

Marketing Made Personal



Market smarter and drive faster growth with our adaptive marketing platform.

Customize the Buyer Journey

Develop, automate, track, optimize, and personalize the buyer journey to deepen customer loyalty and close more deals.



Built for the New Era of Marketing

Every marketer wants better insights, recommendations, and automatic actions that lead them to the best content, campaigns, nurturing, and leads. We believe this is the future of marketing and the foundation of how we have built (and continue to innovate) our product. Our platform combines machine learning, predictive technologies and behavior, and interaction data to empower you and your sales team with the tools and information you need to easily adapt to the buyer's journey.



Fastest Time-to-Value

Minimize manual work and maximize ROI with guidance and support every step of the way. We make it easy to set up your account, connect your database, and start marketing.



Focused on Maximizing Value

Customers shouldn't have to worry about the size of their database when it comes to choosing the solution that's right for them — which is why we offer our customers active contacts-based pricing. That means, unlike our competitors, our fees are based on the number of contacts you engage with monthly, not the size of your entire database.



A cloud-based platform designed specifically for marketing and sales teams

For Marketers

Easily access a well-crafted suite of intuitive marketing tools to manage the entire customer lifecycle and orchestrate coordinated programs across departments and channels.

For Sales

Leverage your own Act-On view right in your CRM — if you use one. Get prioritized leads daily, alerts for important web visitors, and complete lead profiles with activity histories — no matter where you are on the web.

PLATFORM FEATURES	
Inbound	<ul style="list-style-type: none">• Website Visitor Tracking• Social Marketing• Landing Pages and Forms• SEO Audit
Outbound	<ul style="list-style-type: none">• Email Marketing Engine• Automated Programs• Account-Based Marketing• Lead Scoring• Adaptive Sending
Sales Effectiveness	<ul style="list-style-type: none">• CRM Integrations• Act-On Anywhere
Reporting	<ul style="list-style-type: none">• Data Studio• Engagement Insights• Campaign Reports• Revenue Attribution