Do your Research!

Compare AMP with other Marketing Automation Software programs to know why we are better AND different! Download and print this comparison checklist to get started!

Starting at just $325/m

Legend

Marketing Features	SalesFeatures	Marketing & Sales Features

Lead Nurturing & Demand Generation	AMP	Others
• Visual work-flow based, drag and drop lead nurturing program creator	✓	Very few vendors offer these features
• Program simulator	✓	

Lead Scoring:	AMP	Others
• Flexible lead scoring system based on user-defined lead attributes and behavior	✓	Most other automation platforms have limited/rigid, less-flexible lead scoring capabilities
• Different lead scoring models for sales and marketing and to suit multiple industry type/product categories	✓	

Multi-channel Marketing & Sales Materials Creation	AMP	Others
• PDFs	✓	No
• Brochures	✓	No
• Post-cards	✓	No
• Marketing/sales presentations	✓	Yes
• PowerPoint presentations	✓	No
• Microsites, lead generation forms & landing pages	✓	Yes
• E-books	✓	No
• Videos	✓	No
• Video e-mails	✓	No
• WSIWYG Editor to create marketing collateral of different media ypes easily	✓	Limited
• Permission-based editing capabilities to ensure brand elements are intact	✓	Yes Limited

Social Media Presence Enhancement	AMP	Others
• Custom Facebook timeline images	✓	No
• Custom Facebook profile images	✓	No

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- Custom Twitter background
- Custom blog templates for blogger
- Social media posting automation
- LinkedIn automation
- Facebook fan page creation
- YouTube video posting automation

	AMP	Others
Custom Twitter background	✓	No
Custom blog templates for blogger	✓	No
Social media posting automation	✓	Yes
LinkedIn automation	✓	Limited
Facebook fan page creation	✓	No
YouTube video posting automation	✓	Limited

Brand & Compliance Management	AMP	Others
Personal, group or company brand management	✓	Limited
Brand-based theme creation to ensure brand consistency	✓	No

Lead Generation AMP Others	AMP	Others
Personalized landing pages/PURLs—ability to integrate with existing website	✓	Limited
Connected multi-page forms	✓	Limited
Facebook application to generate leads	✓	No

Inbound Marketing—attraction marketing	AMP	Others
SEO	✓	Limited
Auto-blogging	✓	No
Adwords monitoring	✓	Limited
Adwords monitoring	✓	No
Video testimonial widget	✓	No
Personal/Product websites	✓	Limited

User Management at multiple levels	AMP	Others
User level	✓	Yes
Role level	✓	Yes
User Group level	✓	Yes
Company level	✓	Limited
Subsidiary company level	✓	

Data sto Data storage & API rage & API	AMP	Others
Unlimited document and image storage	✓	Yes
Unlimited file hosting	✓	Yes
Company data gallery & private (user) data gallery available	✓	Limited
Dedicated IP address	✓	Yes
Easy-to-use, intuitive AMP API—customized for marketing and sales roles respectively	✓	N/A

Out-bound Marketing	AMP	Others
E-mail marketing—HTML	✓	Yes
Print—Postcards	✓	Yes
Personalized video e-mails	✓	No

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Lead Segmentation & Management	AMP	Others
• Automated contact segmentation based on user-defined lead parameters	✓	Yes
• Manual lead segmentation	✓	Yes
• Flexible contact storage	✓	Limited
• Contact import from Gmail, Outlook	✓	Limited
• Automatic lead de-duplication	✓	Yes
	✓	Yes

iPhone/Andriod applications & Desktop widget	AMP	Others
• Instant access to contact activity	✓	Very few
• Follow-ups and contact management at the push of a button	✓	vendors
• Get sales alerts on desktop	✓	offer these features

Outlook integration	AMP	Others
• Send and track HTML e-mails using your Outlook	✓	No
• Easy contact import from Outlook	✓	Yes

CRM Integration with Sugar, Salesforce, Microsoft Dynamics	AMP	Others
• Contact synchronization	✓	Yes
• Import full contact details such as interest level, company information etc.	✓	Yes

Reporting & Tracking	AMP	Others
• By contact	✓	Yes
• By collateral (Unlimited web-links, web-sites, landing pages, e-mails and social media tracking)	✓	Yes
• By marketing/sales campaigns or programs	✓	Yes

Product Database Creation	AMP	Others
• Create custom product databases—ideal for manufacturers and distributors	✓	No
• Use the elements from the pro uct dtabase for sending/ creating dynami cally updated, product catalogs, product information e-mails and more	✓	No

Sales Prospecting	AMP	Others
• Track prospect activities and analyze prospect behavior throughout the sales cycle	✓	Limited
• Engage with prospects and constantly communicate with them throughout the sales cycle	✓	dynamic lead tracking
• Close leads faster by staying in touc with leads at the right times, through all the right channels	✓	capabilities

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Personalized Sales Collateral	AMP	Others
• PDFs (Brochure/Presentation, Post Cards) • Microsites • ebooks • PowerPoint presentation • Product catalogs	✓ ✓ ✓ ✓ ✓	Limited or no capabilities provided to sales to personalize

Sales One-Off Communication	AMP	Others
• E-mail Marketing (HTML) • Video emails • Print (Post Cards)	✓ ✓ ✓	Yes Limited Yes

Social Media Automation for Individual Salespersons	AMP	Others
• LinkedIn automation • Facebook Timeline/Twitter Background • Social Posting Automation	✓ ✓ ✓	No Limited Limited

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