

	NOWW Platform Direct Mail Premium	NOWW Platform Digital Pro	NOWW Platform Digital Pro Plus	NOWW Platform Digital Enterprise
<b>Identify Target Audience</b>				
Geographic Selection Criteria	✗	✗	✗	✗
Demographic Selection Criteria	✗	✗	✗	✗
Download Mailing Lists Instantly	✗	✗	✗	✗
Target File Matching – NPI Number, ME Number, Name and Address			✗	✗
Provider Lookup	✗	✗	✗	✗
Provider Geo Omit			✗	✗
Provider Lookup & Suppression File			✗	✗
Individual Email Suppression		✗	✗	✗
Global Email Suppression			✗	✗
Email Behaviors: received, opens, click-throughs of previous broadcasts		✗	✗	✗
<b>Email Broadcast Services</b>				
Subject Line Analysis		✗	✗	✗
Content Editor		✗	✗	✗
Preheader Text		✗	✗	✗
Click to View		✗	✗	✗
Personalization		✗	✗	✗
Forward to a Friend		✗	✗	✗
Paste From Word and Excel – Cleans Unnecessary Code		✗	✗	✗
Responsive Image Resizing		✗	✗	✗
Drag-and-Drop Images		✗	✗	✗
Responsive Design		✗	✗	✗
Basic Templates		✗	✗	✗
HTML 5 and CSS 3		✗	✗	✗
Spell Check with medical dictionary – over 192,000 medical words		✗	✗	✗
A/B/C/D Multivariant Testing		✗	✗	✗
A/B/C/D Subject Line Testing		✗	✗	✗
Content Split Variations		✗	✗	✗
Mobile Device Preview		✗	✗	✗
Content Library HTML & Images		✗	✗	✗
<b>Broadcast Testing</b>				
Test Broadcasts		✗	✗	✗
Spam Review		✗	✗	✗
URL Validation		✗	✗	✗
Spell Check with medical dictionary – over 192,000 medical words		✗	✗	✗
Mobile Device Preview		✗	✗	✗
<b>Broadcast Schedule</b>				
Schedule and Perform Broadcasts		✗	✗	✗
Resend Programs*		✗	✗	✗
Send Time Optimization		✗	✗	✗
<b>Engagement Reports</b>				
Provider Aggregate Engagement Reports: received, opens, clicks, click to open and opt-outs. Viewing engagement: time and platforms and top devices used.		✗	✗	✗
Provider Lead-Scored Prospects and Phone Follow-up			✗	✗
Provider Level Engagement Reports: received, opens, clicks, click to open and opt-outs. Viewing engagement: time and platforms and top devices used.				✗
<b>NOWW Platform Broadcast Intelligence</b>				
Broadcast Intelligence Reporting <ul style="list-style-type: none"> <li>• Specialty Level Engagement</li> <li>• Benchmark Data Comparison</li> <li>• Heatmap</li> <li>• And so much more</li> </ul>				✗
<b>NOWW Platform User Management</b>				
Multiple User Management and Role Management	✗	✗	✗	✗
Saved Target Audience and Order History – 2 Years	✗	✗	✗	✗
<b>NOWW Platform Knowledge Base</b>				
Artificial Intelligence Chatbot	✗	✗	✗	✗
Knowledge Base Articles	✗	✗	✗	✗
<b>NOWW Platform Training</b>				
Two-hour Instructor-Led Virtual Training Session	✗	✗	✗	✗
Four-hour Instructor-Led Virtual Training Session				✗
On-site, Instructor-Led Full-Day Training Session	Inquire	Inquire	Inquire	Inquire

\*Email Broadcast Resend Programs are scheduled at the time of order – up to four (4) Resends, and MMS will utilize the same target audience of the initial broadcast. Client will define: HTML content, subject line, scheduled date of broadcast (within 90 days of initial broadcast) and define the Resend target: full file, non-opens, opens, non-clicks or opens.

Target file matching where NPI numbers are available.