

Comparing Wedding Venue Management Software



EVENTECTIVE | WEDDINGPRO | ZOLA



EVENTECTIVE

Eventective is an all-in-one event marketing and sales software created for event venues and vendors.



WEDDINGPRO

WeddingPro includes The Knot and WeddingWire: two platforms for wedding business advertisement and management.



ZOLA

Zola is a wedding registry, planning, and retail e-commerce platform that connects venues, vendors, and couples.

Cost Breakdown

How much will you pay?

EVENTECTIVE

- \$54-\$362/month based on subscription and location
- Detailed pricing is available online [here](#)

WEDDINGPRO

- Monthly prices can be \$200-\$1,000+/month, depending on your location, business type, and competition
- Detailed pricing is not available online

ZOLA

- Vendors can choose to pay per lead or pay for an unlimited monthly plan
- Detailed pricing is not available online

Pricing & Customer Support

Customer support and pricing options.

Features	Eventective	WeddingPro	Zola
Support team access	✓	✓	✓
On-demand resources	✓	✓	✓
Free version available	✓	Limited	Limited
Trial option	✓	✓	✓
Flexible, affordable pricing	✓		?
Hassle-free cancellation policy	✓		?
Designed for all event types	✓		

Why Eventective: We provide a flexible, affordable solution for event businesses, offering a free version and tiered plans. Plus, with a trial option, on-demand resources, and a responsive team, you'll be supported every step of the way.

Booking Features

Tools that allow you to create contracts and manage payments.

Features	Eventective	WeddingPro	Zola
Custom proposals or contracts	✓		
E-sign capabilities	✓		
Online payment processing	✓	Limited	
Payment processor options	✓		
No booking commission fees	✓	✓	
Revenue reporting tools	✓		
No charge for additional users	✓	?	?

Why Eventective: Use our contract and payment tools at no extra cost. You can find everything in one place, so there's no need for additional software or complicated add-ons. We make it easy to manage your entire event business so you can spend more time doing what you do best.

Marketing Features

Tools that promote your business and boost visibility in your area.

Features	Eventective	WeddingPro	Zola
Public business profile with pricing	✓	✓	✓
Unlimited photos & videos	✓	✓	✓
Calendar tools with automated responses	✓	✓	✓
Profile performance reporting	✓	✓	✓
Over 1 million site visitors every month	✓	✓	✓
Easy profile set-up and updates	✓	?	✓
All-in-one marketing & sales system	✓		

Why Eventective: Event businesses like yours love our all-in-one platform, established online presence, and consistently high traffic numbers. We receive over 1 million site visitors every month, which gives you more opportunities to put your business in front of people planning events—not just weddings.

Lead Features

Tools that grow your business and allow you to connect with leads.

Features	Eventective	WeddingPro	Zola
Free direct event requests	✓	✓	✓
Access to people planning events in your area (Leads)	✓	✓	✓
Website inquiry form	✓		
Automation tools	✓		
Customizable response templates	✓	✓	✓
User-friendly communication tools	✓	✓	✓
Lead reporting	✓	✓	✓

Why Eventective: We help you connect with the right clients. With free direct inquiries, a curated Lead Market, easy-to-use communication tools, and powerful reporting, you'll have everything you need to fill your calendar.

**Want to see if
Eventective is
a good fit for
your business?**

Contact us anytime!
We're here to help.



**Don't just take our
word for it.** See what
our clients love
about us **here**.

[View pricing](#)
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