



**PFN<sup>®</sup> Communications, Inc.**

PFN Communications - Evaluation Form	Customer Requirements	Standard	Pro	Enterprise
<b>Easy Content Creation</b>				
Create text, HTML, or multipart MIME messages		✓	✓	✓
Use pre-built HTML templates, or build your own with the HTML template builder		✓	✓	✓
Convert and validate content, links		✓	✓	✓
Perform basic mail merges		✓	✓	✓
Edit HTML messages with enhanced HTML editor		✓	✓	✓
Include attachments		✓	✓	✓
Include email or web surveys with survey wizard			✓	✓
Perform enhanced mail merges, all fields			✓	✓
Include dynamic/conditional content, advanced scripting			✓	✓
Include links to video or audio clips (rich media)			✓	✓
<b>Powerful Campaign Building</b>				
Segment based on demographic data, clickthrough & clickstream behavior and survey responses			✓	✓
Behavior and survey responses			✓	✓
Create, preview, save, export and download segments			✓	✓
Test message using A/B split-testing				✓
Create triggered and sequential mailings				✓
Set recency and frequency limits to prevent list fatigue				✓
Set behavior-driven database updates				✓
<b>User-Friendly Administrator</b>				
Provide one-click opt-in functionality in email or web		✓	✓	✓
Maintain three-tiered password protection		✓	✓	✓
Compare list against suppression/banned email address lists		✓	✓	✓
Web interface TCP/IP security		✓	✓	✓
View administrator activity with administrative audit trail		✓	✓	✓
Front-end server clustering		✓	✓	✓
DMS instance clustering		✓	✓	✓
SSL support			✓	✓
Granular permissions				✓
<b>Deliverability</b>				
Offer email and web-based unsubscribe to recipients		✓	✓	✓
Handle grievances with automated complaint handling		✓	✓	✓
Keep lists clean with automated smart bounce handling		✓	✓	✓
Send out email across multiple IP addresses		✓	✓	✓
Real-time reaction to connection properties from ISPs		✓	✓	✓
Advanced message throttling		✓	✓	✓
Support for DomainKeys		✓	✓	✓
Associate segments with MailStreams			✓	✓

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<b>Reports and Tracking</b>				
At-a-glance stats and trends on most recent mailing		✓	✓	✓
Pre-built reports on mailings and list activity 30+ 100+ 200+		30+	100+	200+
Individual member reports		✓	✓	✓
Real-time mail queue analysis		✓	✓	✓
Custom chart builder			✓	✓
HTML open detection			✓	✓
Clickthrough and clickstream tracking			✓	✓
Refer-a-Friend functionality and tracking			✓	✓
Forward tracking			✓	✓
Demographic analysis			✓	✓
EmailAdvisor Deliverability Tool (subscription required)			✓	✓
<b>Discussion and Archive Features</b>				
Discussion group management		✓	✓	✓
RSS syndication		✓	✓	✓
View as newsgroup (multiview)Additional Features		✓	✓	✓
<b>Additional Features</b>				
Automatic ODBC data synchronization		✓	✓	✓
Customer interest analysis			✓	✓
Online and offline purchase tracking & reporting				✓
Sales cycle & abandonment tracking				✓
Web traffic analysis				✓
Total mailing analysis views				✓
<b>Company Name:</b>				
<b>Contact Name:</b>				
<b>Phone No:</b>				
<b>Email Address:</b>				
<b>Current Email Provider:</b>				

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