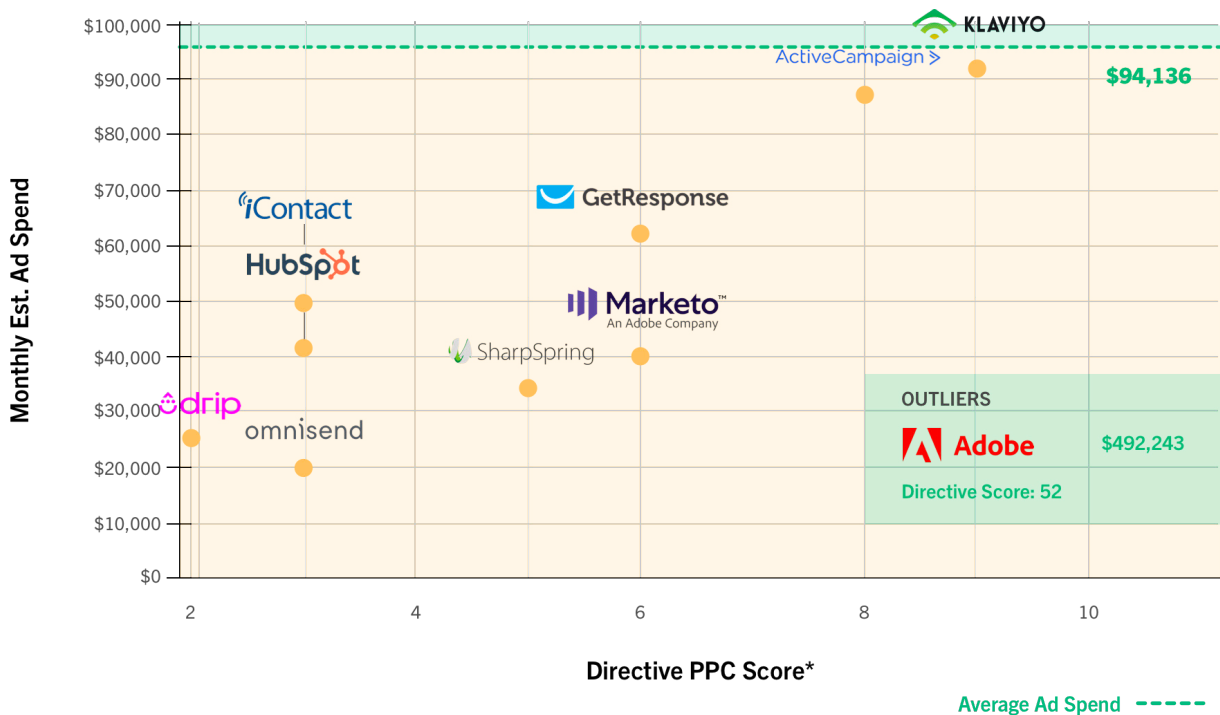
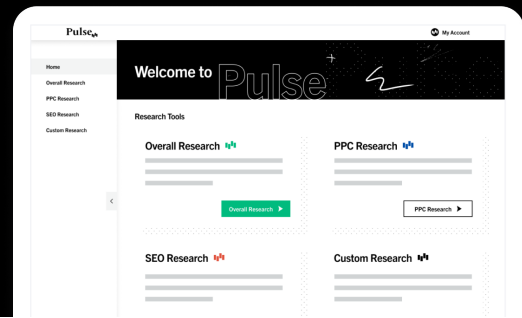


PPC Research Data for Marketing Software, Feb 2022

Sub-Industry | Marketing Automation



Rank	Company Name	Directive PPC Score	Est. Monthly Ad Spend
1	Adobe	52	\$492,243
2	Klaviyo	9	\$91,513
3	ActiveCampaign	8	\$86,791
4	GetResponse	6	\$61,814
5	Marketeto	6	\$39,750

Rank	Company Name	Directive PPC Score	Est. Monthly Ad Spend
6	SharpSpring	5	\$34,018
7	iContact	3	\$49,328
8	Omnisend	3	\$19,654
9	Hubspot	3	\$41,226
10	Drip	2	\$25,029

* Directive Score: This metric is a weighted calculation of all the aggregate data combining paid metrics, organic metrics, and estimated spend in order to calculate the strength of a brand's visibility online on a scale from 0-100.