

# ACT! E-marketing

**Competitive Bulletin – Constant Contact<sup>®</sup>**

Understanding and competing with Constant Contact



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## Understanding and Competing with Constant Contact<sup>®</sup>

There are many standalone e-mail marketing service providers in the market today. E-mail marketing has become extremely popular, even with very small businesses. Constant Contact is one of the most well known due to extensive advertising.

The most important thing about standalone e-mail marketing services is that they are just that—standalone.

ACT! E-marketing delivers far more. ACT! E-marketing works with ACT! in many ways, and as a result, the tools in ACT! E-marketing can be used to drive business results, not just send e-mails.

The table below summarizes the major differences between ACT! E-marketing and Constant Contact:

ACT! E-marketing	Constant Contact
<ul style="list-style-type: none"> <li>• Tightly integrated with ACT!</li> </ul>	<ul style="list-style-type: none"> <li>• Standalone</li> </ul>
<ul style="list-style-type: none"> <li>• Contacts are stored in your database, you pay only for sending e-mail campaigns</li> </ul>	<ul style="list-style-type: none"> <li>• Contacts are stored in the cloud, you pay for storing them regardless of activity</li> </ul>
<ul style="list-style-type: none"> <li>• Contact information is stored in ACT!</li> </ul>	<ul style="list-style-type: none"> <li>• Contact information is stored in the cloud, and managed separately from ACT!</li> </ul>
<ul style="list-style-type: none"> <li>• Multi-user; can send on behalf of other users and share templates between users</li> </ul>	<ul style="list-style-type: none"> <li>• Single-user</li> </ul>
<ul style="list-style-type: none"> <li>• Works with ACT!: Activities, history, notes</li> </ul>	<ul style="list-style-type: none"> <li>• Does not work with ACT!</li> </ul>
<ul style="list-style-type: none"> <li>• Surveys are included free</li> </ul>	<ul style="list-style-type: none"> <li>• Surveys cost extra</li> </ul>
<ul style="list-style-type: none"> <li>• Powerful, intelligent Drip Marketing tool lets you design any campaign for any segment</li> </ul>	<ul style="list-style-type: none"> <li>• Limited Sequential AutoResponder</li> </ul>

The rest of this document provides additional details and valuable positioning on how the two services differ. The appendix includes a detailed comparison chart, and important information for customers who are migrating from Constant Contact to ACT! E-marketing.



## Pricing

Constant Contact charges for the number of contacts subscribers have in their cloud – they are actually **charging customers for cloud capacity, not for e-mail**. They promote “unlimited” e-mails, but what value is that? Only true spammers would value a pricing model like that – how many times can you e-mail the same contact in a month?

**ACT! E-marketing** charges per service level, and gives customers a daily send limit that they can increase for a very small fee (*\$4.99 for an additional 1,000 emails per day*). Customers can dynamically modify their send limit up or down monthly to fit their campaign needs, without ever changing their contact list(s).

Constant Contact does not allow subscribers to reduce their send limit – the only thing they can do is delete contacts.

### Constant Contact Pricing Chart

Number of Addresses	0 - 500	501 – 2,500	2,501 – 5,000	5,001 – 10,000	10,001 – 25,000	25,001+
Price per Month	\$15	\$30	\$50	\$75	\$150	Call
E-mails	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited

Constant Contact subscribers are charged for number of addresses, no matter how many e-mails they send (*which could be zero*).

Example:

- If they have 1,000 e-mails, they will pay \$30/month
- If they send one e-mail each or 1 per day or 100 per day, they pay \$30/month

Since the likely frequency is going to be a handful or less per month, this really hurts subscribers with large lists. And if they have a high opt-out rate (*which can happen if they barrage customers with unlimited e-mails!*) then they pay for their opt-outs, too.

With **ACT! E-marketing**, customers pay for the features they choose, the send limit, and the number of users. Customers are only charged for the e-mail blasts they send, not for their entire list.

