

CELENT VENDORMATCH FEATURES (VENDORS)

Feature	Explanation	Registered User	PRO1	PRO2	PRO3
Profile					
Company profile	Company profile on the VM directory.	✓	✓	✓	✓
Buyer Communication Links					
Website link	Link to your website.		✓	✓	✓
Live contact link	Link our message dialogue box to a hidden email address.		✓	✓	✓
Live call back link	Link our request a call box dialogue box to a hidden email address.		✓	✓	✓
Buyer Information Sharing and Reports					
Summary report	A link allowing subscribing buyers from Financial Institutions to generate a summary report on your profile.	✓	✓	✓	✓
RFX report*	A link allowing subscribing buyers from Financial Institutions to generate an in-depth RFI report on one of your solutions.	✓	✓	✓	✓
Marketing Analytics					
Quantitative analysis	Statistics on impressions / views / downloads / clicks.		✓	✓	✓
Company demographics	Details of all users engaging with your profile including company, type, geography.			✓	✓
Individual Demographics	Details of users engaging with your profile including company, title, geography.				✓
Market intelligence	A detailed overview of what systems are getting the most and least interest on VM.				✓
Advertising					
Matchbox ads	Contextual matchbox ads on results page.	Per rate card.			
Skyscraper ads	Contextual skyscraper ads on results page.				

*Coming soon