Telerik® Sitefinity™
Winning customer experiences

SITEFINITY PLATFORM FULL FEATURES LIST

The Sitefinity digital marketing platform is composed of the Sitefinity CMS, a web content management platform for creating and delivering personalized customer experiences, and the Sitefinity Digital Experience Cloud (DEC), a digital marketing command center for driving business growth through customer journey analysis, optimization and personalization.

The Sitefinity platform

Sitefinity CMS

- Web Content Management
- Digital Asset Management
- Form Builder
- Content Personalization
- Mobile Sites & Apps
- Email Marketing
- Social Media
- Digital Commerce
- Enterprise Capabilities
- System Integrations
- Development Platform

Orchestrate marketing success and grow your business

Sitefinity DEC

- Contact Management
- Lead Management & Scoring
- 360˚ Customer Profile
- Conversion Tracking
- Marketing Attribution
- Audience Segmentation
- Predictive Analytics
- Campaign Recommendations
- Campaign Tracking

Sitefinity CMS Editions

Standard	Professional	Online Marketing	Enterprise
Suitable for basic websites and portals	Ideal for web content management solutions and basic ecommerce websites	Great for digital marketing and ecommerce	Perfect for digital marketing, ecommerce and integrated enterprise solutions

Sitefinity CMS can be deployed on premise or in the cloud for maximum flexibility with customizations and integrations. It is licensed on a perpetual basis per production domain name and includes the rights to be used with an unlimited number of non-production domains and servers.

Sitefinity DEC Plans

Basic	Standard	Advanced	Enterprise
Suitable for basic marketing automation – contact management, persona profiling and lead scoring	Ideal for basic customer journey analysis and marketing automation	Great for advanced customer journey analysis and optimization.	Perfect for driving business growth at scale

Sitefinity DEC is a cloud-based, Software as a Service (SaaS) solution optimized for maximum performance and scalability for working with very large data sets. The Basic plan is complimentary to all Sitefinity CMS customers with Online Marketing and Enterprise Editions as long as they have an active license maintenance.

Sitefinity CMS Features

Web Content Management	**Standard** Edition	**Professional** Edition	**Online Marketing** Edition	**Enterprise** Edition
Servers	2 Servers	Unlimited	Unlimited	Unlimited
Concurrent CMS Users	2	10	15	Unlimited
Production Domains	1	1	1	1
Non-production Domains (e.g. development, staging)	Unlimited	Unlimited	Unlimited	Unlimited
Sitemap Pages	Unlimited	Unlimited	Unlimited	Unlimited
Content Items	Unlimited	Unlimited	Unlimited	Unlimited
Generic Content Blocks	✔	✔	✔	✔
Blogs & Blog Posts Management	✔	✔	✔	✔
News Management	✔	✔	✔	✔
Events Management	✔	✔	✔	✔
Event Calendars Management	✔	✔	✔	✔
Lists Management	✔	✔	✔	✔
Images Management	✔	✔	✔	✔
Video Management	✔	✔	✔	✔
Document & File Management	✔	✔	✔	✔
Forums	✔	✔	✔	✔
Comments	✔	✔	✔	✔
Content Ratings	✔	✔	✔	✔
Dynamic Content & Types	✔	✔	✔	✔
Custom Content Types	✔	✔	✔	✔
Custom Fields & Metadata	✔	✔	✔	✔
Location Metadata & Maps Support	✔	✔	✔	✔
Related Content & Hierarchical Content Types	✔	✔	✔	✔
Content Item Usage Reports (e.g. Pages on which a given article/image is being displayed)	✔	✔	✔	✔

