2019 FALL
CUSTOMER SUCCESS REPORT
MARKETING AUTOMATION SOFTWARE CATEGORY

featured customers
Marketing automation software is a sophisticated solution that helps marketers collect leads, nurture them down the funnel, and evaluate campaign performance and lead behavior. This tool has become an important resource for B2B and B2C sales and marketing departments seeking to expand their business.

Marketing automation software is typically compared to customer relationship management (CRM) solutions as both have overlapping features. But CRMs are currently utilized mainly by sales teams, while marketing automation applications are designed to scale and speed up marketing efforts and make each touch more focused and personalized.
The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings. The overall Customer Success ranking is a weighted average based on 3 parts:

**Content Score** is affected by:

1. Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
2. Customer reference rating score
3. Year-over-year change in amount of customer references on FeaturedCustomers platform
4. Total # of profile views on FeaturedCustomers platform
5. Total # of customer reference views on FeaturedCustomers platform

**Market Presence Score** is affected by:

1. Social media followers including LinkedIn, Twitter, & Facebook
2. Vendor momentum based on web traffic and search trends
3. Organic SEO key term rankings
4. Company presence including # of press mentions

**Company Score** is affected by:

1. Total # of employees (based on social media and public resources)
2. Year-over-year change in # of employees over past 12 months
3. Glassdoor ranking
4. Venture capital raised

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**Customer Success Report Award Levels**

**Market Leader**
Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.

**Top Performer**
Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.

**Rising Star**
Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.
2019 Customer Success Awards

Check out this list of the highest rated Marketing Automation Software software based on the FeaturedCustomers Customer Success Report.

**Market Leaders**
- Act-On
- ActiveCampaign
- HubSpot
- Keap
- Klaviyo
- Marketo
- Oracle Marketing Cloud
- Salesforce Pardot

**Top Performers**
- dotdigital
- Drip
- GetResponse
- Hatchbuck
- leadsquared
- Ontraport
- Salesfusion
- SharpSpring
- WebEngage

**Rising Stars**
- Autopilot
- customer.io
- EngageBay
- GreenRope
- Omnisend
- sendinblue
OVERALL BEST
OF MARKETING AUTOMATION SOFTWARE

Marketo
ABOUT MARKETO

Marketo, an Adobe Company, provides the leading cloud-based marketing software platform for companies of all sizes to build and sustain engaging customer relationships. Spanning today's digital, social, mobile and offline channels, the Marketo® solution includes a complete suite of applications that help organizations acquire new customers more efficiently, maximize customer loyalty and lifetime value, improve sales effectiveness, and provide analytical insight into marketing's contribution to revenue growth.

"With Marketo, there are really no limits to your campaigns' creativity. We are looking at what other people are building with this tool and it inspires us to push the limits on the kinds of intelligence we can gather from our customers and the types of campaigns we can run. That's what's fun about Marketo being such an open platform."

Renaud Bizet
CRM & Business Intelligence Manager - Group Marketing, Bio-Rad

"With Marketo Financial Management everything is in one place. We have a central reporting capability that brings all of our plans, forecasts and actuals together into a single system of record."

Alix Bourras
Online Marketer, Cornerstone OnDemand

"With Marketo, we market with precision, deep intelligence, and a focus on delivering value at every interaction. We have a lead scoring mechanism that monitors for behavioral and demographic matches, so that we pass the right opportunities to sales at the right time."

Bryan Landaburu
Head of Marketing, Hero K12

"Marketo enables us to transform the way we operate. We're now focused on multi-channel, multi-touch campaigns, aligned to buyer pain and the buyer journey. We are better able to leverage the right marketing asset based on fit, behavior, and journey. Marketo Real-Time Personalization is a critical part of this holistic, 360-degree approach."

Nick Mirisis
Director of Marketing, SchoolDude

Customer references from happy Marketo users
VIEW ALL REFERENCES
ABOUT ACT-ON SOFTWARE

Act-On Software is the leader in Adaptive Marketing solutions that empowers marketers to achieve the purposeful and personalized engagement that their business needs to thrive. Act-On makes customer data actionable, enabling marketers to strategize better business outcomes, drive more relevant multi-channel marketing, and generate higher customer lifetime value – all with the fastest time-to-value.

"Since implementing Act-On, we’ve seen a 157% increase in the total number of email-driven website sessions and a 174% increase in revenue driven through our email programs. Overall, that already equates to a 200% return on our Act-On investment.”

