

E-marketing Comparison Chart



Constant Contact

Vertical Response

Program Integrations			
Programs	ACT! by Sage, SageCRM, Sage Saleslogix, MS Excel, and Swiftpage Connect <i>full integration</i> accesses program's database for contacts, groups, mail merge, and updates results back	ACT! by Sage, MS Outlook, Express, Quickbooks <i>import/export only</i> requires importing contacts from program's database and export to update back into database	Salesforce.com <i>moderate integration</i> accesses program's database for contacts but results are not reported back into database
List Management/Hosted	yes	yes	yes
On Demand Marketing Features			
EMAIL	\$14.95 250 emails/day	\$15.00 500 emails/month	\$10.00 500 emails/month
Email Template Gallery	80+ options	300+ options	150+ options
Template Sharing	publish to other users	none	none
Custom Template Creation	starting at \$99 Bright Peak Design	starting at \$99	none
SENDING CAPABILITIES (Send As ability to send as another user)	Send Now Schedule Send Send As	Send Now Schedule Send	Send Now Schedule Send
TRACKING CAPABILITIES	Basic Tracking Contact Scoring	Basic Tracking	Basic Tracking
SURVEYS & WEB FORMS	included	+ \$10.00 5,000 responses	+ \$13.50 1,000 responses
Survey Database Integration	automated integration	export only	export only
DIRECT MAIL	included	none	included
Custom Direct Mail Creation	starting at \$200	none	none
Marketing Automation Features			
AUTORESPONDER One email is automatically sent to contact after survey is submitted	included	+ \$10.00 for survey capability	+ \$13.50 for survey capability
AUTOLOADER Contact is automatically loaded into Drip Marketing campaign from a survey	included <i>unlimited messages</i>	+ \$10.00 for survey capability <i>5 message limit</i>	none
DRIP MARKETING A series of communications automatically delivered to contacts loaded into campaign	multiple communication options <i>unlimited messages</i>	Email only <i>5 message limit</i>	none
Communication Options	Email, Direct Mail, Fax, Telemarketing	Email only	none
Campaign Types Campaign types differ in the way messages are sequenced and delivered	Anchor Date based on days before or after a specific date Calendar Date on calendar dates Duration	Duration only messages delivered on days since contact was loaded into campaign	none
Campaign Intelligence Automatically deliver certain messages as consequence of logical triggers specific to each contact	Email Interaction Opened, Clicked a link, and/or Unopened Salesforce Actions score/rank contact Database Intelligence specific field in database Automatic Transfer moves contact into new Drip Marketing campaign	none	none