

Evaluation Criteria	Description	Score
Mass Communication Features	Assesses the quality, flexibility, and ease of use of newsletter templates, including branding options, multilingual and accessibility support, reviews the platform's usability on mobile devices and availability of a dedicated app, two-way communication, etc.	
Analytics and Reporting	Analyzes tools for tracking engagement metrics (e.g., open rates, click-through rates) and actionable insights, etc.	

Integration x

Experience

