

iFOLIO Marketing Cloud

Feature Comparison to Salesforce

iFOLIO Marketing Cloud is the most robust solution in the market to empower cutting-edge marketing, productivity, and digital innovation across channels and teams. Now teams can collaborate, create, and send content, and use time saving automations, from a single, integrated platform.

KEY DIFFERENTIATORS INCLUDE:

1. Collaborative CMS
2. iFOLIO Creative Editor
3. Template System
4. Personalized Experiences: PURL campaigns, reports, events
5. Friendly easy to use UI
6. Unlimited Content
7. Mobile Adapting Content
8. Analytics

Feature	iFOLIO CLOUD	SALESFORCE MARKETING CLOUD
Collaborative CMS & Media Library	Yes. iFOLIO enables content creation (animated charts and customized icons) as well as shared content libraries. - Upload content & name it - Search and access content - Access Images, videos, documents, gifs, icons, charts, excel to build rich customized digital content	No. SF has a library for storing and accessing content, but it is limited. No building digital experiences tools. They convert a word doc to a hosted word doc. Poor experience for the viewer Source: Link 1
Visual Customization	Yes	Yes. But very limited. Dynamic Customization is for Developers not mobile adaptive. Limited customization for mobile adaptive. Source: Link 2
System Templates - Mobile adaptive and custom HTML	Yes. Scale content to different users and teams. Update content easily at scale. Out of box mobile-responsive websites and ability to embed custom HTML wherever and whenever along with easy drag and drop website creation functionality	Limited. Tradeoff between having mobile-responsiveness and customizable capabilities. Source: Link 3 - Drag and drop content creation functionality is not mobile responsive - Creation of mobile responsive via HTML has limited customization capabilities
Account Templates - customize templates and push to users based on permissions. Update in 1 spot.	Yes. Highly flexible edit permissions. - Editable sections are pushed automatically to users. - Can allow users to edit locked content	Yes But Hard to Use - Requires users to go through an extra step to pull changes made in the central template. - Difficult for users to know if content in the template has changed. - No support to allow users to edit locked content
Sales Enablement: - Presentations - Proposals - Digital Business Cards - Email Signatures	Yes	Yes
Digital Reports	Yes	No
PURLS	Yes. iFOLIO PURLS are portfolio level block by block content personalization, automated at scale.	No. SF calls a personalized link key a purl. No content personalization or automation capabilities. Source: Link 4
Multimedia Support	Yes	No. Source: Link 5
Animated Charts	Yes	No
Creative Editor	Yes	No. Source: Link 6
Mobile Optimized Content out of the box	Yes	No. Source: Link 7
Team Collaboration Tool	Yes	No

Feature	iFOLIO CLOUD	SALESFORCE MARKETING CLOUD
Comprehensive Analytics - Campaigns, Landing pages, Heatmap, Geography, etc	Yes	Very limited
Flexible - integrates to other web-services easily	Yes	No
Web Pages	Yes	Yes. Source: Link 8
Friendly & Personalized Links	Yes - Can customize end of link key - Can customize end of custom domain key	Yes - but limited Can't personalized sub-domains with SF Source: Link 9
Custom Domains	Yes. Easy 1-step copy-and-paste setup with automatic configuration.	Yes. Not easy to configure. Needs to configure settings like orgID, CNAME records in respective domain registrar and within SF account . Source: Link 10
Visual Email	Yes Build Simple and Advanced Visual Emails	Yes. It's clunky and not a friendly UI. Source: Link 11
Automated Email Campaigns - Single - Group - Mass - Bulk (over 5,000 sends per day)	Yes - Single - Yes - Group - Yes - Mass - Yes - Bulk - Yes	- Single - Yes but not visual - Group - Yes - Mass - Yes - Bulk - No - limited to 5,000 per day
Text Message Campaigns	Yes - A2P - P2P - Long codes - Short codes - custom	Yes. Source: Link 12
Patented Heat Map Analytics	Yes	No
Reverse CRM	Yes	No
Password Protected Content	Yes	Limited. Available only for file sharing (Link 13) and not for websites/landing page.
Contact Card Download	Yes	No
HTML Embeds Enablement	Yes	Yes. Link 14

SOURCES:

- https://help.salesforce.com/s/articleView?id=sf.collab_admin_content_libraries.htm&type=5
- https://help.salesforce.com/s/articleView?id=sf.community_builder_theme_understanding.htm&type=5
- <https://www.youtube.com/watch?v=f0u4WwGFTvM>
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Technical Capabilities Comparison

The iFOLIO technology includes proprietary algorithms for data processing and analysis, ensuring our clients benefit from the latest advancements in data science and machine learning. The collaborative platform bridges teams to make work easier delivering digital transformation across business functions from sales, to marketing, to service.

