

RED PILL EMAIL

EMAIL VENDOR FEATURES  
& FUNCTIONS GUIDE, 2011

## Features & Functions

### Product Offerings

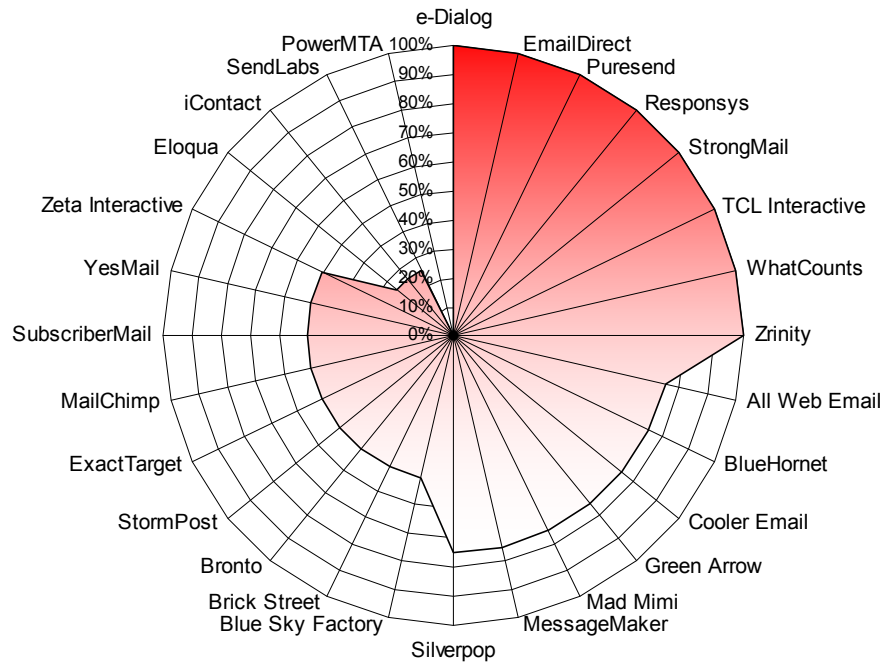
#### Exporting Data via the User Interface:

Most vendors will allow the export of lists through the User Interface. Not all provide the option to export account logs, content, or message rules.

Eight participants, e-Dialog, EmailDirect, Puresend, Responsys, StrongMail, TCL Interactive, WhatCounts, and Zrinity, allow for the export of lists, log files, message content, and message rules through the User Interface.

Other participants responded positively to 75% or less of questions pertaining to exporting data via the UI.

#### UI Export



**Authors Note: Email marketers often need to quickly export more than just distribution lists through the User Interface. There is often a need to export content and message rules to be repurposed or archived, or account logs to be archived and/or reviewed and/or manipulated outside of the vendor.**

**Transcontinental Interactive (TCL Interactive), formerly Thindata 1:1, provides for the exporting of lists, logs, content, and rules to be exported through the User Interface, making it easy on the email marketer to get the data they need without technology assistance from internal or vendor resources.**

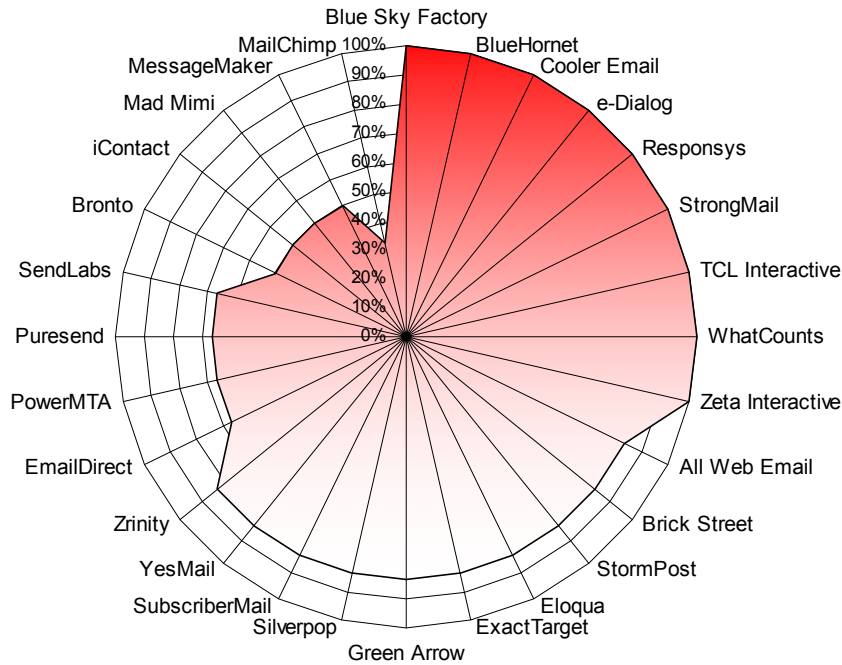
**User Support:**

Features and functions that support user productivity include integrated Promotional and Transactional products, user-level permissions, workflow approval options, and more.

Nine participants, Blue Sky Factory, BlueHornet, Cooler Email, e-Dialog, Responsys, StrongMail, TCL Interactive, WhatCounts, and Zeta Interactive, responded positively to 100% of questions pertaining to user support.

Other participants responded positively to 83% or less of questions pertaining to user support.

