

Comparison table: PREMIUM vs WHITE LABEL vs CORPORATE - April 2021



	PREMIUM PLAN	WHITE LABEL PLAN	CORPORATE PLAN	
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	149€/199 per month 1490€/1999 per year	349€/399 per month 3490€/3990 per year	CONTACT US	
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Minimum commitment period	1 month	1 month	12 months	The Premium & the White Label plan have a minimum commitment period of 1 month. If the plan is not canceled, it will be renewed automatically after 30 days. We also offer annual Premium and White Label plans, which give you 2 months for free. The Corporate plan is only available as annual plan.
Included applications	ALL*	ALL	ALL	*All the plans allow you to run unlimited promotions with any of the Easypromos applications, except Multi-Stage promotions which are only available with White Label or Corporate plan.
Maximum participants per promotion	10,000	unlimited	unlimited	The Premium promotions are limited to maximum 10,000 participants per promotion.
Maximum emails sent per promotion	10,000	unlimited	unlimited	All promotions include an email platform to send messages to the participants while the promotion is active. With the Premium plan, the use of the email platform is limited to maximum 10,000 emails per promotion.

ACCOUNT MANAGEMENT

Organizing brands	unlimited	unlimited	unlimited	The organizing brands are folders to arrange the promotions within an account. A promotion will always be linked to an organizing brand.
Team members	3	3	3	Team members are the users that have access to the Easypromos account to create and manage the promotions. The plans include 3 agents by default and it's possible to add more. (See price for additional team member).
Role management	✗	✗	✓	The Corporate account administrator can define the agents' roles to limit which organizing brands they have access to and with which permission. The roles can be administrator, manager, editor, basic editor, designer and analyst. The 3 team members of the Premium and White Label plans are all administrators and will have access to all the promotions of all the organizing brands without the option to assign roles.
Audit logs	✗	✗	✓	Access the activity logs of all the team members with access to the account. This way you can keep track of all actions from the team: access, activity, activations, changes, creations, deletions, etc.
Own templates	✗	✗	✓	You can create your own templates in the account and make them accessible only to specific organizing brands. This will help organize and automate execution of campaigns in less time, improving productivity and control.

MAIN FEATURES

Include BASIC PRO giveaways	✓	✓	✓	The plans include all the Giveaway apps with advanced features.
Customizable templates	✓	✓	✓	All apps come with a default template that you can customize to match your brand image.
Customizable registration form	✓	✓	✓	In all apps, you can enable the data registration form which is 100% customizable.

Email Platform	✓	✓	✓	You can schedule automatic emails depending on participant events: registration, vote, achieving that a friend registers, prize won. You can also program manual emails to one or a group of participants. Customizable email template with user smart tags.
Participant management	✓	✓	✓	The organizers have a dashboard where they can see the participant data in real-time, with all management tools available: filter, arrange, reject, delete, edit, add, notify and export to CSV. They also have access to bulk actions, moderation system and email notification system to the organizer.
Stats and reports	✓	✓	✓	Advanced statistics module with analysis of traffic sources, participant funnel, video views, time played in games, day per day evolution, etc.
Prize and winner management	✓	✓	✓	With the prize management system, you can create prizes with different assignment types: random draw, manual or direct prizes on participating. You can define conditions for assignment and how the prize is displayed and sent to the winners. Manage the winners and prize page of the promotion.
Coupons and codes system	✓	✓	✓	Use the coupon editor to customize the PDF template that is created dynamically with user data, unique codes, barcodes or QR codes. Assign unique codes. Can be used with the prize system and all the games apps.
Mailchimp integration	✓	✓	✓	Direct integration to automatically import all the participants to Mailchimp lists.
Zapier integration	✓	✓	✓	Integration with Zapier to connect Easypromos with more than 1,000 apps.
Google Analytics integration	✓	✓	✓	Direct integration with Google Analytics. Enter your tracking ID and analyze user activity in your promotion from your Google Analytics dashboard.
Facebook TAB install	✓	✓	✓	You can publish the promotion in a tab on any Facebook page that has more than 2,000 followers.
Widgets and pop-ups	✓	✓	✓	Embed the promotion on a website or show it as a pop-up with delay and frequency control.
No reference to the Easypromos brand	✗	✓	✓	No reference to the Easypromos brand on any of the pages of the promotion, nor in the URL. You can show your own brand.
Multi-language support	✗	✓	✓	You can set up all the content - texts, images and prizes - of the promotion template in several languages. The system will show the promotion in the users language. The organizer will have one database with all the participants.
Use own domain for promotions	✗	✓	✓	Use your own domain to publish the promotion. Includes HTTPS support, you don't need to use your own SSL certificates.
CSS, HTML and Javascript support	✗	✓	✓	You can use your own CSS, HTML and Javascript on any of the pages of the promotion for maximum customization. Web programming skills are necessary.
Tracking and conversion pixels	✗	✓	✓	Add tracking and conversion pixels to any of the pages of the promotion to track the performance with any tracking and add platform you use.
Webhooks	✗	✓	✓	The system will send the data of the participants to your servers in real-time.
REST API	✗	✓	✓	Use the REST API to synchronize the promotions or participants in your account with your CRM, DMP, etc. systems.
Additional extensions included	✗	✗	✓	Includes VIDEO HOSTING so that participants can upload their videos directly from their devices to the video contests, and the DROPBOX extension to save the participants' original photos and videos. These features can be purchased additionally to the Premium and White Label plans.

