Email Marketing & Web Site Navigation Tracking

Intelli Click

IMAGINE . . .

Email marketing campaigns that . . .

Instantly notify you who is interested
- Advise your sales team at the moment of interest
- Alert them by text or email to enable immediate follow-up

Tell you how interested they are
- See *all* pages they visit on your web site
- Prioritize your leads based upon level of interest
- Get to opportunities while they are HOT
- Know when they are interested; days, weeks or months later

Kick start your sales process immediately
- Send literature on a single click
- Set a phone call alert in your CRM system
- Register event participants on a single click

Automatically update your ACT! data
- See tracked behavior for each contact in history
- Automated opt-out management
- Manage malformed & undeliverable email addresses
- Update database fields for future target marketing

act!™

Everything You Expect From CRM Integrated Email Marketing …. And More!

Start a dialogue with your audience with web page hyperlinks embedded in your ACT!® email campaigns and benefit from:

➢ "Intelligent" hyperlinks you create and insert into professional email templates using our on-line, **WYSIWYG HTML editor & template library** (or use your own existing templates)

➢ Hyperlinks clicked, web pages visited, opens & unsubscribes are added automatically to the ACT!® contact record

➢ Go **"beyond the click"** and see all web site pages visited, instantly saved to the contact record –- Even if they return days, weeks or months later!

➢ **One click call to action** features to send literature or register for an event further engage your audience and automate timely response

➢ Accelerate your sales follow-up process with phone call & email alerts instantly sent to designated recipients at your company

➢ Reports that provide metrics & actionable information for each email campaign - Access reports in real time or have them sent to you automatically by email

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IntelliClick® At-A-Glance
Email & Web Site Visitor Tracking That Takes Starts A Dialogue

STEP 1:
Create Email Message Template
Insert IntelliClick Created Hyperlinks

INTELLISEND module Schedules / Throttles Messages AND Excludes Unsubscribe, "Report As SPAM" & Past Undeliverable E-mail Addresses

STEP 2:
Send Directly From ACT! To Target Audience

E-mail Address Integrity Management Module Identifies Malformed & Undeliverable Email Messages And Cleanses Your ACT! Database

ACT! Database

Data Added To ACT! In Seconds

1. Open Tracking
2. Web Page Hyperlink Tracking
3. Unsubscribe Tracking
4. Event Registration
5. Literature Request
6. Database field write back

Web Site Navigation Tracking

- Subsequent web page visits
- Subsequent page hyperlinks accessed

"Go Beyond The First Click"

Alarmed Call Scheduled

Text Message

Unified Email SMTP Relay Service Included

"Call To Action" Auto Response

- Literature Fulfillment E-mail
- Event Confirmation E-mail
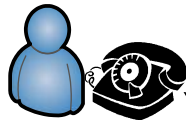
E-mail

Instant Notification

Alerts Can Be Set For:

1. Scheduled Calls
2. SMS Text Messaging
3. E-mail

REPORTING:
**Real Time Campaign Result Reports –
On-Demand And Automated Via E-mail**

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Feature Comparison

Feature	IntelliClick	Swiftpage	Notes
CREATING EMAIL MESSAGES / CAMPAIGNS			
On-line HTML template editor & template gallery	✓	✓	**IntelliClick:** *over 650+ professional grade templates w/powerful editor;* **Swiftpage:** *Less flexible; Smaller library of templates*
Template preview, testing & content analysis	✓	✓	**IntelliClick also provides rendering testing** *for all email platforms and mobile devices*
Option to use ACT! email templates	✓	✗	
Message Branding Exclusive To Your Company	✓	⚠	*Swiftpage logo displayed at bottom of message*
TRACKING EMAIL CAMPAIGNS			
ALL results instantly & automatically stored to ACT! history	✓	⚠	*Requires Premium level subscription; Requires manual steps to add to ACT database (1 day delay)*
CANSPAM compliance with unsubscribe & hard bounce	✓	✓	*Unsubscribes and bad emails tracked on Swiftpage server; not updated in ACT!*
Track & log web site visitor navigation behavior in ACT!	✓	✗	
Instant Click Alerts (email, text messaging, scheduled phone call)	✓	✗	
Schedule follow up phone call activity in ACT! from click	✓	⚠	*Requires Survey function with Premium level subscription;; No calls scheduled directly in ACT!*
Send e-mail with literature fulfillment attachment from click	✓	✗	
Schedule & manage event registration in ACT! from click	✓	✗	
Call to action hyperlinks for instant literature fulfillment, event registration or call back request	✓	⚠	*Requires Survey function with Premium level subscription; Call lists created via report manager; No calls scheduled directly in ACT!*
Instantly update any data fields in ACT! from a click for mailing list opt-in or data mining	✓	⚠	*Requires Survey function with Premium level subscription; Requires* manual *recall to get data*
Survey Tool & Response Tracking	⚠	✓	*No survey form ; Field write back links can be used to update fields in ACT!; No statistics*
Drip Marketing	⚠	⚠	**Swiftpage** *provides separate module within its system at extra fees;* **IntelliClick** *uses Smart Tasks triggered from a field write back*

Feature Comparison

Feature	IntelliClick	Swiftpage	Note
SENDING EMAIL CAMPAIGNS			
Send directly against target group within ACT	✅	✅	
Automatically exclude unsubscribe email addresses *(CANSPAM compliance)*	✅	✅	
Log of actual email sent in ACT! history	✅	✅	
Unlimited email accounts for send on behalf of others	✅	⚠️	*Requires Premium level account; Additional fees for each additional send from account*
ACT! database integrity management for hard bounce & malformed email addresses	✅	❌	
Scheduled send of campaign	✅	⚠️	*Requires Premium level account; Additional fees apply*
Control the send process (when, how many at a time)	✅	⚠️	*Daily send limit; Quota increase at additional cost*
REPORTING / ANALYTICS			
Summary & details of tracked activity by campaign	✅	✅	
Real time access to analytics	✅	✅	***IntelliClick:*** *PDF, Excel, CSV, Word, HTML formats;* ***Swiftpage:*** *CSV only*
Aggregate results across multiple campaigns	✅	❌	
Automated reporting by email	✅	❌	

Feature Comparison

Feature	IntelliClick	Swiftpage	Note
PRICING / OTHER			
Annual or monthly payment options	✓	✓	*Both offer discounts for prepaid annual plans*
User Reference Guide & Web Based User Training	✓	✓	
Software updates and technical support	✓	✓	
Per User Fees	✗	✓	*IntelliClick is a corporate license; no limit to the number of users having access*
Email Send Quota (monthly)	15-30K	30K	*Additional quota Fees:* **IntelliClick:** *$1 / 1,000* **Swiftpage:** *$5 / 1,000*
Daily Sending Limits	✗	✓	**IntelliClick** *has no daily limits up to your monthly quota; Max. of 3,000 emails per hour limit* **Swiftpage** *has a per user daily limit of 1,000 emails*