MarTech Stack Monthly Cost	€64.00						
Content Creation							
			<u>C</u>	<u>anva</u>			
Price	Weighting	Score	% Score	Addition	nal Info		
Is there a free version?	20%	5	1	Paid version conta brand controls; add stock photos			
Plan cost for the next tier?	30%	3	0.9	13.99 euro a mont people	h for the first 5		
Creation							
Types of content	20%	5	1	Brand guidelines, I media, Brand strat analysis, Meeting a	egy, Compeitior		
Workflow							
Integrations	30%	5	1.5	Very well integrate software	d with all		
	100%	Total Score	4.4				
	Select free	Yes	Select paid	No	€0.00		

MarTech Stack Monthly Cost	€64.00									
Social Media Management										
				Buffer				.ater		
Price	Weighting	Score	% Score	Addition	nal Info	Score	% Score	Addi	tional Info	
s there a free version?	20%	5	1	2 channels (TikTol	k, IG)	1	0.2	2 channels (Ti	kTok, IG)	
Plan cost for the next tier?	30%	5	1.5	\$6 month/channel stories scheduling	adds more posts, , GA integration	3	0.9		annel adds more scheduling, GA	
Scheduling posts	5%	5	0.25	very detailed sche	eduling	5	0.25	very detailed s	cheduling	
Compatability							0			
Analytics? Exportable?	20%	3	0.6	Only with paid pla to CSV. Other rep available to CSV		5	1	Lots of analytic	cs to choose from.	
s it Canva inegrated? GA integrated?	20%	4	0.8	Integrated with Ca on paid	anva on free, GA	5	1	Canva integra	ed. GA integrated	
How many users does it allow?	5%	2	0.1	Only allows one use first tier. Team me month/channel		5	0.25	3 social sets, 3	users in Growth	
	100%	Total Score	4.25			Total Score	3.6			
	Select free	No	Select paid	Yes	€12.00	Select free	No	Select paid	No	€0.00

MarTech Stack Monthly Cost Customer Relationship Management	€64.00									
			Pi	pedrive			Kla	aviyo		
Price	Weighting	Score	% Score	Addition	nal Info	Score	% Score	Addit	ional Info	
Is there a free version?	20%	1	0.2	no		5	1	Mobile push no beta) 150 free month credits Includes applic fees	hly emails sends otifications (free hly SMS/MMS cable SMS carrier for first 60 days	
Plan cost for the next tier?	30%	4	1.2	14.90 euro a mon	th	3	0.9	\$45 a month, 1	,001 - 1,500 00 monthly email	
Workflow Integration										
Shopify Integration	20%	4	0.8	possible integration	on with app	5	1	integration buil	t in	
Automations	5%	5	0.25	Integrated with 30 apps	0+ third party	5	0.25	Integrated with apps, template	300+ third party library	
Ecommerce Focus on ecommerce	25%	2	0.5	More sales focuse	ed, B2B	5	1.25	Extremely B20 focused	cecommerce	
	100%	Total Score	2.95			Total Score	4.4			
	Select free	No	Select paid	No	€0.00	Select free	No	Select paid	Yes	€40.00

MarTech Stack Monthly Cost Analytics	€64.00)								
Arraiyiics										
			<u>Googl</u>	e Analytics			<u>M</u> a	<u>tomo</u>		
Price	Weighting	Score	% Score	Addit	ional Info	Score	% Score	Addit	ional Info	
Is there a free version?	30%	5	1.5	yes		2	0.6	yes. hosted on	your server	
Plan cost for the next tier?	30%	5	1.5	no next tier		3	0.9		erver 50,000 hits th, 100,000 hits 35	
Privacy & Security										
GDPR compliant	40%	1	0.4	no		5	2			
	100%	Total Score	3.4			Total Score	3.5			
	Select free	Yes	Select paid	No	€0.00	Select free	No	Select paid	No	€0.00

