



CRM Platforms

Vendor Comparison — Summer 2022

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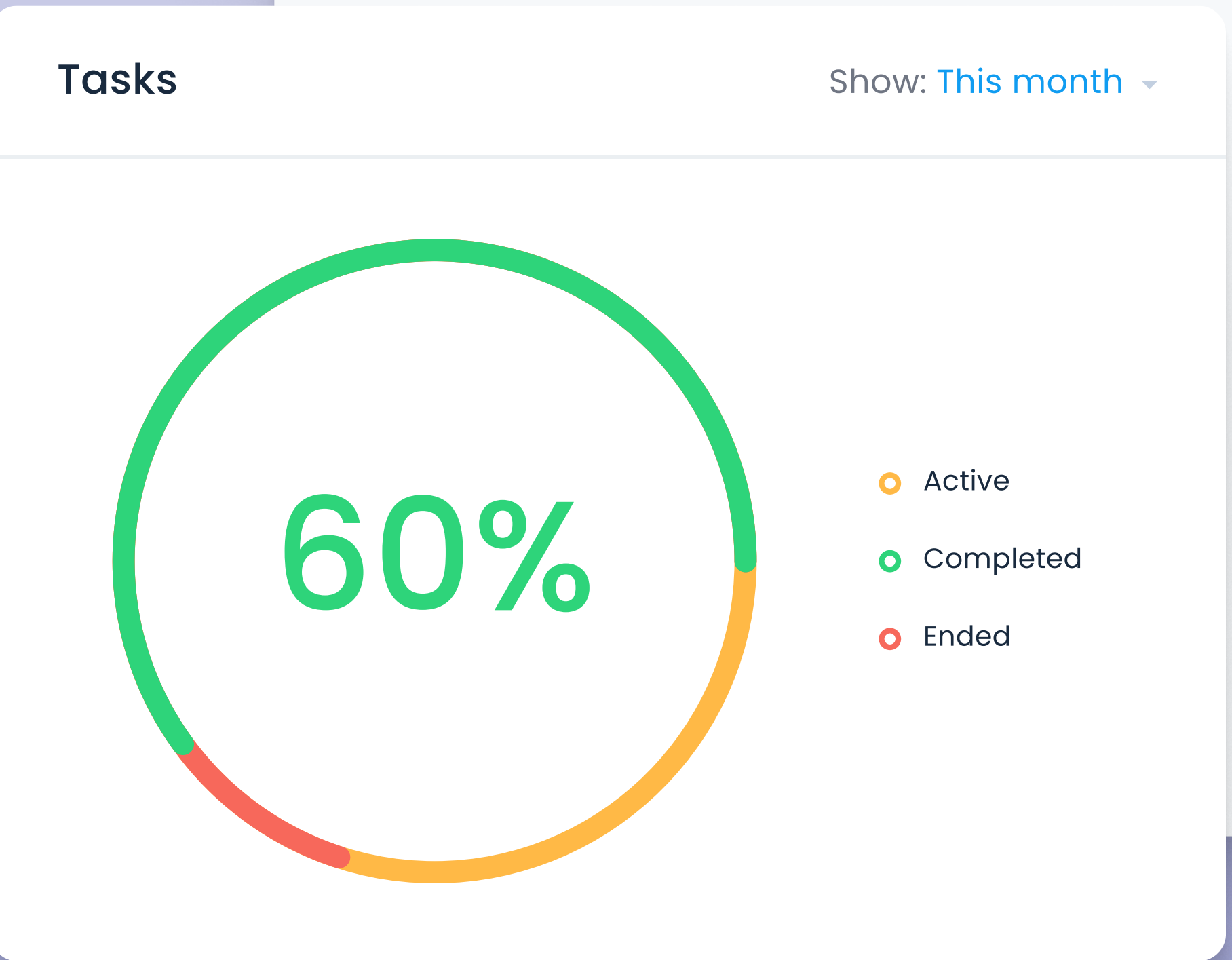
Invite to office meet-up

Due date: December 23, 2018

Rebecca Moore

Ended

Call



CRM Platforms Compete For Budget In 2022

Not Your Grandparents' Customer Rolodex

Customer Relationship Management (CRM) software has evolved from stagnant databases to intelligent back offices to support 91% of companies with over 10 employees.

In 2022, integrations have become pivotal in CRM software. The need for real-time prospect and customer data is vital for business users. Web forms, automation, and analytics — CRMs keep everything running seamlessly.

