MarTech Stack Monthly Cost	€64.00)							
ontent Creation									
			<u>(</u>	<u>Canva</u>					
	Weighting	Score	% Score	Additiona	al Info				
Price				Doid version contain	no additional				
				Paid version contains additional brand controls; additonal premium					
s there a free version?	20%	5	1	stock photos					
Plan cost for the next tier?	30%	3	0.9	13.99 euro a month for the first 5 people					
Creation	3070		0.0	рооріс					
o eation									
				Brand guidelines, B media, Brand strate	Briefs, Social				
ypes of content	20%	5	1	analysis, Meeting a	gendas				
Vorkflow									
	200/	_	4.5	Very well integrated	d with all				
ntegrations	30%	5	1.5	software					
	100%	Total Score	4.4						
	Select free	Yes	Select paid	No	€0.00				
Social Media Management									
Social Media Management									
Social Media Management				Ruffer				ater	
Social Media Management				Buffe <u>r</u>				<u>ater</u>	
Social Media Management	Weighting	Score	§ % Score	Buffer Additions	al Info	Score	L % Score	_	ional Info
	Weighting 20%	Score 5				Score 1		_	
Price			% Score	Additiona 2 channels (TikTok,	IG)		% Score	Addit 2 channels (Til \$40 month/cha	Tok, IG) nnel adds more
Price			% Score	Additiona	IG) adds more posts,		% Score	Addit 2 channels (Til \$40 month/cha	Tok, IG)
Price s there a free version?	20%	5	% Score	Additiona 2 channels (TikTok, \$6 month/channel a	IG) adds more posts, GA integration	1	% Score 0.2	Addit 2 channels (Til \$40 month/cha posts, stories s	Tok, IG) nnel adds more cheduling, GA
Price s there a free version? Plan cost for the next tier? Scheduling posts	20%	5	% Score 1 1.5	Additiona 2 channels (TikTok, \$6 month/channel a stories scheduling,	IG) adds more posts, GA integration	1 3	% Score 0.2 0.9 0.25	Addit 2 channels (Til \$40 month/cha posts, stories s integration	Tok, IG) nnel adds more cheduling, GA
Price s there a free version? Plan cost for the next tier?	20%	5	% Score 1 1.5	Additiona 2 channels (TikTok, \$6 month/channel a stories scheduling,	IG) adds more posts, GA integration	1 3	% Score 0.2 0.9	Addit 2 channels (Til \$40 month/cha posts, stories s integration	Tok, IG) nnel adds more cheduling, GA
Price s there a free version? Plan cost for the next tier? Scheduling posts	20%	5	% Score 1 1.5	Additional 2 channels (TikTok, \$6 month/channel a stories scheduling, very detailed sched	adds more posts, GA integration luling	1 3	% Score 0.2 0.9 0.25	Addit 2 channels (Til \$40 month/cha posts, stories s integration very detailed s	cTok, IG) nnel adds more cheduling, GA cheduling
Price s there a free version? Plan cost for the next tier? Scheduling posts	20%	5	% Score 1 1.5	Additional 2 channels (TikTok, \$6 month/channel a stories scheduling, very detailed sched	adds more posts, GA integration luling	1 3	% Score 0.2 0.9 0.25	Addit 2 channels (Til \$40 month/cha posts, stories s integration very detailed s	Tok, IG) nnel adds more cheduling, GA
Price s there a free version? Plan cost for the next tier? Scheduling posts Compatability	20% 30% 5%	5 5 5	% Score 1 1.5 0.25	Additional 2 channels (TikTok, \$6 month/channel a stories scheduling, very detailed sched Only with paid plan, to CSV. Other report available to CSV	adds more posts, GA integration luling . IG exportable rts also	3 5	% Score 0.2 0.9 0.25	Addit 2 channels (Til \$40 month/cha posts, stories s integration very detailed s Lots of analytic	cTok, IG) nnel adds more cheduling, GA cheduling
Price s there a free version? Plan cost for the next tier? Scheduling posts Compatability	20% 30% 5%	5 5 5	% Score 1 1.5 0.25	Additional 2 channels (TikTok, \$6 month/channel a stories scheduling, very detailed scheduling). Only with paid planto CSV. Other reports.	adds more posts, GA integration luling . IG exportable rts also	3 5	% Score 0.2 0.9 0.25	Addit 2 channels (Til \$40 month/cha posts, stories s integration very detailed s Lots of analytic All importable	cTok, IG) nnel adds more cheduling, GA cheduling
Price s there a free version? Plan cost for the next tier? Scheduling posts Compatability Analytics? Exportable?	20% 30% 5%	5 5 5	% Score 1 1.5 0.25	Additional 2 channels (TikTok, \$6 month/channel a stories scheduling, very detailed sched Only with paid plant to CSV. Other report available to CSV Integrated with Can on paid Only allows one use	adds more posts, GA integration luling I G exportable rts also ava on free, GA er in free and	3 5	% Score 0.2 0.9 0.25 0	Addit 2 channels (Til \$40 month/cha posts, stories s integration very detailed s Lots of analytic All importable	crok, IG) nnel adds more cheduling, GA cheduling s to choose from.
Price s there a free version? Plan cost for the next tier? Scheduling posts Compatability Analytics? Exportable?	20% 30% 5%	5 5 5	% Score 1 1.5 0.25	Additional 2 channels (TikTok, \$6 month/channel a stories scheduling, very detailed sched Only with paid plan, to CSV. Other repor available to CSV Integrated with Can on paid	adds more posts, GA integration luling I G exportable rts also ava on free, GA er in free and	3 5	% Score 0.2 0.9 0.25 0	Addit 2 channels (Til \$40 month/cha posts, stories s integration very detailed s Lots of analytic All importable Canva integrat	crok, IG) nnel adds more cheduling, GA cheduling s to choose from.
