Marketo®

CHOOSING THE RIGHT MARKETING SOLUTION FOR YOUR NEEDS

Marketo understands that marketers in different industries and different sized-businesses have different needs. That's why we've created customized solutions that are just right for consumer marketers, small business to business marketers, and global B2B marketers.

Marketing to Businesses

Spark	Standard	Select	Enterprise
Fast and easy B2B marketing automation. Perfect for small companies and beginners.	Our most popular package for B2B marketing automation.	Advanced B2B marketing solution with full insight into your revenue funnel.	Perfect for large global enterprises with advanced needs.

Marketing to Consumers

Dialog Standard	Dialog Enterprise
Built for consumer email marketers ready to join the marketing automation revolution.	For consumer marketers with large teams, large marketing databases and large email volumes.

FEATURES COMPARISON

Contact us for bundles tailored to the needs of global enterprises

Marketing Automation	Spark	Standard	Select	Dialog
Base Marketing Automation	✓	✓	✓	✓
Nurturing	✓	✓	✓	✓
CRM Integration	✓	✓	✓	(optional)
Additional Features				
Standard Scoring	✓	✓	✓	✓
Advanced Scoring	—	✓	✓	✓
Customer Engagement Engine	✓	✓	✓	✓
Advanced Dynamic Content	—	✓	✓	✓
Program Calendar	✓	✓	✓	✓
Search Engine Optimization	✓	✓	✓	✓
A/B Testing Suite	—	✓	✓	✓
Social Boost	✓	✓	✓	✓
Social Campaigns	—	—	✓	—
Progressive Profiling for Forms	—	✓	✓	✓
Form Auto-Completion	—	—	—	—
Custom Object Integration	—	✓	✓	✓
Integration Package and API	—	✓	✓	✓
Role-Based Permissions	—	—	✓	—
Sales Insight Seats	5	10	20	—
Closed-Loop Reporting	✓	✓	✓	✓
Marketing Program Analyzer	—	✓	✓	✓
Revenue Modeler	—	✓	✓	—
Success Path Analyzer	—	✓	✓	—
Opportunity Influence Analyzer	—	✓	✓	—
Ad-hoc Report Builder	—	—	✓	—
Time-series Data Warehouse	—	—	✓	—
Workspaces and Partitions	—	—	—	—
Email Deliverability Powerpack	—	—	—	—
Dedicated IP	—	—	—	—
Secured Page Services (SSL)	—	—	—	—
Dedicated Email Relay	—	—	—	—
Sandbox	—	—	—	—

FEATURES GLOSSARY

CRM Integration	Native connector to CRM systems to sync leads/contacts and their information (Dialog version does not include Opportunity sync or Sales Insight capabilities)
Scoring	Store and adjust scores for your contacts based on their demographics and behaviors
Engagement Engine	Deliver more relevant messages using smart campaign streams
Dynamic Content	Dynamically populate landing pages & emails with targeted content for specific segments
Program Calendar	Plan, coordinate and adjust the various components of a single marketing campaign
Search Engine Optimization	Get recommendations for keywords and content you should incorporate based on search rankings and that of your competitors
A/B Testing Suite	Test emails and landing pages for performance and automatically choose the winner based on your criteria
Social Boost	Allows social buttons and automatic publish to Facebook
Social Campaigns	Includes social sweepstakes, referrals, polls and videos
Progressive Profiling	Smart forms that recognize known visitors and ask for new information
Form Completion	Automatically complete form fields when data can be inferred, like company name
Custom Objects	Create one to many relationships between your leads and custom object records
Integration and API	Includes Marketo API and webhooks
Role-Based Permissions	Grant access rights based on individual responsibilities
Sales Insight	In-CRM dashboard for sales teams to understand, prioritize and interact with the best leads
Closed-Loop Reporting	Understand how every marketing touch impacts every pipeline and revenue dollar
Program Analyzer	Compare program effectiveness based on program successes
Revenue Modeler	Define your company's funnel and measure how prospects flow
Success Path Analyzer	Monitor key performance metrics for each stage of your revenue model
Opportunity Influences Analyzer	Demonstrate how marketing influences deals
Ad-hoc Report Builder	Create ad hoc reports, dashboards and custom metrics
Time-series Data Warehouse	Back end database and methodology that allows for in-depth closed-loop reporting over time
Workspaces and Partitions	Create separate work spaces for each team
Email Deliverability PowerPack	IBM Pivotal Veracity tool for email link validation, spam scoring, and email display testing by device
Dedicated IP	Ensure security and deliverability with dedicated IP address for outbound emails
Secured Page Services	Make landing pages more secure via SSL (links will use "https")
Dedicated Email Relay	Reroute email sends through your own email servers
Sandbox	Create staging environments for campaign testing

TAKE THE NEXT STEP

These customizable bundles make it easy for you to get started right away — and allow you to grow when you need. **Get in touch with a representative** who can help match your business with the right edition to get you started.