With e-mail send limits of 1,000 per day built into every AEM account, and \$4.99 per additional 1,000 per day, AEM customers have the flexibility they need. They also have the option to change their send limit dynamically. So if they are planning heavy campaigning one month, they can increase their send limit for that month, and then decrease it back to normal the next month.



Let's compare:

- ACT! E-Marketing Basic level = \$29.95/month
  - Built in send limit of 1,000 e-mails per day (*30,000 e-mails maximum*)
  - If a customer has 5,000 contacts, they can e-mail ALL those contacts as many as 6 times during the month – a very reasonable number
- Constant Contact = \$50 -- \$75/month for the same sized list

Constant Contact is single-user, so if more than one person will send sales or marketing correspondence, they are charged for a whole new account. In addition, those users have to manage a distinct list of contacts. With ACT! E-marketing, you can add users for a low monthly fee and access the same list (and share the same results) with other ACT! users.

Let's compare:

- ACT! E-marketing Pro level - \$44.95 per month for one user (unlimited contacts). Each additional user is \$5.99 per month
  - 5 users =  $\$44.95 + \$5.99 * 4 = \$68.91$  per month
- Constant Contact - \$50 per month for up to 5,000 contacts
  - 5 users =  $\$50 * 5 = \$250$  per month
- **ACT! E-marketing costs almost 4 times less than Constant Contact for the same number of users** in this example

## Additional Service Fees

Constant Contact charges many additional fees for functionality that is free with ACT! E-marketing.

- Surveys are not included in their pricing plan and are \$15 per month (*\$10/mo if you already have e-mail*) up to 5,000 responses, and \$0.05 per response for each response over that.
  - With **ACT! E-marketing**, surveys are built into the pricing so customers don't pay any extra.
- Constant Contact charges \$5 per month extra for image hosting and charges \$5 per month extra for archiving templates as Web pages.
  - With **ACT! E-marketing** these services are included – templates are stored, free of charge, as long as the account is active.



## Features

### E-mail

Constant Contact focuses on e-mail delivery and reporting/analytics. However, they **do not provide the features that ACT! E-marketing has for targeting/relevancy, or for follow-up.**

For example:

- Constant Contact has no 'Call List' feature allowing their subscribers to sort and follow-up on individual contacts as determined by their follow-up actions (*opens, clicks, sends*).
  - **ACT! E-marketing** allows customers to rank and score contacts based on their results, and gives them total control over the ranking and scoring algorithms.
- Constant Contact does not allow subscribers to match customer records with send results by looking at the contact history or the E-marketing history. They can use the data stored with each contact for mail merges, but cannot use that data for filtering who to send to.
  - With **ACT! E-marketing**, customers can use any and all of the information in their database to determine who to send to, by constructing a group, dynamic group, or lookup.
- Constant Contact does not allow subscribers to send on behalf of other users, using different e-mail addresses.
  - With **ACT! E-marketing**, customers can send e-mails on behalf of others using different e-mail addresses.
- Constant Contact does not provide ways to publish e-mail templates to other users or accounts.
  - **ACT! E-marketing** allows users to publish templates to other users in the account and/or to distribute templates to other accounts.
- Constant Contact also does not support the 'Personal Note' feature.
  - This is uniquely an **ACT! E-marketing** feature, not necessarily an industry standard, which allows for flexible marketing campaigns and specifically supports personalization from salespeople.

### Surveys

Constant Contact does not allow individual contact survey results to be stored in the subscriber's database. Therefore, users can see total results but not individual responses.

With **ACT! E-marketing**, customers can write survey responses directly into their database, or add new contacts into their database.

- Constant Contact charges subscribers \$0.05 per response over 5,000
- **ACT! E-marketing** survey functionality is included in the price with unlimited responses



## Drip Marketing

Constant Contact has an AutoResponder feature which allows subscribers to assign up to 5 e-mails to be sent automatically once the contact has been in a list for the appropriate number of days (*similar to the 'Duration' type for AEM Drip Marketing*).