Jenny Lockwood
Online Marketing Specialist, The Library Store

"Act-On has been amazing in so many ways. We can segment our members based on their location, the services they use - anything - then send the proper email to each member. And Act-On support has been tremendous. We use the online classes, tutorials and training videos, and they are so helpful. I also love that Act-On constantly updates and improves...

Roxy Duncan
E-commerce Senior Interactive Designer, Truity Credit Union

"What is apparent is the higher level of prospect interaction. We have higher click rates, higher download rates and higher direct response rates with Act-On.”

Kate Gluck
Director of Marketing, NuGrowth

“Act-On has increased our leads by enabling more sophisticated nurturing of our contacts. The platform is intuitive and easy to implement, the company provides great technical support, and the sales team is flexible with pricing models and contracts.”

Christine Slocumb
CEO, Clarity Quest Marketing
ABOUT ACTIVECAMPAIGN

ActiveCampaign is an integrated marketing automation, email marketing, and automated sales CRM platform. Since 2003, they’ve been reinventing how marketing should be done. They believe in intelligence driven marketing. Marketers get better results. They remain focused on their employees, their customers, and even their customer’s customers. Ideas are valued over titles, contributions are valued over appearances, helping a co-worker is more important than outshining them.

111
Customer references from happy ActiveCampaign users

“I used to get 20% open rates and I thought I was doing really good. And then when I switched to ActiveCampaign and I started implementing some of these strategies, I’m seeing 50% and higher. My first few emails are all in the 80% to 50% range.”

David Paige
Musician, David Paige Music

“If you are a small business owner that wears many hats, ActiveCampaign is the perfect partner to help you maximize your efficiency and effectiveness in connecting with and nurturing customers. So intuitive and easy to use; it saves you time - which, of course, is money.”

Tom Lo
Owner, Mimobee

“With Conversations, we can answer in real time and chat with the guest if we’re in the office. If we’re not, it prompts them for their email address so we can follow up with them later. No one falls through the cracks. Since we’re a small business, every single ticket sold really does matter.”

Kayla Muldoon
CFP’s Operations Coordinator and Private Tour Guide, Chicago Food Planet

“It’s our CRM system. It’s our sales pipeline. It’s our integrated email marketing system. It’s our integrations. So it’s the central point for all of the things that we do.”

Matt Coffy
Chief Executive Officer, CustomerBloom
HubSpot is the world’s leading inbound marketing and sales platform. Since 2006, HubSpot has been on a mission to make the world more inbound. Today, over 15,000 customers in more than 90 countries use HubSpot’s software, services, and support to transform the way they attract, engage, and delight customers. HubSpot’s inbound marketing software, ranked #1 in customer satisfaction by VentureBeat, includes social media publishing and monitoring, blogging, SEO, website content management, email marketing, marketing automation, and reporting and analytics, all in one integrated platform. Sidekick, HubSpot’s award-winning sales application, enables sales and service teams to have more effective conversations with leads, prospects, and customers.

“HubSpot has enabled us to test, automate, iterate and roll out campaigns at every stage of the marketing funnel that would otherwise require us to add 5-10 people to the payroll. Both the quality and the cadence of our marketing experimentation has lifted and we are getting significantly better outcomes. We’re very happy (HubSpot) campers.”

Craig Davis
Co-Founder and Chief Marketing Officer, Sendle

“In the first 6 months we were able to double our organic traffic due largely to blogging. This allowed us to reduce our spending and dependence on PPC traffic, which we had identified as less likely to convert to a paying customer. The savings in PPC and increased profitability more than offset the cost of the HubSpot Software.”

Tom Schwab
Founder and Owner, Goodbye Crutches

“In my opinion, HubSpot is the best integrated inbound marketing tool in the market. It has all the tools you need to implement an inbound strategy. Moreover, [it] is a very dynamic tool that is constantly being updated and enhanced with new features.”

Sandra Almeida
Inbound Marketing Management, G2 Crowd

“HubSpot really replaced a large and diverse set of tedious tasks. Some of the stuff is just impossible to do manually, like tracking what a lead viewed on the website and comparing that to the emails you sent them. That’s a lot of things to keep track of, but the HubSpot Marketing Platform made it easy.”

Joel Marsh
Vice President of Marketing and User Experience, Scrive
ABOUT KEAP

Keap is on a mission to simplify growth for millions of small businesses. For 15 years, Keap has been helping small businesses get organized so they can deliver great service and close more business. Today, the pioneer of CRM and marketing automation software for small businesses serves more than 200,000 users globally with its Infusionsoft and Keap products.

