



CRM Comparisons

FEATURES

BRANDS

FREE TRIAL

COST

A/B TESTING DRIP EMAIL LANDING PAGES

SUPPORT

INTERGRATIONS



mailchimp



- Free for up to 2500 emails per month
- Monthly fee for more options

Only if you pay for an account

- Help centre
- Marketing library
- Chat box



KLAVIYO



- Free up to 500 emails per month
- Monthly fee for more than 500



- Help centre
- Blog
- Email support



HubSpot



- Monthly fee for 1000 contacts



- Customer service phone number
- Chat box
- Blog & Courses



EmailOctopus



- Free up to 2500 subscribers
- Monthly fee for full control



- Blog
- Email support
- Live chat support
- Videos



Constant Contact



- Monthly fee



- Tutorials & Blog
- Office location contacts
- Search community



sendinblue



- Free up to 300 emails per day, limited function
- Monthly fee, extra functions

Only if you pay for an account

- Email support
- 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 the 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.