

# Core and Professional



## The Email Marketing Solutions Right For Your Business

We recognize that marketers have different requirements and expectations for their email marketing initiatives. Bronto offers two distinct editions designed to fulfill the specific needs of various email marketers. With two editions available, you can choose the edition that's right for your business.

The Core Edition is ideal for small businesses, non-profits, and other marketers that need a cost-effective email marketing solution to send emails and newsletters and report on their results. Since this edition comes from Bronto, you will enjoy the responsive support and superior deliverability that we've built our reputation on.

The Professional Edition is ideal for marketers sending higher volumes and seeking more proactive service, flexible pricing and upgrade options, and an advanced feature set. This is Bronto's flagship edition and is designed for marketers who view email marketing as critical to their sales and marketing initiatives.

### Compare the Editions

	Core Edition	Professional Edition
<b>Pricing</b>	\$995 per year: <ul style="list-style-type: none"><li>• Up to 60,000 emails per year</li><li>• 1 User</li><li>• 10 MB of Hosting</li><li>• 20 Custom Fields</li><li>• 20,000 Contacts (List Size)</li><li>• 90 days of Data Retention</li><li>• One-time credit card payment</li></ul>	Starts at \$3,000 per year: <ul style="list-style-type: none"><li>• 120,000 emails per year and up</li><li>• 5 Users</li><li>• 100 MB of Hosting</li><li>• 50 Custom Fields</li><li>• 1 million Contacts</li><li>• 90 days of Data Retention</li><li>• Requires a 12-month contract with multiple payment and email allocation options</li><li>• Temporary sending increases (self-service bump upgrades) without penalties or excess fees</li></ul>
<b>Robust Feature Set</b>	Basic feature set includes: <ul style="list-style-type: none"><li>• Multiple Lists and Segmentation</li><li>• Inbox-Friendly Templates</li><li>• Extensive Reporting (Opens/Clicks/...)</li><li>• Email Marketing Calendar</li><li>• Delivery Verification</li></ul>	Features of the Core Edition plus: <ul style="list-style-type: none"><li>• Automated Emails and Triggers</li><li>• A/B split testing</li><li>• Conversion/Clickstream Reporting</li><li>• Dynamic Content &amp; Web Analytics Integration</li><li>• Advanced Bounce Management</li><li>• Dedicated IP, API, Multiple Users, and other options are available.</li><li>• Omniture Integration</li></ul>
<b>Service and Support</b>	Support by email, telephone and web <ul style="list-style-type: none"><li>• Available from 8 to 8 EST, Mon-Fri</li></ul>	Support by email, telephone and web <ul style="list-style-type: none"><li>• Available from 8 to 8 EST, Mon-Fri</li><li>• After-hours / Weekend Emergency Support</li><li>• Consultative services and proactive support</li></ul>
<b>Deliverability</b>	Over 95% Delivery achieved with: <ul style="list-style-type: none"><li>• Message Validators</li><li>• Message Throttling</li><li>• ISP Whitelisting &amp; Feedback Loops</li><li>• Delivery auditing by ReturnPath</li><li>• Usage of Shared IP Pool</li><li>• Sender Rating</li></ul>	Over 95% Delivery achieved with: <ul style="list-style-type: none"><li>• Message Validators</li><li>• Message Throttling</li><li>• ISP Whitelisting &amp; Feedback Loops</li><li>• Delivery auditing by ReturnPath</li><li>• Usage of Shared IP Pool.</li><li>• Dedicated IPs available</li><li>• Sender Rating</li></ul>
<b>Available Options</b>	Some options available: <ul style="list-style-type: none"><li>• Personalized "Powered By" Logo</li><li>• Custom Templates</li><li>• Inbox Preview</li></ul>	Additional options available: <ul style="list-style-type: none"><li>• Personalized "Powered By" Logo</li><li>• Custom Templates</li><li>• Additional Users, Hosting, Fields, and Contacts</li><li>• Extended Data Retention</li><li>• API Access</li><li>• Dedicated IP Address</li><li>• Inbox Preview</li></ul>

Bronto offers the software and service solutions necessary for your email marketing success.

Contact us at 1-888-BRONTO1 for a demonstration or to discuss your specific email marketing objectives.

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