
THE BASICS

Contacts: Up to 25,000 included in basic package

Users: Up to 10 included in basic package

Higher limits available upon request.

VISITOR & ID TRACKING

- 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
 - Target Account Monitoring
 - Auto-UTM Tracking
 - Attribution Tracking
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ACCOUNT-BASED MARKETING (ABM)

- Account-Level Visibility
- Target Accounts
- Firmographic Data
- Inheritable Account-Level Tags & Labels
- Account-Based Scoring & Surge Data
- Account-Level Activity History
- Engage Accounts Showing Intent With Advertising

MARKETING

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

SALES

- Built-In Mini CRM
- Advanced Lead Scoring
- Automatic Lead Assignment
- Daily Visitor Report Emails
- Sales Funnel Reporting
- Custom Tagging
- Account Surge Report
- Filters
- Reseller & Distributor Feature
- User Roles

AUTOMATION

- Behavior-Based Automation
- Time-Based Automation
- Advanced Lead Scoring Based on Activity Or Firmographics
- Email Workflows
- Dynamic Forms
- Dynamic Mailing Lists
- Automatic Lead Assignment & CRM Push
- Custom Automation Rules

FORMS

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

EMAIL

- Drag & Drop Email Designer
- Responsive Templates
- After-Click Tracking
- Drip Campaigns
- Personalization
- Dynamic Mailing Lists
- HTML Import Available For Custom Templates
- Plain-Text Emails
- Attachment Tracking
- Gmail & Outlook Plug-In
- Trade Show Nurturing
- Mass Marketing Campaigns
- Subscription Management
- Unsubscribe Confirmations

LANDING PAGES

- Drag & Drop Designer
- Responsive Templates
- HTML-Editable
- Integrated Forms
- Direct Publishing
- Page Analytics

INTEGRATIONS

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

FEATURES