

Feature:



Lead Delivery	Ability to receive leads from any EDU lead provider or your own website in XML or HTTP	Can receive leads from all lead providers and transfer to certain CRMs
Scoring & Verification	Real-time integrations with best in class products from TargusInfo and eBureau, but no in-house capability	Sparkroom has some in-house scoring and verification capabilities
Duplicate Cleansing	Leads360 has the most sophisticated duplicate matching, management and cleansing system	Sparkroom is capable of some basic duplicate lead flagging
Dialer	Leads360 has its own power-dialer with intelligent distribution	Sparkroom does not have any dialing or enrollment management capabilities
Distribution	Leads360's distribution engine is capable of real-time attribute or skill-based push and pull routing	Basic attribute based push routing prior to entry into CRM
Prioritization	Continuous prioritization of an enrollment advisor's leads, based on what is important	Sparkroom has no concept of prioritization as it is not for enrollment management
Enrollment Management	Leads360 allows schools to create an optimal workflow and call strategy specifically for enrollment	Sparkroom is not an enrollment management platform, it just passes leads to a CRM
Email Automation	Robust email platform with full delivery reporting, oriented towards lead nurturing	Integration with ExactTarget to broadcast emails to large lists of prospects
Reporting	Customizable reporting focused on enrollment management and team performance	Core focus of Sparkroom is highly visual reports , focused on lead vendor performance

Key:



Core Function



Strong Function



Some Function



Partial Function



No Function