

# Comparing the Top 8 Event Marketing Platforms for 2026

4 MIN READ



Marketing technology (MarTech) for events spans a wide spectrum: From general-purpose email ticketing platforms to fully integrated event marketing and ticketing solutions. Below is a breakdown of popular tools used in the live events industry, with their strengths, limitations, and ideal user fit.

## Quick Comparison

Platform	Ease of Use	Integration	Cost	User Fit
AudienceView & Audience Republic	8/10	9/10	8/10	Moderate
MailChimp	7/10	8/10	8/10	Beginner / Moderate
Constant Contact	8/10	6/10	7/10	Beginner
HubSpot	6/10	9/10	5/10	Moderate / Advanced
ActiveCampaign	6/10	8/10	7/10	Moderate / Advanced
Wordfly	8/10	6/10	6/10	Beginner / Moderate
Dotdigital	6/10	8/10	5/10	Moderate
Oracle Eloqua	4/10	9/10	2/10	Advanced

## Audience Republic & AudienceView

AudienceView now offers Audience Republic as a [fully integrated marketing suite](#), designed specifically for live events. By bringing ticketing, fundraising, and marketing into one platform, it removes the need for disconnected tools and enables event and venue marketing to use detailed audience insights to personalize, promote, and grow their audiences. While more specialized than general martech platforms, it's a strong fit for event teams looking for a unified, scalable workflow purpose-built for the industry.

### Pros:

1. Purpose-built for live events (integrated ticketing, marketing and fundraising)
2. Omnichannel [automation and targeting capabilities](#) (email, SMS, paid advertising, etc)
3. Real-time, [highly configurable attribution](#) tied directly to ticket sales

4. Strong targeting and personalized marketing communication capabilities

**Cons:**

1. Highly specialized for live events, so less relevant outside of this space
2. Relatively new product, less peer reviews than others in the market

**Rating:**

- Ease of Use: 9/10
- Integration Capabilities: 9/10
- Price: 8/10
- User Skill: Moderate

## MailChimp

[Mailchimp](#) is one of the most recognized marketing platforms in the world, offering email, automation, landing pages, ads, and CRM basics. Its user-friendly builder and free entry-level plan makes it appealing for smaller teams. However, costs increase as lists grow, and while flexible, it's lacking live-event specific capabilities.

**Pros:**

1. Wide feature set (email, landing pages, social ads, basic CRM)
2. Strong automation and testing capabilities
3. Free tier for small lists

**Cons:**

1. Costs rise quickly with list growth
2. Complex for new users
3. Not purpose-built for live events

**Rating:**

- Ease of Use: 6/10
- Integration Capabilities: 7/10
- Price: 8/10
- User Skill: Beginner to Moderate

## Constant Contact

[Constant Contact](#) is designed for ease of use, making it a strong choice for beginners. With drag-and-drop templates and extensive customer support, it's approachable for organizations without dedicated marketing staff. Its automation and reporting are simpler than competitors, which limits attribution and scalability for more complex event marketing.

**Pros:**

1. Beginner-friendly with drag-and-drop tools

2. Large template library (200+)
3. Strong customer support

**Cons:**

1. Automation is limited compared to competitors
2. Reporting is basic, lacking robust configuration capabilities
3. Slightly more expensive for what it offers compared to other products on the market
4. Not purpose-built for live events

**Rating:**

- Ease of Use: 8/10
- Integration Capabilities: 6/10
- Price: 7/10
- User Skill: Beginner

## HubSpot

[HubSpot](#) is an all-in-one CRM and marketing automation platform, popular with organizations that want advanced segmentation, personalization, and data insights. It offers a strong free tier and scales well into enterprise-level needs. The trade-off is cost and complexity, making it best for teams ready to commit resources to setup and ongoing management.

**Pros:**

1. All-in-one CRM and Marketing Automation Suite
2. Excellent segmentation, personalization, and reporting

**Cons:**

1. Expensive at scale
2. Can be complex for new users
3. Requires setup time to get the most value
4. Not purpose-built for live events

**Rating:**

- Ease of Use: 6/10
- Integration Capabilities: 9/10
- Price: 5/10
- User Skill: Moderate to Advanced

## ActiveCampaign

[ActiveCampaign](#) is known for its powerful, visual automation builder and advanced audience segmentation. It's particularly strong for building attendee journeys, upsell sequences, and post-event follow-ups. However, the learning curve is steeper, and smaller teams may find it more than what they need.