CRM platforms have become more capable in recent years. As a result, many features are widely available, but pricing, usability, and partner ecosystems are where distinctions are most profound.

What's In This Comparison Guide?

- Vendor Market Presence
 - Social Media
 - Website
 - Customer Reviews
- Features To Expect
- Vendor Comparison Grid
- Methodology



Market Presence (Social Media)

Social media is a relevant indicator of overall market presence. While not entirely indicative of capability, strong performers here tend to have a more mature online presence, content, and interaction that lends itself to helping current and future customers.

Company	Total Audience	LinkedIn Audience	Facebook Audience	Twitter Audience	YouTube Audience
Salesforce	5,320,028	3,741,628	780,968	574,432	223,000
HubSpot	3,870,017	752,833	2,080,521	828,663	208,000
Freshsales	517,477	494,095	2,502	17,540	3,340
Keap	299,779	32,500	219,279	35,800	12,200
Pipedrive	148,440	63,460	60,871	12,709	11,400
Thryv	140,102	48,035	80,502	8,435	3,130
Pipeliner	71,776	30,139	30,430	9,207	2,000
Close	48,334	9,725	5,717	6,192	26,700
Nimble	33,120	7,286	5,516	17,288	3,030
Copper	18,672	9,766	3,210	2,406	3,290

Market Presence (Web)

An online web presence is a reflection of the market’s awareness and growth of each brand. While not entirely indicative of capability, strong performers tend to have more original content and insights that attracts and serves customers.

Company	Estimated Monthly Traffic (Similarweb)	Domain Rating (Ahrefs)	Estimated Monthly Traffic (Ahrefs)
Salesforce	92,670,000	92	4,720,613
HubSpot	40,800,000	93	1,422,396
Freshsales	373,160	90	673,299
Pipedrive	8,833,000	86	578,017
ActiveCampaign	1,900,000	90	368,985
Keap	481,800	83	225,025
Copper	610,130	76	42,160
Close	757,467	79	32,192
Thryv	1,100,000	90	23,180
Less Annoying	440,400	66	18,165
edrone	386,830	61	2,882

Market Presence (Reviews)

Customer reviews are indicative of a brand’s ability to fulfill on its promises. Review site G2 maintains a high bar for integrity in their reviews, which is the source of this data.

Company	G2 Customer Review Total	Positive G2 Reviews (4-5 Stars)	Negative G2 Reviews (1–3 Stars)	Positive Sentiment
Salesforce	12,619	11,303	1,316	89.57%
ActiveCampaign	9,914	9,264	290	97.07%
HubSpot Sales Hub	8,931	8,323	608	93.19%
Pipedrive	1,526	1,367	159	89.58%
Keap	1,370	1,189	181	86.79%
Freshsales	979	946	33	96.63%
Copper	976	936	40	95.90%
Less Annoying	490	490	0	100.00%
Close	283	274	9	96.82%
Thryv	204	193	11	94.61%

CRM Platforms

Features





These are the top features users can expect in a CRM platform. Capabilities may be limited by plan and often carry different names for these functions between vendors.

Email marketing Send bulk and automated emails
Marketing Automation Start or stop campaigns automatically
Sales Automation Automates sales qualification and follow-up
Sales Engagement Prospect research and interactions
Contact Management Store extensive customer records
Integration APIs Integrations with third-party tools
Marketing Analytics Pre-made and custom reports

Sales Pipeline Management Manage the stages of the buyer's journey
Landing Pages Library of mobile optimized templates, build new with drag and drop features.
Meeting Scheduler Book meetings with a shared calendar
Social Media Integration Read or publish data from social media
Lead Management Maintain lead statuses for opportunities
Sales Quotes Ability to provide sales proposals

E-Signature Capabilities Capture digital signatures for documents
Image/Media Library Store documents and media for later review
Payment Processing Collect payments for balances due
Revenue Forecasting Provide expected revenue attainment based on opportunities
Phone/VoIP Integration Integrates with or provides native business communications
Lead Scoring Rate the engagement and interest of leads and distributed to team

Calendaring & Task Reminders Remind CRM users of appointments
Custom Fields Offer custom fields for storing non-standard contact data/objects
SMS Support Exchange messages via text messaging
Mobile App Provide users a native mobile app to view/update leads


