

Email Marketing Questions:

- Are you currently using email marketing within your organization?
- Are you using an email service provider for this? If so, who?
- How are you managing bounces and unsubscribes?
- What are the desired results of integrating with SFDC?
- Are there specific features/requirements that you looking for in a solution?
- Do you have a campaign that you would like to schedule out? If so, when?
- Who else will you evaluate?

VerticalResponse Specific Questions:

VerticalResponse does NOT allow our users to email to rented, purchased or third-party lists. We have a strict "opt-in" policy. Only those who have directly signed up to receive email from you or your company may be mailed. To learn more about our Terms of Service, please visit:
http://www.verticalresponse.com/about/tos_anti-spam.html

- How large is your database that you would like to mail to?
- How has this list been generated?
- How often are you mailing to this list?
- How many users would need access to VerticalResponse?
- Overall monthly volume for all users?
- Do you have the SFDC Campaigns module?