

# GoToWebinar vs zoom

After trying a lot of different webinar services at LSNTAP we have narrowed down your options to the two best webinar programs with the best and most robust features. Both have positives and minuses and we did my best to lay them out here:

## GOTOWEBINAR COMPANIES USING:

 **Uber**  
**zendesk**

## ZOOM VIDEO COMPANIES USING:

 Spotify ★ **Heineken**  
**Walmart** 

## GOTO FEATURES

- ✓ Group Collaboration
- ✓ Desktop / Application Sharing
- ✓ Mobile Support
- ✓ Real Time Analytics
- ✓ Custom Branding
- ✓ Polls
- ✓ Email Automation
- ✓ Cloud and Local Recording
- ✓ Integrated Scheduling

## ZOOM FEATURES

- ✓ Group Collaboration
- ✓ Desktop / Application Sharing
- ✓ Mobile Support
- ✓ Real Time Analytics
- ✓ Custom Branding
- ✓ Polls (Unlike with GoToWebinar, polls on Zoom can only be sent during a video webinar and not after the fact as a follow up.)
- ✓ Integrated Scheduling (Scheduling works through Google Apps which means you need a Google Account to sign up.)
- ✓ Cloud and Local Recording (Costs extra on Zoom. Although Zoom is still less expensive overall.)

## GOTO SUPPORT



PHONE SUPPORT



CHAT SUPPORT



EMAIL SUPPORT



FREE TRAINING

## ZOOM SUPPORT



PHONE SUPPORT



CHAT SUPPORT



EMAIL SUPPORT



FREE TRAINING

## PRICING

### GoToWebinar Starter

**\$109** / month or  
**\$89** / month (billed annually)

- 100 Participants

### GoToWebinar Pro

**\$249** / month or  
**\$199** / month (billed annually)

All Starter features, plus:

- 500 Participants
- Simulated Live
- Video Sharing

### Zoom Pro Plan

**\$14.99** / month

- 100 participants

#### Optional Add-on Plans

- Extra Cloud Recording Storage
- 323/SIP Room Connector
- Join by toll-free dialing or Call Me
- Video Sharing