

Decision Matrix for Email Marketing Solution

| | | |
|----------|----------------------------|---|
| Scoring: | Exceeds | 3 |
| | Meets requirements | 2 |
| | Partially meets | 1 |
| | Does not meet requirements | 0 |

| | | |
|------------|----------|------|
| Weighting: | Required | 300% |
| | Desired | 200% |
| | Optional | 100% |

| Section & Requirements | Level of Importance | Vendor Ratings | | | | | | | | | |
|--|---------------------|----------------|-------|-----------|-------|-----------|-------|-----------|-------|-----------|-------|
| | | Option #1 | | Option #2 | | Option #3 | | Option #4 | | Option #5 | |
| | | Score | Total | Score | Total | Score | Total | Score | Total | Score | Total |
| Data Management | | 0 | | 0 | | 0 | | 0 | | 0 | |
| Can contacts update their own subscription (opt-in) information? | Required | | 0 | | 0 | | 0 | | 0 | | 0 |
| Can the system/solution be integrated into our CRM system so that new lists are automatically ready for use in mailings (or is list upload required)? | Required | | 0 | | 0 | | 0 | | 0 | | 0 |
| Can the system be integrated into our CRM system for the opt-out, removal and updating of bad addresses, processed by Marketing as required? | Required | | 0 | | 0 | | 0 | | 0 | | 0 |
| Can opt-in, demographic and/or contact detail information be integrated with our public Web site? | Required | | 0 | | 0 | | 0 | | 0 | | 0 |
| Can users update their own demographic or preference information (such as industry they are in or information they would like to know about)? | Desired | | 0 | | 0 | | 0 | | 0 | | 0 |
| Message Creation | | 0 | | 0 | | 0 | | 0 | | 0 | |
| Does the tool have a built in HTML editor, with the ability to work from a WYSIWYG view and if needed, a code view? | Required | | 0 | | 0 | | 0 | | 0 | | 0 |
| Does the HTML editor prepare clean, standard HTML? | Required | | 0 | | 0 | | 0 | | 0 | | 0 |
| Does the tool support the creation of templates with the ability to insert appropriate text into multiple content areas on the template? | Required | | 0 | | 0 | | 0 | | 0 | | 0 |
| Can a template be created from an ad-hoc email that was sent during a prior marketing campaign? | Required | | 0 | | 0 | | 0 | | 0 | | 0 |
| Does the tool support the creation of an email that does not start from a template (while still including the required footer, opt-in, opt-out) information? | Required | | 0 | | 0 | | 0 | | 0 | | 0 |
| Can images be easily added to a message? | Required | | 0 | | 0 | | 0 | | 0 | | 0 |
| Can images be manipulated through the web-based editor or template engine (to size, crop, stylize the image through a server-based image tool)? | Desired | | 0 | | 0 | | 0 | | 0 | | 0 |
| Can the Marketing department preview the message before sending the email to show what it would look like in multiple mail clients? | Optional | | 0 | | 0 | | 0 | | 0 | | 0 |
| Message Delivery | | 0 | | 0 | | 0 | | 0 | | 0 | |
| Is there support for the delivery of X emails per hour? Can you throttle the delivery (so that we don't get too many site visitors)? | Required | | 0 | | 0 | | 0 | | 0 | | 0 |
| Is there the ability to schedule the campaign for immediate delivery, with execution occurring within 30 minutes or less? | Required | | 0 | | 0 | | 0 | | 0 | | 0 |
| Are the images within the email hosted by the Email Marketing Service Provider on their server? | Desired | | 0 | | 0 | | 0 | | 0 | | 0 |
| Is there the ability to test against a SPAM filter prior to delivery, that is kept up-to-date with the ever changing filter engines in use today? | Desired | | 0 | | 0 | | 0 | | 0 | | 0 |
| Can the Marketing department elect to publish the email message to the Web site from within the email marketing software? | Desired | | 0 | | 0 | | 0 | | 0 | | 0 |

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| Section & Requirements | Level of Importance | Option #1 | Option #2 | | Option #3 | | Option #4 | | Option #5 | | |
| Message Tracking & Reporting | | | 0 | | 0 | | 0 | | 0 | | 0 |
| Is tracking of messages opened, click-through and bounce-back available? | Required | | 0 | | 0 | | 0 | | 0 | | 0 |
| Is there the ability to save the reports in HTML, Excel or PDF for offline use? | Desired | | 0 | | 0 | | 0 | | 0 | | 0 |
| Is there the ability to build custom reports at will, without the need for per hour consulting services? | Desired | | 0 | | 0 | | 0 | | 0 | | 0 |
| Are the message statistics provided in real-time, slightly delayed, after completion of delivery or next day? | Optional | | 0 | | 0 | | 0 | | 0 | | 0 |
| Usability & Administration | | | 0 | | 0 | | 0 | | 0 | | 0 |
| Is knowledge of HTML is not required for the creation of an email campaign? | Required | | 0 | | 0 | | 0 | | 0 | | 0 |
| Is there the ability to cut-and-paste from Microsoft Word into the email creation tool while retaining all formatting? | Required | | 0 | | 0 | | 0 | | 0 | | 0 |
| Is the system able to correct a broken link after the message has already been delivered? | Desired | | 0 | | 0 | | 0 | | 0 | | 0 |
| Is there the ability to save campaigns, as the basis for delivery to another list, reuse under a new campaign name and/or for historical reference? | Desired | | 0 | | 0 | | 0 | | 0 | | 0 |
| Can access to the tool be secured through various levels of rights to the application (creation of emails, approval of emails, delivery and admin)? | Desired | | 0 | | 0 | | 0 | | 0 | | 0 |
| Is there an integrated approval workflow as a campaign is created, to allow for approval at multiple levels (marketing director, proofreader, author)? | Desired | | 0 | | 0 | | 0 | | 0 | | 0 |
| Is there level one help desk type support for the application from the vendor? | Desired | | 0 | | 0 | | 0 | | 0 | | 0 |
| TOTALS | | | 0 | | 0 | | 0 | | 0 | | 0 |

| | | | | | | | |
|--|-----|----|---|----|---|----|---|
| Costs | | | | | | | |
| Initial Costs and License Fees | n/a | \$ | - | \$ | - | \$ | - |
| Yearly Maintenance and Support Costs | n/a | \$ | - | \$ | - | \$ | - |
| Cost per 1000 emails (based on a yearly average of 75,000 emails). | n/a | \$ | - | \$ | - | \$ | - |
| TOTALS (Year One) | | \$ | - | \$ | - | \$ | - |

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|--|--|
| Questions and Notes (based on Jupiter Research Report): | |
| Does the product have testing (by this they mean the ability to send out two different emails to 100 people, examine the click-through success and send the remaining emails based on the more popular campaign) and Can-Spam support (it is believed that compliance with Can-Spam is systematically possible)? | |
| Page 4 of the Jupiter Research report listed 15 vendors that met or exceeded the average satisfaction score based on the client survey they completed. Is our preferred vendor in that list? | |
| Jupiter Research suggests that "Marketers should insist on receiving a product road map...". | |
| Jupiter Research suggests that "Marketers should insist on having dedicated Internet protocol (IP) addresses...", however, our email volumes might not justify that level of service. | |
| Does the product in some way integrate with our Web site analytics, either through passing a variable or through API-based integration? | |