**User Support**



**Authors Note: User Support features can have a direct impact on the productivity of email marketing tools. Being able to accomplish tasks quickly and efficiently impact an organizations ability to bring new programs to market quickly and at lower operational costs that go straight to the company’s bottom line.**

**Transcontinental Interactive (TCL Interactive), formerly Thindata 1:1, provides a full suite of User Support features designed to help email marketers jobs easier, more productive, and more efficient.**

**Campaign Building & Workflow Scoring:**

Campaign Building & Workflow scores are based on scores of each of the five subcategories.

**Asset Support:** Participants were surveyed as to their functional capabilities surround content management, image hosting, Personalization, dynamic content, and more.

**Deployment Maintenance:** Deployment Maintenance helps to support and make adjustments to ongoing message programs, manage links, the ability to stop or pause campaigns, and more.

**Pre-Configured Programs:** To make the marketer’s life easier, several vendors have begun offering pre-configured versions of popular email messaging programs like Abandoned Order, Welcome, and Win-Back programs. Just add data, your own content and adjust the messaging rules, and you’re programs are ready to run.

**Content Support:** Email messaging has moved beyond simple text and HTML to include RSS-driven content, SMS messaging, video email, and share-to-social network features and functions.

**User Support:** Features and functions that support user productivity include integrated Promotional and Transactional products, user-level permissions, workflow approval options, and more.

	Building & Workflow Score	Asset Support	Deployment Management	Pre-Configured	Content Support	User Support		Building & Workflow Score	Asset Support	Deployment Management	Pre-Configured	Content Support	User Support
e-Dialog	4.83	5.00	5.00	4.00	5.00	5.00	Silverpop	3.83	4.00	5.00	1.00	5.00	4.17
Responsys	4.83	4.50	5.00	5.00	5.00	5.00	YesMail	3.83	4.50	5.00	1.00	3.75	4.17
StrongMail	4.83	5.00	5.00	4.00	5.00	5.00	SendLabs	3.67	4.50	5.00	2.00	2.50	3.33
TCL Interactive	4.83	5.00	5.00	4.00	5.00	5.00	PowerMTA	3.50	4.00	5.00	1.00	3.75	3.33
WhatCounts	4.83	5.00	5.00	5.00	3.75	5.00	Puresend	3.50	4.50	5.00	2.00	1.25	3.33
Zeta Interactive	4.83	4.50	5.00	5.00	5.00	5.00	MailChimp	3.33	5.00	2.00	3.00	3.75	1.67
StormPost	4.67	4.50	5.00	5.00	5.00	4.17	MessageMaker	3.33	4.50	3.00	2.00	3.75	2.50
Zrinity	4.67	5.00	5.00	5.00	3.75	4.17	All Web Email	3.17	3.50	5.00	0.00	2.50	4.17
Cooler Email	4.50	5.00	4.00	4.00	3.75	5.00	Bronto	3.17	4.50	4.00	1.00	2.50	2.50
BlueHornet	4.17	4.00	5.00	3.00	3.75	5.00	EmailDirect	3.17	4.00	4.00	2.00	1.25	3.33
SubscriberMail	4.17	4.50	3.00	4.00	5.00	4.17	Brick Street	3.00	4.00	3.00	1.00	1.25	4.17
Blue Sky Factory	3.83	5.00	2.00	1.00	5.00	5.00	Mad Mimi	3.00	4.00	3.00	1.00	3.75	2.50
Eloqua	3.83	4.50	4.00	1.00	5.00	4.17	Green Arrow	2.67	3.00	3.00	0.00	2.50	4.17
ExactTarget	3.83	4.00	5.00	2.00	3.75	4.17	iContact	2.50	3.00	2.00	2.00	2.50	2.50

## Vendor Scores Across All Categories

Participants were asked a series of Yes/No questions about their product features and functional capabilities across eight categories; Business Offerings, Product Offerings, Data & Segmentation, Deliverability & List Hygiene, Campaign Building & Workflow, Testing & Reporting, Third-Party Integration, and Training & Support; divided into twenty four subcategories. Vendors are taken at their word as to the capabilities of their product.

Responses to our survey questionnaire were converted to binary values by question, category and subcategory, and then weighted by the responses in each category and subcategory.

The following results are based on information provided by the participants to the survey questions.

	Overall Score		Overall Score
Responsys	<b>4.96</b>	Eloqua	<b>4.08</b>
Zrinity	<b>4.92</b>	SubscriberMail	<b>4.05</b>
e-Dialog	<b>4.89</b>	Brick Street	<b>4.05</b>
WhatCounts	<b>4.89</b>	Puresend	<b>4.02</b>
TCL Interactive	<b>4.52</b>	EmailDirect	<b>3.93</b>
StormPost	<b>4.50</b>	MessageMaker	<b>3.91</b>
StrongMail	<b>4.44</b>	All Web Email	<b>3.83</b>
YesMail	<b>4.42</b>	PowerMTA	<b>3.72</b>
Zeta Interactive	<b>4.35</b>	SendLabs	<b>3.69</b>
BlueHornet	<b>4.29</b>	GreenArrow	<b>3.47</b>
Blue Sky Factory	<b>4.18</b>	MailChimp	<b>3.33</b>
Silverpop	<b>4.18</b>	Bronto	<b>3.16</b>
Cooler Email	<b>4.12</b>	iContact	<b>2.69</b>
ExactTarget	<b>4.10</b>	Mad Mimi	<b>2.65</b>