

SharpSpring vs. ActiveCampaign

A research guide for marketing agencies



SharpSpring

SharpSpring's focus is marketing agencies. More than 1,200 agencies use SharpSpring to grow their business and generate revenue by providing the platform and associated services to clients. It's a complete platform that measures end-to-end ROI.

ActiveCampaign

ActiveCampaign began as an email marketing tool and has grown to include marketing automation capabilities. It has a quality interface, and offers different features within its levels of service.

	 SharpSpring	ActiveCampaign > Enterprise	ActiveCampaign > Small Business	ActiveCampaign > Lite
Features	Complete Marketing Automation Platform	Email Marketing, Automations & CRM		
Reviews	8.5/10 ★★★★★ <small>Trust Radius</small>	4.67 ★★★★★ <small>Crowd Reviews</small>	6/10 ★★★★★ <small>Trust Radius</small>	4.60 ★★★★★ <small>Crowd Reviews</small>
Annual Cost <small>(Agency + 3 Clients, 100K Contacts Each)</small>	\$7,200	\$74,700	\$37,368	\$14,940

What one SharpSpring partner says:

"SharpSpring provides marketing automation that is cost-effective for small and medium businesses. I've been able to retain more clients and bring in more revenue for my agency by switching to SharpSpring. Key benefits of SharpSpring are the full collection of marketing tools, including sales features, email marketing, and landing pages."



Brandon Lyon, City Segment

Real Results

GETIT COMMS

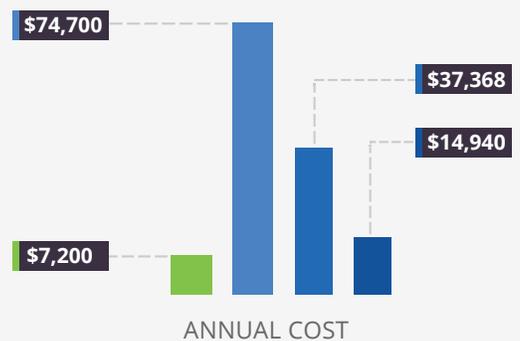
GetIT Comms is a fast-growing B2B marketing agency that operates in 19 countries, providing regional services to some of the world's leading technology organizations. After implementing SharpSpring for its clients, GetIT Comms experienced an **average revenue increase of 20-30% per client.**

PlanStartGrow

PlanStartGrow (PSG) is a digital marketing agency that has found its niche with marketing automation. It uses SharpSpring to reveal campaigns that aren't delivering revenue and reallocate those funds to winning campaigns. The agency is now able to prove actual ROI for all marketing efforts. After switching from HubSpot, PSG **doubled revenue** for the very first client it signed on to SharpSpring **in less than six months.**

	SharpSpring	ActiveCampaign > Enterprise	ActiveCampaign > Small Business	ActiveCampaign > Lite
PRICING				
Annual Cost (Agency + 3 Clients)	\$7,200	\$74,700	\$37,368	\$14,940
Price Point Per License	\$200	\$1,556.25	\$778.50	\$311.25
Contacts Per License	100K	100K	100K	100K
Onboarding	\$1,800 One-time fee, includes agency & all clients	\$0	N/A	N/A
Users	Unlimited	Unlimited	25	3

Significant cost savings with SharpSpring.
 SharpSpring's pricing is significantly lower than that of ActiveCampaign, even when SharpSpring's comprehensive onboarding program is included.

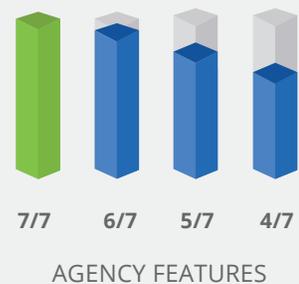


REQUEST A DEMO

	SharpSpring	ActiveCampaign > Enterprise	ActiveCampaign > Small Business	ActiveCampaign > Lite
TOTAL	7/7	6/7	5/7	4/7
Rebrandable Interface (Logo/Colors)	✓	✓	Logo Only	
White-Labeled URL	✓	✓	✓	
Rebrandable Sales Materials	✓	✓	✓	✓
Rebrandable Notifications	✓	✓	✓	✓
Multi-Client Management Console	✓	✓	✓	✓
Add a Client In-App	✓	✓	✓	✓
Share Templates Across Clients	✓			

Agency-focused features set SharpSpring apart.