Web Content Management	Standard Edition	Professional Edition	Online Marketing Edition	Enterprise Edition
Dynamic Sitemap & Menu Navigation	✔	✔	✔	✔
Content & Documents Search (Text, PDF, Word files)	✔	✔	✔	✔
Automatic Search Indexing (New & Updated Content)	✔	✔	✔	✔
Indexing & Search of Custom Fields	✔	✔	✔	✔
Create & Manage Multiple Search Indices	✔	✔	✔	✔
Search Results Based on User Permissions	✔	✔	✔	✔
Support for Integration with 3rd Party Search (e.g. Google Search Appliance)	✔	✔	✔	✔
Advanced Publishing & Content Syndication System	✔	✔	✔	✔
RSS & Atom Feed Consumption for Content Creation	✔	✔	✔	✔
Dynamic Administration Dashboard	✔	✔	✔	✔
Section 508 Compliance Support	✔	✔	✔	✔
XHTML & WAI Compliance Support	✔	✔	✔	✔
Sitefinity DEC Basic Plan Included			✔	✔
Pages & Content Authoring				
Web-based Content Authoring Experience	✔	✔	✔	✔
Rich Text & HTML Editor (WYSWYG)	✔	✔	✔	✔
Support for Pre-defined Styles in the HTML Editor	✔	✔	✔	✔
Clean Copy & Paste from Microsoft Word	✔	✔	✔	✔
Spell Check	✔	✔	✔	✔
Drag & Drop Template Builder	✔	✔	✔	✔
Template Layout Element Labels	✔	✔	✔	✔
Template Inheritance	✔	✔	✔	✔
Custom Thumbnails for Templates	✔	✔	✔	✔

Pages & Content Authoring	Standard Edition	Professional Edition	Online Marketing Edition	Enterprise Edition
Template Themes for Style Management	✔	✔	✔	✔
Template Duplication	✔	✔	✔	✔
Drag & Drop Page Builder	✔	✔	✔	✔
Pre-defined Page Templates Selection	✔	✔	✔	✔
Drag & Drop Page Layout Updates	✔	✔	✔	✔
Pre-defined Widget Templates Selection	✔	✔	✔	✔
Exclude Select Pages from the Navigation	✔	✔	✔	✔
Drag & Drop Page Structure Update	✔	✔	✔	✔
Hide Select Pages from Search Engines	✔	✔	✔	✔
Multiple Navigation Menu Options	✔	✔	✔	✔
On-page Custom JavaScript, CSS and Markup	✔	✔	✔	✔
Embed videos, images and documents	✔	✔	✔	✔
Content Preview, Including Mobile Devices	✔	✔	✔	✔
Content Preview with External Audience	✔	✔	✔	✔
Inline Editing of Content & Digital Assets	✔	✔	✔	✔
Page & Content Duplication	✔	✔	✔	✔
Content Reuse & Sharing	✔	✔	✔	✔
Content Publication & Expiration Scheduling	✔	✔	✔	✔
Content Check-out and Check-In	✔	✔	✔	✔
Save & Preview Content Drafts Before Publishing	✔	✔	✔	✔
Content & Metadata Versioning with Revision History	✔	✔	✔	✔
User Audit Trail for Content Changes	✔	✔	✔	✔
Side-by-side Content Version Comparison	✔	✔	✔	✔
Revert to Old Content Versions	✔	✔	✔	✔
Recycle Bin	✔	✔	✔	✔

	Standard Edition	Professional Edition	Online Marketing Edition	Enterprise Edition
Digital Asset Management				
Sitefinity Desktop Application	✔	✔	✔	✔
Live Document Editing	✔	✔	✔	✔
Convert & Publish Word Docs as PDF Files	✔	✔	✔	✔
Drag & Drop Media Libraries	✔	✔	✔	✔
Web & Desktop Image Editor	✔	✔	✔	✔
Replace Images & Other Files with One Click	✔	✔	✔	✔
Image & Video Thumbnail Generator	✔	✔	✔	✔
Preview Video & Audio Files	✔	✔	✔	✔
HTML5 Video Player (Plays WebM, Ogv and MP4 files)	✔	✔	✔	✔
Embed YouTube and Other Videos	✔	✔	✔	✔
Support for Flash & Windows Media Videos	✔	✔	✔	✔
Support for 3rd Party File Storage Providers	✔	✔	✔	✔
Content Organization				
Tags (Horizontal Classification)	✔	✔	✔	✔
Categories (Vertical classification)	✔	✔	✔	✔
Custom Taxonomies & Filters	✔	✔	✔	✔
Facet Taxonomy	✔	✔	✔	✔
Network Taxonomy	✔	✔	✔	✔
Hierarchical Libraries (Images, Documents, Videos)	✔	✔	✔	✔