“When I saw Keap, I was only looking for an email program; but when I saw some of the CRM capabilities, tasks and completion scenarios, and follow-up sequences, I realized I could utilize it to manage my employees and their workloads.”

Damian Sanchez
Founder, DC Mosquito Squad

“What I love about Keap is it puts all of my marketing and communications, and all of my direct consumer interaction, under one umbrella.”

Joe Stone
Owner, Swim Fitness

“In my mind, data is king; but before Keap, we didn’t have a specific way to consolidate and track it. Now, we have data at our fingertips and [we] can use it to make important decisions — hiring, firing, pricing and messaging.”

Meny Hoffman
Co-Founder, Ptex

“Without Keap, I don’t think we could have effectively nurtured our prospects or our existing client base. With Keap, we’ve been able to do just that with tracking, reporting and measurable results.”

Ken Chandler
Vice President, Presidential Pools
ABOUT KLAVIYO

Klaviyo helps eCommerce businesses sell more by using their data to power super-targeted, highly relevant email and advertising campaigns. Unlike other email or marketing automation solutions, they're really good at getting data out of your eCommerce platform - whether it’s Shopify, Magento, a customer implementation, or something else. They let you combine that data with website behavior and information from other marketing tools, then use it to target, personalize, analyze, and optimize your marketing.

"Klaviyo is the ESP we needed to grow. We can design and test email flows to welcome new subscribers, show them new products, and keep that strategy synchronized with our Facebook ads. Klaviyo made all of that easy."

Alex Outlaw
CEO & Co-Founder, The Idle Man

"Klaviyo has been an excellent tool for our company. The system is intuitive, easy to use, and best of all, being able to track data and profit [in] real time is an amazing way to understand how effective our email campaigns are working."

Larry Haley
HeliDirect

"Klaviyo is the most powerful email marketing tool I have ever used. Klaviyo unlocks previously unknown data about existing & potential customers & allows us to communicate based on data-driven events."

David Kavanagh
General Manager, LIFX

"In the last 12 months, we’ve done nearly $1M with the automated email flows in Klaviyo. We’re not spending additional money to get that. Once we turn them on, they’re on autopilot."

Christopher Petitt
Operations Manager, Bombtech Golf

74
Customer references from happy Klaviyo users
VIEW ALL REFERENCES
Oracle Marketing Cloud’s data-driven solutions create engagement, orchestrate experiences, connect data, and optimize online interactions that attract and retain ideal customers. And it’s easier than you might think. These Modern Marketing solutions connect cross-channel, content, and social marketing with data management and activation, along with hundreds of pre-integrated app and data partners. Leading brands use their award-winning expertise and technology to deliver personal experiences on a proven system that marketers love and IT trusts!

“With a 54.8% responder-to-open rate, Aer Lingus email marketing is now personalized, cost effective, and at the highest engagement levels the company has ever seen.”

Dervila McGarry
European Marketing Manager, Aer Lingus

“Being able to prove our ROI and float that information up to our Senior Leadership Team is huge as we try to secure funding for future campaigns. We’ve already determined that the platform has paid for itself many times over.”

Nikki Vaughn
Business Systems Analyst, Snagajob

“Oracle Responsys has helped Etraveli strike the right balance between personalization and automation in our email marketing communications. As a result, income from the email channel has grown by 70% year on year.”

Qamyar Ghomi
Director of Digital Marketing and Automation, Etravel

“With Oracle Responsys, we can target and individually control the number of emails we send. Every customer gets as much mail as he or she wants.”

Thomas Spengler
Director of CRM, Internetstores GmbH
ABOUT SALESFORCE PARDOT

Salesforce Pardot is B2B marketing automation on the world’s #1 CRM. We help companies engage the right buyers at exactly the right time, align with sales to close deals, and grow relationships with their customers. Our customers choose Salesforce Pardot because of the power of the Salesforce platform, best-in-class time to value, powerful analytics, access to artificial intelligence for marketing and sales, and the marketing innovation that comes from Salesforce. On average, customers see a 37% increase in marketing pipeline and a 34% increase in revenue.

"With Pardot, marketing is personalizing the conversation with content tailored to each buyer, and sales has complete visibility into that conversation. By the time sales engages, the buyer is educated and ready to make a decision. Sales knows exactly where to begin the conversation."

Alan English
Senior Brand Manager, Stanley Black & Decker

"Pardot has allowed us to maximize our time; we're able to manage event promotions, build landing pages, execute social campaigns, and schedule emails in record time. It was important to us to have a marketing automation system that would allow us to market to a number of audiences with unique templates, so they're not getting hit with the same..."

