

	Sales Force	Hubspot	DiscoverOrg	RevBoss	Rally Prospecting: Prospecto
New Data (10,000)	✓		✓	✓	✓
Data Processing				✓	✓
Content Creation					✓
Account Management	✓			✓	✓
Email Campaigns	✓	✓		✓	✓
Sales Coaching					✓
Content Management	✓	✓			✓
Lead Scoring	✓	✓			✓
Priority Identification		✓	✓		✓
US Based Customer Service	✓	✓			✓
Billed Monthly					✓
Annual Cost	\$29,480	\$33,800	\$4,000	\$24,000	\$18,600

New Data : Rally provides new prospects – companies who don't know you yet, and don't know that they need you.

Data Processing : Prospecto scrubs, appends and verifies all data.

Content Creation : In close consultation with you, Rally writes your content, so you don't have to.

Account Management : With Rally Prospecting, your AM will know you, what you do, how you do it, and what irritates you most about prospecting for new business. Your account manager will soothe your prospecting soul by being your task master, project manager, sales coach, and maybe even your friend. "Phone support" will cost you an extra \$1000/month at Pardot.

Contact Management : You can manage contact activity and calendar your next move in the Prospecto platform.

Lead Scoring : Prospecto monitors and scores electronic behavior (email opens, website visits, etc) so you can see what prospects are doing.

Priority Identification : Prospecto shows you who's done what lately. With 10,000 records, it helps to know who's the most likely suspect to contact right now.

US-based : Rally's account managers are all located in Greenville, SC, and are personally interested in your success.

Billed Monthly: We need at least six months for our nurturing process to be most effective, but we bill monthly. No big up-front check.