Feature	iFOLIO CLOUD	SALESFORCE MARKETING CLOUD
Email Shares		
General Email share daily limits	Unlimited	5000 emails/day per organization.
Individual email shares - within organization	Unlimited	Unlimited
Individual email shares - outside organization	Unlimited	5000 emails/day
List/Group email shares - Number of contacts per list	Unlimited	200 contacts per list. 10 list views in the Recipients field.
List/Group email shares - Total contacts per single group share	Unlimited	200 contacts * 10 list of recipients = 2000 contacts.
List/Group email shares limits	Unlimited	5000 emails/day. This counts against the organization's daily email share limits.
Mass email shares daily limits	Unlimited	5000 emails/day. This counts against the organization's daily email share limits.
Text Message Shares		
Messaging Channels	SMS	SMS, Whatsapp, Facebook messenger, apple messages, partner messages.
Message limits per day	Unlimited	Unlimited
Long-code ATP SMS Messaging feature	Yes	Yes
One-way messaging support for single & mass share	Yes	Yes
Two-way messaging support single & mass share	Yes	Yes
Content types support - Text, Images, Emojis, Gif	Yes	Yes
Consent management - Opt in/Opt out	Yes	Yes
Out of the box security - Data encryption at rest	Yes	Yes
Out of the box security - Data encryption in transit	Yes. Out of box: TLS Encryption	No. Need to configure encryption.

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Analytics Comparison

Feature	iFOLIO CLOUD	SALESFORCE MARKETING CLOUD
Landing Page individual analytics - how much time a particular individual spent, where on the landing page did an individual spent most time (heatmap), Page views, session views, Click-Through-Links	Yes	No
Landing Page analytics - Total visits, Total sessions, Total Click-Through-Links as proportion of Total visits, Total CTL for unique links, average time on page, new users per day	Yes	No. Supports only Unique Views, Total Views, Uniques Clicks, Total Clicks. More metrics available to only pages that has a form which seeks users inputs.
First time visit analytics - New users opening landing page for first time - number of new users per day and total session time resulting from the new visits	Yes	No
Data Visualization for individual and page analytics - Geography map for views, line graphs for email opens, heatmap for time spent on each block of website.	Yes	No out of box solution. Not sure if 'CRM Analytics' product enables it.
Easy to comprehend deliverability insights - Text & Email. Email status like delivered/not delivered with details on 'not delivered' statuses	Yes	Yes
Data Visualization for deliverability insights - Line graphs to see trends and daily visits, views, new users, total users, sessions	Yes	No out of box solution. Not sure if 'CRM Analytics' product enables it
Data Retention Time - individual analytics, landing page analytics, deliverability insights	Up to 3 years	180 days
Heatmap Analytics - per site	Yes	No
Heatmap Analytics - per viewer	Yes	No
Geography Analytics - pageviews to analyze viewership traffic across the world	Yes	No
Geography Analytics Visualization - US map and world map to understand viewership demographic easily	Yes	No
Device data - Mobile, Desktop, tablet to see what device users used to visit the site	Yes	No
Device data visualization - Donut chart to visualize the proportion of device data engagement per site	Yes	No
Company-level Stats - Total views aggregated at company/organization level that the viewers belong to	Yes	No
Click on Links - per site: Total clicks, unique clicks for each link in the landing page	Yes	Limited. Doesn't support multiple links in a page.
Click on Links - per viewer: Total clicks, unique clicks for each link in the landing page by for each viewer	Yes	No
Video Views - Number of times an embedded video was viewed on the landing page	Yes	No
Manager Leaderboard Analytics - per landing page - To view top performing landing page by views, session, visits, shares, open rate, click-through rate for each organizational account	Yes	No

Feature	iFOLIO CLOUD	SALESFORCE MARKETING CLOUD
Manager Leaderboard Analytics - per user - To view top performing users by views, session, visits, shares, open rate, click-through rate for each organizational account	Yes	No
Campaign Analytics - per viewer - Email/Text shared, email open timestamp, Total visits, time spent per visit, Click-on-Links, number of times click-on-links, total duration of time spent across all visit per user, company, position/title	Yes	No
Campaign Analytics - per campaign - Total sends, email opens, text opens, email open rate, text open rate, total bounced messages, total Click-on-Links, device data, heatmaps per each contact and per each landing page shared in campaign, geography analytics	Yes. Easy to use out-of-box solution. No set up requireds	No
Page Speed Performance		
Average load time of an iFOLIO build webpage	Less than 250ms	No data available
Concurrent web page requests handled per second at peak load	1200 pages per second	No data available