Competitive Analysis of Infusionsoft, ClickFunnels, LeadPages, and Unbounce

Executive Summary

This report is a competitive analysis of four marketing tools: Infusionsoft, ClickFunnels, LeadPages, and Unbounce. Infusionsoft is a large and robust CRM software tool while ClickFunnels, LeadPages and Unbounce are more similar landing page creation tools with quite different features but much of the same functionality. A detailed overview of each service is provided in this report, along with an analysis of each service's competitive strengths and comparative weaknesses. An overview of the features that each service provides and their pricing options is also included in this report.

Section I: Overview and Profile

Infusionsoft is a powerful marketing automation tool that offers a combination of email management (such as Constant Contact and AWeber) with social media and e-commerce. Infusionsoft is very robust and has many more marketing automation features than the other tools mentioned in this report. It offers businesses the ability to create long term campaigns based on what action their leads do, such as making a purchase, opting in, registering for an event, etc. Infusionsoft allows businesses to grow their sales by automating as many of their processes as possible and gain more customers through more efficient lifecycle marketing.

ClickFunnels is a website and landing page building tool that allows businesses to create sales funnels, product launch pages, lead generation systems, as well as e-commerce systems with simple drag and drop functionality. Clickfunnels allows users without technical experience to easily edit landing and sales pages as needed, and it comes with both funnel and page templates. Payment processors can be linked directly to the payment pages, and it allows webmasters and entrepreneurs with very limited technical experience to create very nice looking and professional landing pages with conversion tracking throughout the entire sales funnel.

LeadPages allows businesses create landing pages in under five minutes in the same fast way that Clickfunnels does. Using an intuitive and simple landing page creator, business owners can construct high quality landing and sales pages that are compatible with mobile devices. The templates are compatible with Facebook and it is easy to create opt-in pages with free giveaways. Landing pages can be sorted by conversion rate and conversion stats and analytics can be easily viewed for all of the existing landing pages. LeadPages is also compatible with Infusionsoft as the platform connects to the Infusionsoft API.

Unbounce is a tool that allows marketers and business owners to create high quality landing pages without knowing technical design, just as Clickfunnels and LeadPages both do. Using drag and drop functionality, creating a new landing page or editing an existing page takes just minutes. Advanced design features like full page backgrounds and parallax scrolling can be created easily. The web pages made in Unbounce are 100% mobile responsive. An A/B split testing feature is included with the system to improve conversion rates. Unbounce offers a large library of customizable landing page templates which can be used to make professional looking landing pages very simply and can be customized easily as well. Unbounce integrates with Wordpress efficiently as well as several of the most popular marketing automation services including Infusionsoft, Marketo, Hubspot and others.

Section II: Competitive Advantages/Strengths

Infusionsoft has a high quality landing page creator built into it as well as a high quality WYSIWYG editor. However, it is much more than just that, as it offers marketers the ability to build, control and manage an entire digital campaign. Infusionsoft works more as a total customer relationship management tool (CRM) while the other tools are used to build landing pages for a sales funnel.

Learning to use Infusionsoft for a particular business can take weeks of training while the other landing page building tools in this report don't take as long to figure out. However, Infusionsoft offers a vast support library as well as some of the best customer support in the CRM industry. Infusionsoft integrates with all of these landing page builders because as a CRM tool it is one of the best.

ClickFunnels stands out compared to a few of the other landing page creators because it is a system for easily creating entire sales funnels from start to finish. While LeadPages and Unbounce are both more focused on creating the best possible standalone pages, ClickFunnels focuses on the bigger marketing picture and creates an entire funnel that can be easily customized for each business.

Upsells and downsells can be added easily with ClickFunnels with their templates, or full webinar funnels can be created. The editor is considered to be more feature rich than LeadPages and more flexible. Although LeadPages can be used to create amazing looking landing pages very simply, ClickFunnels gives marketers more options for their full sales funnel such as one time offers, easy order forms, and fast integration with payment processors.

