

CRM Comparisons

FEATURES

FREE TRIAL

COST

A/B TESTING **DRIP EMAIL LANDING PAGES**

SUPPORT

INTERGRATIONS







 Monthly fee for more options





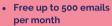












. Monthly fee for more than 500



• Help centre



Email support







• Monthly fee for 1000 contacts



 Customer service phone number



Blog & Courses





BRANDS



 Free up to 2500 subscribers

Monthly fee for full



Blog

Email support

Live chat support

Videos







· Monthly fee



Tutorials & Blog

 Office location contacts

Search community







• Free up to 300 emails per day, limited function

. Monthly fee, extra functions





Help centre

Blog









What is A/B testing? Why do I need it?



A/B testing, also called split testing or bucket testing - compares the performance of two versions of content to see which one appeals more to visitors/viewers.

It tests a control (A) version against a variant (B) version to measure which one is most successful based on your key metrics.

This testing refers to subject lines, images, calls to actions. It then splits recipients into two segments to determine which version generates a higher open rate.

You would benefit from having this function if you are going to analyse and action the data.

Do I need drip email features?



Drip email is an automated marketing tool.

Some examples:

New sign up to the website: a) A welcome email, b) Followed by an offer or a lead.

An abandoned cart: a) Another offer, b) Follow up email.

Customer's special occasion: a) A birthday email, b) Cross promotion, c) Thank you for your loyalty.

This is a pretty powerful email tool. However, it is only as good as they information the CRM is given.

The more data you collect and enter, the more powerful the promotion.

If you are not planning on collecting data for your customer profile, there is no point for this feature.