-  Contact Management
-  Sales Quotes
-  Revenue Forecasting
-  Custom Fields



Feature	HubSpot	Salesforce	Keap	Pipelinr	Freshsales	Thryv	Pipedrive	Copper	Close	Nimble
Overall Feature Penetration	100%	91%	87%	78%	78%	74%	65%	61%	57%	48%
Email marketing Send bulk and automated emails	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Marketing Automation Start or stop campaigns automatically	✓	✓	✓	✓	✓	✓	✓	-	✓	✓
Sales Automation Automates sales qualification and follow-up	✓	✓	✓	✓	✓	-	✓	✓	-	-
Sales Engagement Prospect research and interactions	✓	✓	✓	-	✓	✓	-	✓	-	-
Contact Management Store extensive customer records	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Integration APIs Integrations with third-party tools	✓	✓	✓	✓	✓	-	✓	✓	✓	✓
Marketing Analytics Pre-made and custom reports	✓	✓	✓	✓	✓	-	-	✓	✓	-
Sales Pipeline Management Manage the stages of the buyer's journey	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Landing Pages Library of mobile optimized templates, build new with drag and drop features.	✓	✓	✓	-	✓	✓	-	-	-	-

Feature	HubSpot	Salesforce	Keap	Pipeliner	Freshsales	Thryv	Pipedrive	Copper	Close	Nimble
Meeting Scheduler Book meetings with a shared calendar	✓	✓	✓	✓	-	✓	✓	✓	-	-
Social Media Integration Read or publish data from social media	✓	✓	-	✓	✓	✓	-	✓	-	✓
Lead Management Maintain lead statuses for opportunities	✓	✓	✓	✓	✓	✓	✓	-	✓	✓
Sales Quotes Ability to provide sales proposals	✓	✓	✓	✓	✓	✓	-	-	-	-
E-Signature Capabilities Capture digital signatures for documents	✓	✓	-	✓	-	-	✓	✓	-	-
Image/Media Library Store documents and media for later review	✓	✓	✓	-	-	✓	-	-	-	-
Payment Processing Collect payments for balances due	✓	-	✓	-	-	✓	-	-	-	-
Revenue Forecasting Provide expected revenue attainment based on opportunities	✓	✓	-	✓	✓	-	✓	-	✓	✓
Phone/VoIP Integration Integrates with or provides native business communications	✓	✓	✓	✓	✓	-	✓	-	✓	-

Feature	HubSpot	Salesforce	Keap	Pipeliner	Freshsales	Thryv	Pipedrive	Copper	Close	Nimble
Lead Scoring Rate the engagement and interest of leads and distributed to team	✓	✓	✓	✓	✓	✓	✓	✓	✓	-
Calendaring & Task Reminders Remind CRM users of appointments	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Custom Fields Offer custom fields for storing non-standard contact data/objects	✓	-	✓	✓	✓	✓	✓	✓	✓	✓
SMS Support Exchange messages via text messaging	✓	✓	✓	-	✓	✓	-	-	✓	-
Mobile App Provide users a native mobile app to view/update leads	✓	✓	✓	✓	✓	✓	✓	✓	-	✓




Lindsey Stroud

30 Dec 2018, 12:34

Your idea for this application is nice!

1




Nicci Troiani

30 Dec 2018, 11:12

Nicci is typing a message...

2







WordPress conferesion

29 Dec 2018, 18:05

You: Sure!

✓

<input type="checkbox"/>	Name	Email	Company name	Role	Forecast	Recent activity
<input type="checkbox"/>	 Lindsey Stroud	lindsey.stroud@gmail.com	Hatchbuck	Manager	50 %	5 Minutes ago
<input type="checkbox"/>	 Nicci Troiani	nicci.troiani@gmail.com	Slack	Manager	75 %	14 Minutes ago
<input type="checkbox"/>	 George Fields	george.fields@gmail.com	Clockify	CEO	10 %	6 Hours ago
<input type="checkbox"/>	 Rebecca Moore	rebecca.moore@gmail.com	Upwork	Manager	25 %	Dec 14, 2018

