Marketing Automation Requirements Evaluation

	A	B	C	Weight	Notes
Feature Set				20%	Scores based on whether the feature exsists and how robust of an offering exsists for that feature. These are suggested weightings, but can be adjusted based on your priorities.
Landing Pages					
Emails					
Automation					
Lead Scoring					
Dynamic Web Content					
SEO/PPC Integration					
Social Integration					
Segmentation/Lists					
Nurture Campaigns					
Weighted Sub-total					
Ease of Use				25%	
LP Editor					
Email Editor					
Set-up and config					
Single-source log-in					
Access to Templates					
Weighted Sub-total					
Support				15%	
Global					
Paid vs. Free / Quality					
Agency Support					
Implementation					
Weighted Sub-total					
Training				20%	
Paid vs. Free					
Breadth					
Depth					
Weighted Sub-total					
Price				10%	
Price					
Terms					
Weighted Sub-total					
Adoption				10%	
Number of Companies					
User Experience					
Quality of Account Management					
Weighted Sub-total					

Marketing Automation Requirements Evaluation

	A	B	C	Weight	Notes
Feature Set					
Landing Pages	3	5	3		
Emails	3	5	3		
Automation	5	4	3		Scores based on whether the feature exsists and how
Lead Scoring	3	5	3		robust of an offering exsists for that feature.
Dynamic Web Content	0	5	2	20%	
SEO/PPC Integration	0	5	0		**Product B:** Custom events on the website can be used
Social Integration	3	5	2		for customization. Integrations with SEM will also
Segmentation/Lists	3	3	3		build segmentation
Nurture Campaigns	5	3	2		
Weighted Sub-total	5.0	8.0	4.2		
Ease of Use					
LP Editor	3	5	2		
Email Editor	3	5	2		
Set-up and config	5	5	3	25%	**Product B:** SalesForce App Exchange Reviews 20k
Single-source log-in	3	0	0		customers 5k on SFDC.
Access to Templates	3	5	1		
Weighted Sub-total	4.3	5.0	2.0		
Support					
Global	5	5	3		
Paid vs. Free / Quality	2	5	1		**Product B:** All work is done by the vendor for setup.
Agency Support	4	4	3	15%	Have 3000 resellers/agency partners. Customers in
Implementation	2	4	1		90 countries
Weighted Sub-total	2.0	2.7	1.2		
Training					
Paid vs. Free	4	5	2		
Breadth	3	5	2	20%	
Depth	3	5	1		
Weighted Sub-total	2.0	3.0	1.0		
Price					
Price	5	4	3		**Product B:** $52,000
Terms	3	3	3	10%	**Product A:** $37,000
					Product C: $120,000
Weighted Sub-total	0.5	0.4	0.3		
Adoption					
Number of Companies	2	5	3		
User Experience	3	5	3		**Product B:** 21
Quality of Account Management	3	5	1	10%	**Product C:** 10
					Product A: 4
Weighted Sub-total	0.8	1.5	0.7		
Score	15	21	9	100%	