

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

✓	Supported/ Available	✗	Not Supported / Not Available	⚠	Limited Support / Availability	<b>Key Differentiator</b>
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Feature	IntelliClick	GM / Constant Contact	Note
<b>TRACKING EMAIL CAMPAIGNS</b>			
CANSPAM compliance with unsubscribe & hard bounce	✓	✓	<i>Unsubscribes and hard bounce emails tracked at <b>Constant Contact</b>; not flagged in GoldMine</i>
ALL results instantly & automatically stored GoldMine	✓	⚠	<i><b>GM/Constant Contact:</b> requires manual update</i>
Store tracked results in GoldMine history and/or separate CLICKTRACK tab	✓	⚠	<i><b>GM/Constant Contact:</b> only can store results in history</i>
Track & log web site visitor navigation behavior in GoldMine	✓	✗	
Instant alerts (email, text messaging, scheduled phone call)	✓	✗	<i><b>IntelliClick</b> offers static or dynamic alerts allowing assigned reps to be notified</i>
Schedule follow up phone call activity GoldMine from click	✓	✗	
Send email with literature fulfillment attachment from click	✓	✗	<i>Eliminates need for web forms to request information</i>
Schedule & manage event registration in GoldMine from click	✓	✗	<i>Eliminates need for web forms to register for events</i>
Instantly update any data fields in GoldMine from a click	✓	✗	<i>Allows easy data base segmentation for future campaigns or drip marketing using automated processes</i>

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

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

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