
ACCOUNT-BASED MARKETING (ABM)

- Account-Level Visibility
- Target Accounts
- Firmographic Data
- Inheritable Account-Level Tags & Labels
- Target Account Identification and Full Details
- Assign Personal Emails to Account-level
- Account-Based Scoring & Surge Data
- Account-Level Activity History
- Engage Accounts Showing Intent With Advertising
- Track Multiple Visitors from the Same Account

MARKETING

- Attribution & Campaign Reporting
- Social Media Tracking
- Auto-UTM Tracking
- Industry Intent IQ
- Custom Tag Creation and Auto-tagging
- Sponsored Content Upload to Publisher
- Google Ads Integration
- Visitor & Traffic Analytics
- Custom Campaign & UTM Creator
- Firmographics
- No Code Campaign Attribution
- Activity and Campaign Reporting

SALES

- Built-In Mini CRM
- Advanced Lead Scoring
- Automatic Lead Assignment
- Daily Visitor Report Emails
- Sales Funnel Reporting
- SummaryAI
- High Potential Leads by ICP
- Next Activity/task with Follow-up
- Pending Leads (to follow-up)
- Custom Tagging
- Account Surge Report
- Filters
- Reseller & Distributor Feature
- User Roles
- Sales Rep View
- Sales Rep Activity Reporting
- Sales Reminders (CRM)

VISITOR & ID TRACKING

- Identify Anonymous Visitors
- Subscriber ID From Publications
- Content & Ad Attribution
- ID From Emails
- Track Behavior History
- Daily Visitor Report Emails
- Cross-Platform ID
- Google Ads Tracking & ID
- Sales Proposal & Document Tracking
- Target Account Monitoring
- Auto-UTM Tracking
- Attribution Tracking

AUTOMATION

- Behavior-Based Automation
- Time-Based Automation
- Advanced Lead Scoring Based on Activity Or Firmographics
- Email Workflows
- Automation Rules with Rollback Recovery
- Dynamic Forms
- Dynamic Mailing Lists
- Automatic Lead Assignment & CRM Push
- Custom Automation Rules
- Exclude Job Applicant Tracking

FORMS

- Drag & Drop Form Builder
- Dynamic Forms
- CSS Customizable
- Custom Fields & Call-To-Actions
- Intelligent Auto-Complete
- Double Opt-In (On Request)
- Form-Based Automations
- One-Time Forms For Gated Content
- Form Analytics & Email Notifications
- Third-Party Forms Supported
- Google reCAPTCHA
- Auto-Responders

EMAIL

- Drag & Drop Email Designer
- Responsive Templates
- After-Click Tracking
- Drip Campaigns
- Personalization
- Dynamic Mailing Lists
- HTML Import Available For Custom Templates
- Plain-Text Emails
- Attachment Tracking
- Gmail & Outlook Plug-In
- Trade Show Nurturing
- Mass Marketing Campaigns
- Subscription Management
- Unsubscribe Confirmations
- Email Bot Filtering

LANDING PAGES

- Drag & Drop Designer
- Responsive Templates
- HTML-Editable
- Integrated Forms
- Direct Publishing
- Page Analytics

INTEGRATIONS

- Zapier (Connecting To Hundreds Of Platforms)
- Pipedrive
- LinkedIn
- WordPress Plug-Ins For Forms, Easy Install and Product Catalogs
- Options Available For Custom Integrations