



PFN[®] Communications, Inc.

PFN Communications - Evaluation Form	Customer Requirements	Standard	Pro	Enterprise
Easy Content Creation				
Create text, HTML, or multipart MIME messages		✓	✓	✓
Use pre-built HTML templates, or build your own with the HTML template builder		✓	✓	✓
Convert and validate content, links		✓	✓	✓
Perform basic mail merges		✓	✓	✓
Edit HTML messages with enhanced HTML editor		✓	✓	✓
Include attachments		✓	✓	✓
Include email or web surveys with survey wizard			✓	✓
Perform enhanced mail merges, all fields			✓	✓
Include dynamic/conditional content, advanced scripting			✓	✓
Include links to video or audio clips (rich media)			✓	✓
Powerful Campaign Building				
Segment based on demographic data, clickthrough & clickstream behavior and survey responses			✓	✓
Behavior and survey responses			✓	✓
Create, preview, save, export and download segments			✓	✓
Test message using A/B split-testing				✓
Create triggered and sequential mailings				✓
Set recency and frequency limits to prevent list fatigue				✓
Set behavior-driven database updates				✓
User-Friendly Administrator				
Provide one-click opt-in functionality in email or web		✓	✓	✓
Maintain three-tiered password protection		✓	✓	✓
Compare list against suppression/banned email address lists		✓	✓	✓
Web interface TCP/IP security		✓	✓	✓
View administrator activity with administrative audit trail		✓	✓	✓
Front-end server clustering		✓	✓	✓
DMS instance clustering		✓	✓	✓
SSL support			✓	✓
Granular permissions				✓
Deliverability				
Offer email and web-based unsubscribe to recipients		✓	✓	✓
Handle grievances with automated complaint handling		✓	✓	✓
Keep lists clean with automated smart bounce handling		✓	✓	✓
Send out email across multiple IP addresses		✓	✓	✓
Real-time reaction to connection properties from ISPs		✓	✓	✓
Advanced message throttling		✓	✓	✓
Support for DomainKeys		✓	✓	✓
Associate segments with MailStreams			✓	✓

PFN, Communications Inc.

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www.pfncom.com



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Reports and Tracking				
At-a-glance stats and trends on most recent mailing		✓	✓	✓
Pre-built reports on mailings and list activity 30+ 100+ 200+		30+	100+	200+
Individual member reports		✓	✓	✓
Real-time mail queue analysis		✓	✓	✓
Custom chart builder			✓	✓
HTML open detection			✓	✓
Clickthrough and clickstream tracking			✓	✓
Refer-a-Friend functionality and tracking			✓	✓
Forward tracking			✓	✓
Demographic analysis			✓	✓
EmailAdvisor Deliverability Tool (subscription required)			✓	✓
Discussion and Archive Features				
Discussion group management		✓	✓	✓
RSS syndication		✓	✓	✓
View as newsgroup (multiview)Additional Features		✓	✓	✓
Additional Features				
Automatic ODBC data synchronization		✓	✓	✓
Customer interest analysis			✓	✓
Online and offline purchase tracking & reporting				✓
Sales cycle & abandonment tracking				✓
Web traffic analysis				✓
Total mailing analysis views				✓
Company Name:				
Contact Name:				
Phone No:				
Email Address:				
Current Email Provider:				

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