

### Feature Checklist for Marketing Automation Software

<input type="checkbox"/>	Email	Can this platform build and schedule emails, set up triggering rules, and validate email addresses?
<input type="checkbox"/>	Social Media	Can this platform schedule cross-channel social media posts, research competitors, and respond to feedback quickly?
<input type="checkbox"/>	SMS	Can this platform send mass text messages based on context?
<input type="checkbox"/>	Digital Ads	Can this platform build, schedule, and manage display, social, and search ads?
<input type="checkbox"/>	Affiliates/Referrals	Can this platform support and manage an affiliate program with paid referral links?
<input type="checkbox"/>	E-commerce	Can this platform automate triggers based on shopping cart abandonment and optimize the customer journey?
<input type="checkbox"/>	Blogging/Content	Can this platform serve as an asset manager and allow for easy scheduling of content updates including blogs?
<input type="checkbox"/>	Contests	Can this platform manage contest participation, prize delivery and messaging?
<input type="checkbox"/>	Webinar/Event	Can this platform assist with digital and/or physical events, and host live feeds with chat capabilities?
<input type="checkbox"/>	Direct Mail	Can this platform layout, print, and send direct mailers, and can it validate home addresses?
<input type="checkbox"/>	SEO	Can this platform perform keyword research and analyze websites for SEO?
<input type="checkbox"/>	Drag & Drop	Does this platform have intuitive building tools for any assets it can create, which don't require coding?
<input type="checkbox"/>	Landing Pages/Forms	Can this platform build lead capture forms, independent landing pages, and pop-up messages?
<input type="checkbox"/>	Lead Scoring/Tracking	Can this platform track leads across different interactions with its assets, and assign a persistent score that can trigger more actions?
<input type="checkbox"/>	Website/App Tracking	Can this platform track user activity through a site, email, or landing page, and does it have a heat map?
<input type="checkbox"/>	Segmentation	Can this platform target different actions to different audiences based on demographics, affinity, and behavior?
<input type="checkbox"/>	A/B Testing	Can this platform run two or more simultaneous versions of an asset and compare effectiveness?
<input type="checkbox"/>	Reporting/Analytics	Can this platform deliver reports on results and analysis or insight for further optimization?