Steer Campaign
Marketing Automation

Feature	Steer Campaign	HubSpot	ActiveCampaign	Mailchimp
License	Open Core	Proprietary	Proprietary	Proprietary
Email Marketing	Yes	Yes	Yes	Yes
Automation Workflows	Yes	*No	Yes, No SMS	Yes, Up to 4 journey points
Lead Scoring	Yes	*No	No	Yes
CRM Integration	Yes	*No	No	Limited
Social Media Integration	Limited	*No	Yes	Yes
A/B Testing	Yes	*No	Yes	Yes
Landing Page Builder	Yes	Yes	No	No Custom coded
Form Builder	Yes	Yes, No code customizations, No dependent fields, No smart fields, No custom email validation, and No custom targeting.	Yes Limited	No Custom coded
Segmentation	Yes	Yes	Yes	Yes, 3 Segmants
Analytics and Reporting	Yes	*No	Yes	Basic Reporting
Web Tracking	Yes	*No	*No	No
Multi-Channel Marketing	Limited	*No	No	Yes
E-commerce Integration	Limited	*No	No	Yes
Customer Support	Yes	Yes	Yes	Yes
Mobile Optimization	Limited	Yes	Yes	Yes
User Interface	User-Friendly	User-Friendly	User-Friendly	User-Friendly
Number of Seats	Unlimited		1 Seat	3 Seats
* This feature is not included in this plan, but you can get it if you upgrade to a higher plan.				