

Email Addons for ACT! - Feature Chart

Feature List	ACT! 2009 Email	SwiftPage Email	Northwoods MailMerge	HighImpact Email
Price	N/A	Monthly Fee starting at \$14.95USD for Basic ¹	\$129USD per user ²	\$99USD
Send to more than 100 contacts at one time	All 3 are capable of sending more than 100 emails at one time however there are some other considerations – see note 3.			
Multiple Users	Yes	Pro and above	Yes	Yes
Record history of email sent in ACT!	Yes	Yes	Yes	Yes
Supports GMT files	No	Yes	Yes	No
Create HTML files	Yes ⁴	Yes	Yes	Yes
Supports Attachments	Yes	No ⁵	Yes	Yes
Pre-defined templates	No	Yes (65+)	No	Yes (1100+)
Mail Merge Fields	Yes	Yes	Yes	Yes
Support Conditional Field Merging ⁶	No	No	Yes	No
Automatic Duplicate Detection	No	Yes	Yes	No
Syntax Check on Email address	No	Yes	Yes	No
Supports ACT! 6 and above	ACT! 2009 Only	Yes	Yes	Yes
Bounce backs tracked	No	Automatic	Manual	Manual
Bounce backs updated in database	No	Manual	Automatic	Manual
Scheduled sends	No	Pro and above	Requires SAM ⁷	Yes
Send Text Messages	Yes	No	Yes	Yes
SPAM Compliant	Manual	Automatic	Manual	Manual
Opt Out	Manual	Automatic	Manual	Manual
Hosted Server	No	Yes	No	No
Open & Click Thru Reporting	No	Yes	No	No
Integrated Survey Feature	No	Yes	No	No
Generates Interest Score	No	Yes	No	No
Create call List based on Interest	No	Yes	No	No
Account Reports across multiple users	No	Pro Only	No	No
Multiple Database Support	Yes	Pro Only	Yes	Yes
Send Faxes via Microsoft Fax	Yes	No	Yes	No

Notes

1. SwiftPage Email Pro Account starts at \$44.95USD per month. See www.swiftpage.com/site/pricing.htm for more details.
2. One licence is required per user at \$129USD.
3. ISPs may limit volume of emails due to SPAM restrictions. Mail Merge sends emails out on Port 25 (SMTP Port) which is often blocked by ISPs (eg Telstra). SwiftPage utilises a Hosted Mail Server which does not limit quantity of emails in one send (volume is determined by the type of account). RAM will also determine the quantity of emails.
4. Templates are created in Microsoft Word and converted into HTML when sent through ACT!.
5. To include attachments when using SwiftPage Email, we suggest adding a hyperlink to the template which opens the file online. Benefits of this method are that the email is not blocked due to the attachment, you are not sending out the same file 100's of times and it creates a "call to action" so you know if the person has opened the "attachment".
6. Conditional Field Merging allows you to merge fields into the email based on a condition. For example, if Bob's record has a spouse, you could have a salutation such as "Dear Bob and Shirley". If there is no data in the spouse field, it would be just "Dear Bob".
7. SAM – Sales Automation Manager. Addon from Northwoods Software.