

LeadSmart Comparative Matrix

FEATURE LIST	CRM - SMB		CRM - Enterprise												CRM - SMB			Integrated CRM			Marketing Automation					
	LeadSmart Connect	PRO	SalesForce - SalesCloud				Microsoft Dynamics		SugarCRM		Sage CRM	Pipedrive			Infusionsoft			Insightly			NetSuite CRM+	Zoho		HubSpot	Marketo	
			Essentials	Professional	Enterprise	Unlimited	Enterprise	Professional	Enterprise	Ultimate	Standard	Silver	Gold	Platinum	Enterprise	Plus	Professional	Enterprise	CRM+	Standard	Professional	Enterprise	Enterprise	Enterprise		
<b>SALES FORCE AUTOMATION</b>																										
<b>Lead and Account Management</b>																										
Lead Management	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Account Management	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Activity Streams	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
Smart Email BCC	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
Integrated Engagement Tracking	Yes	Yes	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
Data enrichment for leads, contacts, accounts.	No	Yes	No	No	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	No	No	No	Yes	Yes	Yes	Yes
<b>Sales and Opportunity Management</b>																										
Opportunity Management	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
Sales Forecasting/Pipeline Management	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
Custom Kanban Sales Pipeline	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	No	No	Yes	Yes	Yes	Yes	No
Product Catalog	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No	Yes	No	No	No	Yes	No	No	Yes	Yes	Yes	Yes	No
Price books	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No	Yes	No	No	No	Yes	No	No	Yes	Yes	Yes	Yes	No
Gamescape/Gamification	Yes	Yes	No	No	No	No	Yes	No	No	No	No	No	No	No	No	No	No	No	No	No	Yes	Yes	Yes	No	No	
Customer Contract Management	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	No	Yes	Yes	No	No	No	No	No	No	No	No	No	No	No	
Customizable Sales Process	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	
Sales Team and Territory Management	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
Quota Management	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	Yes	No	Yes	Yes	Yes	Yes	Yes	No
Sales quotes	Yes	Yes	No	Yes	Yes	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	No
Sales orders	Yes	Yes	No	Yes	Yes	Yes	Yes	No	No	No	Yes	No	No	No	Yes	No	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	No
<b>Optimized User Experience</b>																										
Templated "Lead 2 Revenue" Best Practices	Yes	Yes	No	No	No	No	No	No	No	No	No	No	No	No	Yes	No	No	No	No	No	No	No	No	No	No	No
Simplified User Interface	Yes	Yes	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
Predefined Workflows, Rules and Triggers	Yes	Yes	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
List View and Report Templates	Yes	Yes	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
<b>CROSS CHANNEL COLLABORATION</b>																										
<b>Internal Collaboration</b>																										
File and Document management	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	No	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
Team Social Networking/Chatter	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
<b>Partner Collaboration</b>																										
Cross Channel Activity management	Yes	Yes	No	No	No	No	Yes	Yes	Yes	Yes	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
Cross-channel Project Management	Yes	Yes	No	No	No	No	No	Yes	Yes	Yes	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
Partner Lead and Activity Collaboration	Yes	Yes	No	No	No	No	Yes	No	No	No	No	No	No	No	No	No	No	No	No	Yes	No	No	No	No	No	No
Partner Portal	Yes	Yes	No	No	No	No	Yes	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
Partner Automated Email Notifications	Yes	Yes	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
Partner Lead Email Summary	Yes	Yes	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
<b>Partner Relationship Management</b>																										
Partner Lead Registration	Yes	Yes	No	\$	\$	\$	No	No	No	Yes	No	No	No	No	No	No	No	No	No	Yes	No	No	No	Yes	No	No
Partner Communities	Yes	Yes	No	No	No	No	No	Yes	Yes	Yes	No	No	No	No	No	No	No	No	No	No	No	No	Yes	No	No	No
<b>AUTOMATED LEAD DEVELOPMENT/MARKETING AUTOMATION</b>																										
<b>Smart Automations</b>																										
Visual Campaign/Automation Wizard	No	Yes	No	No	No	No	No	Yes	Yes	Yes	Yes	No	No	No	Yes	No	No	No	No	No	No	No	No	Yes	Yes	Yes
Engagement Tracking and Segmentation	No	Yes	No	No	No	No	No	Yes	Yes	Yes	Yes	No	No	No	Yes	No	No	No	No	No	No	Yes	Yes	Yes	Yes	Yes
Lead Scoring	No	Yes	No	Yes	Yes	Yes	No	No	No	No	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Campaign Dashboards and Analytics	Yes	Yes	No	No	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Marketing Automations	No	Yes	No	No	No	No	Yes	Yes	Yes	Yes	No	No	No	Yes	No	No	No	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
SMS/MMS Automations	No	Yes	No	No	No	No	No	No	No	No	Yes	No	No	No	Yes	No	No	No	No	No	No	No	No	No	No	No
<b>Email Automation</b>																										
Sales Email Campaigns	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Email Sequences/Auto-responder	No	Yes	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
Email Templates	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Sales Inbox including 2-way Email sync	Yes	Yes	No	No	No	No	Yes	No	No	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Email tracking for opens and clicks	No	Yes	No	No	No	No	Yes	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes
<b>Marketing Funnels</b>																										
Lead Capture Forms (Web to Lead)	No	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Facebook and Instagram lead ads	No	Yes	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	Yes	Yes	Yes	Yes	Yes	No
<b>Customer Expansion Campaigns</b>																										
Customer "Land and Expand" Marketing Campaigns	Yes	Yes	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	Yes
<b>Account-based Marketing</b>																										
Account-based Marketing Campaigns	Yes	Yes	No	No	No	No	No	No	No	Yes	Yes	No	No	No	No	No	No	No	No	No	No	No	No	Yes	Yes	Yes
<b>CUSTOMIZATION</b>																										
<b>Custom Apps and Development</b>																										
Custom Applications	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No
Custom Objects	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No	No	No	No	No	Yes	Yes	Yes	Yes	Yes	No	No
Custom Modules	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No	No	No	No	Yes	No	No	Yes	Yes	Yes	Yes	No
Custom Fields	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
Custom Record Types	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No	No	No	No	Yes	No	No	Yes	Yes	Yes	Yes	No
Sandbox	Yes	Yes	No	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	No	No	No	No	No	No	No	Yes	No	No	Yes	Yes	Yes	Yes	No
Custom Development Environment/Builder	Yes	Yes	No	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	No	No	No	No	No	No	No	Yes	No	No	Yes	Yes	Yes	Yes	No
Mobile App Development	Yes	Yes	No	No	Yes	Yes	Yes	No	Yes	Yes	Yes	No	No	No	No	No	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
Drag-and-drop Custom Page Layouts	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No	No	No	No	Yes	Yes	Yes	Yes	Yes	No	No	No
<b>International</b>																										
Multi-lingual support	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	Yes	No	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Multi-currency support	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	Yes	No	No	No	Yes	No	No	Yes	Yes	Yes	Yes	Yes
<b>REPORTING &amp; DASHBOARDS</b>																										
<b>Reports</b>																										
Reporting	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Custom report	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Advanced reporting features	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
SQL Reporting	Yes	Yes	No	No	Yes																					