The model is template-driven, not campaign driven, and is positioned at developing relationships with contacts that have recently joined the customer's mailing list (*i.e., "welcome to my mailing list"*). For each e-mail, the customer can choose the duration after the contact has been in the list that the AutoResponder template is issued.

Constant Contact places the following limit on campaigns: *Each AutoResponder can be mailed a maximum of 5,000 times in a single day.*

## Drip Marketing Comparison

	ACT! E-marketing	Constant Contact
<b>Campaign Development</b>	Full control and design of unlimited campaigns	Not available
<b>Campaign Types</b>	3 options: Anchor Date, Calendar, and Duration	Not available
<b>Multiple Stages</b>	Available depending on Drip Marketing service level Up to 99; 10 different stage types	Up to 5 (E-mail only)
<b>Campaign Intelligence</b>	Transfer, pause/review, and export	Not available

## Integration

Constant Contact works like this:

- Subscribers send e-mails from their list (*which is in the Constant Contact cloud*), and receive reports back on their sends.
- They provide the ability to import lists into Constant Contact, but it's a one-way import only and there's no way to 'sync' the two lists.
- If a contact opt-outs to Constant Contact, there's no way to get that info back into the subscriber's database.

- If a contact record is changed in ACT!, there's no easy way to update Constant Contact (except by re-importing the list).
- When subscribers use Constant Contact, they're using a separate, standalone service and must manage their lists TWICE (within Constant Contact and in ACT!).

Constant Contact's import tool is called 'InfoTransfer for ACT!', and subscribers can map the following fields:

First Name	Custom Field 1
Middle Name	Custom Field 2
Last Name	Custom Field 3
Job Title	Custom Field 4
Company Name	Custom Field 5
Work Phone	Custom Field 6
Home Phone	Custom Field 7
Address Line 1	Custom Field 8
Address Line 2	Custom Field 9
Address Line 3	Custom Field 10
City	Custom Field 11
State/Province	Custom Field 12
Country	Custom Field 13
Zip/Postal Code	Custom Field 14
Sub Zip	Custom Field 15

No additional data may be stored other than the above 30 fields, and the information is static within Constant Contact. They also offer import tools for QuickBooks®, Microsoft Outlook®, and Outlook Express.

#### Key Takeaways:

- With **ACT! E-marketing**, there is no synchronization concern with ACT!.
- In Constant Contact, determining relevancy and targeting can be more difficult because a subscriber has to manage data between ACT! and Constant Contact for every campaign.
- With **ACT! E-marketing**, customers can store as much data as they want.
- In Constant Contact, subscribers get only 15 pre-defined fields and 15 custom fields.



## Trials

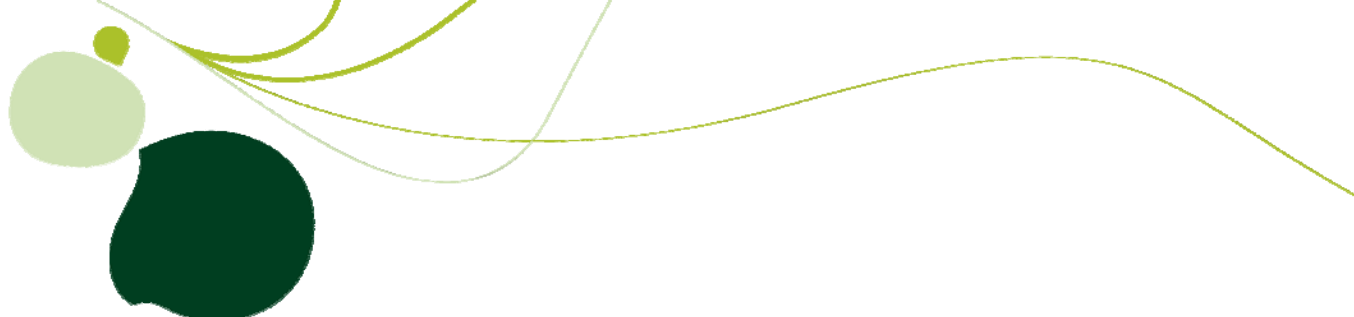
Constant Contact has a free 60-day trial and users receive this notice for going over 100 addresses for an E-mail trial, 100 survey responses for a Survey trial, or 10 registrants for an Event Marketing trial.

