

# Ready for a marketing tool that scales with your strategy, team and business goals?

Hubspot is great when you're getting started, but most teams eventually outgrow the platform. The biggest pain point for Hubspot users is something so core to marketing, it's almost shocking ... they struggle to report how their marketing campaigns impact revenue. Find out how Marketo Engage gives marketers that long awaited seat at the revenue table.

## HubSpot

- Measuring and filtering marketing campaign return on investment is challenging
- Campaigns do not sync to Salesforce (SF)
- Building custom lifecycle stages nullifies standard funnel reports
- Personalization tokens are limited to property & system values
- Lead scoring is limited by the number of tracked attributes available and lack of roll-up to the Account
- Hubspot's Agenda Mentality: little customization and pushing their CRM
- Workflows can only track a single goal
- Bundled pricing (you pay for features you may never use)

VS.



## Marketo Engage

- Many simple to advanced ways to report on campaign performance
- Programs track multiple statuses and milestones, customized by channel
- Marketo Engage programs sync directly & bi-directionally to SF campaigns
- Robust and flexible lead management and reporting
- Customize tokens for marketing campaign personalization and asset customization
- Flexible and scaleable person scoring which rolls up to the Account
- Collaborative Mentality: MarTech integrations save you time and money
- Robust options mean the learning curve is steeper for day-to-day users
- Database + feature pricing



## WHAT YOU GAIN BY MOVING TO MARKETO

- An intuitive tool amplifying your message
- Excellent data portability & extensibility
- Mission critical reports at your fingertips
- Fantastic community & customer support



## HOW LEADMD CAN HELP YOUR TEAM ACCELERATE

- A personalized approach to your unique business needs
- Seamless data integration between systems
- Fully customized, actionable reporting
- A trusted Platinum Adobe partner you can count on

## The Bottom Line

B2B marketers who use ROI reporting to optimize campaign efforts and investments saw a rise of 15-18% in marketing contributed revenue. –Forrester

## A Marketo implementation with LeadMD will include:

### Assessment

Whether you're starting fresh, or migrating from another platform, this is an opportunity to assess what's working well, what needs optimization and what's now possible with a new system. A comprehensive assessment allows us to create the most efficient migration plan to suit your business needs.



### Custom Migration Plan

Now it's time to ensure not only that everything is created in Marketo flawlessly, but also that you have the best system configuration to support your business objectives. Our Custom Migration Plans accomplish both.



### Implementation

Measure twice, cut once. By the time we configure your new Marketo instance you'll feel confident not only that every process and campaign is transitioned seamlessly, but that a true Center of Excellence has been accomplished to help you achieve return on your MarTech investment.

STARTING @ \$8,000