

Constant Contact, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Constant Contact, Inc. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Constant Contact, Inc. and its competitors. This provides our Clients with a clear understanding of Constant Contact, Inc. position in the [Software and Technology Services](#) Industry.

The report contains detailed information about Constant Contact, Inc. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Constant Contact, Inc.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Constant Contact, Inc. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Constant Contact, Inc. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Constant Contact, Inc. business.

About Constant Contact, Inc.

Constant Contact, Inc. is a provider of on-demand email marketing, event marketing, and online survey solutions for small organizations, including small businesses, associations, and non-profits.

The company's customers use its email marketing product to create, send, and track professional and permission-based email marketing campaigns. Its email marketing product incorporates a range of customizable templates to assist in campaign creation, tools to import and manage contact lists, and reporting to track campaign effectiveness.

As of December 31, 2009, the company had 347,548 email marketing customers. The company also offers an online survey product that enables its customers to create and send surveys, and analyze responses.

The company's email marketing customer base included approximately 347,500, as of December 31, 2009. Its customers include varied types of small organizations including retailers, restaurants, day spas, law firms, consultants, non-profits, religious organizations and alumni associations.

Products and Services

Email Marketing

The company's email marketing product allows customers to create, send and track professional-looking email campaigns. The company's email marketing product provides customers with the following features:

Campaign Creation Wizard: This interface enables its customers to create and edit email campaigns. Through controls, customers can change colors, fonts, borders and backgrounds and insert images and logos. The wizard operates on a 'what-you-see-is-what-you-get' basis whereby a customer can move paragraphs and blocks of content within the draft email quickly and view the message from the perspective of intended recipients.

Professionally Developed Templates: These pre-designed email message forms help customers create professional campaigns. Approximately 420 templates provide ideas about the kinds of emails customers can send, including newsletters, business letters, promotions and announcements, and demonstrate, through the use of color and format, the creativity and professionalism of a potential campaign.

Contact List Growth and Management: These tools help customers build and manage their email contact lists. The company's contact list building tools include file and spreadsheet import functionality, as well as software plug-ins to import contact lists maintained in Microsoft Outlook, Microsoft Outlook Express, Intuit QuickBooks, ACT! by Sage Software, and Salesforce. The company also offers a Contact Capture Tool that enables customers to add and update contacts directly from a computer or point of sale device. The company provides customers the ability to add a 'Join My Mailing List' application on the customer's Web site and Facebook page, which can be used to gather new contacts.

Email Tracking and Reporting: These features enable its customers to review and analyze the effectiveness of a campaign by tracking and reporting aggregate information including how many emails were delivered, how many were opened, and which links were clicked on.

Email Delivery Management: These tools are incorporated throughout its product. Some of these tools are apparent to its customers, such as in-depth delivery tracking. Others are delivered through back-office processes, such as a spam content check and address validation.

Image Hosting: The company enables customers to store up to five images for free, view and edit these images, and resize them as necessary for use in their email campaigns.

Email Archive: The company offers its customers the ability to create a hosted version of and past email communications on its system and make them available to their constituents via a link on a customer's Web site or on Facebook or Twitter™.

Event Marketing

The company's event marketing product, which the company launched in 2009, allows its customers to promote and manage events, invite potential attendees, capture and track registrations, collect online payments, and communicate with registrants. Customers can use its product to create an event homepage, email invitations, and keep an online calendar of events. The company's event marketing p

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.
The complete financial data is available for publicly traded companies.

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ANALYSIS FEATURES

SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

Key Factors Examined by PESTEL Analysis:

Political – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

Economic – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

Sociological – What cultural and societal aspects will work upon the demand for the business's products and operations?

Technological – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

Environmental – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

Legal – What laws and legislation will exert influence on the style the business is carried out?

IFE, EFE, IE Matrices

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

Porter Five Forces Analysis

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

VRIO Analysis

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

Reputation

Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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