

How to select the right ExactTarget edition



With Marketing Cloud, marketers have one platform to manage 1:1 customer journeys through the entire customer lifecycle, from marketing, to sales, to service and beyond. That means they'll spend less time managing different tools and integrating data and more time building lasting customer relationships. For CMOs, Marketing Cloud gives real-time visibility into campaign results—optimizing performance is a natural part of the work flow. Best of all, Marketing Cloud is easy to use and customizable to the way you connect with customers via email, mobile, social and web. And because it's all in the cloud, everyone can access Marketing Cloud with just an Internet connection — there's no need for expensive hardware or software.

With Marketing Cloud, you can start with email and upgrade to another edition to add more channels—mobile, web, and social—or more features as your business grows. There's no disruption to your business, because we take care of everything behind the scenes.

Choose the ExactTarget edition that connects you with your customers

Basic Send Personalized Promotional Emails	Pro Create 1:1 Email Campaigns for the Entire Customer Journey	Corporate Expand the Customer Journey to Channels Beyond Email	Enterprise Manage Customer Journeys with Built-In Controls Across Brands and Geographies
<p>\$400</p> <p>PER MONTH</p> <p>Create email marketing with personalized promotional messages and dynamic content for activities like newsletters or event registration. Basic Edition contains the functionality needed to send promotional emails with easy-to-use segmentation, profile management, and connections to the Sales Cloud and Service Cloud.</p>	<p>\$1,250</p> <p>PER MONTH</p> <p>Evolve how you engage with customers, personalizing their email experiences with predictive and triggered campaigns, email receipts, and lifecycle campaigns. Pro Edition is a robust email platform that builds on the Basic Edition offering with expanded segmentation, Predictive Intelligence, and automation capabilities.</p>	<p>\$3,750</p> <p>PER MONTH</p> <p>Engage customers in unique journeys across email, mobile, and the web. Corporate Edition brings together everything a marketer needs to plan, personalize, and optimize 1:1 customer journeys, leveraging robust customer data in real time and connecting interactions across channels.</p>	<p>\$25,000</p> <p>PER MONTH</p> <p>Enable distributed groups of users to create and customize messages or campaigns across different brands, business units, and geographies. Enterprise Edition enables you to optimize customer journeys across email, mobile, advertising, and web, control content across multiple brands, business units and geographies, and analyze and report on data.</p>

ExactTarget for Email, Web, and Mobile Edition Comparison

	Basic	Pro	Corporate	Enterprise
	B	P	C	E
Included Contacts	N/A	15K	45K	500K
Included Super Messages	250K	2.5M	10M	150M
Included Users	5	15	45	100
Included Automations	0	15K	45K	100K
Included Storage (GB)	1	15	45	100
Included API Calls (per year)	0	2M	6M	200M

	B	P	C	E
Subscriber Profiles	✓	✓	✓	✓
Preferences Center	✓	✓	✓	✓
Email Performance Reporting	✓	✓	✓	✓
Drag and Drop Segmentation	✓	✓	✓	✓
Email Templates	✓	✓	✓	✓
Email Building Tools	✓	✓	✓	✓
Content Repository	✓	✓	✓	✓
Dynamic Content & Personalization	✓	✓	✓	✓
Forward to a Friend	✓	✓	✓	✓
Social Forward	✓	✓	✓	✓
Facebook "Like"	✓	✓	✓	✓
Web Collect for List Acquisition	✓	✓	✓	✓
Standard Reports [Email and Mobile (if applicable) Basic Reporting, Email Graphical Reporting]	✓	✓	✓	✓
A/B Testing	✓	✓	✓	✓
Reply Mail Management	✓	✓	✓	✓
Salesforce Connect	✓	✓	✓	✓
API Access	✓	✓	✓	✓
Private IP & Private Domain	\$	✓	✓	✓
Sender Authentication Package	\$	✓	✓	✓
Advanced Content Tools (Syndication & Scripted Content)	\$	✓	✓	✓
Triggered/Transactional Messaging	\$	✓	✓	✓
Getting Started Playbooks		✓	✓	✓
Automation Studio		✓	✓	✓
Enterprise Reply Mail Management		✓	✓	✓
Predictive Intelligent Email		✓	✓	✓
Email Conversion Trackings		✓	✓	✓
High Priority Email Messaging		✓	✓	✓
Web & Mobile Analytics		✓	✓	✓
Advanced Reports, including Email Performance by Device		✓	✓	✓
CloudPages - Landing Pages		✓	✓	✓
Relational Data		✓	✓	✓
Queries, Filters, and Measures		✓	✓	✓
CloudPages - Social Tabs			✓	✓
Journey Interactions			✓	✓
Journey Metrics			✓	✓

	B	P	C	E
Location (Geolocation & beacons)			✓	✓
Push Messaging			✓	✓
SMS Messaging, SMS Messaging Templates, and Dedicated SMS Code			✓	✓
Discover Reporting		\$	✓	✓
Discover Historical Data		\$	✓	✓
Audience Builder Advanced Segmentation		\$	\$	✓
Multiple Business Unit Support		\$	\$	✓
Distributed Sending		\$	\$	✓
		\$	\$	✓
Shared Subscribers		\$	\$	✓
Shared Content		\$	\$	✓
Shared Data		\$	\$	✓
Custom Roles and Permissions		\$	\$	✓
Email Burst Sending Package		\$	\$	\$
Live Offers		\$	\$	\$
Testing Environment		\$	\$	\$
Email Archiving		\$	\$	\$
Dedicated Sending (MTAs)		\$	\$	\$
Dedicated Data Environment		\$	\$	\$
Database Data Encryption		\$	\$	\$
Enhanced Disaster Recovery		\$	\$	\$
Microsoft Dynamics Integration		\$	\$	\$
Additional Users	\$	\$	\$	\$
Additional Sender Authentication	\$	\$	\$	\$
Additional Private IP / Dedicated IP	\$	\$	\$	\$
Additional Private Domain	\$	\$	\$	\$
Additional API	\$	\$	\$	\$
Additional Data	\$	\$	\$	\$
Additional Automations		\$	\$	\$
Additional Locations			\$	\$
Additional Social Tabs			\$	\$
Additional SMS Codes			\$	\$
Tokenized Sending				\$
Return Path Inbox Tools	\$	\$	\$	\$
Custom Applications		\$	\$	\$
Premier Support		\$	\$	\$

✓ Included in base user license

\$ Additional fee applies