

x = useful v = very useful ? = might be useful

	Basic Broadcast	Periodic Updates	Action Oriented
<b>The Basics</b>			
Reliability & Reputation of Vendor	v	v	v
Deliverability/CAN-SPAM Compliance	v	v	v
Cost and Scalability for Your List Size.	x	x	x
Sends Multipart MIME (HTML and Text)	x	v	v
Documentation, Training and Support	v	v	v
<b>List Management</b>			
Ability to Add and Edit Records	x	x	x
Easy Import and Deduping	x	x	x
Easy Export of Data	x	x	x
Automatic Unsubscribe System	x	x	x
Bounce management	x	x	x
Website Integration/Subscription Center	x	v	x
Manages Multiple Groups		v	x
Customized Database Fields		x	x
Segmentation		x	v
Integration of Data with Other Systems		x	v
<b>Administration</b>			
Easy to Use Administrative Workflow	x	x	x
Asset Archives and Management		v	x
Scheduled Publishing		x	
Ability to Clone/Duplicate Mailings			x
Consecutive/Conditional Emails			x
Online Manuals and Help	x	x	x
<b>Message Building</b>			
Customization of Design	x	v	v
WYSIWYG Online Content Editor	x	x	x
Template Storage/Management		v	x
Basic Templates Provided	x		
Automatic Footer Included	x	x	x
Converts HTML to Text version	x	x	x
Web Version and Linking		v	x
Forward/Send to a Friend		x	v
Merges Personal Data into Messages	x	x	v
Dynamic Conditional Content		x	v
Pre-fill Web forms from Email			x
Polls/Surveys or Email actions?		x	v
Multimedia			?
<b>Testing</b>			
Testing Built into Workflow	x	x	x
Requires Approval Before Blast	x	x	x
Tests Against Spam Filters	x	v	x
Tests both HTML and Text versions	x	x	x
Tests Dynamic Merge Data			x
Split Testing Available		x	v
<b>Reporting</b>			
Tracks Open Rates	x	x	x
Tracks Clicked Email	x	x	x
Tracks Unsubscribe Requests	x	x	x
Tracks Specific Click Through Links (CTT)		x	x
Tracks Conversions		x	v
Custom Reporting Available		x	v
Deep Link Tracking		x	v