

Company Name	Genoo	Hubspot	Infusionsoft	LeadLife	LeadGenesys	LoopFuse
Website	www.genoo.com	www.hubspot.com	www.infusionsoft.com	www.leadlife.com	www.LeadGenesys.com	www.loopfuse.com
Main contact number	(763) 383-6081	(888) 482-7768	(866) 800-0004	(800) 680-6292	(415) 392-0333	(678) 619-4619
Integration with CRM technology. If so, which ones.	X Salesforce.com	X Salesforce.com		X Any CRM System	X Salesforce.com	X Salesforce.com, SugarCRM
Integration with webinar technology. If so, which ones.					X	
eNewsletter Capability	X	X	X	X	X	X
Campaign Automation	X	X	X	X	X	X
Event Management				X	X	
Registration Management				X	X	
Response Management				X	X	
Lead/Opportunity Management	X	X	X	X	X	X
Lead Nurturing - Automation qualification	X	X	X	X	X	X
Lead Prioritization	X	X	X	X	X	X
Lead Scoring	X	X	X	X	X	X
Dynamic Campaign Modification	X	X	X	X	X	X
Behavioral tracking	X	X	X	X	X	X
Email Management	X	X	X	X	X	X
Email Tracking	X	X	X	X	X	X
Combined email/website visit tracking	X	X	X	X	X	X
Personalized Emails	X	X	X	X	X	X
Multi channel, Multi-touch Program Automation	X	X	X	X	X	X
Pipeline Reporting	X	X	X	X	X	X
Behavioral tracking	X	X	X	X	X	
Personalized promo's in emails	X	X	X	X	X	X
Database Assembly - what process?	Not indicated	Not indicated	Not indicated	Not indicated	Not Indicated	Not indicated
Database Segmentation - options	Not indicated	Not indicated	Not indicated	1. Segment incoming leads by any criteria	Dynamic List Segmentation.	1. Fully automated data segmentation rules run according to defined schedule. 2. Segment leads based on source marketing campaign

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Data Cleansing and Verification (How)	Not indicated	Not indicated	Not indicated	Not indicated	List Building, Mail-ready Certification, List Deduping / Merging, Postal Pre-sorting, List Standardization, Data Appending Services, Address Verification, Phone-based, Lead Verification / Navigation	Not indicated
Website Tracking	X	X	X	X	X	X
Reporting and Analysis - types?	Not indicated	1. Closed loop reporting 2. Funnel Visualization	Not indicated	X	1. Lead nurturing schemas across all online and offline channels 2. Quality of lead and opportunity 3. Identify sales ready leads 4. ROI of the marketing budget 5. Align marketing to the B2B sales process	1. Closed -loop reporting 2. Conversion rate analysis, Geo-Location visitor demographics, Search engine statistics, Traffic usage statistics
Reporting - Anonymous vs known visitors		X	X	X	X	X
Executive Dashboards		X	X		X	X
ROI Analysis	X	X	X	X	X	X
Win/Loss Analysis					X	
Integration with Outlook						
Partner Management						
Web Form Integration	X	X	X	X	X	X
Microsite (landing page) builder	X			X	X	X
Search Engine Optimization	X	X			X	
SaaS Option			X		X	X
Training (cost)	Not indicated	Not indicated	Included	Not indicated	Included	Not indicated
Product Cost and How it's Broken Down	\$199 per month, pay based on your utilization	Small Business: \$250/month Medium: \$9,000/year Large: \$12,000/year	Basic: \$199/Month Deluxe: \$299/Month Pro: \$499/Month	Starts at \$500 with 1,500 emails per month	Not indicated	Per month: Entry: \$750 Bronze: \$1,250 Silver: \$2,000 Gold: \$3,000 Platinum: \$5,000