**Pros:**

1. Highly visual automation builder
2. Deep segmentation and personalization
3. Built-in CRM for attendee journey management

**Cons:**

1. Steep learning curve
2. Fewer beginner resources than other products on the market
3. Costs scale with advanced functionality

**Rating:**

- Ease of Use: 6/10
- Integration Capabilities: 8/10
- Price: 7/10
- User Skill: Moderate to Advanced

## WordFly

[Wordfly](#) is tailored for arts, culture, and live event organizations, offering event-friendly email marketing with integrations into platforms like Tessitura and Spektrix. Its clean drag-and-drop builder makes it approachable, while its niche positioning ensures features are relevant to event professionals. That said, it lacks the scale and advanced automation of bigger players.

**Pros:**

1. Designed with arts, culture and live events in mind
2. User-friendly drag-and-drop editor
3. Integrates with several ticketing systems (Tessitura, Spektrix, etc.)

**Cons:**

1. Smaller platform with fewer automation tools
2. Limited analytics depth compared to AudienceView, HubSpot and ActiveCampaign
3. Pricing is less transparent than other products on the market

**Rating:**

- Ease of Use: 8/10
- Integration Capabilities: 6/10
- Price: 6/10
- User Skill: Beginner to Moderate

## Dotdigital (Dotmailer)

[Dotdigital](#) is a marketing automation platform with a strong focus on omnichannel campaigns (email, SMS, push notifications, and social). It integrates well with eCommerce, CRM, and ticketing systems, making it flexible for mid-sized organizations. Its higher cost and steep learning curve make it less attractive for smaller teams.

**Pros:**

1. Strong automation workflows
2. Omnichannel capabilities (email, SMS, social push)
3. Flexible integrations with eCommerce, CRM, and ticketing platforms

**Cons:**

1. Higher cost compared to entry-level tools
2. Interface less intuitive for beginner
3. Support is dependent on contract tier
4. Not purpose-built for live events

**Rating:**

- Ease of Use: 6/10
- Integration Capabilities: 8/10
- Price: 5/10
- User Skill: Moderate

## Oracle Eloqua

[Eloqua](#) is Oracle's enterprise-grade marketing automation platform, designed for large organizations running highly complex campaigns. It offers deep customization, segmentation, and integration with enterprise CRMs like Salesforce and Oracle's suite. While extremely powerful, it comes with a steep learning curve and significant cost, making it better suited for advanced users with large-scale needs.

**Pros:**

1. Enterprise-grade automation and segmentation
2. Customizable for complex campaigns
3. Strong integration with enterprise systems (Salesforce, Oracle Suite)

**Cons:**

1. Very steep learning curve
2. High cost of ownership
3. Overkill for smaller teams
4. Not purpose-built for live events

**Rating:**

- Ease of Use: 4/10
- Integration Capabilities: 9/10
- Price: 2/10
- User Skill: Advanced

## Summary

When it comes to MarTech for events, options range from beginner-friendly email platforms to advanced enterprise systems. Choosing the right tool depends on your team's size, budget, and how closely marketing is tied to ticketing and revenue.

## Quick Snapshot:

- **MailChimp:** Flexible, popular, great entry point, but pricing grows fast.
- **Constant Contact:** Beginner-friendly, but lighter on automation and analytics.
- **AudienceView & Audience Republic:** Specialized for live events, strong marketing segmentation, automation, and reporting capabilities.
- **HubSpot:** Full CRM and marketing automation, but expensive at scale.
- **ActiveCampaign:** Advanced automation, steeper learning curve.
- **Wordfly:** Designed for arts and culture organizations, event-friendly.
- **Dotdigital:** Omnichannel campaigns, strong integrations, mid-market fit.
- **Oracle Eloqua:** Enterprise-grade, strong functionality but complex and costly.