

































Feature	IntelliClick	Swiftpage	Notes
CREATING EMAIL MESSAGES / CAMPAIGNS			
On-line HTML template editor & template gallery	✓	✓	IntelliClick: over 650+ professional grade templates w/powerful editor; Swiftpage: Less flexible; Smaller library of templates
Template preview, testing & content analysis	✓	✓	IntelliClick also provides rendering testing for all email platforms and mobile devices
Option to use ACT! email templates	✓	✗	
Message Branding Exclusive To Your Company	✓	⚠	Swiftpage logo displayed at bottom of message
TRACKING EMAIL CAMPAIGNS			
ALL results instantly & automatically stored to ACT! history	✓	⚠	Requires Premium level subscription; Requires manual steps to add to ACT database (1 day delay)
CANSPAM compliance with unsubscribe & hard bounce	✓	✓	Unsubscribes and bad emails tracked on Swiftpage server; not updated in ACT!
Track & log web site visitor navigation behavior in ACT!	✓	✗	
Instant Click Alerts (email, text messaging, scheduled phone call)	✓	✗	
Schedule follow up phone call activity in ACT! from click	✓	⚠	Requires Survey function with Premium level subscription;; No calls scheduled directly in ACT!
Send e-mail with literature fulfillment attachment from click	✓	✗	
Schedule & manage event registration in ACT! from click	✓	✗	
Call to action hyperlinks for instant literature fulfillment, event registration or call back request	✓	⚠	Requires Survey function with Premium level subscription; Call lists created via report manager; No calls scheduled directly in ACT!
Instantly update any data fields in ACT! from a click for mailing list opt-in or data mining	✓	⚠	Requires Survey function with Premium level subscription; Requires <u>manual</u> recall to get data
Survey Tool & Response Tracking	⚠	✓	No survey form ; Field write back links can be used to update fields in ACT!; No statistics
Drip Marketing	⚠	⚠	Swiftpage provides separate module within its system at extra fees; IntelliClick uses Smart Tasks triggered from a field write back

Feature	IntelliClick	Swiftpage	Note
SENDING EMAIL CAMPAIGNS			
Send directly against target group within ACT			
Automatically exclude unsubscribe email addresses (<i>CANSPAM compliance</i>)			
Log of actual email sent in ACT! history			
Unlimited email accounts for send on behalf of others			<i>Requires Premium level account; Additional fees for each additional send from account</i>
ACT! database integrity management for hard bounce & malformed email addresses			
Scheduled send of campaign			<i>Requires Premium level account; Additional fees apply</i>
Control the send process (when, how many at a time)			<i>Daily send limit; Quota increase at additional cost</i>
REPORTING / ANALYTICS			
Summary & details of tracked activity by campaign			
Real time access to analytics			<i>IntelliClick: PDF, Excel, CSV, Word, HTML formats; Swiftpage: CSV only</i>
Aggregate results across multiple campaigns			
Automated reporting by email			

Feature	IntelliClick	Swiftpage	Note
PRICING / OTHER			
Annual or monthly payment options			<i>Both offer discounts for prepaid annual plans</i>
User Reference Guide & Web Based User Training			
Software updates and technical support			
Per User Fees			<i>IntelliClick is a corporate license; no limit to the number of users having access</i>
Email Send Quota (monthly)	15-30K	30K	<i>Additional quota Fees: IntelliClick: \$1 / 1,000 Swiftpage: \$5 / 1,000</i>
Daily Sending Limits			<i>IntelliClick has no daily limits up to your monthly quota; Max. of 3,000 emails per hour limit Swiftpage has a per user daily limit of 1,000 emails</i>