

WHICH SHOULD YOU CHOOSE?

Ontraport vs Infusionsoft vs ActiveCampaign - Side-by-Side Comparison

Breaking these 3 incredibly powerful tools down into a simple side by side comparison to give you a basic overview of the key differences and similarities.

Features	ActiveCampaign	VS	Ontraport	VS	Infusionsoft
Email Broadcasts	✓		✓		✓
Email Automations	✓		✓		✓
If/Then Rules	✓		✓		✓
Send SMS	✓		✓		✗ 3rd Party
2-Way SMS	✗		✓		✗ 3rd Party
SMS OptIn	✓		✓		✓
Contact Management	✓		✓		✓
Contact Tags	✓		✓		✓
Internal Tasks	✓		✓		✓
B2B Sales Pipeline Management	✓ Deals		✗ Technically doable via Tags or custom objects but not ideal		✓ Opportunities
Web Forms	✓		✓		✓
Payment Processing	✗ 3rd Party Tools Available		✓		✓
Landing Page Builder	✗ 3rd Party Tools Available		✓		✗ 3rd Party Tools Available
Membership Plugin for Wordpress	✗ 3rd Party ActiveMember360 is our favourite		✓ Built in PilotPress		✗ 3rd Party iMember360 is our favourite
Affiliate Tracking	✗ 3rd Party		✓		✓
Website Activity Tracking	✓		✓		✓
Developer API	✓		✓		✓
Zapier Integration	✓		✓ Limited		✓
Customer Service	★★★★☆		★★★★☆		★★★☆☆
Starting Price	\$9+		\$79+		\$199+
Onboarding Fee	\$0		\$0		\$2,000
Website	VISIT		VISIT		VISIT