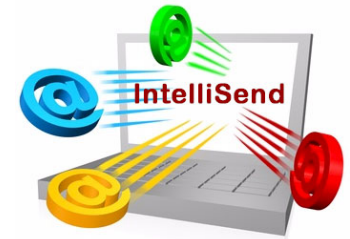


Feature comparison between typical ESP (*Email Service Providers*) and IntelliClick For GoldMine

Feature	IntelliClick	Typical ESP
CREATING EMAIL MESSAGES/ CAMPAIGNS		
On-line HTML template editor & template library	✓	✓
Template preview and test sending	✓	✓
Message Template Content Analysis (<i>i.e. SPAM detection</i>)	✓	Offered by some
Option to use email templates within GoldMine or from HTML files	✓	
TRACKING EMAIL CAMPAIGNS		
Details of opens, hyperlink clicks	✓	✓
Auto responders	✓	✓
CANSPAM compliance with unsubscribe (opt out tracking)	✓	✓
Forward to others	✓	✓
Subscription management	✓	✓
Track web site navigation behavior	Contact & Campaign Specific	Typically Not Available
Log all web site navigation behavior by person to their GoldMine account	✓	
Automatic email address flagging of unsubscribes in GoldMine	✓	
Alerts from hyperlink clicks (email, SMS text messaging)	✓	
Capture new names to GoldMine database from forward to others	✓	
Database field write backs / updates in GoldMine option	✓	
Schedule follow up phone call activity in GoldMine from click	✓	
Send email with literature fulfillment attachment from click	✓	
Schedule & manage event registration in GoldMine from click	✓	
Track ALL email campaign results directly to GoldMine contact record	✓	
Drip marketing capabilities	Full featured using GoldMine Automated Processes	Typically limited using auto responders





Feature	IntelliClick	Typical ESP
SENDING EMAIL CAMPAIGNS		
Recipient list target audience from GoldMine database	Direct - No data upload	Export & uploaded to external server
Protect IP reputation of your email server with SMTP relay	✓	✓
Detailed log of sent message batch results	✓	✓
Control the send process (when, how many at a time)	You control	They control
Automatically exclude unsubscribe email addresses (CANSPAM compliance)	✓	✓
Option to choose your SMTP server or relay service	✓	
Hard vs. Soft bounce tracking & GoldMine database cleansing	✓	
Send on behalf of others (i.e. sales reps) in a single batch	✓	
Log of actual email sent in GoldMine history	✓	
REPORTING / ANALYTICS		
Summary & details of tracked activity by campaign	✓	✓
Dashboard reporting of tracked results	✓	✓
Specialized reporting (Crystal & MasterMine)	✓	
Real time access to reporting in GoldMine	✓	
Automated reporting by email	✓	
PRICING		
Price model	Pay for results tracked	Pay for emails sent
Credit for unused allotments	Yes (tracking)	No
Fee for sending email	Optional	Required
Average price for email sent (based upon 12,500 per mo.)	< 5,000/mo – N/C 5,001 – 10,000/mo Approx. \$0.0010/message	< 500/mo – N/C 501 – 10,000/mo Approx. \$0.0075/message
Data integration & results in GoldMine	Included	N/A or Extra

