

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; additional 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, Competitor 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				

[illegible]

MarTech Stack Monthly Cost		€64.00									
Customer Relationship Management											

[illegible]

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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

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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											
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	

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Automation													
		Zapier											
Price	Weighting	Score	% Score	Additional Info									
Is there a free version?	40%	5	2	yes. 100 tasks per month. single-step zaps									
Plan cost for the next tier?	40%	2	0.8	18.26 Euro per month Starter, 750 tasks per month. multi-step zaps									
Other													
app connections	20%	2	0.4	5 connections on free. 20 connections on Starter									
	100%	Total Score	3.2										
	Select free	Yes	Select paid	No	€0.00								