***\* If you exceed this limit at any time during your trial, you will be prompted to upgrade to a paying account.***

With **ACT! E-marketing**, trial users get a FULL 60 days of free trial, no matter how many contacts they have in ACT!. In trial mode, ACT! E-marketing accounts are limited to 50 e-mails per day.

## Appendix I – Feature Comparison Chart

<b>E-marketing Services</b>		
	<b>ACT! E-marketing</b>	<b>Constant Contact</b>
<b>Template Editor</b>	True open editor (Limitless creativity)	Predesigned templates (Limited flexibility)
<b>Template Design Flexibility</b>	Unlimited	Fixed
<b>Image Storage</b>	No charge. Available with Advanced Editor	200KB free \$5.00/mo for additional
<b>Image Gallery</b>	No charge	\$5.00/mo
<b>Multiple Users</b>	Yes	No
<b>Group Features</b>	Yes	No
<b>Content Distribution</b>	Publish to other users Publish to other accounts	None
<b>Personal Message</b>	Yes	No
<b>Send As</b>	Yes	No
<b>Scheduled Send</b>	Yes	Yes
<b>Tracking</b>	Opens, Clicks, Forwards Score and Rank based on above	Opens, Clicks, Forwards
<b>Call Lists</b>	Yes	No
<b>Marketing Results Tab</b>	Yes	No (No integration)
<b>Surveys</b>	Included in price Unlimited responses	Extra fee Limited to 5,000 responses



<b>Drip Marketing Services</b>		
	<b>ACT! E-marketing</b>	<b>Constant Contact</b>
<b>Campaign Development</b>	Full control and design of unlimited campaigns	Not available
<b>Campaign Types</b>	<ul style="list-style-type: none"> <li>• Duration</li> <li>• Calendar</li> <li>• Anchor Date</li> </ul>	Duration only
<b>Multiple Stages</b>	<p>Available depending on Drip Marketing service level</p> <p>Up to 99; 10 different stage types</p>	Up to 5 (E-mail only)
<b>Multiple Stage Types</b>	<ul style="list-style-type: none"> <li>• E-mail</li> <li>• Database Fields</li> <li>• Call List</li> <li>• Postcard</li> <li>• Letter</li> <li>• Fax</li> <li>• Call Center</li> <li>• Export</li> <li>• Transfer</li> <li>• Review</li> </ul>	E-mail
<b>Campaign Intelligence</b>	<ul style="list-style-type: none"> <li>• E-mail integration</li> <li>• Rank/score</li> <li>• Database intelligence</li> </ul>	None
<b>Automatic Campaign Transfer</b>	Yes (based on Campaign Intelligence)	No



## Appendix II – Notes on Converting a Customer from Constant Contact to ACT! E-marketing

If customers want to switch from Constant Contact to ACT! E-marketing, they should transfer their opt-out contact lists from Constant Contact to Swiftpage. This is done by exporting the opt-out list (called the 'Do Not Mail List'):

- From the **Contacts** Tab, click on **Export**
- Select '**Do Not Mail List**' from the **Contact List** dropdown list
- Check the '**Select All**' checkbox for '**Information to Export**' (if you plan to re-import this information into ACT!) or leave this unchecked if you just want the e-mail addresses
- Click the 'Export as CSV' button at the bottom of the page
- Click the **Save** button on the **File Download** dialog
- Select a location to store the file and click **Save**
- Once you have the file, (re) import into ACT! (if desired)
- Send the file to [support@swiftpage.com](mailto:support@swiftpage.com) with instructions to add the attached e-mail addresses to your **global suppression file**. Be sure to reference the Swiftpage account name!
  - Example:

