Features	BettaWerks	HubSpot	SalesForce
Licensing Model	Buy Once, Own/Use Forever	SaaS - Payl Monthly Forever	SaaS - Pay Monthly Forever
Annual Licensing Requirement	None	SaaS - Payl Monthly Forever	SaaS - Pay Monthly Forever
Financing Available for Purchase	3, 6, 12 & 24 Mo	✖	✖
HIPAA Compliant	★	✖	★
Domain Warmup and Monitoring	★	✖	✖
Email WarmUp	★	✖	✖
Email Deliverability Testing	★	✖	✖
Email Validation	★	✖	✖
Form Email Validation	★	✖	✖
A/B Tests	★	★	★
Ai Report Generator	★	✖	★
Automated Drip Marketing	★	★	★
Automation - Dynamically Modify Email Info	★	★	✖
Automation - Send Email Based on Workflow Results	★	★	★
Automation - Send Email Based on Contact Status	★	★	★
Automation - Send Email Based on Response	★	★	★
Business Strategy Consulting Included	★	✖	✖
Build First Campaign Included	★	✖	✖
Calls to Action	★	★	★
Campaign Schedule - Multi-Factor such as holiday	★	★	★
CMS Integration	★	★	★
Consulting and Free Data Loading	★	✖	✖
Contact Analysis	★	★	★
Contact Management	★	★	★
Contact Scoring	★	★	★
CRM Integration	★	★	★
Custom Event Triggers	★	★	★
Customer Personification Included	★	✖	✖
Customizable User Interface - by User	★	✖	✖
Data Ownershp & Hosting Control	★	✖	✖
Dedicated Account Manager for Training and Support	★	✖	✖
Dynamic Web Content	★	★	★
eCommerce Integration	★	✖	✖
Email Marketing	★	★	★
Email Response From Your Domain	★	✖	✖
Email Status (delivered, Viewed, Opened, Clicked, Links)	★	★	★
Email Templates and WYSIWIG designer	★	★	★
Event Management	★	★	★
Gated Video	★	✖	✖
Hands-On Personalized Training Included	★	✖	✖
Intuitive Workflows	★	★	✖
Live Chat Included	3rd Party Setup Charge	Extra Charge to add	Extra Charge to add
Landing Page & Form Creator	★	★	★
Lead Nurturing	★	★	★
List Management	★	★	★
Marketing Automation Intro Included	★	✖	✖
Measure PPC Campaign Effectiness (anonymous IPs)	★	✖	✖
Multiple Email Service Providers	★	✖	✖

Personalized Experts Available	★	✖	★
Scalability	Small business to Enterprise	Small business to Enterprise	Small business to Enterprise
Self-Hosted Landing Pages	★	✖	✖
Service Ticket Management Included	★	✖	✖
Set Tasks and Alerts	★	★	★
Smart Contact Contact Forms	★	★	★
Social Media Integration	★	★	★
Social Media Monitoring	★	★	★
Special Onboarding Packages	★	✖	✖
SSL Certificate Compatible	★	★	★
SubDomain Capable and Available	★	★	★
Track all anonymous Visitors	★	✖	✖
Unlimited Campaigns Included	★	✖	✖
Unlimited Contacts Included	★	✖	✖
Unlimited Custom Fields	★	✖	✖
Unlimited Forms (with email validation)	★	✖	✖
Unlimited Roles	★	✖	✖
Unlimited Lead Segmentation Included	★	✖	✖
Unlimited User Accounts	★	✖	✖
Unlimited Workflows Included	★	✖	✖
User Limits - Scalability - UNLIMITED	★	✖	✖
Video Contact - Gated Forms	★	✖	✖
Web Activity Monitoring	★	★	★
Web Interest Tracking (all pages / all visits)	★	★	★
Webinar Lead Capturing	★	★	✖
Web Notifications	★	★	★
YouTube Logging / Tracking	★	✖	✖
High-Level Analysis			
Training Fees	4 hours free training included	Extra Charge by external vendor	Extra Charge by external vendor
Additional Information	All Inclusive no extra price reguardless of number of contacts	More Contacts = Higher Price	More Contacts = Higher Price Complex User Interface Price is Per User
Professionally built 1st Campaign, training, marketing secrets and campaign kickoff included - $2500 value	Yes	No	No
Estimated 5yr Savings	**82,000 - 1.65M**	**0**	**0**
ROI Potential	**Very High**	**Low without SEO,PPC, etc**	**Low without SEO,PPC, etc**
Best Fit	Best for startups, SMB's and budget-conscious enterprises seeking proactive outreach	Best for companies with large marketing budgets and existing high inbound traffic that does not need increasing	Best for companies with large marketing budgets and existing high inbound traffic that does not need increasing