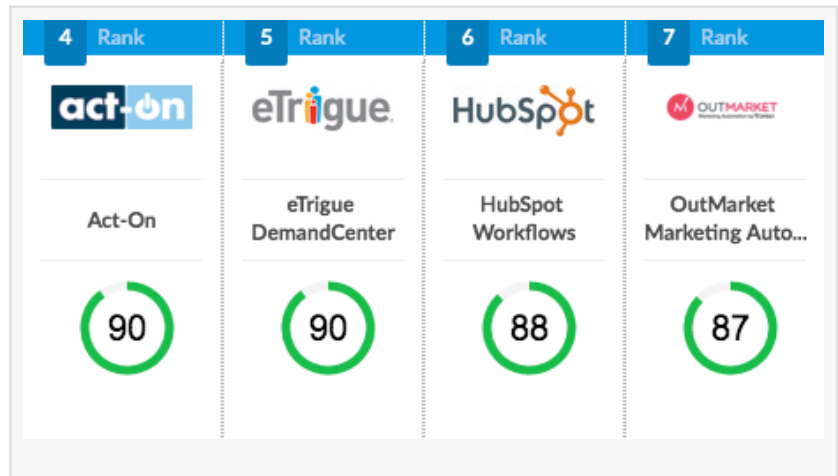


SelectHub Announces Marketing Automation Software Evaluation Tool

SelectHub provides software evaluation and selection, including requirements templates, competitive vendor scorecards, and automated RFI/RFP creation.

DENVER, CO, UNITED STATES, July 27, 2016 /EINPresswire.com/ -- SelectHub, a technology selection management (TSM) software company, today released their marketing automation software selection library—sharing the criteria shown to be

most used by buyers—and providing the latest vendor ratings. Available through SelectHub's [software selection tool](#), the update provides additional value for organizations engaged in marketing automation software selection initiatives.



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It's critical for organizations to perform the proper due diligence when it comes to selecting a best-fit marketing automation solution.

Michael Shearer, Marketing Automation Expert

“With an increasing move towards automated customer touchpoints, marketing automation continues to be a critical focus for marketing departments”, says Michael Shearer, SelectHub's Director of Marketing Operations. “There are literally [hundreds of vendor solutions in the space](#)—making it very difficult to determine which products are right for your requirements. That's why it's critical for organizations to perform the proper due diligence when it comes to selecting a best-fit marketing automation solution.”

SelectHub provides expert evaluations of marketing automation software, which can be leveraged within its best

practice selection platform to help organizations find the right software.

Key features of the platform include:

- Customizable requirements gathering templates pre-filled with the most important marketing automation requirements
- Buyer team collaboration tools
- An extensive marketing automation software product directory
- Voting/scoring mechanisms for both requirements gathering and vendor evaluation
- RFI/RFP creation and delivery to short-listed marketing automation vendors

SelectHub's online software selection platform also includes a free [marketing automation leaderboard](#), identifying the top 10 marketing automation platforms across more than 20 key

requirements. Leaders include Pardot, Marketo, CallidusCloud, Act-on, Eloqua, Outmarket, Hubspot and Silverpop. SelectHub also allows marketing automation software buyers to create their own custom leaderboards based on their unique requirements.

The SelectHub platform is used by organizations to evaluate, select and procure a wide range of enterprise software. Aside from marketing automation, other top software categories include business intelligence (BI), business analytics, ERP, CRM, HRMS and human capital management systems, and electronic health record (EHR/EMR) systems.

About SelectHub

SelectHub is a cloud-based software selection management platform streamlining software selection and making IT sourcing more agile and collaborative. The platform supports a comprehensive set of evaluation stages from requirements gathering to vendor shortlisting, demos and user trials, RFI/RFPs and contract negotiation. SelectHub customers include Hanover Insurance, Advanced Energy, QEP Resources and the State of Colorado. To learn more, please visit www.selecthub.com.

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This press release can be viewed online at: <http://www.einpresswire.com>

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