

Functionality and Features

General Features	Starter Pak	Power Pak	Data Management	Starter Pak	Power Pak	Reports	Starter Pak	Power Pak
Max. Number of Users	Unlim	Unlim	Custom Import		X	Report Filter	X	X
Number of Records (Incl.)	3000	5000	Batch Import		X	One-Click Reports	X	X
Max. Database Size	Unlim	Unlim	Standard Self-Service Import	X	X	Standard Reports	10	10
Lead Access 24/7	X	X	Custom Templates with Save Capability		X	Download, Print and Email Reports	X	X
Marketing and Database Consulting		X	Manual Lead Entry	X	X	Custom Report Design		X
Custom Form Capability & Consultation		X	Spell Check with User-Defined Options	X	X	Campaigns		
Survey Script Capability & Consultation		X	Archive/Delete Leads	X	X	Multiple Campaigns	X	X
Micro Website Integration Capability & Consultation		X	Lead Cloning		X	Custom Campaign Forms		X
Custom Message Board	X	X	Integration with Web Forms		X	User Resources		
Download Mailing List	X	X	Lead Assignment			Save Contacts and Appointments to Outlook		X
Standard Field Download	X		Lead Assignment Levels	4	4	Online Library	X	X
Custom Download		X	Auto Lead Assign. (Personnel and Geographic)		X	Online Help	X	X
Saved Download Templates	X	X	Reassign Leads	X	X	User Password Change	X	X
Custom Fields	18	18	Email Notification	X	X	Accounts Filter	X	X
Custom Field Labels	X	X	Lead Assign. Comments	X	X	Contacts Filter	X	X
Custom Field Drop Down Responses		X	Search Functions			Customizable Default View	X	X
Unlimited Additional Contacts	X	X	Basic Search	X	X	Administration		
Profile & Sales Update			Advanced Search	X	X	User Activity Tracking	X	X
Standard Sales Update	X	X	Power Search	X	X	Custom Security Levels		X
Custom Sales Update Form		X	Query Sort Preference	X	X	Multiple Database Access		X
Custom Sales Feedback Form		X	Custom Form & Survey Search		X	Email Notification Admin.	X	X
Edit Lead Profile	X	X	Saved Searches	X	X	Campaign Admin.	X	X
File Attachments	X	X	Archive Search	X	X	User Type Admin.	X	X

Contact Tracking Service Offerings

Quick Links to Online Map and Hoover's Company Capsule	X	X	Keyword Search on Summary Comments	X	X	Message Board/Event Admin.	X	X
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