Pinpointe

Vendor Details

Pinpointe On-Demand, Inc.

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Product Review

For those who need to make their email marketing system jump through hoops and do cartwheels for your list, Pinpointe might be just the ticket! It's a powerful tool at a comparatively low price for its functionality.

What we liked: Pinpointe packs a punch that the savvy email marketer will love, even with its subtle, slightly vanilla interface. Contact list management is easy and the per-contact event log is handy for one-on-one follow ups. You can segment across lists for powerful cross-promotional campaigns, and see how a campaign looks in Gmail, Yahoo, and Outlook with the built-in email checker.   And if you regularly collect business cards, the 'Unconfirmed' import option is a bonus – it's easy to send a friendly invitation and preserve your list health.

Pinpointe also offers one of the cleanest implementations of behavioral targeting we've seen. A simple, easy to use interface lets you configure follow-up campaigns or other actions based on specific triggers. The advanced marketer will also love the powerful and brilliant 'dynamic content tag' - a block of content that can be swapped in and out of campaigns based on attributes like email address, physical location, and even whether a specific campaign was opened. For example, you could send a follow up discount offer to those who didn't open your previous email; or localize your content using the zip code.

What we didn't like: Depending on your needs, the limit of two out of a possible five tags for Google Analytics campaign tracking may be restrictive. Social media integration is missing, so you may need third party tools to tweet and facebook your campaigns. We also missed complaints reporting, a key measure of list health if you have a big list and an active marketing program, although this is a roadmap feature coming soon. Also, the content in the Knowledge Base is a bit skimpy and will require a dose of patience to dig through. For some issues you may be better off contacting tech support via chat or email. By the way, the home page is where you can access support tickets and live chat; the Help link in the header only takes you to the knowledge base.

Ratings

★ ★ ★ ★

"Powerful tools for advanced marketers at a comparatively low price point"

Easy To Use	★ ★ ★
Low Cost	★ ★ ★ ★
Deep Industry Knowledge	★ ★ ★ ★
Well Supported	★ ★ ★ ★
Quick To Set Up	★ ★ ★ ★ ★
Easy To Learn	★ ★ ★ ★
Flexible to Customise	★ ★ ★ ★
Powerful Reporting	★ ★ ★ ★
Integrates with Other Software	★ ★ ★
Grows With Your Business	★ ★ ★ ★ ★

Pricing

Pinpointe offers plans starting from $49 per month for up to 5000 emails. Pay 6 months upfront for 15% off. You can also choose pay-as-you-go pricing, starting from 25,000 email credits for $245 (0.98 cents each). An Enterprise Version is also available for those needing a dedicated instance, URLs and multiple user logins.