

Industry Map: Email Marketing



Marketers **CRM** **List Management** **Optimization Tools** **Mail Servers** **Security / Filtering** **Email Client**

Retention

Acquisition

Customer Service

Marketing/Offers

Enterprise

Amdocs
MS Dynamics CRM
Netsuite
Oracle
Salesforce.com
Siebel
SAP

SMB

NetSuite Small Business
Sage CRM
Salesforce.com
SalesLogix
Sugar CRM

Enterprise Solutions

Acxiom
Experian
GroupMail
HarteHanks
infoUSA
Interspire
L-Soft
NetSuite
Salesforce

SMB Services

Aweber
BenchmarkEmail
Campaigner
Constant Contact
iContact
JangoMail
Salesforce.com
SilverPOP
StreamSend
Vertical Response

Delivery Tracking/Optimization

Epsilon
GoodMail Systems
Lyris
ReachMail
Return Path
StrongMail
Unica (IBM)

Landing Page/Site Optimization

Coremetrics
Eloqua
Hubspot
Kefta (Acxiom)
Omniture
Unica
Webtrends

Analytics

Marketing Analytics Suite

Unica
Omniture (Adobe)
Coremetrics (IBM)
SAS
BlueCorona
Webtrends
Google

Email Analytics

Litmus
Mixpanel
Aweber

SMTP/POP/IMAP

MS Exchange
IBM Lotus Domino
Zimbra (VMWare)
Oracle Beehive
Novell

Wireless (Push)

Blackberry
Apple
Windows Mobile
Google

ISP/Enterprise

Barracuda Networks
Google Postini
Ironport
Microsoft
Reflexion
SecureComputing
Sybase
Symantec

Desktop

Cloudmark
Ella
Mail Frontier
MailWasher

Graphical

MS Outlook
IBM Lotus Notes
Apple Mail
Novell Evolution

Web-Based

Google Gmail
MS HotMail
Yahoo
Mail.com
AOL

CONSUMERS