

Take a Closer Look	Autoresponder	Starter	Basic	Professional
Email Marketing				
Unlimited autoresponders	✓		✓	✓
Unlimited follow-ups per autoresponder	✓		✓	✓
Unlimited broadcast email messages	✓		✓	✓
Product-specific autoresponders	✓		✓	✓
Automatic subscribe/unsubscribe email processing	✓		✓	✓
Delivery & open rates for your HTML messages	✓		✓	✓
Each autoresponder series has its own subscribe-by email	✓		✓	✓
Real-time tracking for subscribes, opt-ins and removes	✓		✓	✓
Personalized messages to your clients	✓		✓	✓
Send plain text or HTML emails	✓		✓	✓
Multi-part MIME email support	✓		✓	✓
Easy custom opt-in form generator	✓		✓	✓
Double opt-in system that can be turned on or off	✓		✓	✓
Customize your own double opt-in message	✓		✓	✓
Schedule when you want future broadcasts to be sent	✓		✓	✓
Easy to use Ezine/Newsletter management	✓		✓	✓
Send test messages to preview your emails	✓		✓	✓
Automatic new subscriber notices	✓		✓	✓
Automatically identifies invalid email addresses	✓		✓	✓
Bounced email manager	✓		✓	✓
Spam-Score your messages before sending	✓		✓	✓
Individual Spam Protection and IP capture	✓	✓	✓	✓
Use your own 'From' name and email address	✓		✓	✓
Maximum email delivery guaranteed with our virtual IP rotation, intelligent queuing algorithm, and per-domain controls that maximize message delivery to the inbox	✓		✓	✓
Incredible delivery speeds. Our email applications servers are designed to handle over 1 million messages per hour	✓		✓	✓
Pop-up email capture. Automatically captures your prospect email address without having to fill out a form	✓		✓	✓
Easy to use pop-up generator	✓		✓	✓
CAN-SPAM Act compliant	✓	✓	✓	✓
Ad Tracking				
Shopping cart buy links and buttons, ads, and affiliate traffic can be pointed from your own domain name.	✓	✓	✓	✓

	Autoresponder	Starter	Basic	Professional
Shopping Cart				
No programming skills required		✓	✓	✓
No software to install		✓	✓	✓
Secure and Certified HTTPS/SSL Shopping Cart		✓	✓	✓
Secure admin access		✓	✓	✓
Easily integrates into your existing web site		✓	✓	✓
Accept payment in any currency		✓	✓	✓
Comprehensive client management		✓	✓	✓
Import or export your clients and prospects		✓	✓	✓
Bulk upload of products		✓	✓	✓
Import/Export existing products		✓	✓	✓
Order fraud protection with encrypted image processing		✓	✓	✓
Inventory tracking		✓	✓	✓
Multiple email order notifications		✓	✓	✓
Export orders to Quick Books		✓	✓	✓
Custom Tax Table - US, Canada, VAT Compatible		✓	✓	✓
Taxable or non-taxable products		✓	✓	✓
Automated product up-sell module, featured and related products		✓	✓	✓
Multiple discount options, including order, quantity and free shipping		✓	✓	✓
Comprehensive Coupon management		✓	✓	✓
Custom 'Thank You' pages		✓	✓	✓
Comprehensive sales analysis tools		✓	✓	✓
Custom look and feel - Your colors, logo, background		✓	✓	✓
Run multiple web sites from one account	✓	✓	✓	✓
Product On-Sale pricing		✓	✓	✓
Multiple Product Options, all price affecting		✓	✓	✓
Assign product to multiple categories and subcategories		✓	✓	✓
Product Bundle offering		✓	✓	✓
Integrated IP, Credit Card and email blacklist blocking		✓	✓	✓
Customizable checkout fields		✓	✓	✓
API Access to products, orders and clients				✓
Shipping Options				
Support for up to 6 different shipping methods		✓	✓	✓
Ship by price, quantity or weight		✓	✓	✓
Add handling charges		✓	✓	✓
Offer free shipping		✓	✓	✓
Real-time UPS/USPS shipping calculation		✓	✓	✓
Supports international shipping		✓	✓	✓

	Autoresponder	Starter	Basic	Professional
Payment Processing				
Support over 50 payment gateways		✓	✓	✓
Multiple payment options including PayPal		✓	✓	✓
Integrated PayPal IPN technology		✓	✓	✓
Offer alternate order options for declined credit card orders		✓	✓	✓
Offline credit card processing		✓	✓	✓
Support for refunds/partial refunds		✓	✓	✓
Recurring Billing System*				
Automated recurring billing system		✓	✓	✓
Auto-bill membership or recurring products		✓	✓	✓
Automatic creation of recurring billing on the purchase		✓	✓	✓
Manually set up recurring billing for a customer		✓	✓	✓
Set up any number of billing installments		✓	✓	✓
Ability to set up any number of billing cycles		✓	✓	✓
Apply commissions to first order only		✓	✓	✓
* \$0.25 transaction fee		✓	✓	✓
Upsell Express				
1-Click Upsell Technology				✓
Post-Sale Upsell				✓
Full Creative Control				✓
Upsell Funnels to display multiple offers to each customer				✓
Downsell when a customer declines one of your offers				✓
Track offer and funnel conversions				✓
Full Performance Reporting				✓
Never lose the original sale				✓
Affiliate Software				
Import/export existing database				✓
Pay by product, affiliate, sales, clicks or leads				✓
Single or two-tiered commissions				✓
Recurring commissions support				✓
Customize commission rate for each affiliate				✓
Custom destination URL for each affiliate				✓
Auto-Generation of banner link codes				✓
Customize affiliate pages and emails (Header and Footer files)				✓
Send email broadcasts or updates to your affiliates				✓
Export affiliate commissions to QuickBooks				✓
Credit affiliates for offline sales				✓
Turn on/off sale notification message to affiliates				✓
Control email messages to new affiliates				✓

	Autoresponder	Starter	Basic	Professional
Affiliate Software (continued)				
Affiliate interface customization				✓
Support for multiple website's				✓
Affiliate Media Center for offering and distributing marketing Collateral to your affiliates.				✓
Digital Downloads				
Unlimited bandwidth for digital & ebook downloads				✓
Secure digital product & ebook delivery				✓
Automatic download creation and expiration				✓
Digital product & ebook licensing				✓