



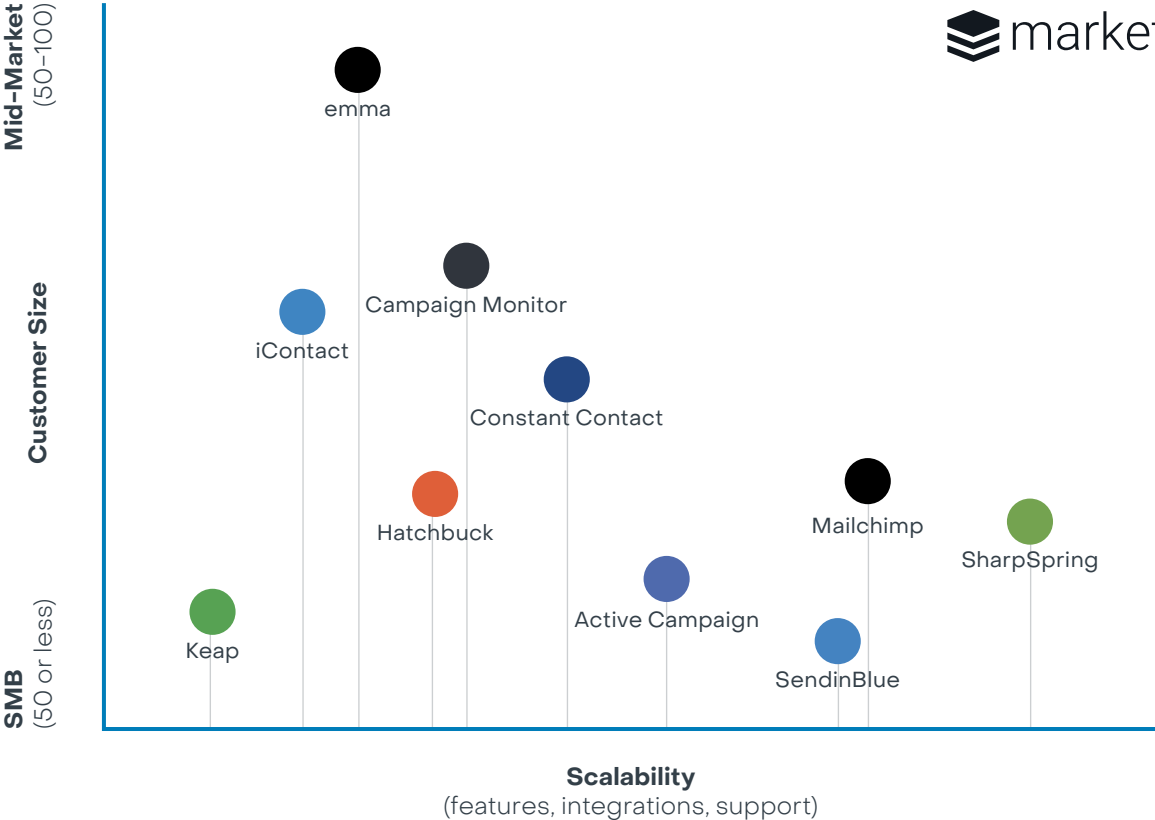
# Email Marketing Tools vs. Sugar Market

See the difference a robust  
platform like Sugar Market provides



# Scale Your Business with True Marketing Automation

The graph below demonstrates how common email marketing tools compare to Sugar Market in terms of scalability (features, integrations, support) and customer size. Sugar Market is the only marketing automation choice for growing companies that require marketing asset builders, website tracking, sophisticated lead scoring, multi-step nurture campaigns, native CRM integrations, unlimited support, and robust reporting.



# Go Beyond Basic Email Marketing

There's more to marketing than email blasts and trigger emails. To stay competitive and continue to grow, you require a more comprehensive tool that allows you to leverage powerful marketing intel to deliver highly personalized emails at scale and more. There are tons of email marketing tools on the market that claim to have automation features and some of the more sophisticated tools come with unnecessary, buzzy features—that you'll never use—and boast a hefty price tag to match.

Sugar Market is the perfect solution for growing businesses who need a more robust platform that scales with their company. Sugar Market is a top-choice for growing companies looking for a more robust tool.

**“We wanted an easy to use scalable platform that we could grow with. Our previous solution was solely email marketing focused and we wanted to move beyond that to encompass the full customer journey which Sugar Market helps us do through its capabilities and CRM integration.”**

— CHRIS B.

Director of Marketing, EMA Design Automation

**“Marketers continue to demand ease of use and price flexibility from their marketing automation technology. Sugar Market offers choice in the market for mid-sized marketing teams.”**

— JEN H.

VP and Group Director, SiriusDecisions

# From Attracting to Connecting, Let the Platform Do the Work

Learn what SugarCRM can unlock within your organization.  
A better solution is just a click away.

GET DEMO



## ABOUT SUGAR MARKET

Target accounts based on likeliness to convert, and personalize each outreach with Sugar Market. Highly intuitive campaign builders, AI-based predictions, and superior reporting enable you to understand engagement, improve conversion, and drive more revenue. With Market, you can let the platform do the work.

[www.sugarcrm.com/solutions/sugar-market](http://www.sugarcrm.com/solutions/sugar-market)

## About SugarCRM

SugarCRM is how marketing, sales, and service teams finally get a clear picture of each customer to help businesses reach new levels of performance and predictability. Sugar is the CRM platform that makes the hard things easier.

Thousands of companies in over 120 countries rely on Sugar to achieve high-definition CX by letting the platform do the work. Headquartered in Silicon Valley, Sugar is backed by Accel-KKR.

To learn more visit [www.sugarcrm.com](http://www.sugarcrm.com) or follow [@SugarCRM](https://twitter.com/SugarCRM).