With SharpSpring, marketing agencies are *partners*, and partners get access to a complete suite of agency-focused tools designed to help them reinforce their brand and build strong relationships with clients.

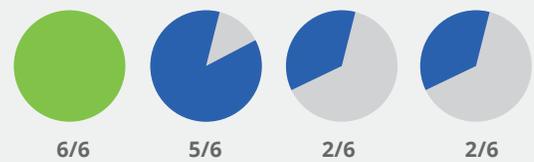


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	SharpSpring	ActiveCampaign > Enterprise	ActiveCampaign > Small Business	ActiveCampaign > Lite
TOTAL	6/6	5/6	2/6	2/6
Phone Support	✓	✓		
Email Support	✓	✓	✓	✓
In-App Contextual Support Videos	✓			
Ongoing Training	✓	✓	✓	✓
Platform Migration Support	✓	✓		
Customer Success Manager	✓	✓		

Support levels vary - SharpSpring in the lead.

While SharpSpring offers phone support and platform migration support at all levels, ActiveCampaign only provides these at the Enterprise level. Additionally, SharpSpring has in-app contextual videos to provide exactly the right help when you need it.

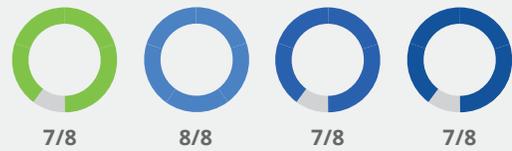


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	SharpSpring	ActiveCampaign > Enterprise	ActiveCampaign > Small Business	ActiveCampaign > Lite
TOTAL	7/8	8/8	7/8	7/8
Drag-And-Drop Designer	✓	✓	✓	✓
WYSIWYG Interface	✓	✓	✓	✓
Dynamic Email Content	✓	✓	✓	✓
Responsive Templates	✓	✓	✓	✓
After-the-Click Tracking	✓	✓	✓	✓
Render Testing	Extra Charge	✓	Extra Charge	Extra Charge
A/B Testing	✓	✓	✓	✓
RSS Integration	✓	✓	✓	✓

Platforms offer comparable features.

Email marketing is at the core of all marketing automation platforms. Both vendors excel in this area by offering features that help agencies use email as an effective campaign tool.



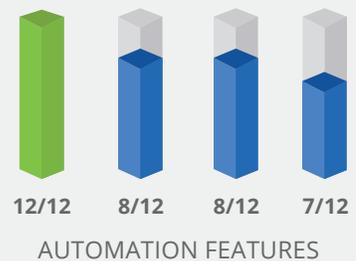
EMAIL FEATURES

[REQUEST A DEMO](#)

	SharpSpring	ActiveCampaign > Enterprise	ActiveCampaign > Small Business	ActiveCampaign > Lite
TOTAL	12/12	8/12	8/12	7/12
Visual Workflow Builder	✓	✓	✓	✓
Unlimited Workflows and Tasks	✓	✓	✓	✓
Triggers and Filters	✓	✓	✓	✓
Branching Workflows	✓	Limited	Limited	Limited
Time-Based Automations	✓	✓	✓	✓
Behavior-Based Automations	✓	✓	✓	✓
Advanced Lead Scoring	✓	✓	✓	
Dynamic Lists	✓	✓	✓	✓
Advanced Segmentation	✓	✓	✓	✓
Dynamic Content	✓			
Personas	✓			

A few features set SharpSpring apart.