	Standard Edition	Professional Edition	Online Marketing Edition	Enterprise Edition
Multilingual Support				
Multilingual Content, Including Multiple Cultures	✔	✔	✔	✔
Content Version & Revision History per Language	✔	✔	✔	✔
Multilingual Spell Check	✔	✔	✔	✔
Multilingual URLs and Metadata	✔	✔	✔	✔
Synchronized Translations (Ensure Consistent Layout)	✔	✔	✔	✔
Copy Content Between Language Versions	✔	✔	✔	✔
Side-by-side Content Translation	✔	✔	✔	✔
Approval Workflow per Language	✔	✔	✔	✔
Right-to-Left Language Support (e.g. Arabic)	✔	✔	✔	✔
Multilingual Backend System Interface	✔	✔	✔	✔
Support for Managing 50+ Languages	✔	✔	✔	✔
Translations Management				✔
Content Export & Import for Localization (XLIFF)				✔
Connector for FTP localization server (XLIFF)				✔
Connector for Lionbridge (Clay Tablet Technologies)				✔
Conector for Translations.com				✔
Support for Custom Integration with Translation Services				✔
Online Forms				
Drag & Drop Form Layout Builder	✔	✔	✔	✔
Drag & Drop Form Widgets (e.g. Textbox, Checkbox)	✔	✔	✔	✔
Support for File Uploads	✔	✔	✔	✔
Support CAPTCHA & 3rd Party Spam Validators	✔	✔	✔	✔

Online Forms	Standard Edition	Professional Edition	Online Marketing Edition	Enterprise Edition
Form Input Validation: Client-side and Server-side	✔	✔	✔	✔
Form Submission Restriction Rules	✔	✔	✔	✔
Form Drafts & Preview	✔	✔	✔	✔
Form Approval Workflow	✔	✔	✔	✔
Access Permissions per Form	✔	✔	✔	✔
Form Email Notifications	✔	✔	✔	✔
Form Duplication	✔	✔	✔	✔
Incorporate Form Data in User Profiles	✔	✔	✔	✔
Search Data from Form Submissions	✔	✔	✔	✔
Export Form Data in Microsoft Excel	✔	✔	✔	✔
Support for Custom Form Widgets	✔	✔	✔	✔
Form Events and Hooks for Developer Extensibility	✔	✔	✔	✔
Sync Form Data with CRMs (e.g. Salesforce.com)			✔	✔
Sync Form Data with Marketo			✔	✔
Sync Forms Between Websites & Environments				✔
Search Engine Optimization (SEO)				
SEO Friendly & Extensionless URLs	✔	✔	✔	✔
Vanity URLs	✔	✔	✔	✔
Multiple URLs Support (per Page & Content Item)	✔	✔	✔	✔
Canonical URLs Support for Content Reuse	✔	✔	✔	✔
Automatic URL Updates on Page Structure Changes	✔	✔	✔	✔
Content Metadata (Title, Description, Keywords)	✔	✔	✔	✔
Support for Semantic Markup and Microdata	✔	✔	✔	✔

Search Engine Optimization (SEO)	Standard Edition	Professional Edition	Online Marketing Edition	Enterprise Edition
Automatic Sitemap Generation in XML file	✔	✔	✔	✔
SEO Filtering Tools for Page Metadata	✔	✔	✔	✔
Content Personalization				
Personalization per Widget, Page and Template			✔	✔
Personalization by Multiple Segments			✔	✔
Segment Users Based on IP Location (MaxMind IP Geolocation Database)			✔	✔
Segment Users Based on Browsing History			✔	✔
Segment Users Based on User Role			✔	✔
Segment Users by Website Search Keywords			✔	✔
Segment Users Based on Referrer URL			✔	✔
Segment Users Based on Purchase History			✔	✔
Segment Users Based on Marketo Data (Requires Connector for Marketo)			✔	✔
Segment Users Based on Salesforce Data (Requires Connector for Salesforce)			✔	✔
Create Multiple Personalized Versions for One Page			✔	✔
Preview Personalized Content by Segment			✔	✔
Email Marketing				
Number of Email Subscribers	10,000	50,000	unlimited	unlimited
Email Campaigns & Newsletters	✔	✔	✔	✔
Mailing Lists Management, Including Dynamic Lists	✔	✔	✔	✔
Import & Export Subscribers from CSV & Text Files	✔	✔	✔	✔
Subscribe & Unsubscribe Functionality	✔	✔	✔	✔

