

EMAIL MARKETING SOFTWARE REPORT

1.1 CommuniGator

System overview	
Overview	<p>A great system for medium-sized businesses who already do some email marketing, CommuniGator has excellent data management, integration and profiling features and some handy design tools.</p> <p>Add-ons that really distinguish it amongst comparable systems include VCAB – an online brochure tool, and an events management feature that allows you to manage and automate communications with your delegates.</p>
Name of software	CommuniGator
Name of company	GatorMail
Installation type	Hosted or installed
Website	http://www.communigator.co.uk
Editions available	NA
Pricing (Pricing given is based on fully featured package. A more restricted package is available at a lower price)	Set up costs: £2,000 20,000 emails/year: £6,000/year 2m emails/year: £10,800/year 20m emails/year:

Data management		
Loading, cleansing and querying data	Advanced	●●●●
Segmenting your data	Advanced	●●●●
Profiling	Advanced	●●●●
Integration		
Across systems	Advanced	●●●●
Social media	No	●
SMS	Yes	●
Design and deliverability		
Interface	Advanced	●●●●
Graphics management	Intermediate	●●●
Deliverability arrangements	Advanced	●●●●
Automation		
Creating dynamic email	Advanced	●●●●
Building event triggered campaigns	Intermediate	●●●
Building action triggered campaigns	Advanced	●●●●
Reporting		
Reporting on delivery	Advanced	●●●●
Campaign and dashboard reporting	Advanced	●●●●
Heatmapping	Standard	●●

EMAIL MARKETING SOFTWARE REPORT

1.1.1 **Data management**

CommuniGator's manual data upload feature is good, with a tool to save import mappings.

Profiling is excellent. An easy-to-use query builder will create dynamic queries, and can segment data based on campaign results, ROI information, event attendance, amongst other things, allowing users to zero in on particularly profitable segments.

Data capture tools are also very good, with a web capture tool for collecting simple data, and a more complex survey tool for more in-depth data collection. Users can create subscriber logins so that subscribers can access their data and keep it up to date. There is a preference centre feature.

1.1.2 **Integration**

Out-of-the-box integrations with ACT!, Sage CRM and SalesLogix are available, and CommuniGator is Sage's preferred partner for email marketing. Other out-of-the-box integrations are with Goldmine, Maximiser and Microsoft Dynamics.

An SDK, APIs and webservice are available for your in-house developers to use, or CommuniGator have their own development team.

Also offer integration with Google Analytics, providing data on campaign performance, the time subscribers have spent on a site linked to a campaign, and goal conversions. CommuniGator offer regular training sessions on getting the most out of Analytics.

1.1.3 **Design and deliverability**

WYSIWIG editor is industry standard. The system comes with some pre-loaded templates, or user organisations can specify their own. Handy design extras include a feature which enables a designer to include an "article" or "event" space in an email template. The article and event areas, elsewhere in the system, allow writers to enter copy without seeing the more technical design aspects.

Spam checker uses Spam Assassin, Barracuda, Message Labs, Outlook, AOL, Gmail, Yahoo, amongst others. A/B split title and content testing is available. Inbox preview uses Litmus to show a range of inbox renderings, including for iPhone, Blackberry and Windows Mobile.

The company has in-house deliverability relationship managers, and offers a variety of IP configuration options.

1.1.4 **Automation**

Dynamic content is sophisticated, from simple personalisation through to fully dynamic content blocks and images. Dynamic blocks can be nested within one another.

Any combination of action triggers can be set up for automated email campaigns.

1.1.5 **Reporting**

Both campaign and cross campaign reporting are good.

Users can hive off sections – all opens with no further action, for instance – of a mailing for further work.

Cross campaign reporting features drag-and-drop interface for campaign selection, tabulates standard received/bounced/user action data set.