Sarah Philips
Marketing Manager, Socialware

"Switching to Salesforce Pardot helped Amazon Marketplace support 4x more email volume and 2x more users in under a year."

Elliot Pearl-Sacks
Product Manager, Amazon Marketplace

"Interpreting what is going on with the campaigns has become infinitely easier. You don’t have to study anymore. Within a few seconds you can look at Engagement Studio and understand at a high level where your campaigns are working, and where your prospects are in the nurture process."

Lauren Honyotski
CRM Manager, Valpak
ABOUT DRIP

Drip is the CRM Salesforce didn’t build. The first e-commerce CRM - ECRM - is built to drive sales, not sales teams. Build personal, profitable customer relationships at scale with Drip. They’re a lot like you. They believe in working hard, lending a hand wherever they can, never settling for what worked in the past, and always reaching for a better way to do things.

“When customers respond to my Drip campaign emails and I ask them for a review, they almost always would say ‘sure,’ and then leave a review immediately. It has been an extremely effective way for me to increase my customer reviews.”  

Chris Simmons  
Software Developer, WP BackItUp

“We have a dynamic landing page, a completely personalized email, a semi-gamified loyalty program, and I don’t know any JavaScript. That’s amazing.”

Tara Tankersley  
Marketing Automation Specialist, Bite Squad

“80% of what we used to do for every single customer is now coming out of the box with Drip.”

Leon Yeh  
Founder, Y-Verge

“What matters more these days is that the relationship you have with your customers has to be the most important. And I feel that Drip and The Spice House share that.”

Charlie Mayer  
Chief Executive Officer, The Spice House
ABOUT GETRESPONSE
GetResponse serves more than 350,000 active users from 182 countries, delivering more than 1 billion permission-based emails per month, with an average deliverability rate of 99.3 percent. Clients include GlaxoSmithKline, Marriott, Intercontinental, University of Arkansas, Carrefour, Men’s Health Magazine, and thousands of fast-growing businesses and professional firms.

141
Customer references from happy GetResponse users

“GetResponse is one of the most powerful platforms. It helped the University of Dubai hit higher targets in a shorter time and in smarter ways. Whether you have 500 or 50,000 subscribers, GetResponse is definitely the best option.”
Haitham Almaaini
Head of Graduate Recruitment, University of Dubai

“We tested popular email marketing platforms and chose to stick with GetResponse, as it was more user-friendly, had better customer service, and offered more advanced features.”
Stephan Gasteyger
Co-Founder, Wonego

“GetResponse is our secret weapon in beating the competition because it combines all the essential digital tools we need from newsletters and surveys to landing pages and marketing automation. As a result, we can optimize the costs and manage all our marketing activities using only one tool.”
Damian Borowiec
Marketing Manager, Lavito

“With GetResponse, I can work with multiple clients on their email marketing campaigns. It’s an easy to use, cost-effective way to create emails for our clients.”
Katie Townsend
Managing Partner, Brand Accomplished
ABOUT HATCHBUCK

Hatchbuck’s all-in-one sales and marketing platform combines CRM with email marketing and marketing automation to turn emails into conversations, website visitors into handshakes, and customers into raving fans. We also provide marketing agencies an alternative solution for their small business clients.

81
Customer references from happy Hatchbuck users

"Hatchbuck has helped us build our subscriber list by over 300% and is allowing us to appropriately respond in a timely manner with the right response."
Matt Frick
Owner, Sky Zone

"One of the tactics we feel is important to any integrated campaign is email marketing. This is where Hatchbuck's automated email features and benefits come into play, not only for us, but also, for our clients."
Kelly Rozick
Client Manager, Scheffey Marketing

"We have seen a dramatic rise in our open rates - from 15% to 40% since using Hatchbuck. We now have better insights into what our prospects and customers are doing so we can be more personal and engaging during and after the sales process with them."
Christine Brett
Director, Digital Strategy, GPrX Data

"Hatchbuck helps me organize forms, contacts and emails without jumping to a bunch of different tools. Having used other marketing automation tools, it’s nice to have the big budget functionality in a simple and straightforward package."
Travis Arnold
Founder, Harbinger Labs
ABOUT LEADSquared

LeadSquared is a marketing automation and sales execution platform that helps businesses increase their closures, manage their pipelines, and attribute their ROI accurately and completely - to people, marketing activities, lead sources, products, and locations. Built to handle thousands of users, millions of leads and thousands of activities, LeadSquared is being used by enterprises and small & medium businesses across a diverse set of industries. Businesses that have found fitment with LeadSquared include educational institutions (EdTech businesses, colleges, universities, offline and online training institutions), financial services (insurance providers, loan providers, Fintech businesses), hospitals and wellness clinics, and hospitality businesses, among others.