Email Marketing	Standard Edition	Professional Edition	Online Marketing Edition	Enterprise Edition
Drag & Drop Email Layout & Template Builder	✔	✔	✔	✔
Text Email Version Support	✔	✔	✔	✔
Website Content Reuse for Emails	✔	✔	✔	✔
Email Preview	✔	✔	✔	✔
Email Personalization with Variable Parameters	✔	✔	✔	✔
Email Delivery Scheduling	✔	✔	✔	✔
Email Delivery in Batches	✔	✔	✔	✔
Advanced Reporting and Statistics (e.g. Open Rate)	✔	✔	✔	✔
Email A/B Testing with Scheduling			✔	✔
Mobile				
Responsive Web Design Engine & Rules	✔	✔	✔	✔
Responsive Layout Elements	✔	✔	✔	✔
Specify Responsive Rules per Template & per Page	✔	✔	✔	✔
Mobile-friendly Navigation	✔	✔	✔	✔
Mobile-friendly Widgets	✔	✔	✔	✔
Configuration of Responsive Layout Transformations	✔	✔	✔	✔
Show or Hide Page Elements for a Given Screen Size	✔	✔	✔	✔
Content Preview on Multiple Mobile Devices	✔	✔	✔	✔
Mobile Website Redirection	✔	✔	✔	✔
Full Control Over the HTML Markup & CSS	✔	✔	✔	✔
Support for Mobile-friendly (HTML5) Videos	✔	✔	✔	✔
Mobile Apps Builder	✔	✔	✔	✔
Content Management for Mobile Apps	✔	✔	✔	✔

Mobile	Standard Edition	Professional Edition	Online Marketing Edition	Enterprise Edition
Integration with Telerik AppBuilder	✔	✔	✔	✔
Sitefinity Box Mobile App	✔	✔	✔	✔
Social Media				
Content Mashup	✔	✔	✔	✔
Twitter Connector	✔	✔	✔	✔
Twitter URL Shortening Service	✔	✔	✔	✔
Display Twitter Feeds	✔	✔	✔	✔
Display Facebook Feeds	✔	✔	✔	✔
Facebook Like Button	✔	✔	✔	✔
Support for Embedded Social Media Feeds	✔	✔	✔	✔
RSS and Atom Content Feeds	✔	✔	✔	✔
Social Sharing Bookmarks	✔	✔	✔	✔
Social Logins Support (e.g. Login with Facebook)	✔	✔	✔	✔
Web Analytics				
Built-in Web Analytics	✔	✔	✔	✔
Built-in Integration with Google Analytics	✔	✔	✔	✔
Contextual Analytics for Pages & Content Items	✔	✔	✔	✔
Access Permissions per Report	✔	✔	✔	✔
Web Analytics Data Export in XML	✔	✔	✔	✔
Support for 3rd Party Web Analytics Integration	✔	✔	✔	✔

	Standard Edition	Professional Edition	Online Marketing Edition	Enterprise Edition
Digital Commerce				
Product Information & Catalogs Management		✔	✔	✔
Custom Product Types & Variations		✔	✔	✔
Support for Downloadable/Digital Products		✔	✔	✔
Departments Management		✔	✔	✔
Product Filtering & Search		✔	✔	✔
Related Products		✔	✔	✔
Product Ratings & Reviews		✔	✔	✔
Product Wishlists		✔	✔	✔
Buy Now Widget		✔	✔	✔
Customizable Online Store & Shopping Cart		✔	✔	✔
Multiple Storefronts		✔	✔	✔
Multilingual Content & Product URLs		✔	✔	✔
Multiple Currencies		✔	✔	✔
Multi-tiered Pricing		✔	✔	✔
Promotional Pricing with Specified Time Duration		✔	✔	✔
Discount Coupons with Specified Time Duration		✔	✔	✔
Discounts per User Role or Customer Type		✔	✔	✔
Multiple Discounts Support		✔	✔	✔
Online & Offline Payments Support		✔	✔	✔
Multiple Credit Cards Support		✔	✔	✔
Encrypted Credit Card Data Storage		✔	✔	✔
Built-in Integration with Select Payment Processors		✔	✔	✔
Tax Management		✔	✔	✔

