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## THE BASICS

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**Contacts:** Unlimited

**Users:** Unlimited

**Price:** Starting at \$521.25 per month (prepaid)

**Implementation:** Included in monthly fee

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## VISITOR & ID TRACKING

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- Identify Anonymous Visitors
  - Subscriber ID From Publications
  - Content & Ad Attribution
  - ID From Emails
  - Track Behavior History
  - Daily Visitor Report Emails
  - Cross-Platform ID
  - Google Ads Tracking & ID
  - Sales Proposal & Document Tracking
  - Watch List For Key Targets
  - Auto-UTM Tracking
  - Attribution Tracking
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## AUTOMATION

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- Triggers
- Behavior-Based Automation
- Time-Based Automation
- Automatic Lead Assignment
- Advanced Lead Scoring
- Goal Pages
- Dynamic Mailing Lists
- Custom Automation Rules

# FEATURES

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## FORMS

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- Drag & Drop Form Builder
- Dynamic Forms
- Use CSS To Match Your Site
- Custom Fields
- Custom Call-To-Actions
- Auto-Complete
- Double Opt In (On Request)
- One-Time Forms For Gated Content
- Form Analytics
- Third-Party Forms Supported
- Google reCAPTCHA
- Auto-Responders
- Email Notifications

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## EMAIL

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- Drag & Drop Email Designer
- Responsive Templates
- After-Click Tracking
- Drip Campaigns
- Personalization
- Plain-Text Emails
- Attachment Tracking
- Email Plug-In
- Trade Show Nurturing
- Mass Marketing Campaigns

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## LANDING PAGES

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- Drag & Drop Designer
- Responsive Templates
- Integrated Forms
- Direct Publishing

# FEATURES

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### MARKETING

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- Attribution & Campaign Reporting
  - Social Media Tracking
  - Auto-UTM Tracking
  - Google Ads Integration
  - Visitor & Traffic Analytics
  - Custom Campaign & UTM Creator
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### SALES

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- Built-In Mini CRM
  - Lead Scoring
  - Automatic Lead Assignment
  - Daily Visitor Report Emails
  - Custom Tagging
  - Filters
  - Reseller Feature
  - User Roles
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### INTEGRATIONS

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- Zapier (Connecting To Hundreds Of Platforms)
- Pipedrive
- LinkedIn
- WordPress Plug-Ins For Forms, Easy Install and Product Catalogs
- Options Available For Custom Integrations