

# Zembula Features Comparison

Features	Zembula	Live Clicker	MovableInk
<b>Video (Email)</b>	✓*	✓	✗
Open over any webpage	✓*	✗	?
Play in email	✓*	✓	?

<b>Live Polling</b>	✓*	✓	✓
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<b>Reveal</b>	✓	✓	✓
Scratch-it	✓	✓	✓
Personalized coupons	✓	✓	✓
A/B testing	✓	✗	✓
Sweepstakes	✓	✗	✓
Scheduled	✓	✗	✓
Rotational	✓	✗	✗
Rules based (contextual/personalized)	✓	✓	✓
10 experiences	✓	✗	✗
Overlay on any web page	✓	✗	✗
Interstitial	✓	✓	✓
Visual editor	✓*	?	✓
Location	✓*	✗	✗
Live video reveal	✓*	✗	✗
Personalization	✓*	✗	✓
Any API data source	✓*	✗	✗

<b>Live Images</b>	✓*	✓	✓
Realtime personalization	✓*	✗	✓
Rule based image	✓*	✓	✓
Any API data source	✓*	✓	✓
Live updates	✓*	✓	✓
Package tracking	✓*	✓	✓
Website images / scrape	✓*	✓	✓
Image editor	✓*	✓	✓
Live graphs / charts	✓*	✓	✓
Weather	✓*	✓	✓
Social images	✓*	✓	?
Name	✓*	✓	?
Map	✓*	✓	✓
Location	✓*	✓	?
Calendar	✓*	✓	✗
Animated live image	✓*	✓	?
Update the Inbox after send	✓*	?	✓
Loyalty personalization/updates	✓*	✓	✓
Dynamic A/B testing	✓*	?	✓
Sweepstakes	✓*	?	?

<b>Countdown Timer</b>	✓	✓	✓
Custom fonts	✓*	?	✓
Live updates	✓	?	✓

<b>Website Behavioral Triggering</b>	✓	✗	?
Overlay	✓	✗	?
Slide-in	✓	✗	?

<b>Analytics</b>	✓	✓	✓
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<b>Portable ESP Button</b>	✓* <small>(Zembula Button)</small>	✗	✗
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<b>Email Capture</b>	✓	✗	?
Behavioral triggering	✓	✗	?
Multi field forms	✓	✗	?
ESP integrations	✓	✗	?
Success message customization	✓	✗	?

\*Release 2019