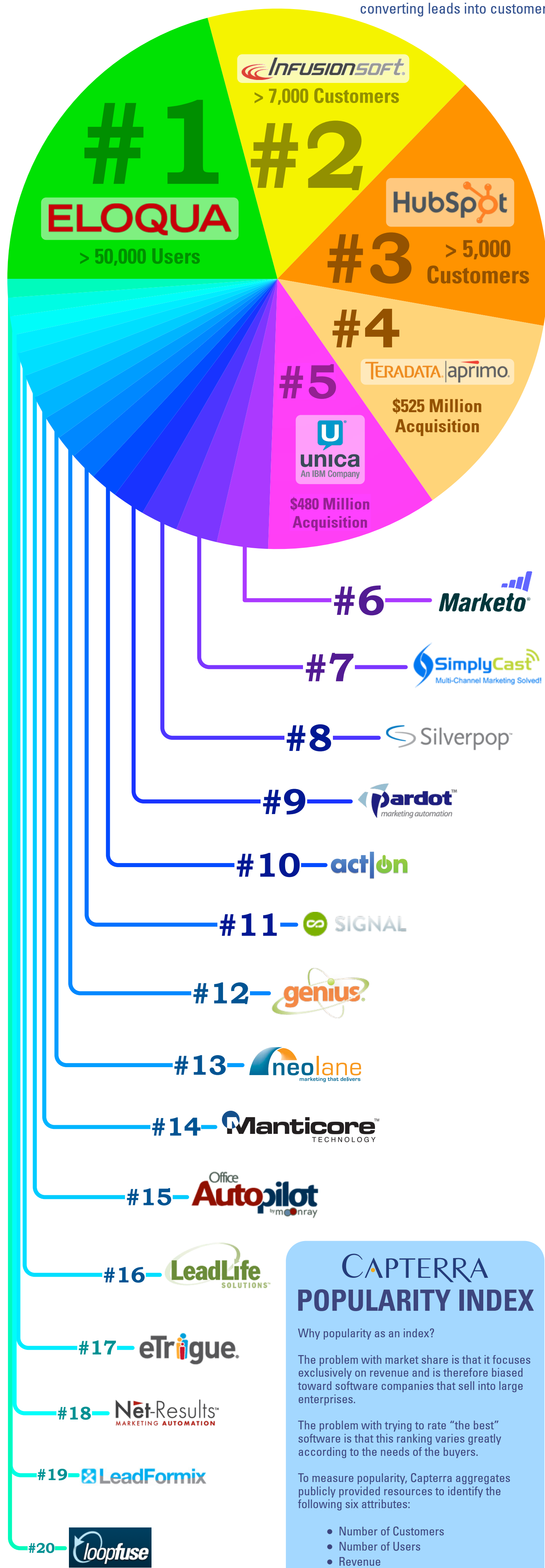


# TOP 20 Most Popular Marketing Automation Software Solutions

Marketing Automation, a rising category within the business software industry, helps companies drive revenue by converting leads into customers



## CAPTERRA POPULARITY INDEX

Why popularity as an index?

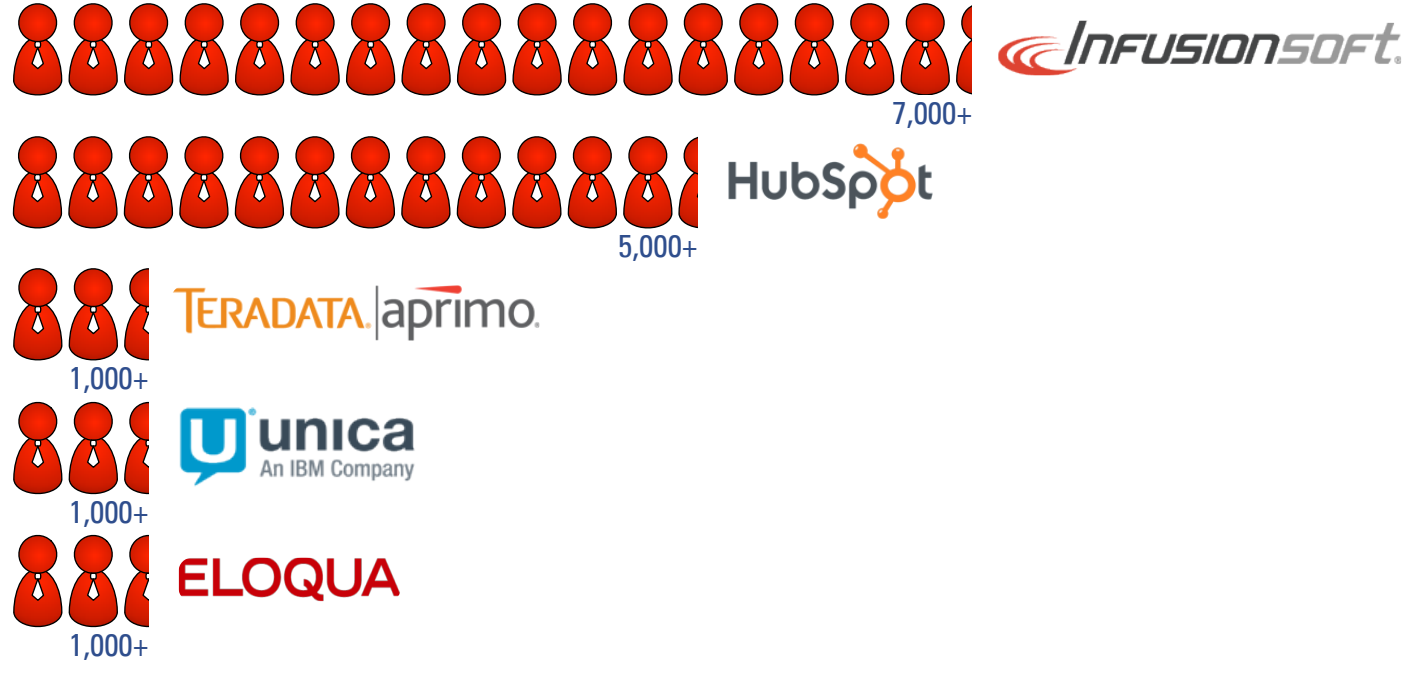
The problem with market share is that it focuses exclusively on revenue and is therefore biased toward software companies that sell into large enterprises.

The problem with trying to rate "the best" software is that this ranking varies greatly according to the needs of the buyers.

To measure popularity, Capterra aggregates publicly provided resources to identify the following six attributes:

- Number of Customers
- Number of Users
- Revenue
- Google Searches
- Twitter Followers
- Alexa/Compete Rankings

## Most Customers



## Most Twitter Followers



Data as of 11/28/2011

The best marketing automation software for your company is often not the most popular. Find and compare all of your alternatives at:

[www.capterra.com/marketing-automation-software](http://www.capterra.com/marketing-automation-software)