Company Name	Act-On	ActiveConversion	Eloqua	eTrigue	FirstReef SalesFusion360
Website	www.actonsoftware.com	www.activeconversion.com	www.eloqua.com	www.eTrigue.com	www.firstreef.com
Main contact number	(503) 530-1555	(877) 872-2764	(866) 327-8764	(800) 858-8500	(800) 558-1760
Integration with CRM technology. If so, which ones.	X Salesforce.com	X Salesforce.com	X Microsoft Dynamics CRM, Salesforce.com, SalesLogix, Oracle/Siebel CRM On Demand	X Salesforce.com, Microsoft CRM	X Salesforce.com, CRM Manager, Microsoft Dynamics CRM Partners, Massey Consulting, Inc.
Integration with webinar technology. If so, which ones.	X WebEx				
eNewsletter Capability	X	x	X	X	X
Campaign Automation	X	x	X		X
Event Management	X		X		
Registration Management	X		X		
Response Management	X		X		
Lead/Opportunity Management	X	X	X	X	X
Lead Nuturing - Automation qualification	X	X	X	X	X
Lead Prioritization	X	X	X	X	X
Lead Scoring	X	X	X	X	X
Dynamic Campaign Modification	X	X	X	X	X
Behavioral tracking	X	X	X	X	X
Email Management	X	X	X	X	X
Email Tracking	X	X	X	X	X
Combined email/website visit tracking	X	X	X	X	X
Personalized Emails	X	X	X	X	X
Multi channel, Multi-touch Program Automation	X	X	X	X	X
Pipeline Reporting	X	X	X	X	X
Behavioral tracking	X	X	X	X	X
Personalized promo's in emails	X	X	X	X	X
Database Assembly - what process?	Zero Setup Marketing Database	Not indicated	Not indicated	Not indicated	Not indicated
Database Segmentation - options	Define dynamic segments by combining profile attributes with observed behaviors.	Not indicated	Filter contacts into or out of campaigns based on any contact field.	1. Search-Based Prospect Segmentation 2. Smart List Management & Segmentation	Not indicated

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Data Cleansing and Verification (How)	1. Removes duplicate and invalid e-mail addresses. 2. Makes automatic repairs and fixes to names and e-mail addresses. 3. Tracks undeliverable e-mail addresses.	Not indicated	Intuitive contact management tools to merge and de-duplicate groups of contacts .	Not indicated	Not indicated
Website Tracking	X	X	X	X	X
Reporting and Analysis - types?	1. Website analytics 2. Real-time campaign performance	1. Track individual leads or aggregate information 2. Measure when goal pages are reached 3. Source, click-thru and even interest areas	1. Marketing database growth 2. Email response 3. Top emails driving inquiries 4. Campaigns driving the most opportunities and closed business. 5. Bounce back and visitor click through rates	1. Track results and refine messaging based on measurable outcomes 2. Automatic marketing effectiveness reports via email to anyone 3. Detailed dashboards	1. Marketing Reporting 2. Performance Dashboards
Reporting - Anonymous vs known visitors	X	X	X	X	X
Executive Dashboards	X	X	X	X	X
ROI Analysis	X	X	X	X	X
Win/Loss Analysis	X		X		
Integration with Outlook	X		X		
Partner Management					
Web Form Integration	X	X	X	X	X
Microsite (landing page) builder	X		X	X	X
Search Engine Optimization	X		X	X	X
SaaS Option	X	X		X	
Training (cost)	Included	Not indicated	Not indicated	Included	Not indicated
Product Cost and How it's Broken Down	Professional Edition: Starts at $ 14.95 per month. Enterprise: Starts at $ 500 per month.	Starting at $299/month	Not indicated	eTrigue SalesPro: Starting at $500 eTrigue Professional: Starting at $1500 eTrigue Unlimited: Starting at $2500	Not indicated