Spotler vs dotmailer

spotler

How does CommuniGator compare to dotmailer?

When it comes to your Marketing Automation Software it is by no means 'one size fits all'. Everyone will have different requirements for their marketing strategy. Finding a software to house all your marketing needs is critical for getting the most out of it. Sending emails is a good start, but it is only a start. Tailoring emails to your audience is the next step. And the best way to do that? Track their website journey through IP tracking. Personalise your communications to each leads interests.

It is this tracking capability which boosts CommuniGator above dotmailer for your marketing. Offering a full marketing automation suite, CommuniGator adds lead generation, email marketing, event management, social media, survey, IP tracking and more to your marketing strategy. All from one location.

I know you'll be thinking that I'm biased in saying this, so let me show you the comparison between the two platforms. Don't worry, I will be fair in my assessment, which will be conducted purely from a user's perspective.

Contents:

Inclusivity

Both platforms offer the capability to create and implement your marketing automation needs. Both allow you to build and send emails as static stand-alone campaigns or include them in an automated workflow. This allows the creation of personalised user journeys through your content.

For dotmailer, this is where the personalisation ends. Whilst dotmailer has good functionality, it fails to provide a full marketing automation platform.

dotmailer is limited to Email Marketing, Automation, and Web forms. Whilst this is enough to employ a basic marketing strategy, you will likely require additional software to fulfil your needs.

CommuniGator provides a far more comprehensive platform, with the same functionality as dotmailer, alongside extra products. Together with email marketing and automation, a standout feature is GatorLeads. Using reverse IP tracking, identify who visits your website, and which pages.

You can automate social media posts and integrate Events with email marketing to organise, send and manage bookings.

Having all marketing channels combined allows the send of more tailored emails. It also saves time from not switching between providers, giving time back to focus on the marketing message.

CommuniGator

CRM Integration

In order to send any marketing emails, you first need an audience. Both CommuniGator and dotmailer have built-in platform integrations to various CRM systems. This allows you to bring across your audience and use existing contact data in your emails.

Integrating with 4 main CRMs, dotmailer gives you the option to automate your campaigns to send to new CRM leads. This can be done through a spreadsheet import into the relevant CRM campaign page, or by tweaking the Web-to-Lead form. This process does require HTML knowledge though, as an amendment to the HTML code is required. As dotmailer is limited to email marketing, if you want extra information on your leads, more tools will be needed.

Again, CommuniGator has preferred CRMs to integrate with. That does not mean that integrations to lesser-known CRMs are anything less than seamless. And the partnerships held with the well-known ones such as Microsoft Dynamics 365, Salesforce, NetSuite and Infor, make the integrations some of the best out there. What's more, CommuniGator offers exclusive integrations which no other ESP link with: COINs being a prime example. With the entire CommuniGator platform working in sync, all contact information from across the marketing channels is fed back to a single contact record and shared with CRM. So however you like to view your contact data, it's all a possibility with CommuniGator.

New Contact Acquisition

As a business, growth is usually imperative for success. Having a continual income of new leads to engage with builds the pot from which to grow.

dotmailer's contact pool grows from CRM integrations, spreadsheet imports and web-form completions. Whilst the collectable data is vast and easily customisable, the collection methods rely on either the contact coming to you, an event which we all know happens far too infrequently, or you acquiring the data yourself. To me, this seems to miss out on a large proportion of prospective leads.

Alongside dotmailers contact acquisition methods, CommuniGator has the added benefit of Website and IP tracking. By adding a tracking code to your site, you can follow web visitors journeys, and identify who is a new lead. Add page scoring to the mix, and you can rank how engaged each lead is. A function I find useful for giving every lead the nurture they need.

If you do purchase data, you can also carry out a CSV upload to get the new contacts into your data pool. A big plus for me, since most ESPs do not support this function.