85
Customer references from happy LeadSquared users

“LeadSquared’s huge advantage, apart from strong marketing flow, sales automation and big customer centricity, is the capability to create an Automated Lead Score right at the initial stage, which makes [the] FundsTiger team productive many times over! Thanks a lot for making it so easy for us!”

Neelam Dwivedi
Founder and CEO, FundsTiger

“With LeadSquared, we can now easily manage our ongoing PPC Adwords and other marketing campaigns and still have enough time to accommodate new businesses. The lead analytics and insights which we are able to offer to our clients differentiate us from the crowd.”

Chief Executive Officer
Search Value

“I like its ease of use, and the fact that it makes marketing very simple. The extended features like email marketing and integrations with different lead capture channels are awesome as well. My whole campaign rests on this and I would really like to recommend it to everybody.”

Adnan Syed
Digital Marketing Manager, O2 Spa

“Before LeadSquared, there was a lot of leakage in fetching all the online & offline leads. We have drastically reduced leakage in 6 major channels, with present leakage less than 1%.”

Akhil Sikri
Co-founder, Zolo
ABOUT ONTRAPORT

Ontraport was founded in 2006 to help small and medium-sized businesses meet the unique challenges of the marketplace. The company helps clients with all aspects of automated and integrated systems, including multi-media integration and successful implementation of CRM systems and other marketing tools.

“I simply cannot believe how powerful Ontraport is, especially in terms of client relationship management. The ability to know each and every touchpoint that clients/prospects have with my business is so important.”

Matthew J. Watts
FreedomPreneur Business Academy

“The return on investment with Ontraport is huge. The automated messaging and task management is the best investment we have made in our company. Humans make errors. Ontraport ensures that my clients get a consistent experience and our referrals prove it.”

Eric Foronjy
Sales Manager, Hague Quality Water of Los Osos, CA

“Ontraport is the most versatile business tool. It works for all types and sizes of businesses — online trainings, personal consulting, big ecommerce websites, and more. I like the possibility to put all my automation dreams into action — especially with custom objects.”

Diana Koshedzhiyska
Buzz Fixer

“When I first joined Ontraport in the business that I was using it for, I was doing around $250,000 per year. Today, we have a business that does multiple millions a year. We’ve continued to grow 20 to 25% each year during the course of our involvement with Ontraport; it has been a critical factor to our continued success.”

Dale Beaumont
Business Blueprint
ABOUT OUTBOUNDENGINE

OutboundEngine is a 100% done-for-you email, social media and content marketing platform that helps business owners stay top-of-mind with customers and prospects, and turn online engagement into revenue. The cloud-based product automates the delivery of timely, tailored e-mail, social and content marketing campaigns for a wide range of industries. Its personalized and touchless approach helps business owners reach and nurture customers while freeing them up to do what they do best: their jobs.

"Working with OutboundEngine has been really beneficial for my business because my clients and referral sources are seeing my name and getting communication from me on a very regular basis."

Sara Seely
Equistar Wealth Management

"The quality of the content that OutboundEngine writes is excellent. People don't want to read about the number of homes I'm selling; they want articles that provide value and offer helpful tips. I was happy to have OutboundEngine take marketing off my plate."

Fred Amendola
Keller Williams

"The majority of our business comes through word of mouth and referrals. Using the OutboundEngine platform has been a way to stay in front of those customers and get referrals from our existing ones."

Joe Walkup
President, Innovative Business Products

"I've tried everything in the past — newspaper, magazine ads, television commercials. Nothing works like social media paired with the newsletters that OutboundEngine sends out."

Marlow McShan
Marlow's Fitness
Salesfusion’s mission is to help marketers attract new opportunities, convert them into customers and nurture them into lifetime relationships. Salesfusion stands out among cloud-based marketing automation vendors for its ability to provide relevant, contextual information to sales by delivering a superior lead nurturing and engagement marketing automation platform to marketers. Salesfusion provides an out-of-the-box unparalleled integration between its Marketing Automation Platform and Microsoft Dynamics CRM, Saleslogix, SugarCRM, Salesforce, and Sage.