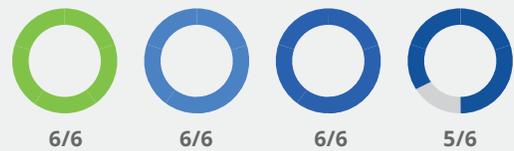
SharpSpring and ActiveCampaign match up nicely here. Branching is key to automation, however, and ActiveCampaign has limits associated with it. SharpSpring offers dynamic content and buyer personas, which allow marketers to personalize their messages to individual leads.



	SharpSpring	ActiveCampaign > Enterprise	ActiveCampaign > Small Business	ActiveCampaign > Lite
TOTAL	6/6	6/6	6/6	5/6
Identify Anonymous Site Visitors	✓	✓	✓	✓
Contact Info from Anonymous Visitors	✓	✓	✓	✓
Track Behavior History of Known Leads	✓	✓	✓	✓
Timeline of Lead Interaction	✓	✓	✓	✓
Daily Email of Site Visitors	✓	✓	✓	✓
Important Page Visit Tracking	✓	✓	✓	

Contact tracking features match up.

Both platforms track contacts through the sales process. ActiveCampaign Lite lacks some tracking capabilities.



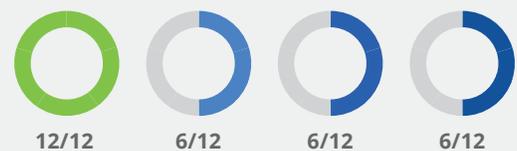
CONTACT TRACKING

[REQUEST A DEMO](#)

	SharpSpring	ActiveCampaign > Enterprise	ActiveCampaign > Small Business	ActiveCampaign > Lite
TOTAL	12/12	6/12	6/12	6/12
Drag-and-Drop Form Builder	✓	✓	✓	✓
Dynamic Forms	✓			
Use CSS to Match Your Site	✓	✓	✓	✓
Customized Fields	✓	✓	✓	✓
Custom Calls to Action	✓	✓	✓	✓
Progressive Profiling	✓			
Auto-Complete	✓			
Form Analytics	✓	✓	✓	✓
Third-Party Forms Supported	✓	✓	✓	✓
Third-Party Post-Back	✓			
Native GoToWebinar Integration	✓			
Native WebEx Integration	✓			

Major functions compare, SharpSpring offers a lot more.

You need forms to gather lead data. SharpSpring's form builder allows you to dynamically update forms and customize their look and feel using CSS. You also get progressive profiling and auto-complete to turn visitors into leads. To get these features with ActiveCampaign, you'll need to pay for and integrate third-party tools.



FORM FEATURES

	SharpSpring	ActiveCampaign > Enterprise	ActiveCampaign > Small Business	ActiveCampaign > Lite
TOTAL	7/7	0/7	0/7	0/7
Point-And-Click Designer	✓			
WYSIWYG Interface	✓			
Dynamic Content	✓			
Library of Responsive Templates	✓			
Optimize for Mobile	✓			
Build Single Landing Pages	✓			
Build Landing Page Funnels	✓			

SharpSpring's landing page designer is built in.

Landing pages are vital for capturing leads, and only SharpSpring includes a WYSIWYG, dynamic landing page designer. Just choose a layout and components, add a form, and launch. With ActiveCampaign, you'll need to pay for and integrate a third-party landing page tool, increasing total cost of ownership.



[REQUEST A DEMO](#)

	SharpSpring	ActiveCampaign > Enterprise	ActiveCampaign > Small Business	ActiveCampaign > Lite
TOTAL	7/7	0/7	0/7	0/7
Point-and-Click Editor	✓			
WYSIWYG Interface	✓			
Dynamic Content	✓			
Library of Responsive Templates	✓			
RSS Email Syndication	✓			
Advance Post Scheduling	✓			
Social Sharing Widget	✓			

SharpSpring's blog builder is built in.

