



Marketo alternative

Here's a comparison between Marketo and VBOUT which shows the difference between both in terms of features, pricing and onboarding.








Email marketing

VBOUT allows you to import and manage unlimited contacts into their platform, whereas Marketo charges you for specific number of contacts and pricing increases as you add more.

		
Lead Management		
Unlimited Contacts		
Drag and Drop Builder		
A/B Testing		

Marketing automation

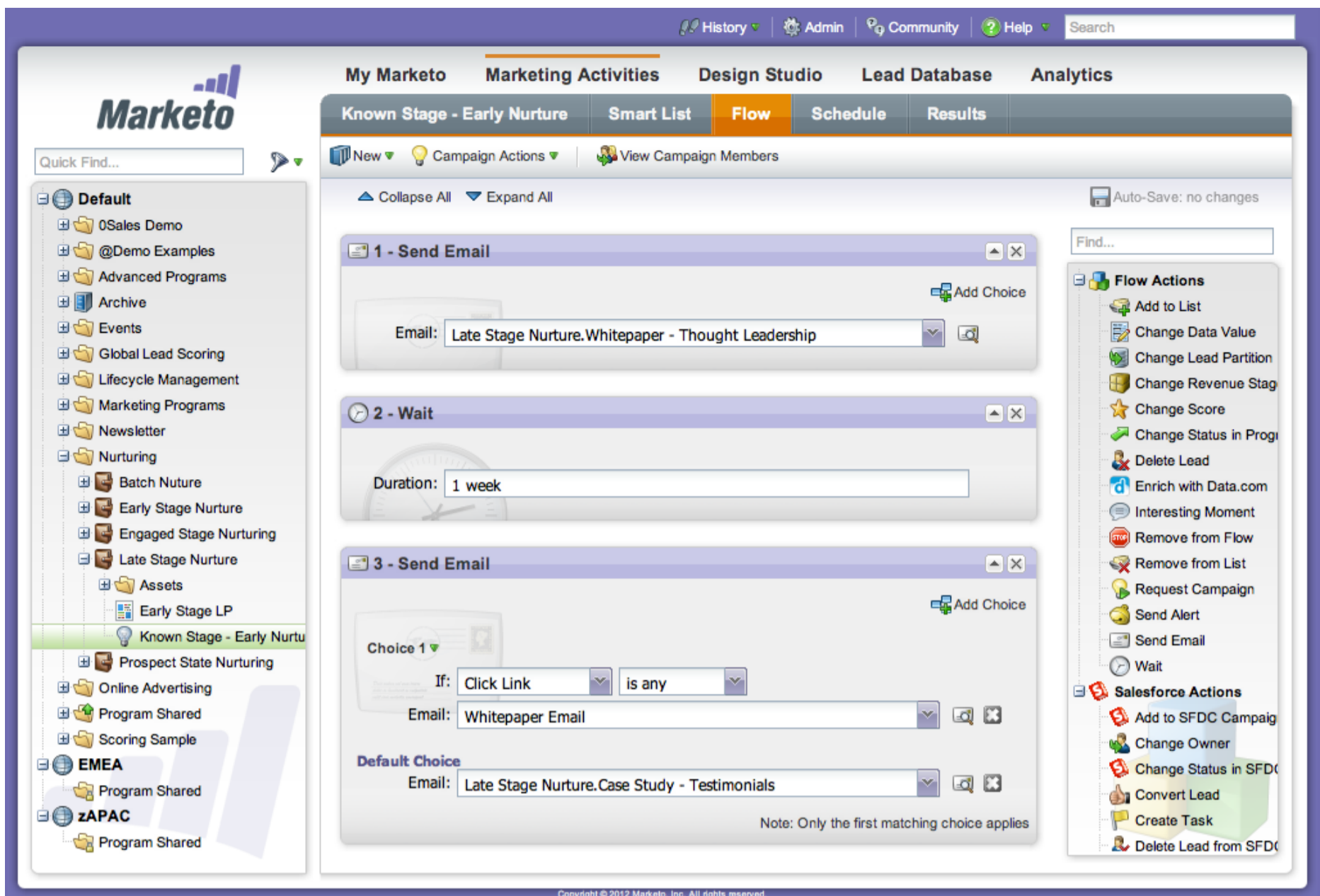
VBOUT's automation builder has [browser push notifications](#), which allow you to target your contacts as well as anonymous visitors with continuous updates about your company. Marketo doesn't have this feature but allows you to create push notifications on mobile apps. If you need to create browser push notifications, you have to integrate with a third party.

		
Browser Push Notification		
Email Automation		
SMS Messaging		
Easy-to-Use Interface		