“Salesfusion enables us to score on multiple activities so we can better assess when someone is sales-ready. This helps us streamline and prioritize our outreach, and ultimately drive higher lead conversion.”
Emily Kuhn
Marketing Automation Specialist, Realityworks

"After undergoing a Salesfusion demo, our team saw the platform's immediate value. Its website forensics tool provides lead-based engagement reports, automatically updating our sales reps when a qualified lead visits the site. It's revolutionized the way we prospect."
Barry Myers
Marketing Manager, StrongWell

“Salesfusion’s powerful integration with Microsoft Dynamics CRM is what ultimately led to our decision. After all, marketing can only benefit from automation if sales is also optimized. The ability for us to align our team around a seamless process has been invaluable to our success.”
Tuomas Mäkinen
CEO, Generis

“Salesfusion has simplified our entire marketing process, allowing our marketing team to focus on developing better content and generating high quality leads for sales. We’re thrilled with the results we’re seeing.”
Cassandra McDonald
Brand Journalist, Interim Physicians
ABOUT SHARPSPRING

SharpSpring is a cloud-based marketing automation platform for marketing agencies and small to mid-sized businesses that rivals top competitors with its features, functionalities and performance. SharpSpring is among the most flexible platforms on the market, offering native or third-party CRM integration, universal CMS compatibility, and additional integrations with hundreds of applications. With SharpSpring, you can monitor every lead that comes in and analyze all of your data for a full picture of end-to-end ROI.

“Our mission is to make marketing automation available to more businesses. Using SharpSpring, we’re able to achieve this by lowering client fees and providing them with a strategy to make it work. We don’t lock clients into long contracts - instead, we’re able to continuously prove our value, and so far, we haven’t lost a single client.”

Yusuf Young
FunnelBud

“We grew 400% in sales in our first year with SharpSpring, and this year we’re just shy of 250% in profit. SharpSpring's platform is robust, its support is outstanding, and they go out of their way to help me grow my business.”

Gary Williams
CX3 Digital

“We increased our revenue by over 28%, and our monthly recurring revenue has increased by over 30% since we adopted the platform.”

Niall Durkan
President and Founder, Durkan Group

“Using SharpSpring has deepened our relationships. We're working with these clients on almost a daily basis to generate campaigns and give them information on how those campaigns are performing, rather than just on a project-by-project basis. We're much better engaged with them, and they're able to see the results we deliver.”

Simon Harvey
Managing Director & Founder, Demodia

39
Customer references from happy SharpSpring users
VIEW ALL REFERENCES
WebEngage is a marketing automation software that helps B2C companies drive more revenues from their existing customers and anonymous users. WebEngage helps companies segment their customers and engage with them in a contextual and personalized manner through various channels such as Push, In-app, SMS, Web Push, Email, Facebook, On-site Notifications, On-site Surveys and On-site Feedback. Through WebEngage, companies can create complex lifecycle campaigns in seconds using the Journey Designer.

“WorldRemit uses WebEngage to collect customer insights and optimize the ROI on their online marketing spends. Via WebEngage push messages, WorldRemit ensures that their customers receive a great user experience. I see WebEngage as the most powerful customer engagement toolkit out there.”
Depesh Mandalia
Head of Conversion Rate Optimisation, WorldRemit

“I tested several services before choosing WebEngage. It provides, by far, the widest flexibility in terms of layout designs, customization, targeting, reporting and integration. We use WE for several different notifications and surveys and it has proven to be an extremely valuable tool. Their customer support has also been really great.”
Jussi Koskinen
Chief Technology Officer, Swap.com

“WebEngage powers our complete customer retention and engagement process. We have defined our journeys and interaction steps, which automates a lot of user tracking and sending out messages/notifications/SMS and emails very easily.”
Niket Anand
Head of Product Management, Starquik

“WebEngage has been a good growth partner and instrumental in improving our engagement with our users. Their “Journey Designer” module ties all the engagement channels together and helps us visually design our engagement across the user life cycle. We are able to do a lot more experimentations with our campaigns and see positive results.”
Gaurav Maheshwari
Chief Technology Officer, PrettySecrets
ABOUT DOTDIGITAL

dotdigital has over 350 employees and offices across four continents. Their aim is simple - to empower marketers to achieve their goals in faster and smarter ways. dotdigital’s easy-to-use Engagement Cloud combines powerful technology with passionate people to deliver an unbeatable service.

