

## Automated Sales Lead Tracking, Distribution and Management Software Solution for small and medium businesses

### Feature Comparison

LeadPro 24|7 is an integrated Sales Lead Routing, Tracking and Management, Drip Email Marketing, Online Surveys solution which includes a variety of functions and features to meet the business requirements of various types of organizations.

The following table summarizes the software features and compares LeadPro 24|7's three options: Express, Professional / Agency and Enterprise Editions.

Sales Lead Capture, Routing / Distribution, Tracking and Management			
Feature Description	Express	Professional	Enterprise
<b>Lead Capture, Distribution and Management</b>			
Support for Multiple Lead Verticals / Industry Segments	Optional	Yes	Yes
Lead Profile Journal / Custom Data Fields	Yes	Yes	Yes
Online Lead Capture	Yes	Yes	Yes
Manual Lead Entry	Yes	Yes	Yes
Lead Import from External Sources	Optional	Yes	Yes
Lead Extract from Email Feeds (Email Parsing)	Optional	Limited	Yes
Lead Template (Journal) Customization	Optional	Yes	Yes
Lead Scoring / Ranking	Optional	Yes	Yes
Lead Routing / Distribution - Manual	Yes	Yes	Yes
Lead Routing / Distribution - Automatic PUSH Process	Optional	Yes	Yes
Lead Re-assignment	Yes	Yes	Yes
Manual Lead Qualification	Yes	Yes	Yes
Lead Recycling / re-distribution	Optional	Yes	Yes
Lead Follow-up Activity / Tasks Entry	Yes	Yes	Yes
Sales Area (Rep) / Region / Inside Sales Rep / Agent / Sales Territory Maintenance (Zip codes, Counties, States, etc.)	Optional	Yes	Yes
Lead Vendors / Service Providers Integration	Optional	Yes	Yes
Instant / Real Time Lead Alerts	Yes	Yes	yes
Lead Alert Templates	Yes	Yes	Yes
Drip Email Marketing / Follow-up Emails	Yes	Yes	Yes
Marketing Materials Fulfillment Tracking	No	Optional	Optional
Lead Profile Update via Web forms	No	Optional	Optional
Hosted Lead Capture forms	No	Yes	Yes
<b>Lead Reporting and Analytics</b>			
Graphical Reports	Yes	Yes	Yes
Real time / Online Reports	Yes	Yes	Yes
Lead Status Report	Yes	Yes	Yes
Lead Fulfillment Report	Optional	Optional	Optional

## LeadPro 24 | 7 – Sales Lead Management, Drip Email Marketing and Survey Solution

Lead Analysis by Lead Source	Yes	Yes	Yes
Lead Analysis by Lead Stage	Yes	Yes	Yes
Pipeline Report	Yes	Yes	Yes
Dashboard Report	Yes	Yes	Yes
Sales Report	Yes	Yes	Yes
Lead Data Import to Excel spreadsheet	Yes	Yes	Yes

### Drip Email Marketing Automation

Feature Description	Express	Professional	Enterprise
<b>Email Campaign Management</b>			
List Segmentation / Targeting / Filtering	Yes	Yes	Yes
Drip Email Campaign Definition / Management	Yes	Yes	Yes
Campaign Scheduling	Yes	Yes	Yes
Database / Custom Data Merge in Emails (Personalization)	Yes	Yes	Yes
Email Preview / Test Delivery	Yes	Yes	Yes
Hosted Opt-out / Unsubscribe Form	Yes	Yes	Yes
CAPTCHA Security Implementation for Sign-up forms	Optional	Optional	Optional
Personalized, Trackable Emails	Yes	Yes	Yes
Support for HTML and Text Emails	Yes	Yes	Yes
HTML Email Templates Support	Yes	Yes	Yes
Custom Email Templates Support	Yes	Yes	Yes
Custom From-Email Address	No	Yes	Yes
Click Thru Tracking	Yes	Yes	Yes
Email Open Tracking (Clear Gif / Web Beacon)	Yes	Yes	Yes
Google Analytics Tracking Integration	Yes	Yes	Yes
Drip Email / Event Triggered Email Campaigns (Auto responder Service)	Yes	Yes	Yes
<b>Email Marketing Reporting and Analytics</b>			
Graphical Reports	Yes	Yes	Yes
Real time / Online Reports	Yes	Yes	Yes
Campaign Status / Summary Report	Yes	Yes	Yes
Open, Bounce, Click-thru Activity reports	Yes	Yes	Yes
Campaign Overview Snapshot	Yes	Yes	Yes