Digital Commerce	Standard Edition	Professional Edition	Online Marketing Edition	Enterprise Edition
Multiple Tax Classes Support		✔	✔	✔
Import & Export of Taxes (CSV File)		✔	✔	✔
Multiple Shipping Methods (e.g. FedEx, UPS, USPS)		✔	✔	✔
Customizable Checkout		✔	✔	✔
Pre- and Post-Purchase Developer Hooks		✔	✔	✔
Order Management		✔	✔	✔
Invoices		✔	✔	✔
Email Notifications for New & Pending Orders		✔	✔	✔
Inventory Management		✔	✔	✔
Inventory & Sales Reports		✔	✔	✔
Customer Account Management		✔	✔	✔
PCI-DSS Compliance Support		✔	✔	✔
Support for Integration with 3rd Party Systems		✔	✔	✔
Administration & Security				
Browser-based Administration	✔	✔	✔	✔
Multiple Browser Support (e.g. IE, Chrome, Firefox)	✔	✔	✔	✔
Personalized Dashboard	✔	✔	✔	✔
User & Role Management	✔	✔	✔	✔
User Profiles with Support for Custom Fields	✔	✔	✔	✔
Active Directory, LDAP & NTLM Support	✔	✔	✔	✔
Multiple & Custom Membership Providers Support	✔	✔	✔	✔
Permissions per User & User Role	✔	✔	✔	✔
Granular Permissions (Frontend & Backend)	✔	✔	✔	✔
Website Files Manager	✔	✔	✔	✔

Administration & Security	Standard Edition	Professional Edition	Online Marketing Edition	Enterprise Edition
Pre-defined Workflows for Multistep Approval	✔	✔	✔	✔
Workflow Status Reports & Filters	✔	✔	✔	✔
Workflow Email Notifications to Alert Approvers	✔	✔	✔	✔
Workflow Comments to Describe Changes	✔	✔	✔	✔
Custom Workflows for Approval & Automation		✔	✔	✔
Configuration Policy Administration	✔	✔	✔	✔
SSL Support	✔	✔	✔	✔
Claim-based & Form-based Authentication	✔	✔	✔	✔
Windows Authentication	✔	✔	✔	✔
Pluggable Authentication	✔	✔	✔	✔
Single Sign-on Support	✔	✔	✔	✔
Encrypted User Passwords	✔	✔	✔	✔
Encrypted Configuration Files Support	✔	✔	✔	✔
Protection Against SQL Injection Attacks	✔	✔	✔	✔
Protection Against Cross-Site Scripting	✔	✔	✔	✔
Protection Against Cross-Site Request Forgery	✔	✔	✔	✔
Security Audit & Validation from 3rd Party	✔	✔	✔	✔
FIPS Compliance Support	✔	✔	✔	✔
Site Synchronization Between Environments & Sites				✔
Site Synchronization Tasks Scheduling				✔
System Audit Trail of User Activity				✔
System Audit Trail Reports (Elasticsearch & Kibana)				✔

	Standard Edition	Professional Edition	Online Marketing Edition	Enterprise Edition
Multisite Management				
Multisite Management				✔
Support for 100+ Websites on a Single Instance				✔
Domains/Subdomains/Subfolders Site Configuration				✔
Share Templates & Themes Between Websites				✔
Share Pages Between Sites				✔
Share Content Between Sites				✔
Share Digital Assets Between Sites				✔
Share Forms Between Sites				✔
Share Users & Roles Between Sites				✔
Taxonomy per Site or Shared Across All Sits (e.g. Tags)				✔
Approval Workflows per Site				✔
Web Analytics per Site				✔
Access Permissions per Site				✔
Search Index for All Sites or per Site				✔
Site Synchronization per Site				✔
System Configuration Settings per Sites				✔
Single Codebase for All Sites				✔
Performance & Scalability				
Client-Side Data Binding	✔	✔	✔	✔
Configurable Server-side Output Caching	✔	✔	✔	✔
Configurable Client-side Caching	✔	✔	✔	✔
Support for 10,000+ Website Pages	✔	✔	✔	✔