Advanced Features

Any good marketing automation software will have built-in reporting methods. But we're not talking about any old Marketing software here. Both CommuniGator and dotmailer have added benefits which enhance usability and assessment capabilities. As expected, both platforms include high-level campaign statistics: opens, clicks and bounces, etc.

dotmailer boasts contact tracking as an added reporting method. To me, this functionality seems to be standard for email marketing software. The tracking allows you to identify where in an email a contact has engaged. This does not extend to engagement beyond the email though, and thus is fairly limited.

In my eyes, dotmailers tool, 'data watchdog', does provide a useful addition. It works by quarantining 'high risk' emails and files before they're sent or uploaded. This tool detects and prevents the send of email with deliverability complaints and issues detected.

Another added tool, which CommuniGators campaign send achieves by default, is the Automated Reputation Manager (ARM). This moves contacts into sender pools based on their data and engagement. This is useful for improving email deliverability by sending to the most engaged contacts first.

CommuniGator offers several campaign check tools to use before sending a campaign. In terms of identifying deliverability issues, the frictionless integration with SendForensics classifies what areas are flagging an email as spam. There are recommendations to help resolve the issues, which helps us ensure every email is read, not trashed.

As email providers render each in a unique way, the desire to ensure any email looks great across every mail server is prominent. The tool 'Inbox Checker' shows you how your email looks in over 30 different inboxes. This option means I can be fully satisfied before sending an email.

Finally, the smartest tool of the bunch. Artificial Intelligence (AI) learns from your data and contacts typical reactions (and what to). AI offers recommendations like readability score, email length, and audience group, for email optimisation for the audience in question.

![CommuniGator logo]
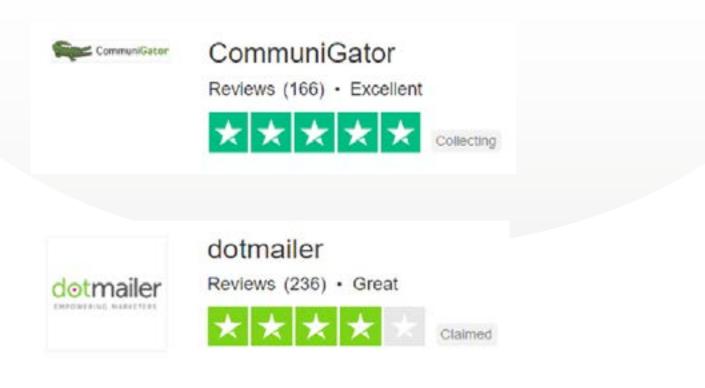
Top 3 Reasons I Prefer CommuniGator Over dotmailer

1. CommuniGators CRM integration is **best-in-class for leading CRMs**. The range of CRM partnerships mean that integration options are far-reaching. The seamless transition of data makes sending information between CommuniGator and CRM quick and easy.

2. Having the ability to **identify web visitors** makes our lead generation strategy larger and more targeted in one breath. The platform synchronisation means that our marketing emails are more personalised as a result. Identify, qualify and nurture.

3. The additional platform capabilities bring **all our marketing needs under one roof**. Having the additional features of not only IP tracking, but social media management and event management means that we can save time switching between software providers, and focus on aligning our marketing strategy.

![CommuniGator logo]

What Others Say

Knowing what others are saying about a brand can often be the most indicative gauge of a company. It's not all about what the company thinks about themselves. Below are the Trustpilot reviews for both CommuniGator and dotmailer:

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SpotlerUK is one of the leading B2B marketing automation & lead generation software providers in the UK.

Offering an all-in-one inbound and outbound marketing software, SpotlerUK provides everything you need to launch effective marketing campaigns that generate leads and engages your audiences.

To read all the juicy details of what the platform offers and how we can help your business jump on over to our website: spotler.co.uk.

Or for more on all things marketing and sales related, visit our blog: spotler.co.uk/blog or sign up to our newsletter: spotler.co.uk/newsletter.

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