act·On

DELIGHTING
MARKETERS SINCE 2008.

Est. 2008

Act-On brings together the tools you need to create, manage, and execute successful marketing campaigns with confidence.

Centralized intelligence and reporting, lead management, nurturing and scoring, easy segmentation, drag-and-drop design, easy-to-use personalization CRM integration and powerful automation tools make it easy for business of any size to get enterprise-level results.

"With Act-On, we've seen a 50 percent increase in sales and a 100 percent increase in response rates. And Act-On's level of service is far better than any vendor I've worked with."

– Donna Lehmann
Director of Marketing Communications
First Insight

Easy Implementation
Just connect your database and start marketing and generating leads. No need to know HTML or to track down an IT support person. In most cases you'll be up and running in about an hour.

Data in Sync
Act-On integrates with multiple CRM systems, so all of your data goes where you want it, when you want it to. And sales reps using CRM can see each lead and contact's activity history, in their own CRM dashboard.

Increased Productivity
Automated program set people free to do other work, so you do more with the same resources. Plus, Act-On's easy integration with cross-industry business tools lets you keep the tools you already use, while making managing them much more easily.

No Out-of-Control Costs
We're in the cloud. So we'll handle the IT, you handle the marketing. And with our transparent, easy-to-understand pricing plans, you're always in control of your spending.

No Time Limits on Support
Support is part of the package, and it doesn't run out after 90 days. You get help when you need it, for as long as you need it. From real people, who get to know you and your company.

AT A GLANCE

The Act-On Ecosystem

Our Platform
Integrated technologies that optimize your customer's cross-channel journey

Act-On Inbound
Powerful capabilities that amplify your strategy and attract ideal prospects to you

Center of Excellence
Insight and answers to help you become a better marketer

Partner Exchange
Long-term support to maximize your business growth

Developer Network
Tools and resources to build the perfect application and integrate it with Act-On

A Cloud-Based Platform Designed for Marketing and Sales Teams

Act-On marketing automation delivers full functionality without complexity – perfect for marketing teams in any industry. You have a powerful suite of intuitive and easy-to-use marketing tools at your fingertips, so you can manage campaigns faster and easier, and have more time to focus on your customers and your results.

Act-On Platform Nuts & Bolts	How You Benefit
Instant-On™ Database	Easily manage your lists, run targeted campaigns, and keep the funnel full, all without tapping your IT resources. Turnkey integration with the most popular CRM systems – Salesforce, Microsoft Dynamics, Sugar, and more – keeps sales and marketing aligned.
Email Marketing Engine	Intuitive, powerful, and robust, our email engine drives your hardest-working marketing tool, no HTML knowledge necessary. Create, test, deploy, measure, target, personalize, trigger, nurture, score. (And that's just a partial list.)
Automated Programs	Set up strategic campaigns to automatically run at the right cadence and frequency. Automation removes repetition, reduces error, and increases efficiency, giving you more time to manage all the new leads you're getting.
Lead Scoring	Two words: increased revenue. Lead scoring dramatically increases your ability to engage prospects, qualify leads, and pursue those who are sales-ready.
Website Visitor Tracking	Learn who is visiting your website and why – including where they came from, what pages they've visited, and what information they've consumed – so you can optimize your strategies, messages, and campaigns.
Landing Pages and Forms	From email and social media campaigns to display ads and QR codes, create campaign continuity with professional pages and forms that are easy to build, quick to deploy, and will give your conversion a significant boost.
Social Marketing	Align your social media strategies and tactics with your other channels, so your messaging is amplified and your branding is consistently reinforced wherever prospects may find you.
Mobile Marketing	Use the Act-On Mobile app for anytime, anywhere access to your campaign performance dashboard from Android and iPhone devices.
Analytics and Reports	Real-time campaign results and deeper-dive analysis help you make informed decisions – from small campaign tweaks to business-critical course corrections.