



	SharpSpring	HubSpot	Marketo	act-on	pardot	Infusionsoft
Annual Cost *	\$ 4,200	\$ 28,800	\$ 23,940	\$ 7,200	\$ 24,000	\$ 4,548
Contract Terms	Monthly	Annual	Annual	Annual	Annual	Annual
Trust Radius						
Capterra	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
G2 Crowd	★★★★☆	★★★★☆	★★★★☆	★★★★☆	★★★★☆	★★★★☆
Software Advice	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Best Review #1	<p>"Honestly, without SharpSpring, I think we'd be dead in the water. We have thousands of leads across multiple lists. We couldn't do what we do as quickly, cheaply and easily without SharpSpring."</p>	<p>"I like the free CRM side of Hubspot a lot. I appreciated the technical support in setup. I also like the regular webinars."</p>	<p>"This was my first exposure to marketing automation, so I loved the basic features of sending out nurture emails and having insight into which emails are sent to whom."</p>	<p>"It's a great program if you email a lot, or to a lot of persons. By the reports of Act-On you get a very detailed image of what your clients do and what they like. It's good to know some html (terms as well as code) if you want to work with Act-On, but if you don't it's not a huge problem."</p>	<p>"We use Pardot for an array of marketing functions. While Pardot's primary use is to schedule our emails, it also allows us to create forms on landing pages with vanity urls."</p>	<p>"I like that InfusionSoft handles large list sizes, forms and autoresponders fairly well."</p>