

Product Comparison

Much More Than Contact Management

Many of our satisfied customers have chosen the Contact Tracking application over popular contact management applications such as ACT! and Goldmine because of Contact Tracking's superior functionality and cost-effectiveness. Although contact management applications can provide sales staff with a helpful tool for managing day-to-day relationships, Contact Tracking focuses on the bigger picture: establishing a results-oriented closed loop sales and marketing process that builds business and drives revenue. What's more, we are confident that you will find our superior data mining capabilities and reasonable cost to be a winning combination that meets your requirements without draining your bank account.

How We're Different

As a customer relationship management (CRM) application, Contact Tracking is designed by sales and marketing professionals to help you maximize returns on your marketing investment by making every lead count. The Contact Tracking solution stays true to what most of today's sales and marketing teams want and need: a powerful system that is so straightforward and easy-to-use that complete training session takes less than an hour.

Here are just some of the ways that Contact Tracking delivers capabilities and value far beyond that of a typical contact management package:

Capture Valuable Marketing Data

Contact Tracking's unique FlexForm™ technology is designed to help you capture data from a variety of sources, including telemarketing scripts, web forms, event registrations and more. Leads flow directly into the system in **real time** and are fully indexed for full search capability.

Robust Data Mining

Keeping track of contacts and interactions is just the first step in a successful sales and marketing strategy. These efforts mean little if you don't have the tools to measure the results. Our data mining capabilities emphasize the need to query on very specific elements of information in your database, allowing you to easily get the information you need. See which leads are being followed up. Measure which campaigns are most profitable (and which are not). Target a specific audience for your next marketing campaign. Search for keywords in sales comments.

Build a Knowledgebase

Data is one of a company's most valuable assets. Yet many popular contact management systems are optimized to help the individual user keep track of their contacts, often to the long-term detriment of the company itself. Most often, a sales rep leaves the company, taking their personal contact data with them. As a web-based system, Contact Tracking enables companies to see what is happening in real time, drive more value out of the data and build a permanent knowledgebase. The result is a system that uncovers unseen opportunities, increases accountability throughout the sales process and generates meaningful feedback on the effectiveness of marketing activities

ASP Advantages

Delivered via the internet through an Application Service Provider (ASP) model, Contact Tracking offers many advantages: including:

- **No IT headaches:** Contact Tracking's ASP delivery model eliminates IT headaches. The application can be accessed from any machine with a web browser; no other hardware or software is required. Contact Tracking takes care of all of the back-end duties, from daily back-ups to security. No IT personnel or costly consultants are required to implement, customize or maintain the system.
- **Scalability:** While systems such as ACT! are ideal for 20 users or less, Contact Tracking easily accommodates user groups from 10 to 1000 and more.
- **Free instant upgrades:** Unlike packaged software, the application is constantly being improved, expanded and updated so that users always have access to the latest version at no extra cost. This eliminates the "hidden costs" and technical headaches posed by many typical upgrades for packaged software.
- **Web-based accessibility:** Because Contact Tracking is web-based, every user can access the system from **anywhere** in the world, **anytime, from any computer**. This means considerable cost savings over many contact management applications that not only require a license for each computer but also charge an extra fee for web access!

Flexibility

You didn't build a cookie-cutter business, so why should your sales and marketing software treat it like one? Our system lets you fit the solution to the way you do business, not vice-versa. With features like custom fields, custom labels, custom forms and private labeling of the application interface, your users will be more apt to make the most of the system when it looks and feels like your company. Our application's flexibility also helps to tailor data collection, presentation and reporting to fit the unique needs of your industry.

Affordability

With costly hidden fees for upgrades, support, documentation, add-ons and web access, the price tag of many sales and marketing applications can quickly skyrocket. At an average per-user price of \$50, ours is among the lowest in the market for a CRM application.