111
Customer references from happy dotdigital users

VIEW ALL REFERENCES

“We are enjoying very high open and click through rates, with average clicks to opens rate running at 31.7%, and peaking at 57%. We are also seeing very high average unique opens, at 41%, with a peak of 61%.”
Elaine Taylor
UK Ecommerce Manager, Barbour

“We introduced automated emails and saw an immediate upswing in response. Even more impressive was the 73% increase in conversion rate.”
Lisa Stone
Head of Online Marketing, FAIRFX

“The dotdigital x Nosto widget has enabled our small department to become better marketers, allowing us to create more relevant content, which has improved campaign conversion. The easy-to-use drag and drop feature in dotdigital makes the process very simple too!”
Jennie Rose
Gill Marine

“It gives us a platform that will improve customer service, reduce duplication, and drive much higher levels of customer insight and intimacy. Dotdigital hit the sweet spot between advanced features and simple operation.”
Matt Royal
CRM Manager, TUI Group
ABOUT AUTOPILOT

Autopilot is based in San Francisco and has raised $20.5M in venture funding. Backers include Salesforce Ventures, Stage One Capital, Rembrandt Venture Partners, Southern Cross Venture Partners, Blackbird Ventures, Tim Draper, and Terry Garnett. Autopilot helps marketers connect their systems, create automated journeys, and convert leads into customers. Their built-in integrations to popular tools like Salesforce, Segment, Twilio, Slack, GoodData, and Zapier make it easy to connect to systems and message consistently across online, offline and mobile channels, including email, SMS, in-app messaging, and physical mail.

“We’ve been able to increase webinar attendance by 30% or more with email and messaging when users are in our application.”
Tyson Quick
Founder & Chief Executive Officer, Instapage

“The drag and drop workflow in Autopilot made it simple and easy for us to build out one journey, document the process, and replicate that over and over again. Training employees to run those experiences was worlds easier than with other tools we’ve tried.”
Neal Conlon
Solution Architect, ShoreGroup

“I love two things about Autopilot - how easy it is to set up a campaign and how much power you have with its features. You can automate based on any type of user activity and guide the lead/prospect/customer in any way you please - that is powerful!”
Ratko Ivanovi
Manager, EnCoCreative

“We’ve moved on from shotgun batch and blast marketing. The new customer journeys we’ve created with Autopilot have helped us revive dead clients, get more repeat purchases, and see a 150% increase in online sales.”
Toby Marion
Owner, Golden Gate Wine
Customer.io is a behavioral messaging platform for automating hyper-personalized customer communication at scale. Harnessing real-time behavioral data and advanced segmentation across the web and mobile channels, Customer.io empowers marketers to automate targeted, contextually-relevant communication that optimizes the customer experience while driving retention and conversion. Customer.io is transforming marketing for high-growth online brands including Trello, The Knot, and Codecademy.

"We use Customer.io for sending all transactional and outreach emails. Their support team is WOW. They’ve completely raised the bar for my support expectations from other SaaS companies. They are instant, descriptive, knowledgeable and hustlers."

Pratik Agarwal
Product Manager, Remind

"It's crucial for our team to make onboarding as fast and painless as possible because teachers are super busy. Customer.io allows us to segment new signups based on their remaining action items and send our teachers finely tailored guidance based on their real-time status."

Brendan Appold
Director of Classroom Success, Motion Math

"Customer.io dramatically improved the way we communicate with our customers. The app is extremely simple to set up and use, allowing any of our staff to easily create and send meaningful email campaigns. We have seen a 20% increase in our conversion rate, have gained significant insight into our customers' habits, trends, and needs, and formed more..."

Ben Buckwold
CEO, Red River Press Inc.

"Using Customer.io has boosted our numbers in every imaginable way — from audience growth to engagement to conversion. They are literally helping us change lives around the world by making sure we have the best email tool available."

Grace Garey
Co-Founder, Watsi
ABOUT ENGAGEBAY

EngageBay is a simple all-in-one marketing software that is designed to be an affordable alternative to expensive marketing software. Included are all the same features you’d come to expect from the expensive ones, but at only a fraction of the cost. It has all the necessary marketing features such as email marketing, marketing automation, account-based marketing, analytics, landing page designer, lead generation forms and social media - all integrated into a single platform.

"EngageBay is more than a CRM, it’s a fully integrated marketing automation platform that’s very intuitive and powerful. Training and support is outstanding! You can actually reach someone live when you need help."

Philip Foti
Chief Executive Officer, Atavas

"I like how they give you access to all these marketing and CRM/sales features in one dashboard. It could easily replace a number of other tools you are using right now. Pricing is fair for what you get too and I also really like the file repository feature that bigger marketing teams will really appreciate. I would be happy to recommend this tool to my clients."