Performance & Scalability	Standard Edition	Professional Edition	Online Marketing Edition	Enterprise Edition
Support for 100,000+ Content Items & Digital Assets	✔	✔	✔	✔
Support for Content Delivery Networks (CDNs)	✔	✔	✔	✔
Support for SSL Offloading	✔	✔	✔	✔
Performance Optimization Dashboard	✔	✔	✔	✔
Load-Balancing & Webfarms Support		✔	✔	✔
Support for Cloud Auto-Scaling (Azure Wep Apps, Amazon EC2)		✔	✔	✔
Support for Redis and ElastiCache		✔	✔	✔
Layer2 Data Caching in Load-Balanced Environment		✔	✔	✔
Caching for Personalized Pages			✔	✔
System Integrations & Deployment				
Integrated Lucense Search	✔	✔	✔	✔
Integration with Azure Cloud Search	✔	✔	✔	✔
Support for Other Search Services (e.g. Apache Solr)	✔	✔	✔	✔
File Storage Provider for Azure Blob Storage	✔	✔	✔	✔
File Storage Provider for Amazon S3	✔	✔	✔	✔
File Storage Provider for Dropbox	✔	✔	✔	✔
Support for Akismet Spam Protection Integration	✔	✔	✔	✔
Connector for Sitefinity Digital Experience Cloud	✔	✔	✔	✔
Connector for Telerik Backend Services	✔	✔	✔	✔
Integration with Telerik AppBuilder	✔	✔	✔	✔
Connector for Dynamics CRM from 3rd Party	✔	✔	✔	✔
Connector for Salesforce CRM			✔	✔
Connector for Marketo			✔	✔

System Integrations & Deployment	Standard Edition	Professional Edition	Online Marketing Edition	Enterprise Edition
Connector for Microsoft SharePoint Online/On Premise				✔
Integration with Elastic Search				✔
Integration with Kibana				✔
Support for Integration with 3rd Party Systems	✔	✔	✔	✔
Support for Microsoft Azure Cloud	✔	✔	✔	✔
Support for Amazon EC2	✔	✔	✔	✔
Development Platform				
Native Support for Microsoft .NET 4.5	✔	✔	✔	✔
Native Support for HTML5	✔	✔	✔	✔
jQuery, AngularJS & Other JavaScript Frameworks	✔	✔	✔	✔
Native Support for UI Frameworks (e.g. Bootstrap)	✔	✔	✔	✔
Native Support for ASP.NET MVC 5 & Razor Syntax	✔	✔	✔	✔
Native Support for Microsoft Visual Studio	✔	✔	✔	✔
Visual Studio Extension (Sitefinity Thunder)	✔	✔	✔	✔
SQL Server, MySQL & Oracle Database Support	✔	✔	✔	✔
Comprehensive & Fully Exposed Fluent & Native APIs	✔	✔	✔	✔
RESTful Web Services API	✔	✔	✔	✔
Built-in ORM (Telerik Data Access)	✔	✔	✔	✔
Custom Navigation Menu Support	✔	✔	✔	✔
Multiple Widget Templates Support	✔	✔	✔	✔
Geolocation API	✔	✔	✔	✔
Backend Interface Customization	✔	✔	✔	✔
Plug-in Framework for Modules and Widgets	✔	✔	✔	✔
Search Service	✔	✔	✔	✔

	Standard Edition	Professional Edition	Online Marketing Edition	Enterprise Edition
Automatic Widget Generation for Dynamic Types	✔	✔	✔	✔
Notification Service	✔	✔	✔	✔
Localization Service	✔	✔	✔	✔
RSS Service	✔	✔	✔	✔
Custom Content Type Builder	✔	✔	✔	✔
Widget Configuration Editor	✔	✔	✔	✔
Templates Based on Standard Master Pages	✔	✔	✔	✔
Custom and User Controls	✔	✔	✔	✔
Provider Model	✔	✔	✔	✔
Native Support for LINQ	✔	✔	✔	✔
Personalization Framework	✔	✔	✔	✔
Security Framework	✔	✔	✔	✔
N-tier Application Development	✔	✔	✔	✔
Visual Studio Templates for Rapid Development	✔	✔	✔	✔
Unit & Integration Testing Support	✔	✔	✔	✔
Continuous Integration & Delivery Support	✔	✔	✔	✔
Comprehensive Product Documentation	✔	✔	✔	✔
NuGet Repository with Free Extension Packages	✔	✔	✔	✔
Software Development Kit & Code Samples on GitHub	✔	✔	✔	✔
Included Developer Tools				
Telerik UI for ASP.NET AJAX	✔	✔	✔	✔
Telerik UI for Silverlight	✔	✔	✔	✔
Telerik Kendo UI Professional	✔	✔	✔	✔

