

Automated Lead Tracking, Distribution and Management Software Solution

Feature Comparison

LeadPro 24|7 is an integrated Email Marketing, Online Surveys and Lead Tracking and Management solution which includes a variety of functions and features to meet the business requirements of various types of organizations.

The following table summarizes the software features and compares LeadPro 24|7's three options: Express, Professional / Agency and Enterprise Editions.

Email Marketing Automation				
Feature Description	Express	Professional	Enterprise	
List Management				
List Definition, Updates & Management	Yes	Yes	Yes	
List Segmentation / Targeting / Filtering	Yes	Yes	Yes	
Support for User Defined, Custom Fields in Lists	Yes	Yes	Yes	
Demographic Information / Custom Fields in Lists	Yes	Yes	Yes	
Campaign Definition / Management	Yes	Yes	Yes	
Selective Address Imports from List (Filtering)	Yes	Yes	Yes	
Multiple Lists per Campaign	Yes	Yes	Yes	
Campaign Scheduling	Yes	Yes	Yes	
Database / Custom Data Merge in Emails (Personalization)	Yes	Yes	Yes	
Email Preview / Test Delivery	Yes	Yes	Yes	
List Sponsor / Advertiser Maintenance	Optional	Yes	Yes	
Opt-In / Opt-out Subscription Management				
Hosted Opt-out / Unsubscribe Form	Yes	Yes	Yes	
Global / List Specific Opt-out Mechanism	Yes	Yes	Yes	
Opt-in / Sign-up Forms	Yes	Yes	Yes	
Opt-in Signup Forms and Emails (Customizable)	Yes	Yes	Yes	
Double Opt-in / Single Opt-in Support	Yes	Yes	Yes	
CAPTCHA Security Implementation for Sign-up forms	Optional	Optional	Optional	
Hosted Sign-up Forms	Yes	Yes	Yes	
Customized Sponsor / Advertiser Notifications	Optional	Yes	Yes	
Email & Templates				
Personalized, Trackable Emails	Yes	Yes	Yes	
Support for HTML and Text Emails	Yes	Yes	Yes	
HTML Email Templates Support	Yes	Yes	Yes	
Custom Email Templates Support	Yes	Yes	Yes	
Custom From-Email Address	No	Yes	Yes	

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Email Campaign Features			
Unsubscribe button Included	Yes	Yes	Yes
Image Hosting Included	Yes	Yes	Yes
Custom Landing Pages	Optional	Optional	Optional
Click Thru Tracking	Yes	Yes	Yes
Email Open Tracking (Clear Gif / Web Beacon)	Yes	Yes	Yes
Forward to Friend support	Yes	Yes	Yes
Email Bounce Management	Yes	Yes	Yes
Email Delivery / Campaign Analytics	Yes	Yes	Yes
Email Preview / Test Delivery	Yes	Yes	Yes
Google Analytics Tracking Integration	Optional	Yes	Yes
Drip Email / Event Triggered Email Campaigns (Auto responder Service)	Yes	Yes	Yes

Email Marketing Reporting and Analytics			
Graphical Reports	Yes	Yes	Yes
Real time / Online Reports	Yes	Yes	Yes
Campaign Summary Report	Yes	Yes	Yes
Campaign Status / Delivery reports	Yes	Yes	Yes
Domain Analysis (Top / Bottom) reports	Yes	Yes	Yes
Open, Bounce, Click-thru Activity reports	Yes	Yes	Yes
Campaign Overview Snapshot	Yes	Yes	Yes