Price s there a free version? Plan cost for the next tier? Scheduling posts Compatability Analytics? Exportable? s it Canva inegrated? GA integrated?	20% 30% 5% 20%	5 5 5 5	% Score 1 1.5 0.25 0.6 0.8	Additional 2 channels (TikTok, \$6 month/channel astories scheduling, very detailed sched Only with paid plant to CSV. Other report available to CSV Integrated with Can on paid Only allows one use first tier. Team men	adds more posts, GA integration luling I G exportable rts also ava on free, GA er in free and	1 3 5	% Score 0.2 0.9 0.25 0 1	Addit 2 channels (Til \$40 month/cha posts, stories s integration very detailed s Lots of analytic All importable Canva integrat	nnel adds more cheduling, GA cheduling sto choose from.
Price s there a free version? Plan cost for the next tier? Scheduling posts Compatability Analytics? Exportable? s it Canva inegrated? GA integrated?	20% 30% 5% 20%	5 5 5 5	% Score 1 1.5 0.25 0.6 0.8	Additional 2 channels (TikTok, \$6 month/channel astories scheduling, very detailed sched Only with paid plant to CSV. Other report available to CSV Integrated with Can on paid Only allows one use first tier. Team men	adds more posts, GA integration luling I G exportable rts also ava on free, GA er in free and	1 3 5	% Score 0.2 0.9 0.25 0 1	Addit 2 channels (Til \$40 month/cha posts, stories s integration very detailed s Lots of analytic All importable Canva integrat	nnel adds more cheduling, GA cheduling sto choose from.

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										
Customer Relationship Management										
			Din	odrivo			Vlo	vivo		
		0	Pipedrive % Score Additional Info		Coore	Klaviyo % Score Additional Info				
Price	Weighting	Score	% Score	Addition	ai mo	Score	% Score			
								Yes. 500 month Mobile push not beta)		
	20%							150 free monthl credits	y SMS/MMS	
									ble SMS carrier	
Is there a free version?		1	0.2	no		5	1	Email support for		
Plan cost for the next tier?	30%	4	1.2	14.90 euro a monti	h	3	0.9	\$45 a month, 1, contacts, 15,000 sends, plus the) monthly email free plan	
Workflow Integration		·		The date a mona			0.0	contac, plac the	oo pia	
Shopify Integration	20%	4	0.8	possible integration	n with app	5	1	integration built	in	
. , .	5%	5	0.25	Integrated with 300		5	0.25	Integrated with		
Automations	370		0.23	apps	r triiru party	3	0.23	apps, template		
Ecommerce	25%	2	0.5			5	1.25	Extremely B2C	ecommerce	
Focus on ecommerce	2570	2	0.5	More sales focused	d, B2B	5	1.25	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
A Committee of the Comm										
Analytics										
				A - 1 C						
			Google Analytics				<u>Matomo</u>			
Price	Weighting	Score	% Score	Additional Info		Score	% Score	Additio	onal Info	
Is there a free version?	30%	5	1.5	Ves		2	0.6	ves hosted on	OUR SARVAR	
is uicle a liee version?	0-21	5	1.5	yes		2	U.b	yes. hosted on y	ver 50,000 hits	
Plan cost for the next tier?	30%	5	1.5	no next tier		3	0.9	19 euro a month	n, 100,000 hits 35	
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											
, and the second											
			<u>Cc</u>	okiebot				Consen	t Manager		
Price	Weighting	Score	% Score	Additio	onal Info		Score	% Score	Addit	ional Info	
Is there a free version?	5%	3	0.15	yes. but limited. banner customiz	I domain. No ation. 1 language		2	0.1	yes. limited 5,0 site, no banner language	000 pageviews, 1 customization, 1	
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	15%		_	yes. on paid plan	. full banner						
banner customization	40%	5	0.75	customization			4	0.6	limited to 3 des	signs	
GDPR compliant	10%	5	2	yes			5	2	yes		
Languages paid account	10%	5	0.5	47 + languages			3	0.3	5 languages		
Google Tag Manager Integration	100%	5 Total Score	0.5 4.9	yes			5	3.9	yes		
		Total Score	4.9				Total Score	5.9			
	Select free	No	Select paid	Yes	€12.00		Select free	No	Select paid	No	€0.00
Manhadian Vicani limbia											
Marketing Visualizations											
		Google Looker Studio						<u>Kli</u> j	<u>ofolio</u>		
Price	Weighting	Score	% Score	Additio	onal Info		Score	% Score	Addit	ional Info	
Is there a free version?	50%	5	2.5	free, can be a bit	slow		3	1.5	2 editors, 2 da	shboards,	
Plan cost for the next tier?	10%	5	0.5	no next tier			2	0.2	90 euro month 4 editors, 4 dashboards		
Viewing											

MarTech Stack Monthly Cost	€64.00									
number of viewers	20%	5	1	unlimited		5	1	unlimited		
pdf downloads	20%	5	1 yes		3	0.6	only on paid plan			
	100%	Total Score	5			Total Score	3.3			
	Select free	No	Select paid	Yes	€0.00	Select free	No	Select paid	No	€0.00
Automation										
			<u>Z</u>	<u>apier</u>						
Price	Weighting	Score	% Score	Addition	nal Info					
Is there a free version?	40%	5	2	yes. 100 tasks per step zaps						
Plan cost for the next tier?	40%	2	0.8	18.26 Euro per mo tasks per month. n	onth Starter, 750 nulti-step zaps					
Other app connections	20%	2	0.4	5 connections on free. 20 0.4 connections on Starter						
	100%	Total Score	3.2	22000 311 010						
	Select free	Yes	Select paid	No	€0.00					