Telerik AppBuilder		1 Developer Subscription (Complimentary)	3 Developer Subscriptions (Complimentary)	3 Developer Subscriptions (Complimentary)
Telerik Data Access	✔	✔	✔	✔
Telerik Fiddler	✔	✔	✔	✔
Telerik JustDecompile	✔	✔	✔	✔

Sitefinity DEC Features

The Sitefinity DEC Basic plan is complimentary to all Sitefinity CMS customers with Online Marketing and Enterprise Editions as long as they have an active license maintenance.

Customer Journey Database	**Basic** Plan	**Standard** Plan	**Advanced** Plan	**Enterprise** Plan
Contact Management	500,000 contact profiles	500,000 contact profiles	1,000,000 contact profiles	2,000,000 contact profiles
Named Cloud Users	10	10	25	50
Custom Contact Properties	✔	✔	✔	✔
Contact Search	✔	✔	✔	✔
Contact Export to CSV File	✔	✔	✔	✔
Customer Journey Tracking	✔	✔	✔	✔
Profiling & Scoring of Anonymous Visitors	✔	✔	✔	✔
Persona Profiling	✔	✔	✔	✔
Support for Multiple Personas per User	✔	✔	✔	✔
Audience Breakdown by Persona Report	✔	✔	✔	✔
Lead Management & Scoring	✔	✔	✔	✔
Lead Scoring Email Notifications	✔	✔	✔	✔
Marketing Dashboard with Configurable Reports	✔	✔	✔	✔
Engagement Workflow API Triggers Based on Lead Scoring	✔	✔	✔	✔
360˚ Customer Profile	✔	✔	✔	✔

	Basic Plan	Standard Plan	Advanced Plan	Enterprise Plan
Customer Journey Analysis				
Conversion Tracking		✔	✔	✔
Marketing Attribution		✔	✔	✔
Customer Journey Optimization				
Audience Segmentation, Including Anonymous Users			✔	✔
Behavioral Segmentation			✔	✔
Demographic Segmentation			✔	✔
Predictive Analytics			✔	✔
Prediction Accuracy (low, medium, high)			✔	✔
Campaign Recommendations			✔	✔
Campaign Tracking			✔	✔
Customer Journey Personalization				
Persona-Based Personalization	✔	✔	✔	✔
Lead-Scoring-Based Personalization	✔	✔	✔	✔
Third-Party Website Personalization	✔	✔	✔	✔
Mobile Apps Personalization	✔	✔	✔	✔
Custom Widgets Personalization (e.g. Banners)	✔	✔	✔	✔
Personalization API	✔	✔	✔	✔
Personalization Analytics	✔	✔	✔	✔
Personalization Attribution to Conversions		✔	✔	✔
Predictive Personalization			✔	✔

	Basic Plan	Standard Plan	Advanced Plan	Enterprise Plan
Customer Journey Data Collection				
Unlimited Data Centers (e.g. Sandbox, Data Separation)	✔	✔	✔	✔
Data Integration API and SDKs	✔	✔	✔	✔
Data Collection from Third-Party Systems (e.g. CMS, Marketing Automation)	✔	✔	✔	✔
Mobile Apps Tracking (e.g. User Behavior)	✔	✔	✔	✔
Traffic Filtering by IP Address	✔	✔	✔	✔
Cross-Domain Tracking		✔	✔	✔
Cross-Subdomain Tracking		✔	✔	✔
Connector for Salesforce CRM	optional	optional	optional	✔
Connector for Microsoft Dynamics CRM	optional	optional	optional	✔
Connector for Oracle Eloqua	optional	optional	optional	✔
Connector for SQL Databases	optional	optional	optional	✔

If you can't find a feature that you are looking for, please contact us at sales@sitefinity.com to discuss your case.
Next steps? Schedule a demo at sitefinity.com/demo

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Rev 10/20 | 151019-0186

NEXT STEPS?
Schedule a demo at

sitefinity.com/demo