LeadPages is an excellent tool for creating beautiful and high converting standalone landing pages. It's the perfect tool for the marketers who already have much of their sales funnel in place, and want to improve each existing page as much as possible by optimizing their conversion rate. With the ability to browse from the latest and best tested landing pages, marketers have the chance to try out new landing page options that may dramatically improve their conversions.

LeadPages remains a popular landing page tool because of this. Although its editor is more fixed and limited than the ClickFunnels editor, pages can be constructed quickly and there is less of a learning curve. The ability to direct 404 traffic to an opt-in page is also unique and very useful for most businesses. Many users have also noted that the customer support of LeadPages is very responsive as well. Also the ability to create high quality and mobile responsive Facebook tabs is another significant advantage, as many users have experienced issues with viewing Facebook tabs on mobile browsers.

Unbounce is an easy to operate landing page tool that offers a big library of templates. It offers more options for customizing landing pages than LeadPages for those who need that. Javascript can be added anywhere, along with hidden fields, drop down menus, and in general it is more developer friendly and customizable. Integration with Infusionsoft allows Unbounce to send information on where particular leads came from (search engine, social media website, etc.). The drag and drop functionality to add elements to landing pages is also considered to be one of its best advantages compared to other landing page tools, as elements can be dragged anywhere on the page. Many also prefer the easy split testing system of Unbounce, as poor performing landing pages can get a smaller percentage of traffic by changing a setting or they can be discarded altogether. External conversions can also be tracked with Unbounce such as when the customer makes a full purchase, and it integrates with dozens of tools.

Section III: Weaknesses of Each Service

Infusionsoft doesn't have many complaints because it has existed for so long and responded to customer demands with constantly improving features. However, some of the criticisms of Infusionsoft are that it comes with a hefty monthly fee and that can be difficult to find people who are experts at Infusionsoft, which means that it can be difficult to outsource Infusionsoft related work. But those are the only few main disadvantages, and there are thousands of small businesses that can justify both the expense and the training requirements of using Infusionsoft for its many CRM tools.

Clickfunnels is one of the more robust landing page creation tools and offers more of an ability to create an entire sales funnel than the other competitors mentioned. One potential downside to the service is that there are limits on the number of funnels and pages that can be created. For companies that need more pages they have to pay more money. Clickfunnels also lacks some of the conversion rate improvement tools that LeadPages has, which means that it is more limited in creating the best single landing page possible. It also has a substantial learning curve for newer marketers. Another disadvantage is that it is comparatively more expensive than other landing page tools.

LeadPages had existed a little longer than Clickfunnels so it has had time to listen to customer requests and improve its service. It does have limitations; and its editor is more limited than either of Clickfunnels or Unbounce. Both Unbounce and Clickfunnels offer more flexibility with landing page editing. Clickfunnels shines ahead of LeadPages in regards to being able to create a more complete sales funnel system, and although LeadPages can be used to create some of the same pages as Clickfunnels, it certainly doesn't have the full list of sales funnel options that Clickfunnels has.

Unbounce has extra editing flexibility but it can be a bit too much for the marketer with basic landing page needs. It's a better tool for marketers and webmasters with more experience to fully utilize the flexibility that's available. Unbounce doesn't have as many features for improving conversion rates on a single page as LeadPages such as the library of the highest converting templates that can be sorted based on conversion rate. Unbounce also has a learning curve associated with it like Clickfunnels. Some have also mentioned that the customer support of Unbounce is lacking in comparison to other services.