yes. but limited .1 domain. No s there a free version? yes. but limited .1 domain. No banner customization. 1 language yes. limited 5,000 pageviews, 1 site, no banner customization, 1 language 42 Fure per demain per month.		20%	5	1	less than 500 subpages, consent analytics reporting	2	0.4			
Price Weighting Score % Score Additional Info Score % Score Additional Info yes. but limited. 1 domain. No banner customization. 1 language 20% Score % Score Additional Info yes. limited 5,000 pageviews, 1 site, no banner customization, 1 language 49 Euro a month 1,000,000 page views, consent analytics		15%	_	0.75	yes. on paid plan. full banner		0.0			
Weighting Score Weighting Score Meighting Score Moditional Info Score Moditional Info Score Moditional Info Score Moditional Info yes. Imited 5,000 pageviews, 1 site, no banner customization, 1 language 2 0.1 language 12 Euro per domain/ per month, less than 500 subpages, consent analytics reporting 15% Score Moditional Info Yes. limited 5,000 pageviews, 1 site, no banner customization, 1 language 2 0.1 language 49 Euro a month 1,000,000 page views, consent analytics reporting Yes. on paid plan. full banner Yes. on paid plan. full banner		40%				5			signs	
Weighting Score Weighting Score Score Moditional Info Yes. Imited 5,000 pageviews, 1 site, no banner customization, 1 language 2 0.1 language Plan cost for the next tier? Score Moditional Info Yes. but limited. 1 domain. No banner customization, 1 language 2 0.1 language 49 Euro a month 1,000,000 page views, consent analytics reporting Plan cost for the next tier? Score Moditional Info Yes. but limited. 1 domain. No banner customization, 1 language 2 0.4 reporting Score Moditional Info Yes. Imited 5,000 pageviews, 1 site, no banner customization, 1 language 49 Euro a month 1,000,000 page views, consent analytics reporting Yes. on paid plan. full banner customization 4 0.6 limited to 3 designs		10%								
Weighting Score % Score Additional Info Score % Score Additional Info Score % Score Additional Info yes. limited 5,000 pageviews, 1 site, no banner customization, 1 language 20% 12 Euro per domain/ per month, less than 500 subpages, consent analytics reporting 20her 20% 5 1 yes. on paid plan. full banner customization 4 0.6 limited to 3 designs 3 0.15 yes. on paid plan. full banner customization 4 0.6 limited to 3 designs		10%								
Price Weighting Score Weighting Score Weighting Score Weighting Score Weighting Score Moditional Info Set Plan Cost For Info Info Score Moditional Info Score Moditional Info Set Plan Cost For Info Info Score Moditional Info Score Set Plan Cost For Info Info Score Moditional Info Set Plan Cost For Info Info Score Moditional Info Set Plan Cost For Info Info Score Moditional Info Set Plan Cost For Info Info Score Moditional Info Score Moditional Info Set Plan Cost For Info Info Score Moditional Info Score Set Plan Cost For Info Info Set Plan Cost For Info Info Score Set Plan Cost For Info Info Info Set Plan Cost For Info	Languages paid account Google Tag Manager Integration		5 5	0.5	47 + languages ves	3	0.3	5 languages		
Price Weighting Score Weighting Score Weighting Score Additional Info Score Weighting Score Additional Info Score Score Additional Info Price Score Additional Info Score Additional Info Score Additional Info yes. but limited. 1 domain. No banner customization. 1 language 2 0.1 language 49 Euro a month 1,000,000 page views, 1 language Plan cost for the next tier? Score Additional Info Yes. but limited. 1 domain. No banner customization. 1 language 2 0.1 language 49 Euro a month 1,000,000 page views, consent analytics reporting Other Score Additional Info Yes. but limited. 1 domain. No banner customization. 1 language 2 0.4 reporting Score Additional Info Yes. limited 5,000 pageviews, 1 site, no banner customization, 1 language 49 Euro a month 1,000,000 page views, consent analytics reporting Other Score Additional Info	·	10%								
Weighting Score Weighting Score Moditional Info Score Moditional Info Score Moditional Info Score Moditional Info yes. but limited. 1 domain. No banner customization. 1 language 2 0.1 language 12 Euro per domain/ per month, less than 500 subpages, consent analytics reporting 15% yes. but limited. 1 domain. No banner customization. 1 language 2 0.1 language 49 Euro a month 1,000,000 page views, consent analytics reporting yes. on paid plan. full banner yes. on paid plan. full banner	GDPR compliant	40%	5	2	yes	5	2	yes		
Weighting Score Weighting Score Moditional Info Score Additional Info Score Additional Info yes. but limited. 1 domain. No banner customization. 1 language 2 0.1 language 20% 12 Euro per domain/ per month, less than 500 subpages, consent analytics reporting 1 2 0.4 reporting					customization				signs	
Score Weighting Score % Score Additional Info Score % Score Additional Info 5% yes. but limited. 1 domain. No banner customization. 1 language 2 0.1 language 20% less than 500 subpages, consent analytics reporting 5 1 analytics reporting 2 0.4 reporting		15%	5	0.75		4	0.6	limited to 3 de	signs	
Score % Score Additional Info Score % Score Additional Info yes. limited 5,000 pageviews, 1 site, no banner customization, 1		20%	5	1	less than 500 subpages, consent	2	0.4	views, consen		
Score % Score Additional Info Score % Score Additional Info	there a free version?	5%	3	0.15		2	0.1	site, no banne		
Cookiebot Consent Manager	rice	Weighting	Score	% Score	Additional Info	Score	% Score	Addi	tional Info	
				<u>C</u> c	<u>ookiebot</u>		Consen	nt Manager		

MarTech Stack Monthly Cost	€64.00									
Marketing Visualizations										
			Google I	Looker Studio			<u>Kli</u>	<u>ofolio</u>		
Price	Weighting	Score	% Score	Additional	Info	Score	% Score	Addit	ional Info	
Is there a free version?	50%	5	2.5	free, can be a bit slow	v	3	1.5	2 editors, 2 das	shboards,	
Plan cost for the next tier?	10%	5	0.5	no next tier		2	0.2	90 euro month dashboards	4 editors, 4	
Viewing										
number of viewers	20%	5	1	unlimited		5	1	unlimited		
pdf downloads	20%	5	1	yes		3	0.6	only on paid pl	an	
	100%	Total Score	5			Total Score	3.3			
	Select free	No	Select paid	Yes	€0.00	Select free	No	Select paid	No	€0.00

MarTech Stack Monthly Cost	€64.00								
Automation									
				<u>Zapier</u>					
Price	Weighting	Score	% Score	Add	litional Info				
Is there a free version?	40%	5	2	yes. 100 tasks step zaps	per month. single-				
Plan cost for the next tier?	40%	2	0.8		r month Starter, 750 th. multi-step zaps				
Other									
app connections	20%	2	0.4	5 connections connections or					
	100%	Total Score	3.2						
	Select free	Yes	Select paid	No	€0.	0			