

Company Name	Market2Lead	Marketbright	Marketo	Marqui	Manticore Technology
Website	www.Market2Lead.com	www.marketbright.com	www.marketo.com	www.marqui.com	www.manticoretechnology.com
Main contact number	(408) 907-2821	(877) 777-6582	(650) 655-4830	(888) 662-7784	(512) 241-3780
Integration with CRM technology. If so, which ones.	X Salesforce.com	X Salesforce.com, Microsoft Dynamics, Oracle On Demand, SalesLogix, NetSuite	X Salesforce.com	X Salesforce.com and Netsuite	X Salesforce.com Oracle CRM On Demand
Integration with webinar technology. If so, which ones.					
eNewsletter Capability	X	X	X	X	X
Campaign Automation	X	X	X	X	X
Event Management	X	X			
Registration Management	X	X	X		
Response Management	X	X	X		
Lead/Opportunity Management	X	X	X	X	X
Lead Nurturing - 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	
Behavioral tracking	X	X	X	X	X
Personalized promo's in emails	X	X	X	X	X
Database Assembly - what process?	Not Indicated		Not Indicated		
Database Segmentation - options	Segmentation based on a combination of profile attributes.	Audience Segmentation, Dynamic industry segmentation	X		Dynamic lists can automatically segment prospects based on any profile attribute.

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Data Cleansing and Verification (How)	Reject, suppress, de-dupe, score, route, and publish leads to CRM, Intelligently ask questions / collect data based on the previous interaction responses, Real-time data validation to ensure collection of more usable leads, Global Trade Compliance enforcement		Lead de-duplication		
Website Tracking	X	X	X		X
Reporting and Analysis - types?	1. Operational Reporting 2. Business Intelligence Reporting 3. Marketing Influence and ROI 4. Contact Level Web Analytics	1. Executive Summaries 2. Demand Flow Report 3. Campaign Performance 4. Conversion rates for each activity type	1. A/B landing page testing 2. Pipeline impact/program 3. SFDC reporting 4. Individual customer / prospect tracking	Not indicated	
Reporting - Anonymous vs known visitors	X	X			X
Executive Dashboards	X	X	X		X
ROI Analysis	X	X	X		X
Win/Loss Analysis					
Integration with Outlook			X		
Partner Management			Additional module / charge		
Web Form Integration	X		X		X
Microsite (landing page) builder	X		X		X
Search Engine Optimization					X
SaaS Option	X		X		
Training (cost)	Included in both Professional Plus and Enterprise Edition	Not Indicated	Included	Not Indicated	6 hours of training, included
Product Cost and How it's Broken Down	Not Indicated	Not Indicated	Entry: \$2,400 Professional: \$3,600 Advantage: \$6,000 Enterprise: \$10,000	Not Indicated	\$24,000/year starting price-point