Pricing:

- **Infusionsoft** offers four tiers of pricing, **$199/month, $299/month, $379/month and $599/month.** The lowest tier offers up to 2,500 contacts and 3 users and the highest tier offers up to 20,000 contacts and 10 users.
- **Clickfunnels'** first option starts at **$97/month for** the Startup package with 20 funnels and 100 pages, and **$297/month** for the Enterprise package with 70 funnels and up to 300 pages.
- **LeadPages** starts at **$25/month** (paid annually) for unlimited landing pages but without A/B split testing and other features. At **$49/month** (paid annually) split testing and features like LeadLinks is included. At **$199/month** every feature is available with 5 sub accounts.
- **Unbounce** starts at **$49/month** with a 5,000 unique visitor limit and unlimited landing pages and several feature limitations. The Pro 99 package is **$99/month** for 25,000 unique visitors and most features, and the Pro 199 package is **$199/month** for up to 100,000 unique visitors and a dedicated success coach.

Section IV: Summary

In summary, Clickfunnels is a good option for the businesses and webmasters that need the ability to create entire sales funnels and can utilize all of the available features to create them.

For single landing page design, LeadPages stands out for its conversion optimization features and its simplicity. Businesses that already have most of their sales funnel constructed may prefer using LeadPages in order to quickly and easily create landing pages that are proven to convert based on real data. LeadPages is also an excellent option for those who are pressed for time and don't want to spend a lot of effort on customization.

Between LeadPages and Unbounce, LeadPages is probably a better tool for most businesses because of its simplicity. Both are priced similarly however LeadPages does not put a limit on unique traffic in the same way that Unbounce does. Unbounce may work for some businesses that want more control over their landing pages and the ability to use some of the advanced editing features, as Unbounce's editor is more robust.

Infusionsoft is an excellent CRM tool for automating much of the customer lifecycle process and it allows small to medium sized businesses to reduce much of the tedious work of relationship building and focus more on growth.

Specific Recommendations

For Medium Businesses: Although Infusionsoft mentions that it is specifically designed for small businesses with under 25 employees, medium sized businesses with 25-500 employees can certainly utilize the software for CRM. Infusionsoft can be scaled to a higher number of users based on a particular company's need. Medium sized businesses will often have a small dedicated marketing department with a section dedicated to customer relationship management. Infusionsoft's highest package has up to 10 users, and more can be added easily.

LeadPages, Unbounce and Clickfunnels all integrate nicely into Infusionsoft, so for a medium sized business that is using Infusionsoft all of these tools are viable potential landing page options. Many businesses often will have subscriptions to two or three of these services because of the unique features that each one offers, and they can save a medium sized business a substantial amount of money in terms of web development costs.

For Large Scale Businesses: Large scale businesses may not find the features of Infusionsoft to be as useful as some of the other CRM tools that are specifically designed for large businesses. Infusionsoft's pricing, features and packages are specifically designed for smaller businesses. Large businesses will often have their own CRM solutions custom created by their developers for their specific needs or they will use a scalable solution like Microsoft Dynamics, but occasionally they may find Infusionsoft to be useful for specific CRM needs and smaller campaigns.

In terms of landing page design, large businesses will often have dedicated developers who custom code everything including their landing pages and other webpages. However, large businesses with smaller marketing departments may not have the developers they need available, or may need to save time on a campaign. In that case, a tool like Clickfunnels, LeadPages or Unbounce may be needed. It's more likely that Unbounce or LeadPages would be used for a large business as they will most likely already have most of their sales funnel in place.

For Affiliates: Infusionsoft, LeadPages, and Clickfunnels each has a high quality affiliate/referral program. Unbounce no longer has an affiliate program. Infusionsoft provides its affiliates with a dedicated partner manager, branded marketing resources, and many other tools, making it a top choice for affiliates who are interested in promoting CRM solutions. Between LeadPages and Clickfunnels, Clickfunnels offers a slightly higher lifetime 40% commission on sales while LeadPages offers 30% for the life of the customer. Both programs offer affiliates numerous promotional tools. Because LeadPages offers more pricing levels it may convert at a higher rate than Clickfunnels. Affiliates who are interested in promoting landing page building tools can't go wrong with promoting either service, and it is easy to sign up for both programs to test them out and see which converts at a higher rate.