Methodology

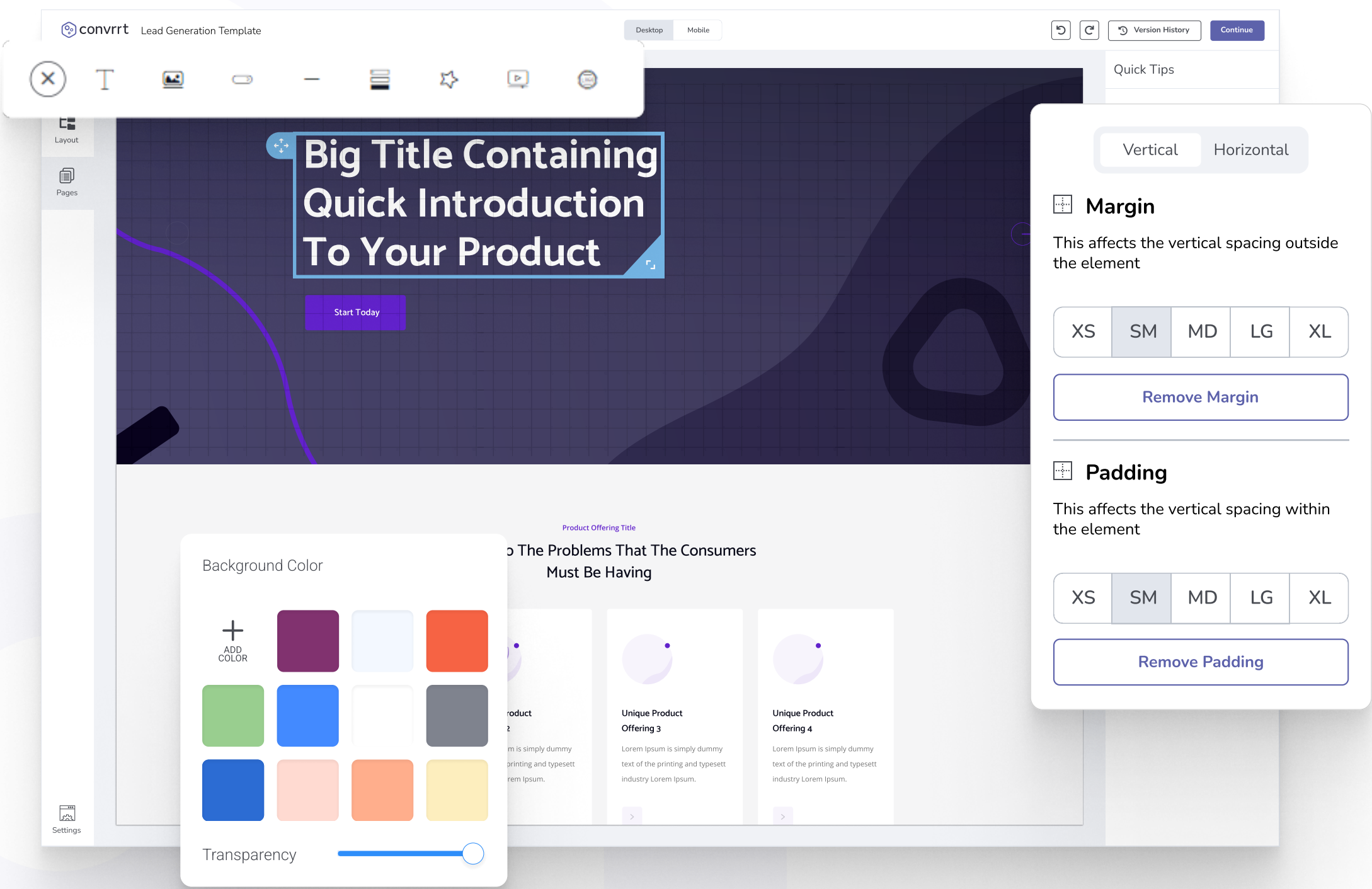
- Data captured and aggregated July 2022.
- Assessing the market's social media and web presence is a factor buyers care about. They need to know a company has a strong, stable footprint so they can to operate their events continuously.
- Customer web traffic can influence the data found under the Web Presence market data (Similarweb). We believe overall “Domain Rating” metrics provided by Ahrefs is fair reflection of market confidence in a vendor's website content.
- Feature comparison matrix is based on available information at the time of publishing from each vendor's website.
- Vendors may adjust feature availability in the future. No vendors were contacted in the commission of this report.



About Convrtrt

Convrtrt provides SaaS companies with customizable landing page platform they can embed within their software. Our page builder dramatically shortens the time it takes for users to create landing pages that are fully integrated with your application.

As a part of our research, we decided to share our findings with you and hope you enjoyed this report.



- ✓ Increase product adoption
- ✓ Lower development costs
- ✓ Achieve speed to market

Our clients have generated more than 12 million leads with Convrtrt

