

Competitive Feature Matrix

18 Platforms x 19 Features · Binary Scoring · August 2026

HOW TO READ THIS MATRIX

SCORING KEY

- Full - capability fully supported and generally available
- Native - built-in first-party (not via third-party integration)
- Planned - confirmed on roadmap, not yet released
- Pilot/Custom - available as a custom engagement, not self-serve
- Partial - available with meaningful limitations or via add-on
- No - not available
- Quote - pricing or availability requires direct contact

FEATURE ROWS (19)

- CRM · Email campaigns · MS365 inbox-native · Gmail integration
- Native social publishing · Social scheduling · AI content generation
- Provider-safe content · Admin multi-tenant · Corporate Health
- Booking/calendar · SMS · Analytics/outbox · Ecommerce
- Healthcare specialisation · Content compliance · Entry price · Contract

PLATFORMS SCORED (18)

- Ingeni · HubSpot · Salesforce · GoHighLevel · ActiveCampaign
- Zoho · Tebra/Kareo · Weave · NexHealth · Birdeye
- Podium · Buffer · Later · Hootsuite · Mailchimp
- Constant Contact · Sprout Social · Klaviyo

NOTE

- The full scored matrix is in the companion Excel source file.
- This PDF documents methodology and scoring conventions only.