Integrated Email Marketing Product Comparison

Feature	IntelliClick	GM / Constant Contact	Note
LIST MANAGEMENT			
Flag contacts to multiple target lists (groups)	✅	✅	
Prepare and use list directly within GoldMine	✅	❌	***GM/Constant Contact:*** *requires export of data and upload to Constant Contact to create list*
Option to validate lists for deliverable email addresses	✅	❌	***IntelliClick*** *offers service @ 1.5¢ USD per email*
List integrity management - flag and clean up malformed and/or non-deliverable email addresses within GoldMine database	✅	❌	
Track undeliverable addresses & hard bounce	✅	⚠️	***GM/Constant Contact:*** *only tracked on Constant Contact; requires download and manual update to GoldMine*
Automatically flag GoldMine data fields for list segmentation	✅	⚠️	***GM/Constant Contact:*** *requires other processes to be used after clicks are uploaded to GoldMine*
CREATING EMAIL MESSAGES / CAMPAIGNS			
On-line HTML template editor & template gallery	✅	✅	***IntelliClick****: over 650 -900 professional grade templates w/powerful editor;* ***Constant Contact****: Smaller library of templates*
Template preview, testing & content analysis	✅	⚠️	***IntelliClick:*** *offers rendering testing across most email clients and mobile device platforms*
Message Branding Exclusive To Your Company	✅	⚠️	***GM/Constant Contact:*** *logo typically displayed at bottom of every message*
Option to use GoldMine email templates	✅	❌	

✅ Supported/ Available	❌ Not Supported / Not Available	⚠️ Limited Support / Availability	Key Differentiator

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TRACKING EMAIL CAMPAIGNS			
CANSPAM compliance with unsubscribe & hard bounce	✅	✅	*Unsubscribes and hard bounce emails tracked at **Constant Contact**; not flagged in GoldMine*
ALL results instantly & automatically stored GoldMine	✅	⚠️	**GM/Constant Contact:** *requires manual update*
Details of web pages accessed stored in GoldMine	✅	❌	IntelliClick stores the URL of each page visit from links in your email
Store tracked results in GoldMine history and/or separate CLICKTRACK tab	✅	⚠️	**GM/Constant Contact:** *only can store results in history*
Track & log web site visitor navigation behavior in GoldMine	✅	❌	
Instant alerts (email, text messaging, scheduled phone call)	✅	❌	***IntelliClick** offers static or dynamic alerts allowing assigned reps to be notified*
Schedule follow up phone call activity GoldMine from click	✅	❌	
Send email with literature fulfillment attachment from click	✅	❌	*Eliminates need for web forms to request information*
Schedule & manage event registration in GoldMine from click	✅	❌	*Eliminates need for web forms to register for events*
Instantly update any data fields in GoldMine from a click	✅	❌	*Allows easy data base segmentation for future campaigns or drip marketing using automated processes*

✅ Supported/ Available	❌ Not Supported / Not Available	⚠️ Limited Support / Availability	Key Differentiator

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Feature	IntelliClick	GM / Constant Contact	Note
SENDING EMAIL CAMPAIGNS			
Automatically exclude unsubscribe email addresses *(CANSPAM compliance)*	✅	✅	*GM/Constant Contact: not updated in GoldMine*
Schedule campaign send	✅	✅	
Use external computer resources to complete send process	❌	✅	*IntelliSend: no data is uploaded externally; local workstation or server completes the send process*
No impact to GoldMine server resources to handle message send	✅	✅	*GM/Constant Contact: handled externally; IntelliClick: uses memory of local PC or server to process before updating GoldMine*
<mark>Send & track emails merged to individual contacts</mark>	✅	❌	*IntelliSend: able to send individual or mass tracked communication*
Log of actual email message sent in GoldMine history	✅	❌	
<mark>Simultaneously send to multiple database target segments on behalf of different people</mark>	✅	❌	*i.e. send to different sales territories on behalf of the respective sales person all at the same time*
Option for a dedicated email server / IP address	✅	❌	*IntelliClick: option to have a dedicated IP address and server through Unified Email for improved sender reputation*
Send directly against target group within GoldMine	✅	⚠️	*GM/Constant Contact: requires manual data upload exported from GoldMine*
Unlimited email accounts for send on behalf of others	✅	⚠️	*GM/Constant Contact: Requires additional steps or multiple Constant Contact accounts to handle different send from email addresses*

✅	Supported/ Available	❌	Not Supported / Not Available	⚠️	Limited Support / Availability

<mark>Key Differentiator</mark>

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Feature	IntelliClick	GM / Constant Contact	Note
REPORTING / ANALYTICS			
Summary & details of tracked activity by campaign	✅	✅	
Real time access to **report** analytics within GoldMine	✅	✅	
Aggregate results across multiple campaigns	✅	✅	
Real time access to **dashboard** analytics within GoldMine	✅	❌	
Automated reporting by email	✅	❌	
PRICING / OTHER OPTIONS			
Annual or monthly payment options	✅	✅	*Both offer discounts for prepaid annual plans*
User Reference Info & Videos	✅	✅	
Software updates and technical support	✅	✅	
Private training sessions included with subscription	✅	❌	
No Quota For Number Of Contacts Tracked	✅	❌	*IntelliClick uses pay for results model; no limit to the number of contacts tracked; **GM/Constant Contact:** price level based upon number of contacts stored within Constant Contact*
Email Send Quota (monthly)	✅	❌	*IntelliClick includes a quota of 10-25K per month; Additional quota is $1 / 1,000 / mo.; **GM/Constant Contact:** no quota*

✅ Supported/ Available   ❌ Not Supported / Not Available   ⚠️ Limited Support / Availability   Key Differentiator