

# Anticipate. Automate. Accelerate.

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



## Create the Next Generation of Buyer Journeys

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 focus 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.



Adaptive Segmentation



Adaptive Forms



Adaptive Sending



Adaptive Scoring



Adaptive Channels



Adaptive Integration

### Fastest Time-to-Value

Minimize manual work and maximize your 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.

- **No need to know HTML or involve IT support:** Access dozens of responsive email, landing page and form templates, or easily create your own with our streamlined composer.
- **Tailored support:** Contact our highly-skilled technical support team any time by phone or online, start or join a discussion in our online community, or work through a full curriculum of online courses at Act-On University.
- **Thriving ecosystem:** Maximize the growth of your business with the help of agency partners, consulting partners, and Act-On's Professional Services.

### Focused on Maximizing Value

We believe customers shouldn't have to worry about the size of their database when it comes to choosing a solution that's right for them. This is why we offer our customers active contacts-based pricing. That means, unlike that of 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	How You Benefit
Inbound Marketing	<b>Website Visitor Tracking</b>	Learn who is visiting your website, what company they're from, which pages they visit, and what they download. Leverage this information to optimize messages and campaigns, and to provide sales the insight they need to fully engage their leads.
	<b>Social Marketing</b>	Use Social Publish to schedule and share assets on Facebook, Twitter, and LinkedIn, and use the Twitter Prospector to find leads. Compare your social traffic with the competition's, and track your AdWords spend to actual closed sales and revenue.
	<b>Landing Pages &amp; Forms</b>	Develop responsive landing pages that use dynamic personalization to boost your conversion rates, and create progressive forms that help build relationships at a comfortable pace. Forms and landing pages are easy to build, easy to A/B test, and quick to deploy – from scratch or by using your favorite template.
	<b>SEO Audit</b>	Analyze any web page, no matter where it's hosted. Add and fine-tune metadata with SEO best practice guidelines that evolve as search does.
Outbound Marketing	<b>Email Marketing Engine</b>	Our powerful and intuitive email engine lets you control every aspect of your campaigns, including sending in the recipient's time zone. Use A/B split testing to determine which email will deliver the results you want. Deliverability tools include email fatigue suppression level settings.
	<b>Automated Programs</b>	Use drag-and-drop tools to set up drip and nurture campaigns that automatically run at the right cadence and frequency. Determine your own entrance and exit criteria, and monitor results in real time in a highly visual display. Create and optimize onboarding programs, loyalty programs, trigger emails, thank-you pages, and more.
	<b>Account-Based Marketing</b>	Get a single account view that includes the buying team and influencers. Create account-based email nurture campaigns, and coordinate account-specific communication across multiple channels. Use account scoring to measure readiness to buy, or to kick off a calling campaign.
	<b>Lead Scoring</b>	Two words: increased revenue. Lead scoring dramatically increases your ability to engage prospects, qualify leads, and identify those who are sales-ready.
Sales Effectiveness	<b>CRM Integrations</b>	Act-On has the most native CRM integrations of any vendor, allowing sales reps to have the same great in-app experience across CRMs, so they can continue to live and work where they are most comfortable. Reps have access to key insights to better understand and adapt to the interest level of their leads, and the ability to easily launch email templates that are tracked by Act-On.
	<b>Act-On Anywhere</b>	The Act-On Anywhere icon allows you to access your Act-On features in any web environment. Sales reps can perform tasks or look at information, such as the activity history for any person matching an email in your Act-On database, right from their CRM, LinkedIn, or email programs, just to name a few.
Reporting	<b>Analytics and Reports</b>	Act-On offers a wide variety of data import and export methods including CRM sync, FTP, and APIs, so all of your data goes where you want it, when you want it to. Review real-time results by campaign, segment, and stage, and use ROI reporting to make informed decisions – from on-the-fly campaign tweaks to business-critical course corrections.