



## Why would you use our Web2CRM™ when Microsoft has an Internet Marketing Feature?

1. Our product works with all three deployment scenarios - online, on premise, partner hosted - theirs is only online.
2. Our product works with any custom or customizable entity - theirs is only Leads.
3. Our product pushes data directly into the CRM system instantly and workflow can react to it immediately, their system requires someone to go to the web to 'approve' the submission before it gets into CRM.
4. Our product has form level validation against the metadata of the attribute so you don't push illegal data into CRM - Theirs doesn't.
5. Our product includes carry code so you can insert the form HTML directly into your page on your website URL with your CSS. And we have a painless CAPTCHA solution and form field validation, theirs doesn't.
6. Our product will work with other search engine keyword programs like Google - theirs only works with the Microsoft Adcenter search engine.
7. Our product has a visually intuitive designer - their product requires you to remember those 'pesky' schema names like 'address1\_city'

[Watch some demonstration videos and learn more about the product today.](#)

[Start your free full function 7 day trial today.](#)