

MarTech Stack Monthly Cost		€64.00		
Content Creation				
		Canva		
Price	Weighting	Score	% Score	Additional Info
Is there a free version?	20%	5	1	Paid version contains additional brand controls; additonal premium stock photos
Plan cost for the next tier?	30%	3	0.9	13.99 euro a month for the first 5 people
Creation				
Types of content	20%	5	1	Brand guidelines, Briefs, Social media, Brand strategy, Competior analysis, Meeting agendas
Workflow				
Integrations	30%	5	1.5	Very well integrated with all software
	100%	Total Score	4.4	
	Select free	Yes	Select paid	No €0.00
Social Media Management				
		Buffer		
Price	Weighting	Score	% Score	Additional Info
Is there a free version?	20%	5	1	2 channels (TikTok, IG)
Plan cost for the next tier?	30%	5	1.5	\$6 month/channel adds more posts, stories scheduling, GA integration
Scheduling posts	5%	5	0.25	very detailed scheduling
Compatability				
Analytics? Exportable?	20%	3	0.6	Only with paid plan. IG exportable to CSV. Other reports also available to CSV
Is it Canva inegrated? GA integrated?	20%	4	0.8	Integrated with Canva on free, GA on paid
How many users does it allow?	5%	2	0.1	Only allows one user in free and first tier. Team membership is \$12 month/channel
	100%	Total Score	4.25	
		Later		
		Score	% Score	Additional Info
		1	0.2	2 channels (TikTok, IG)
		3	0.9	\$40 month/channel adds more posts, stories scheduling, GA integration
		5	0.25	very detailed scheduling
			0	
		5	1	Lots of analytics to choose from. All importable
		5	1	Canva integrated. GA integrated
		5	0.25	3 social sets, 3 users in Growth
		Total Score	3.6	

MarTech Stack Monthly Cost		€64.00									
	Select free	No	Select paid	Yes	€12.00		Select free	No	Select paid	No	€0.00
Customer Relationship Management											
		Pipedrive					Klaviyo				
Price	Weighting	Score	% Score	Additional Info			Score	% Score	Additional Info		
	20%										
Is there a free version?		1	0.2	no			5	1	Yes. 500 monthly emails sends Mobile push notifications (free beta) 150 free monthly SMS/MMS credits Includes applicable SMS carrier fees Email support for first 60 days		
Plan cost for the next tier?	30%	4	1.2	14.90 euro a month			3	0.9	\$45 a month, 1,001 - 1,500 contacts, 15,000 monthly email sends, plus the free plan		
Workflow Integration											
Shopify Integration	20%	4	0.8	possible integration with app			5	1	integration built in		
Automations	5%	5	0.25	Integrated with 300+ third party apps			5	0.25	Integrated with 300+ third party apps, template library		
Ecommerce											
Focus on ecommerce	25%	2	0.5	More sales focused, B2B			5	1.25	Extremely B2C ecommerce focused		
	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
Analytics											
		Google Analytics					Matomo				
Price	Weighting	Score	% Score	Additional Info			Score	% Score	Additional Info		
	30%										
Is there a free version?		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	cloud based server 50,000 hits 19 euro a month, 100,000 hits 35 euro a month		
Privacy & Security											

MarTech Stack Monthly Cost		€64.00									
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	
Consent Manager Provider											
		Cookiebot				Consent Manager					
Price	Weighting	Score	% Score	Additional Info		Score	% Score	Additional Info			
Is there a free version?	5%	3	0.15	yes. but limited. 1 domain. No banner customization. 1 language		2	0.1	yes. limited 5,000 pageviews, 1 site, no banner customization, 1 language			
Plan cost for the next tier?	20%	5	1	12 Euro per domain/ per month, less than 500 subpages, consent analytics reporting		2	0.4	49 Euro a month 1,000,000 page views, consent analytics reporting			
Other											
banner customization	15%	5	0.75	yes. on paid plan. full banner customization		4	0.6	limited to 3 designs			
GDPR compliant	40%	5	2	yes		5	2	yes			
Languages paid account	10%	5	0.5	47 + languages		3	0.3	5 languages			
Google Tag Manager Integration	10%	5	0.5	yes		5	0.5	yes			
	100%	Total Score	4.9			Total Score	3.9				
	Select free	No	Select paid	Yes	€12.00	Select free	No	Select paid	No	€0.00	
Marketing Visualizations											
		Google Looker Studio				Klipfolio					
Price	Weighting	Score	% Score	Additional Info		Score	% Score	Additional Info			
Is there a free version?	50%	5	2.5	free, can be a bit slow		3	1.5	2 editors, 2 dashboards,			
Plan cost for the next tier?	10%	5	0.5	no next tier		2	0.2	90 euro month 4 editors, 4 dashboards			
Viewing											