### Online Surveys

Feature Description	Express	Professional	Enterprise
<b>Survey Design and Deployment</b>			
Survey Templates	Yes	Yes	Yes
Multiple Question Types	Yes	Yes	No
Corporate / Custom Branding	Optional	Yes	Yes
Unlimited Collectors / Survey	Yes	Yes	Yes

## LeadPro 24 | 7 – Sales Lead Management, Drip Email Marketing and Survey Solution

Password Protection	Yes	Yes	Yes
Custom Pages Design	Yes	Yes	Yes
Email Survey Invitations	Yes	Yes	Yes
Survey Panel Management (Email Lists Management)	Yes	Yes	Yes
Custom URLs	No	Optional	Yes
Advanced Branching and Piping Logic	Yes	Yes	Yes
<b>Survey Analysis</b>			
Real Time Survey Results Analysis Reports	Yes	Yes	Yes
Graphical Representation	Yes	Yes	Yes
TURF Analysis Report	Yes	Yes	Yes
Cross Tab Analysis Report	Yes	Yes	Yes

### General Features

Feature Description	Express	Professional	Enterprise
<b>Application Features</b>			
Multi-User Support	Yes	Yes	Yes
Support for Multiple Clients / Accounts	No	Yes	Optional
Corporate Branding / White Labeling	No	Optional	Yes
Web Services - Advanced API	No	Optional	Yes
Google Analytics Tracking Integration	Optional	Yes	Yes
SFA / CRM / Enterprise System Integration	No	Optional	Optional
<b>Service Options</b>			
Onsite Training	No	Optional	Optional
In-premise Rollout and Implementation	No	No	Optional
Self Service	Yes	Yes	Yes
Full Service	No	Optional	Optional
Service Modes	Email only	Email & Phone	Email & Phone
Consulting / Customization Services	Optional	Optional	Optional
Legacy Leads and Sales Zone Territory Data Cleansing / Migration / Loading	No	Optional	Optional
Pricing (Monthly Subscription Fees)	Starts at \$150	Starts at \$495	Starts at \$995

### What Edition is Right for You?

Here is an indicative list. In addition to the features, consider the pricing and volume restrictions before finalizing the applicability of a suitable edition for your business organization.

- **Express Edition** - This edition would be suitable for small and medium organizations and professional marketers. Lead Capture, Drip Email Marketing, Campaign Analytics reporting, Survey application and basic Lead Tracking and Management functions are available.
- **Professional or Agency Edition** - This professional edition would be suitable for national marketing organizations, event organizers, advertisement agencies, divisions / business units of large companies, web publishers and franchise systems and organizations. Clients and franchisees can access the system

## LeadPro 24|7 – Sales Lead Management, Drip Email Marketing and Survey Solution

with permissions for their own contents. The agency or franchise home office can access information related to all their clients. Multiple roles can be set up for various types / levels of employees.

- **Enterprise Edition** - This edition would be suitable for large and medium corporate organizations looking for end-to-end functionality in the lead capture / routing / distribution, tracking and management arena including online surveys and drip email marketing. Enterprise systems such as ERP systems, Sales Force Automation (SFA) suites, Print on Demand (PoD) systems and Customer Relationship Management (CRM) systems can be interfaced with LeadPro 24|7 using its web services based advanced API. Multiple employee roles are also supported.

**Please Note:** Features and functions to the LeadPro 24|7 solution suite and additional service enhancements are added on an ongoing basis. Hence the above summary may not indicate the updated versions or match with your custom configured editions. Please feel free to get in touch with us for any additional requirements and wish lists. We will evaluate the requests and consider it for inclusion in future releases. All specifications are subject to change without notice. Using features marked as Optional will incur additional charges; please check with implementation / technical support team for more info.

**If you are a lead generation / distribution company, online advertising agency or digital marketing and lead provider, then consider using LeadPro 24|7 Lead Distribution System.**

### For More Information

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