# MARTECH MADNESS 2018

## #MARTECHMADNESS

**ROUND 1** MARCH 15-18 | **SWEET 16** MARCH 19-23 | **ELITE EIGHT** MARCH 24-25 | **FINAL FOUR** MARCH 26-31 | **NATIONAL CHAMPIONSHIP** APRIL 1-2

### Marketing Automation

- HubSpot 53.7% vs Net-Results 46.2% → HubSpot
- Eloqua 44.2% vs SharpSpring 55.8% → SharpSpring
- Marketo 60.5% vs Act-On 39.5% → Marketo
- Autopilot 46.1% vs Pardot 53.9% → Pardot
- HubSpot vs SharpSpring → HubSpot
- Marketo vs Pardot → Marketo
- HubSpot vs Marketo → HubSpot

### CRM

- Salesforce 75.6% vs Base CRM 24.4% → Salesforce
- HubSpot 68.8% vs Insightly 31.2% → HubSpot
- Zoho 65.7% vs ACT! 34.3% → Zoho
- Salesnet 26.7% vs SugarCRM 73.3% → SugarCRM
- Salesforce vs HubSpot → HubSpot
- Zoho vs SugarCRM → Zoho
- HubSpot vs Zoho → HubSpot

### Content Management

- WordPress 89.7% vs Kentico 10.3% → WordPress
- HubSpot 72.3% vs Sitefinity 27.7% → HubSpot
- Drupal 31.2% vs SquareSpace 68.7% → SquareSpace
- Episerver 29% vs Adobe Experience Manager 71% → Adobe Experience Manager
- WordPress vs HubSpot → WordPress
- SquareSpace vs Adobe Experience Manager → Adobe Experience Manager
- WordPress vs Adobe Experience Manager → WordPress

### Email

- MailChimp 71.8% vs Campaign Monitor 28.2% → MailChimp
- Emma 59.7% vs iContact 40.3% → Emma
- GetResponse 49.3% vs Vertical Response 50.7% → Vertical Response
- SendGrid 48.7% vs Constant Contact 51.3% → Constant Contact
- MailChimp vs Emma → MailChimp
- Vertical Response vs Constant Contact → Vertical Response
- MailChimp vs Vertical Response → MailChimp

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