Establishing a blog is a big win for your top-of-funnel marketing and lead acquisition efforts. SharpSpring makes it easy to get blogging with a simple and powerful blogging tool built in. With ActiveCampaign, you'll need to pay for and integrate a third-party tool, again increasing total cost of ownership.

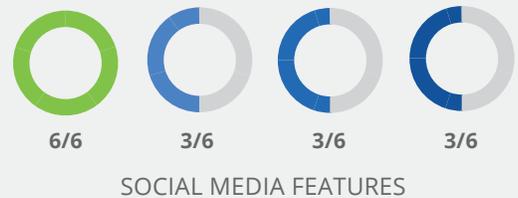


[REQUEST A DEMO](#)

	SharpSpring	ActiveCampaign > Enterprise	ActiveCampaign > Small Business	ActiveCampaign > Lite
TOTAL	6/6	3/6	3/6	3/6
Social - CRM Integration	✓	✓	✓	✓
Social Profiling	✓	✓	✓	✓
Social Listening/Monitoring	✓	✓	✓	✓
Social Media Publishing	✓			
Social Media Conversions	✓			
Content Calendar	✓			

Similar social features.

Both platforms offer social media profiling and the ability for sales to interact with leads through social channels. SharpSpring wins with its ability to track social media conversions and ROI. SharpSpring also offers a content calendar, which allows users to get a holistic view of all their scheduled emails, blog posts and social content.

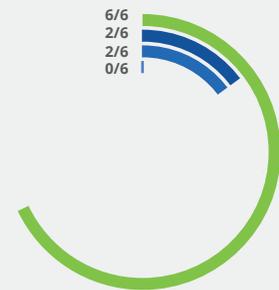


REQUEST A DEMO

	SharpSpring	ActiveCampaign > Enterprise	ActiveCampaign > Small Business	ActiveCampaign > Lite
TOTAL	6/6	2/6	2/6	0/6
Built-In CRM	✓	✓	✓	
Advanced Lead Scoring	✓	✓	✓	
Native 2-Way Salesforce Integration	✓			
Shopping Cart Integration	✓			
Custom Notifications	✓			
Report Scheduling	✓			

Sales features are stronger in SharpSpring.

Both platforms include a CRM. SharpSpring offers native Salesforce integration, and shopping cart integration, neither of which are available through any of ActiveCampaign’s plans.



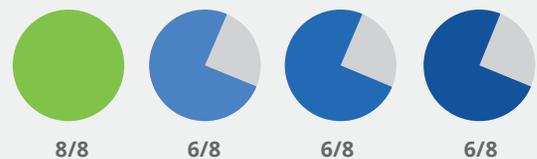
SALES-FOCUSED FEATURES

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	SharpSpring	ActiveCampaign > Enterprise	ActiveCampaign > Small Business	ActiveCampaign > Lite
TOTAL	8/8	6/8	6/8	6/8
CMS Compatibility	✓	✓	✓	✓
Open API	✓	✓	✓	✓
Zapier Integration	✓	✓	✓	✓
PieSync Integration	✓	✓	✓	✓
Multiple Device Tracking	✓	✓	✓	✓
Third-Party/Native Form Compatibility	✓	✓	✓	✓
Native 2-Way Salesforce Integration	✓			
Mobile App	✓			

Integrations are strong for both.

While both platforms have a variety of integrations, ActiveCampaign does not have a native integration with Salesforce, the #1 CRM tool on the market. SharpSpring also offers a mobile app for marketers on the go.



PLATFORM FEATURES

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SharpSpring

Grow your agency.
Tie your customers to you.

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	 SharpSpring	ActiveCampaign > Enterprise	ActiveCampaign > Small Business	ActiveCampaign > Lite
Features	Complete Marketing Automation Platform	Email Marketing, Automations & CRM		
Reviews	8.5/10  Trust Radius 4.67  Crowd Reviews	6/10  Trust Radius	4.60  Crowd Reviews	
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