



Quick Start Guide to:

The Differences Between Limited Surveys and Advanced Surveys

Sage E-marketing's Entry and Basic service levels offer limited survey functionality, and Sage E-marketing's Pro and Team service levels offer advanced survey functionality. This Quick Start Guide explains the difference between the two.

Limited Surveys include:

- The ability to create multiple surveys asking several different types of questions—long or short answer, multiple choice, true/false, etc.
- Retaining of up to 5000 survey responses (per survey) on Sage E-marketing's servers;
- The ability to download survey responses in Excel format at any time;
- The ability to create an autoresponder that sends your contact an email automatically once they fill out your survey;
- With Sage E-marketing's Drip Marketing service, the ability to create a survey that automatically loads a contact into a Drip Marketing campaign.

Advanced survey functionality includes:

- All of the limited survey functionality, plus...
- The ability to create a background page to brand your survey with the look and feel of your company;
- The ability to designate a landing page for your survey, so that when your contact clicks "Submit" on the survey they are taken to your web site or to a Swiftpage template you design;
- With ACT! or SalesLogix, the ability to set up List Builder or List Updater surveys that automatically add contacts to your database (List Builder) or update current contacts' information in your database (List Updater);