

	Mailchimp	Convertkit	ActiveCampaign	Streak	Drag	Hubspot	Zoho	Keap (Infusionsoft)	Ontraport	Klavylo	Omnisand	Newzenler	Kajabi	Honeybook	Dubsado
Type of tool	Email Marketing	Email Marketing	Email Marketing + CRM	CRM in Gmail	CRM in Gmail	All-in-one	All-in-one	All-in-one	All-in-one	E-commerce	E-commerce	E-learning	E-learning	All-in-one	All-in-one
Company size	Small to Medium	Small to Medium	Any	Small	Small	Any	Any	Any	Any	Any	Any	Any	Any	Small to Medium	Small to Medium
List segmentation	Yes	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Tagging	Yes	Yes	Yes	No	Yes for classification purpose only	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Automations	Regular	Regular	Advanced	Some	Some	Advanced	Advanced	Advanced on higher plans	Advanced	Advanced	Advanced	Limited	Limited	Advanced	Advanced
Landing pages	Yes	Yes, limitation in designs	Yes	No	No	Yes	Yes	Yes	Yes	No	No	Yes	Yes	No	No
Form customization	Yes	Yes, limitation in designs	Yes	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Price range	Low cost	Low cost	Medium range	Low cost	Low cost	High cost	Medium cost	High cost	High cost	No	No	No	No	No	No
Free plan	Yes	Yes	No	Yes	Yes	Yes	Yes	No	No	No	No	No	No	No	No
Native Integrations	Limited	Good	Excellent	Limited	Limited	Excellent	Excellent	Good	Good	Good	Good	Limited	Good	Limited	Limited
Integration with Zipier CRM	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
CRM	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Special mentions	Not really user friendly and limited native integration	User-friendly	Very Powerful automation thanks to it combining CRM and Email Marketing	It is also a project / task management tool	It is also a project / task management tool	Gets very expensive once you need the paid plan. Has a Google Chrome extension	Very fair pricing and covers all the business areas in different modules. Can be difficult to understand and implement	No free plan and bug with the free trial. Has a marketplace to increase the integration options.	Integrates only with Personal Paypal accounts for payments which limits options such as subscription and automatic withdrawal.	Has better segmentation options and is recognized as more customizable	Is a great option for beginners in its category and offer features very close to Klavylo.	New contender and it is lacking some of the basic integrations	A very well know and integrated solution	Not available in Israel Offers all the functions you can need in a small business and is user-friendly and relatively cheap.	Covers all business areas, is user friendly and has very powerful workflow automation