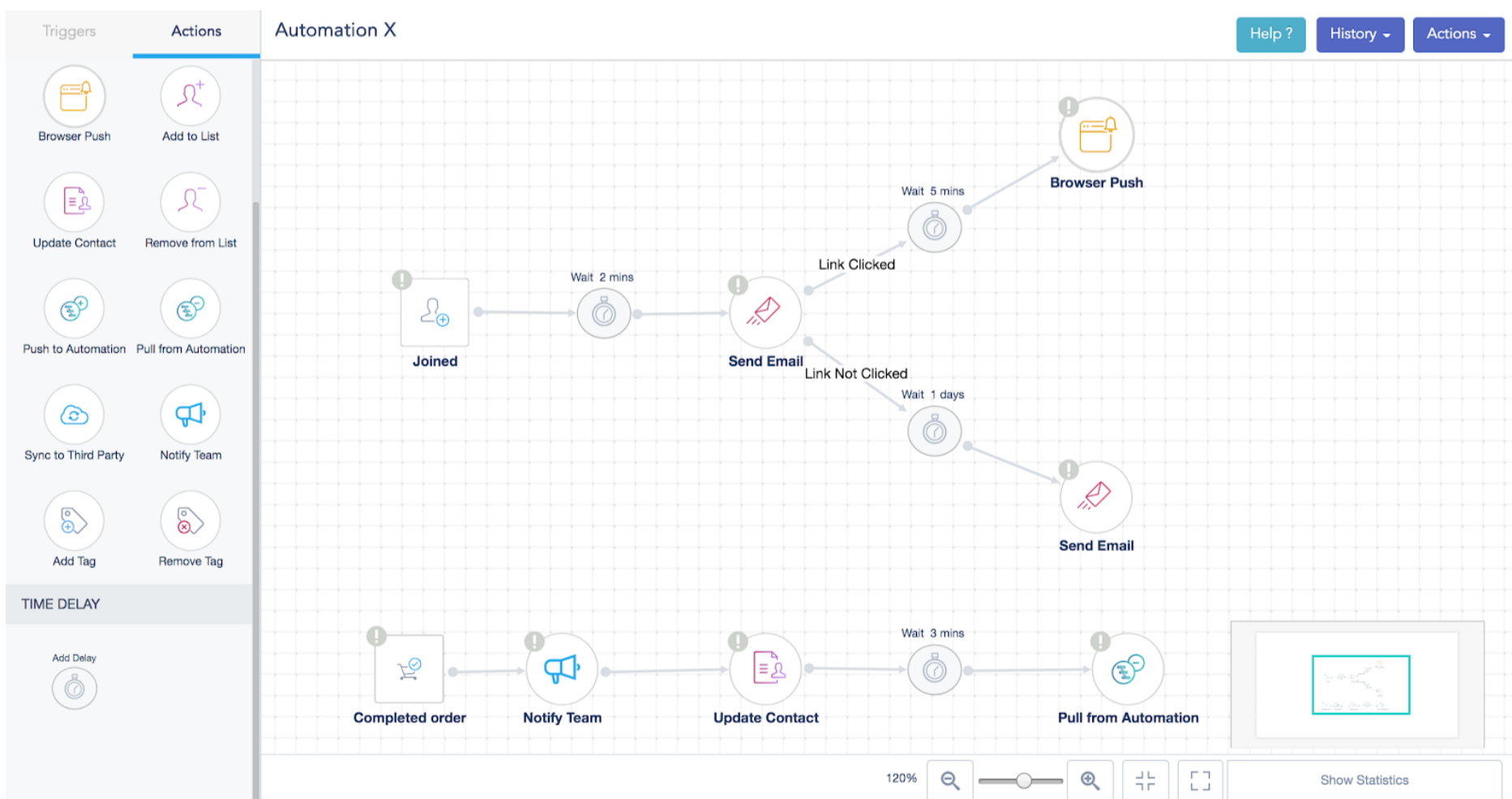
In addition, building automation workflows is simpler with VBOUT. Marketo's platform is somewhat more complicated.

Here's how each platform compares visually:

Marketo's automation builder



















VBOUT's automation builder



Social media

VBOUT has mass posting functionality which allows you to upload a large number of social media posts using an excel file and schedule them all at once. Another functionality you can take advantage of is custom posting, which enables you to set custom schedules to publish your posts recurrently or at different days and times. In addition, you can track hashtags and keywords to monitor your brand mentions on Twitter and Instagram and find posts relevant to your industry. You can also organize your social media profiles into groups.

Marketo allows you to compose, schedule posts, and track them using the social calendar, but doesn't have the functionalities presented below.

		
Social Calendar		
Posts Composing / Scheduling		
Social Stream Management		
Mass Posting		
Custom Posting		
Social Listening		
Profile Grouping Posting		

[Access the comparison chart](#)



Pricing

For a professional plan, Marketo charges you \$895 for 2500 contacts, excluding some features. VBOUT allows you to manage unlimited contacts but charges you for the number of emails and the lowest package starts with \$100, including all features. Also with VBOUT, you can build your own plan using only the features you need. Check out our [pricing plans](#) for more details.

		
Basic Plan	\$895/mo - Starts at 2500 contacts - Not including all features - Billed annually	\$100/mo - Unlimited contacts based on 5000 emails per month - Billed monthly
Intermediate Plan	\$1795/mo - Starts at 10K contacts - Not including all features - Billed annually	\$150/mo - Unlimited contacts based on 10K emails per month - Billed monthly
Advanced Plan	\$3195/mo - Starts at 10000 contacts - Including all features - Billed annually	\$500/mo - Unlimited contacts based on 100K emails per month - Billed Monthly

Onboarding

With Marketo, the setup fee is \$6000. VBOUT's onboarding fee starts at \$995; you will also get different sessions on how to use each of the marketing initiative on the platform.

		
Onboarding Fee	\$6000	\$995

Interested in finding out more details about how both tools compare as well as a side-by-side comparison of other top marketing automation software vendors?

[Access the comparison chart](#)

N.B: We made every effort to provide the most accurate figures, however, we advise verifying details with Marketo as pricing and packages can change.



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