

Company Name	Net-Results	Office Autopilot	Pardot	Sales Genius Pro	Silverpop Engage B2B	TreeHouse Interactive	Zoomio
Website	www.net-results.com	www.Officeautopilot.com	www.Pardot.com	www.genius.com	www.silverpop.com	www.treehousei.com	www.zoomio.com
Main contact number	(877) 946-4487	(805) 568-1424	(404) 492-6845	(888) 643-6487	(678) 247-0500	(801) 576-8428	+45 70 23 44 08
Integration with CRM technology. If so, which ones.		X Salesforce.com	X Salesforce.com, SugarCRM, NetSuite	X Salesforce.com	X Salesforce.com, Microsoft Dynamics CRM and NetSuite	X Salesforce.com, Oracle, SalesVIEW	
Integration with webinar technology. If so, which ones.							
eNewsletter Capability	X	X	X		X	X	X
Campaign Automation	X	X	X	X	X	X	X
Event Management		X	X			X	
Registration Management		X	X			X	
Response Management		X	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	
Behavioral tracking	X	X	X	X	X	X	X
Email Management	X	X	X	X	X	X	X
Email Tracking	X	X	X	X	X	X	X
Combined email/website visit tracking	X	X	X	X	X	X	X
Personalized Emails	X	X	X	X	X	X	X
Multi channel, Multi-touch Program Automation	X	X	X	X	X	X	X
Pipeline Reporting	X	X	X	X	X	X	
Behavioral tracking	X	X	X	X	X	X	X
Personalized promo's in emails	X	X	X		X	X	X
Database Assembly - what process?	Upload and manage an unlimited number of contacts	Customizable contact database	Database Import	X Billable Service	Central marketing database	Not Indicated	Not indicated
Database Segmentation - options	1. Segment contacts by any set of criteria in any combination	Not indicated	Not indicated	X 1. Segment target data into subgroups.		1. Segment by any contact data element or behaviors.	Not indicated

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Data Cleansing and Verification (How)	Not indicated	Not indicated	Not indicated	X Expert analysis of lists and list suppliers to ensure clean lists and improve deliverability and response rates.	Ability to search for and merge duplicate records	Not Indicated	Not indicated
Website Tracking		X	X	x	x		
Reporting and Analysis - types?	1. Automatic Reports	Not indicated	1. Campaign ROI Calculator 2. Google Analytics Connector	1. Real time presence; 2. Website visits w/ duration; 3. Open/Not open counts; 4. Single/Multiple pages 5. Interactive chat option	1. Measure financial results, including ROI and revenue, of all lead-generation activity 2. Track opportunities and the revenue pipeline 3. Compare performance of multiple campaigns	1. Database Dashboard 2. Email Campaign Reporting	Not indicated
Reporting - Anonymous vs known visitors	X	X	X	X	X	X	X
Executive Dashboards	X	X	X	X	X	X	X
ROI Analysis		X	X	X	X	X	
Win/Loss Analysis		X		X	X		X
Integration with Outlook		X	X	X	X		X
Partner Management			X	X			
Web Form Integration		X	X	X	X	X	X
Microsite (landing page) builder		X	X	X	X	X	X
Search Engine Optimization	X			X	X	X	X
SaaS Option			X	X		X	
Training (cost)	Not indicated	Included	6 hours of training, included	Included	Included	Not Indicated	Not indicated
Product Cost and How it's Broken Down	Not indicated	Not indicated	\$1,000 per month, no contract.			Not Indicated	Not indicated