Paul T.
eMarketing Strategist, Paul Therond Consulting

"Enabled me to easily capture details of interested parties for my products. Ease of use Feature set. Excellent customer service."

Raymond B.
IT Project Manager, BespokeIT

"All its tools and functions are good, but what I like most are the automation and programming in social networks, along with landing pages, pop-ups, and forms that together help me increase traffic, and in the short term, generate sales."

Dioshai G.
Web Developer, Huawei Technologies
ABOUT GREENROPE

GreenRope® is a powerful, web-based application that allows business owners to consolidate their customer database, create marketing campaigns, and send and track invoicing - and that's just the beginning, all while being more efficient and effective than ever before. No matter what kind of small business you are running, they work hard to make your life easier through consolidation while still offering robust features. All your data is stored securely online, allowing customers easy access to it from anywhere in the world - all that is needed is an internet connection.

"I love that it offers so much power in customer service management and marketing tools. It is a one-stop shop and does not require me to go to multiple vendors. Plus, their customer service listens and adapts to the needs and suggestions of others. So powerful and beats the competition hands down."

Lew Everling
Whiners Fat Guys and Wives

"Switching to GreenRope CRM has made us more efficient at a much lower cost. Most importantly, the transition process was painless and took only about 72 hours."

Sharene Treffinger
Marketing Treff

"GreenRope allows me to run my complete business from stem to stern without having to purchase any other unnecessary software applications. I can run all of my events and memberships with the click of a button and ease of use."

Shoan Snoday
Coach Marketing Mastery

"GR is a full solution all in one - a smaller company can grow into it and a big company can integrate their entire CRM and sales process with it."

John Nachtrieb
Barcode-Test LLC
Omnisend is an omnichannel marketing automation platform built for ecommerce. With email marketing at its core, creating beautiful email campaigns is easier than ever before. Using Omnisend's sleek automation, you can personalize your message to customer data, campaign engagement, and shopping behavior. Unlike other platforms on the market, Omnisend allows you to add several channels into the same automation workflow: email, SMS, push notifications, Facebook Messenger, WhatsApp, Viber, and many more. You can also sync your segments to Google and Facebook retargeting ads to deliver an immersive customer experience. With Omnisend, omnichannel marketing is not just possible, it’s easy to perform.

“"We decided to go with Omnisend's default layout with a few changes, just to see what would work and how we could improve it. But we immediately saw great results with the campaign. On our first try, we were able to get a 50% open rate and 19.8% click rate. I was completely blown away by the results."”

Dirk van Greuning
Founder, Snatcher Online

“I love this app! There are a lot of features that come with the free version but the paid version has features that encourage customers to sign up, and most importantly, check out!”

Renewskin

“Product picker, the product selector. When I was using Mailchimp, you had to manually add everything, but the fact that I can literally click a button, and I can select the 4-5 shirts I need - I think that's just so easy.”

Chris Vallely
Marketing Manager, Dixxon Flannel Co.

“I just started using Omnisend, but I can tell you that it’s the most professional and easy to use email service I've ever seen. Honestly, it's just superb. If you are serious about email marketing, I wouldn't hesitate for one second to install Omnisend.”

Retro Hip Hop Shop
Sendinblue is now an all-in-one sales and marketing platform. In early June 2019, they unveiled what is probably the biggest update to their product and brand since the company was founded in 2012. From the beginning, they’ve always aimed to help SMBs grow. Now, they have scaled up, adding a collection of new marketing and sales features to help new businesses get off the ground. These features include customer relationship management (CRM) software, Facebook ads, retargeting display ads, live chat, and collaborative mailboxes for teams.

“Sendinblue has allowed us to take our email marketing initiatives to the next level. With responsive design and the transactional email option, we are now sending powerful emails to our customers in the moments that matter most. Thank you Sendinblue for creating an easy to use email platform – we have been so happy!”

Kate Sanderlin  
Marketing Manager, 3 Men Movers

“I love creating campaigns with the drag & drop builder! I just choose a template, then customize the design how I want.”

Benjamin Latour  
Marketer, CrossFit Calmeta

“We went from 5,000 users to over a million, and Sendinblue helped us automate all user messages as we’ve grown.”

Martin Jaglin  
Co-Founder, Mon Petit Gazon

“I added Sendinblue to my eCommerce site in a few clicks! Now I can automate campaigns and track conversions in real-time.”

Julien Bergis  
Co-Founder, Les Raffineurs