Lead Distribution, Tracking and Management			
Feature Description	Express	Professional	Enterprise
Lead Capture, Distribution and Management			
Manual Lead Entry	Yes	Yes	Yes
Online Lead Capture / Lead Import	Optional	Yes	Yes
Lead Extract from Email Feed (Email Parsing)	Optional	Yes	Yes
Lead Template (Journal) Customization	Optional	Yes	Yes
Lead Scoring / Ranking	Optional	Yes	Yes
Lead Routing / Distribution - Manual	Yes	Yes	Yes
Lead Routing / Distribution - Automatic Process	Optional	Yes	Yes
Lead Re-assignment	Yes	Yes	Yes
Lead Follow-up Activity Entry	Yes	Yes	Yes
Sales Area (Rep) / Region / Inside Sales Rep / Agent / Sales Territory Maintenance	Yes	Yes	Yes
Lead Vendors Integration	Optional	Yes	Yes
Instant / Real Time Lead Alerts	Yes	Yes	yes
Lead Alert Templates	Yes	Yes	Yes
Drip Email Marketing / Follow-up Emails	Yes	Yes	Yes
Lead Reporting and Analytics			
Graphical Reports	Yes	Yes	Yes
Real time / Online Reports	Yes	Yes	Yes

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Lead Status Report	Yes	Yes	Yes
Lead Fulfillment Report	Yes	Yes	Yes
Lead Analysis by Lead Source	Yes	Yes	Yes
Lead Analysis by Lead Journal	Yes	Yes	Yes
Pipeline Report	Yes	Yes	Yes
Dashboard Report	Yes	Yes	Yes
Sales Report	Yes	Yes	Yes

Online Surveys

Feature Description	Express	Professional	Enterprise
Survey Design and Deployment			
Survey Templates	Yes	Yes	Yes
Multiple Question Types	Yes	Yes	No
Corporate / Custom Branding	No	Yes	Yes
Unlimited Collectors / Survey	Yes	Yes	Yes
Password Protection	Yes	Yes	Yes
Custom Pages Design	Yes	Yes	Yes
Email Survey Invitations	Yes	Yes	Yes
Survey Panel Management (Email Lists Mgmt.)	Yes	Yes	Yes
Advanced Branching and Piping Logic	Yes	Yes	Yes
Survey Analysis			
Real Time Survey Results Analysis Reports	Yes	Yes	Yes
Graphical Representation	Yes	Yes	Yes
TURF Analysis Report	Yes	Yes	Yes
Cross Tab Analysis Report	Yes	Yes	Yes

General Features

Feature Description	Express	Professional	Enterprise
Application Features			
Multi-User Support	No	Yes	Yes
Support for Multiple Clients / Accounts	No	Yes	No
Corporate Branding	No	Optional	Yes
Web Services - Advanced API	No	Optional	Yes
Google Analytics Tracking Integration	Optional	Yes	Yes
SFA / CRM / Enterprise System Integration	No	Optional	Optional
Service Options			
Onsite Training	No	Optional	Optional
In-premise Rollout and Implementation	No	No	Optional
Self Service	Yes	Yes	Yes
Full Service	Optional	Optional	Optional

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What Edition is Right for You?

- **Express Edition** - This edition would be suitable for small and medium organizations, not-for-profit and charitable organizations. Full-fledged List management, Email Marketing, Campaign Analytics reporting, Survey application and basic Lead Management functions are available.
- **Professional or Agency Edition** - This professional edition would be suitable for national marketing organizations, event organizers, advertisement agencies, publishers and franchise systems and organizations. Clients and franchisees can access the system with permissions for their own contents. The agency or franchise home office can access information related to all their clients. Multiple roles can be set up for various types / levels of employees.
- **Enterprise Edition** - This edition would be suitable for large and medium corporate organizations looking for end-to-end functionality in the email marketing, online surveys and lead distribution, tracking and management arena. Enterprise systems such as ERP systems, Sales Force Automation (SFA) suites, Print on Demand (PoD) systems and Customer Relationship Management (CRM) systems and Google Analytics tracking can be interfaced with LeadPro 24|7 using its web services based advanced API. Multiple employee roles are supported.

Please Note: Features and functions to the LeadPro 24|7 solution suite and service enhancements are added on an ongoing basis. Hence the above summary may not indicate the updated versions or match with your custom configured editions. Please feel free to get in touch with us for any additional requirements and wish lists. We will evaluate the requests and consider it for inclusion in future releases.

More Information

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