

Why Zoho Campaigns?

Zoho Campaigns comes to you at a much lesser cost than competitors but offers you most of the marketing automation feature-set that they claim to have. Zoho Campaigns covers the basic needs of a marketing automation software with Email Marketing, Autoresponders, Email Workflows, Sign-up Forms, Drip Marketing and Social Media Marketing. To begin with, you can sign up for the Forever FREE plan that offers *2000 contacts* and *12,000 emails* per month. You can upgrade to a paid edition based on your requirements.

Here're the features that are available in each of the plans available along with their limits, if any.

	Pay-As-You-Use	Monthly Subscription	Forever Free
	Based on Email Credits	Unlimited Emails	12,000 Emails per Month
Email Newsletters			
Pre-designed Templates	✓	✓	✓
Template Layouts	✓	✓	✓
Drag-and-Drop Editor	✓	✓	✓
Template Library	✓	✓	✓
Import Email Templates	✓	✓	✓
Import Content from Google Drive	✓	✓	✓
Mailing List Management			
Contact Management	✓	✓	up to 2000 contacts
Create Mailing Lists	✓	✓	✓
Segmentation of Mailing Lists	✓	✓	✓
Custom Fields	✓	✓	✓
Sync from Zoho CRM	✓	✓	✓
Mailing Lists Email Summary	✓	✓	✓
Custom Forms	✓	✓	✓
Bounce/Unsubscribe Removal	✓	✓	✓
Email Marketing			
Schedule Email Campaigns	✓	✓	✓
Send based on recipients' time zone	✓	✓	✓
Merge Tags	✓	✓	✓
A/B Testing	✓	✓	✓

RSS-to-Email	✓	✓	✓
Custom Coupon Email Campaigns	✓	✓	✓
Customize Email Header & Footer	✓	✓	✓
Email Opened & Unopened Recipients	✓	✓	✓
Social Sharing	✓	✓	✓
Recipient Comments	✓	✓	✓
Video Email Marketing	✓	✓	✓
Email Authentication (Using SPF/Sender ID, Domain Key/DKIM)	✓	✓	✓
Compare Email Campaigns	✓	✓	✓
Survey Email Campaigns	✓	✓	✓
Ecommerce Email Campaigns			
Send Test Emails	✓	✓	✓
Email Campaign Archives (Link to your previous Email Campaigns on your website)	✓	✓	✓
Email Campaign Reports	✓	✓	✓
Marketing Automation			
Email Workflows	-	✓	-
Sign-up based Autoresponders	-	✓	-
Email action-based Autoresponders	-	✓	-
Calendar-based Autoresponders	-	✓	-
Custom Date Field based Autoresponders	-	✓	-
Closed Group Autoresponders	-	✓	-
Autoresponder based on Segments	-	✓	-
Autoresponder Summary Report	-	✓	-
Message based Reports	-	✓	-
Multiple Content for Autoresponder Emails	-	✓	-
Opt-in Confirmation			
Design & Customize Opt-in Forms	✓	✓	✓
Add Company Logo to Opt-in Form	✓	✓	✓

Customize Confirmation Page	✓	✓	✓
Send Opt-in Confirmation Emails	✓	✓	✓
Customize Opt-in Confirmation Emails	✓	✓	✓
Add Company Logo to Opt-in Confirmation Emails	✓	✓	✓
Social Media Marketing			
Share Campaigns on Social Media	✓	✓	✓
Facebook Page Marketing	Pages with up to 200 fans	Unlimited	Pages with up to 200 fans
Post Campaigns	1 account / social network / user	✓	1 account / social network / user
Automatic Posting on Facebook, Twitter & LinkedIn	✓	✓	✓
Campaign Tracking & Reporting			
Recipient Activity Reports	✓	✓	✓
Bounces & Unsubscribe Rates	✓	✓	✓
Open Rates	✓	✓	✓
Click-Through Rates	✓	✓	✓
Spam Complaints	✓	✓	✓
Location Based Reports	✓	✓	✓
Device Specific Reports	✓	✓	✓
Link Click Activity	✓	✓	✓
Share Reports	✓	✓	✓
Social Campaigns Statistics	✓	✓	✓
Advanced Analytics (With Google Analytics)	✓	✓	✓
Forwards (Tell a Friend)	✓	✓	✓
Developer API			
Campaign Management	✓	✓	✓
List Management	✓	✓	✓
Callback URLs	✓	✓	✓
Integrations			
Zoho CRM	✓	✓	✓
Zoho Creator	✓	✓	✓

Zoho Survey	✓	✓	✓
Zoho Contacts	✓	✓	✓
In the Google Apps Marketplace	✓	✓	✓
Google Analytics	✓	✓	✓
Eventbrite	✓	✓	✓
SurveyMonkey	✓	✓	✓
Facebook	✓	✓	✓
Twitter	✓	✓	✓
LinkedIn	✓	✓	✓
Shopify	✓	✓	✓
YouTube (for Video Email Campaigns)	✓	✓	✓
Flickr	✓	✓	✓
Picasa	✓	✓	✓
Vimeo (for Video Email Campaigns)	✓	✓	✓

For detailed pricing plans, refer: zoho.com/campaigns/pricing.html

The information contained in this document is for information only.

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