email templates	Custom-coded templates	Available only in premium plans
<b>Automation</b>	Split testing	✓	Available only in premium plans
	Journey X-rays	✓	✗
<b>Campaign management</b>	Budget planning	✓	✗
<b>Lead generation</b>	Landing pages	✓	✗
<b>Website behavior tracking</b>	Smart URLs	✓	With paid integration
	Goals	✓	With paid integration
	Lead attribution dashboard	✓	✗

<b>User management</b>	<b>Workspaces</b>	✓	✗
<b>Cross-channel marketing</b>	<b>In-house SMS gateway</b>	✓	✗

## Design

Capture quality leads across multiple channels



### Zoho Marketing Automation

Offers custom-coded email templates with end-to-end customizations for free.

Offers CRO analytics and impactful marketing insights about traffic sources, time spent, pages visited, etc.

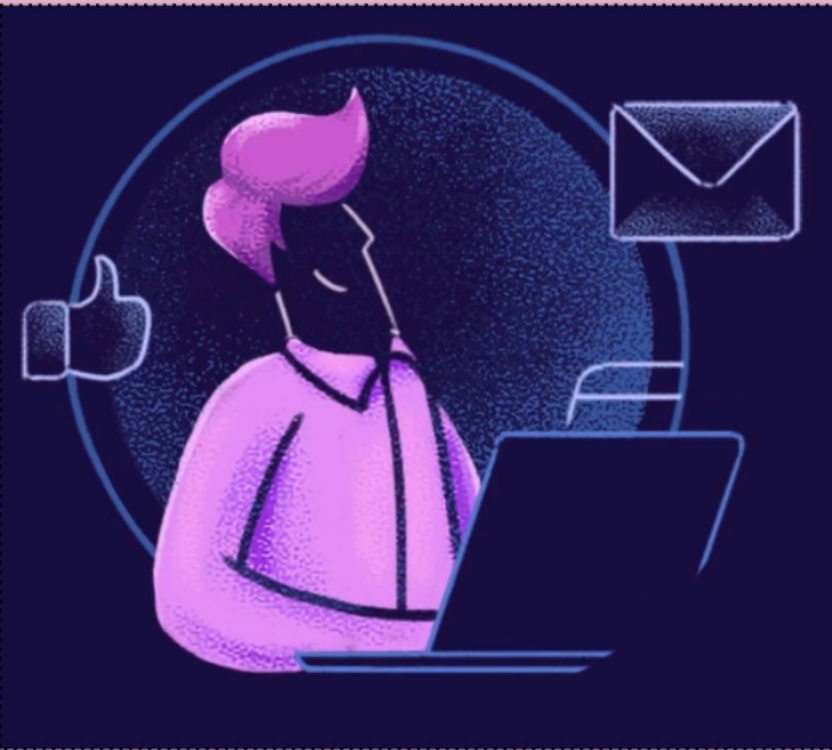
### Salesforce

Only available in premium plans.

Offers a basic landing page builder.

## Automation

Build, automate, and personalize using connected workflows



<b>Zoho Marketing Automation</b>	<b>Salesforce</b>
Track lead entry paths with Journey Xrays to learn about the most and least effective marketing channels.	Only available in premium plans and with paid integrations.
Offers a wide variety of automation templates with journey path tracing.	Lacks templates for journeys.

## Campaign management

Organize, collaborate, and track campaigns—online and offline



<b>Zoho Marketing Automation</b>	<b>Salesforce</b>
Plan and collaborate with your colleagues from the beginning of a campaign.	Not available.
Connect your social platforms and optimize the best time to engage your leads.	Only in premium plans and with paid integrations.
Offers advanced budget-tracking capabilities.	Not available.