INTEGRATIONS

ZAPIER integration	✓	✓	✓	Integration with Zapier to connect Easypromos with more than 1,000 apps.
WordPress Plugin	✓	✓	✓	With the plugin, you can insert promotions published on a microsite onto any WordPress blog or website.
Mailchimp Integration	✓	✓	✓	Direct integration to automatically export all the participants to Mailchimp lists.

Zendesk SELL Integration	✓	✓	✓	Automatically send the participant data from Easypromos as leads or contacts in Zendesk Sell, select or ad tag and source, and assign them to an agent.
Hubspot Integration	✗	✓	✓	Send the participant data to HubSpot in real-time so that the new leads are automatically incorporated into your HubSpot list.
Active Campaign Integration	✗	✓	✓	This integration lets you create or update contacts in Active Campaign for the new users from Easypromos.
Campaign Monitor Integration	✗	✓	✓	The integration lets you synchronize the import of contacts in real-time so they're added to your Campaign Monitor list automatically.
Xeerpa Integration	✗	✗	✓	Integration that allows to automatically synchronize and import the participants' data to Xeerpa.
Selligent Integration	✗	✗	✓	Integration that allows to automatically import the participants' data to your Selligent lists.
Salesforce Marketing Cloud Integration	✗	✗	✓ Additional service	Integration that allows to connect your users from Easypromos to your Salesforce lists.
Gigya Integration	✗	✗	✓ Additional service	Integrate user data in your auto login campaigns so the users don't have to enter their data again.
SSO (Azure AD, SAML, etc.) Integrations	✗	✗	✓ Additional service	Companies that require it can set up an integration such as SAML, Azure AD, Okta, etc., so that their employees can log into their Easypromos account with their own single sign-on system.
Integration with own user system	✗	✗	✓	Corporate accounts include the Autologin API that allows to integrate the promotions with the client's own user system. Ideal for integrations with mobile apps, loyalty programs, or websites with member system.
Customized Integration	✗	✗	CONTACT US	Programmed integrations with CRM or DPM systems, SSO systems or other external tools.
SUPPORT AND SERVICES				
Priority Support	✗	✗	✓	All plans include support via live chat and ticket system. Corporate plans additionally include priority support which means that their queries will be attended to first.
Client's own contracts	✗	✗	✓	The clients can use their own custom contract for data processing and terms and conditions to establish the contractual relationship with Easypromos. If not, the Easypromos terms and conditions, privacy policy and data processing agreement will be used.
Initial training	✗	✗	✓	Initial 1/2 day training session as introduction to the platform.

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