

Comparing Marketing Portal Vendors?

As you are weighing the pros and cons of each marketing portal in your vendor selection process, it can be difficult to remember all the features each system has to offer. Use the chart below to track the availability of critical features.

Feature	Vya	Alternative(s)
User Friendly Experience & Capabilities		
Interface With Your Branding	✓	
Auto-Customization Of Materials With Data From User Profiles Or Location Profiles	✓	
Navigational Aids (Breadcrumbs, i.e., See Where You Are In The Checkout Process)	✓	
Manage Multiple Locations / Territories / Brands From A Single Account	✓	
On-Demand Direct Mail And EDDM® Campaigns*	✓	
Campaign Automation And Service Subscriptions	✓	
List Purchasing And Reusable Lists	✓	
Contact Management	✓	
Ad Resizing	✓	
Email With eNewsletters Sent On User's Behalf	✓	
Option To Choose From Multiple Shipping Carriers	✓	
Payment Flexibility		Credit Cards, Budgeted Funds, Co-Op Or Cost Center
Lightbox And Image Library	✓	
Free PDF Downloads		Unlimited
Single Sign-on	✓	
Streamlined Corporate Operations		
Approval Workflows	✓	
Custom Creative Request Management	✓	
Forms / General Requests Management	✓	
Manage Multiple Brands / LOB's From A Single Account	✓	
User Impersonation	✓	
Vendor Consolidation With Printing Production And Warehousing Capabilities	✓	
LTO / Merchandizing Right-Sized Kit Auto-Order Placement And Fulfillment	✓	
Subscribe To Reports	✓	
Local Budgets / Funds Distribution And Management	✓	
Local Sales Tax Management Service	✓	
High-Touch Support		
Implementation Project Management	✓	
System Management And Configuration Support	✓	
Support Via Live Chat, Phone, Email, And Client-Specific Knowledgebase	✓	
Designated Account Coordinator	✓	
Advanced Technology and Expertise		
Regular Software Updates	✓	
In-house US-Based Development Team	✓	
Industry-Specific Expertise	✓	
Integrations	✓	
Progressive Data Capabilities	✓	

NEXT STEPS

The Vya team would be happy to walk through these features with you first-hand; simply email us at consult@vyasystems.com.



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