

Mix and match functionalities as needed.

| Service | ChapterSync | Balihoo | SoCi | Incitrio | Elevated Marketing | MegaGroupMarketing |
|---|----------------------|------------------------|-----------------------------|---------------|--------------------------|------------------------|
| Website | Available | Available | Not Available | Not Available | Not Available | Available |
| Custom Design (10 Pages) | Available | Not Available | Not Available | Available | Not Available | Available |
| MicroSites with network wide updating | Available | Available | Not Available | Not Available | Not Available | Not Available |
| Unlimited Pages (Functionality) | Available | Not Available | Not Available | Available | Not Available | Available |
| Blogging support | Available | Not Available | Not Available | Available | Not Available | Not Available |
| Integrated, automated social media posting | Available | Not Available | Not Available | Not Available | Not Available | Not Available |
| Integrated, automated newsletter delivery | Available | Not Available | Not Available | Not Available | Not Available | Not Available |
| Vanity URLs | Available | Extra | Not Available | Available | Not Available | Available |
| Hosting, SpeedBoost & Security+ | Available | Available | Not Available | Available | Not Available | Available |
| HTTPS Support | Extra | Unknown | Not Available | Extra | Not Available | Unknown |
| Call Tracking | Extra | Not Available | Not Available | Extra | Not Available | Unknown |
| | | | | | | |
| SEO / Content Marketing | Available | Not Available | Not Available | Available | Not Available | Not Available |
| Content Marketing | Available | Not Available | Not Available | Available | Not Available | Not Available |
| Blog | Available | Not Available | Not Available | Available | Not Available | Not Available |
| One-to-many publishing | Available | Not Available | Not Available | Not Available | Not Available | Not Available |
| | | | | | | |
| Automated Social Media Posting | Available | Not Available | Available | Not Available | Not Available | Not Available |
| Social Media Page Design | Available | Not Available | Available | Not Available | Not Available | Not Available |
| Facebook | Available | Not Available | Available | Not Available | Not Available | Not Available |
| LinkedIn | Available | Not Available | Available | Not Available | Not Available | Not Available |
| Twitter | Available | Not Available | Available | Not Available | Not Available | Not Available |
| Google+ | Available | Not Available | Available | Not Available | Not Available | Not Available |
| | | | | | | |
| Newsletters / Mailing Lists | Available | Not Available | Not Available | Not Available | Not Available | Not Available |
| Individual mailing list for each store | Available | Not Available | Not Available | Not Available | Not Available | Not Available |
| Automated mailers | Available | Not Available | Not Available | Not Available | Not Available | Not Available |
| Personalized newsletter design for each store | Available | Not Available | Not Available | Not Available | Not Available | Not Available |
| | | | | | | |
| Location Management | Available | Extra | Not Available | Extra | Not Available | Not Available |
| Listing distribution | Available | Extra | Not Available | Extra | Not Available | Not Available |
| Keyword research and visibility | Available | Extra | Not Available | Extra | Not Available | Not Available |
| Reputation tracking | Available | Extra | Not Available | Extra | Not Available | Not Available |
| Powerful reporting | Available | Extra | Not Available | Extra | Not Available | Not Available |
| | | | | | | |
| Marketing and Advertising | Available | Available | Not Available | Not Available | Available | Available |
| GeoFencing | Available | Available | Not Available | Not Available | Available | Pricing Unknown |
| Site Retargeting | Available | Available | Not Available | Not Available | Available | Pricing Unknown |
| Keyword Retargeting | Available | Unknown | Not Available | Not Available | Unknown | Pricing Unknown |
| Physical Location-Based Retargeting | Available | Unknown | Not Available | Not Available | Unknown | Pricing Unknown |
| Location Conversion Tracking | Available | Not Available | Not Available | Not Available | Unknown | Pricing Unknown |
| Facebook News Feed Ads | Available | Not Available | Not Available | Not Available | Unknown | Pricing Unknown |
| | | | | | | |
| Call Tracking | Available | Not Available | Not Available | Unknown | Not Available | Not Available |
| 5 phone numbers per store for tracking | \$24 / month / store | Not Available | Not Available | Unknown | Not Available | Not Available |
| Google Analytics Integration | Available | Not Available | Not Available | Unknown | Not Available | Not Available |
| Call recording | Available | Not Available | Not Available | Unknown | Not Available | Not Available |
| E-mail integration | Available | Not Available | Not Available | Unknown | Not Available | Not Available |
| | | | | | | |
| Reporting | Available | Website Analytics Only | Social Media Analytics Only | Unknown | Marketing Reporting Only | Website Analytics Only |
| Single Dashboard for all products | Available | Not Available | Not Available | Unknown | Not Available | Not Available |
| Company-wide reporting | Included | Not Available | Not Available | Unknown | Not Available | Not Available |
| Individual Store reporting | Included | Available | Not Available | Unknown | Not Available | Available |
| Google Analytics | Included | Available | Not Available | Unknown | Not Available | Available |
| Goals Reporting | Included | Available | Not Available | Unknown | Not Available | Available |
| Social Media Reporting | Included | Not Available | Available | Unknown | Not Available | Not Available |
| Facebook | Included | Not Available | Available | Unknown | Not Available | Not Available |
| Twitter | Included | Not Available | Available | Unknown | Not Available | Not Available |
| LinkedIn | Included | Not Available | Available | Unknown | Not Available | Not Available |
| Google+ | Included | Not Available | Available | Unknown | Not Available | Not Available |
| Call Tracking | Included | Not Available | Not Available | Unknown | Not Available | Not Available |
| Marketing and Advertising | Included | Not Available | Not Available | Unknown | Available | Not Available |
| Monthly reporting to Steren | Not Available | Not Available | Not Available | Unknown | Not Available | Not Available |
| Monthly reporting to individual stores | Included | Not Available | Not Available | Unknown | Not Available | Not Available |