## User management

Make user management easier and more efficient

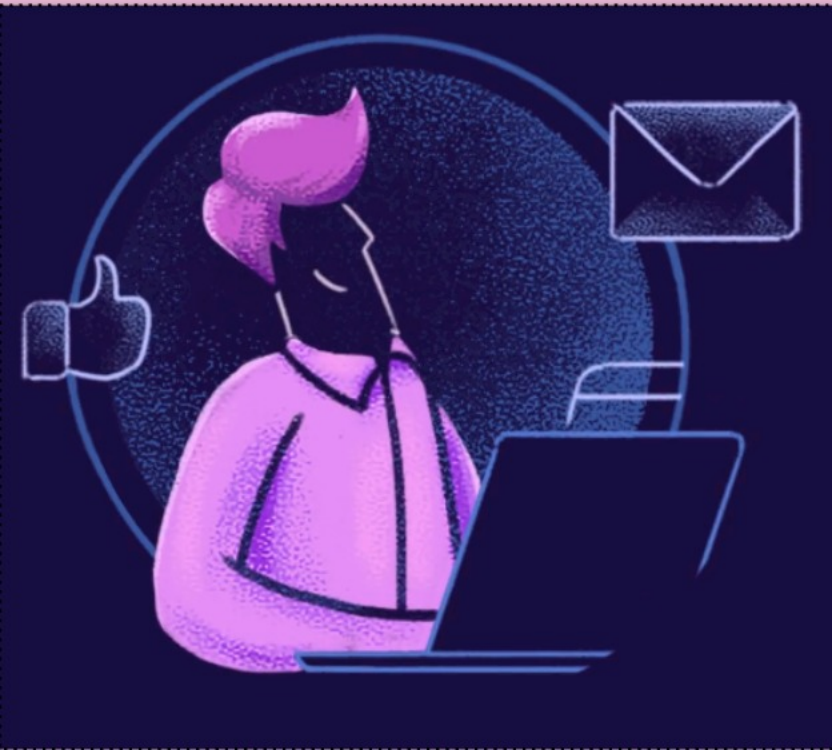


Zoho Marketing Automation	Salesforce
Offers workspace management	Not available.

Zoho Marketing Automation's workspaces serve as focused online hubs to organize teams and resources for specific projects or divisions.

## Website behavior tracking

Gain user insights via advanced web analytics



Zoho Marketing Automation	Salesforce
Set goals and <b>track website activities</b> you want your visitor to complete.	Not available.
Built-in link shortener allows you to customize links effortlessly.	Available via a paid integration.
Houses more than <b>260 computed fields for segmentation</b> . Marketers can slice and dice data at a granular level.	Offers <b>a smaller set of computed fields</b> , hindering advanced data segmentation.

# Why choose Zoho Marketing Automation?



## Value-driven excellence

Experience a wide range of features, all available at an exceptionally budget-friendly price.



## Marketing symphony

Get a 360-degree view of leads by connecting various channels from one platform and extending your reach.



## Personalization

Map the entire customer experience, automate interactions, and deliver tailored content via multiple touchpoints.



## Ecommerce solution

Connect your ecommerce site to send follow-up emails after purchases, recover abandoned carts, and promote special offers.



## Revenue insights

Track and attribute revenue across touchpoints and campaigns, measure marketing effectiveness, and optimize your budget.



## Marketing planner

Efficiently plan, organize, and execute marketing campaigns using a built-in marketing planner.



## Dedicated support

Migrate to Zoho Marketing Automation seamlessly with expert guidance and 24/7 support.



## Integrations

Enhance productivity by integrating effortlessly with apps across Zoho's ecosystem, as well as countless third-party apps.

**Our customers love**

# **Zoho Marketing Automation**

**Hear what they have to say!**





### Marketing and advertising

"Zoho Marketing Automation allows us to easily update and segment our leads, contacts, and accounts on the fly. Having used Mailchimp for years, Zoho Marketing Automation allows us to focus on important tasks instead of learning yet another system. Time is money in sales. Zoho is saving us time. Win-win."

- **Steve Snyder**

*President, Visual App Inc*



### Consumer electronics

"We had issues with managing and monitoring our business. Zoho Marketing Automation really helped us to streamline and progress further. Zoho Marketing Automation, all in one!"

- **Arun Narasimhan,**

*Partner, Super Enterprises*

Click [here](#) to watch the full video



# Thank you

For more information, please reach us at  
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