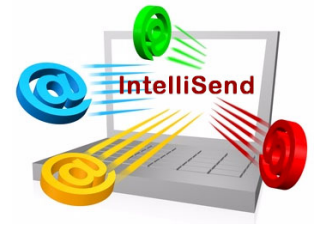




## IntelliClick For GoldMine vs. Typical Email Service Providers

### *Product Comparison*



### IntelliClick For GoldMine vs. Typical ESP (*Email Service Providers*)

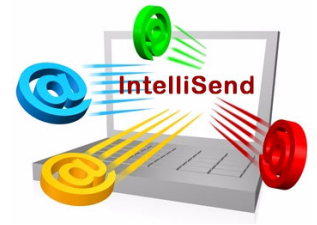
Feature	IntelliClick	Typical ESP
<b>CREATING EMAIL MESSAGES/ CAMPAIGNS</b>		
On-line HTML template editor & template library	✓	✓
Template preview and test sending	✓	✓
Message Template Content Analysis ( <i>i.e. SPAM detection</i> )	✓	✓
View message in browser option	✓	✓
Option to use email templates within GoldMine or from HTML files	✓	✗
<b>TRACKING EMAIL CAMPAIGNS</b>		
Details of opens, hyperlink clicks	✓	✓
Auto responders	✓	✓
CANSPAM compliance with unsubscribe (opt out tracking)	✓	✓
Forward to others	✓	✓
Subscription management	✓	✓
Track web site navigation behavior	✓	✗
Log all web site navigation behavior by person to GoldMine	✓	✗
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 <b>ALL</b> email campaign results directly to GoldMine contact record	✓	✗
Auto response & triggered drip marketing capabilities	Full featured - GoldMine Automated Processes	Typically limited to auto responders





## IntelliClick For GoldMine vs. Typical Email Service Providers

### Product Comparison



Feature	IntelliClick	Typical ESP
<b>SENDING EMAIL CAMPAIGNS</b>		
Protect IP reputation of your email server with SMTP relay	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Detailed log of sent message batch results	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Exclude unsubscribe email addresses (CANSPAM compliance)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
No requirement to upload/update email lists to external servers	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Control the send process internally (when, how many at a time)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Option to choose your SMTP server or relay service	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Hard vs. Soft bounce tracking & GoldMine database cleansing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Send on behalf of others (i.e. sales reps) in a single batch	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Log of actual email sent in GoldMine history	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>REPORTING / ANALYTICS</b>		
Summary & details of tracked activity by campaign	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Dashboard reporting of tracked results	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Specialized reporting (Crystal & MasterMine)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Dashboard & real time access to reporting in GoldMine	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Automated reporting by email	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>OTHER SERVICES</b>		
Email List Integrity Services	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
User training/assistance with campaign preparation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>PRICING</b>		
Price model	Pay for results tracked	Pay for people tracked
Credit for unused subscription quota	Yes (tracking)	No
<b>Number of company/contacts tracked</b>	Unlimited	Limited To Quota Purchased
<b>Data integration &amp; results in GoldMine</b>	Included	N/A or Extra
Average price for email sent <i>(based upon 12,500 per mo.)</i>	Approx. \$0.0010/message	Approx. \$0.0075/message

