

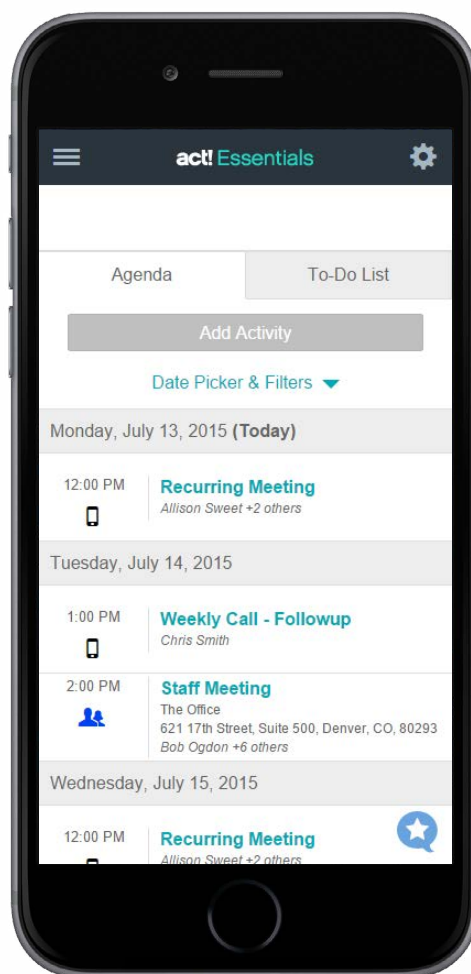


Act! Essentials

Bring your business into focus

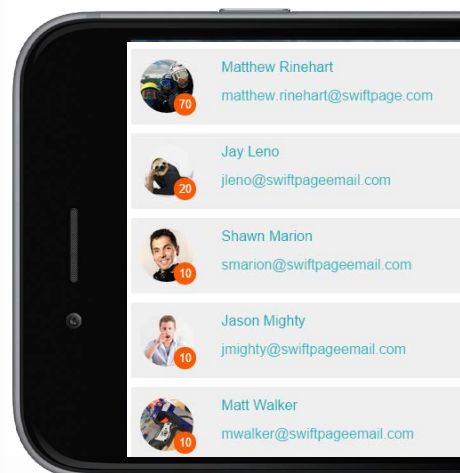
You work hard for
your business —

long days and late hours from home, on the road, and at the coffee shop. You wear all the hats — Chief Sales, Chief Technology, Chief Marketing. Chief Everything. You're an entrepreneur, an innovator — a small business owner. There never seem to be enough hours in the day, or resources to help you, but you're driven to succeed. You're ready to fine-tune your business process, get engaged in marketing, and take control of opportunities. So, what next?



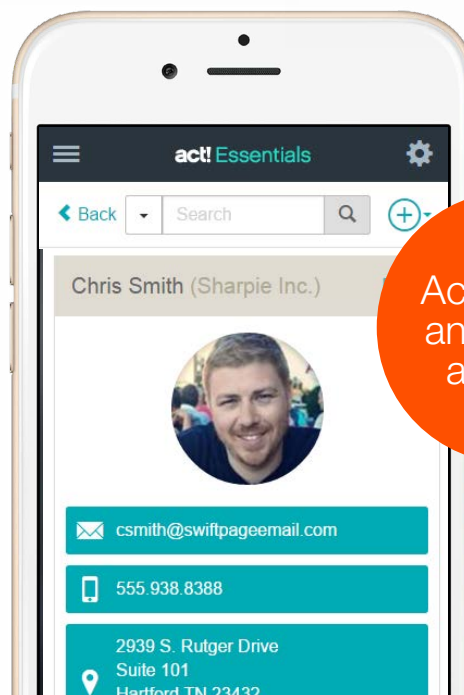
Includes

- Web & Mobile
- Email marketing (500 contacts)
- Automatic upgrades

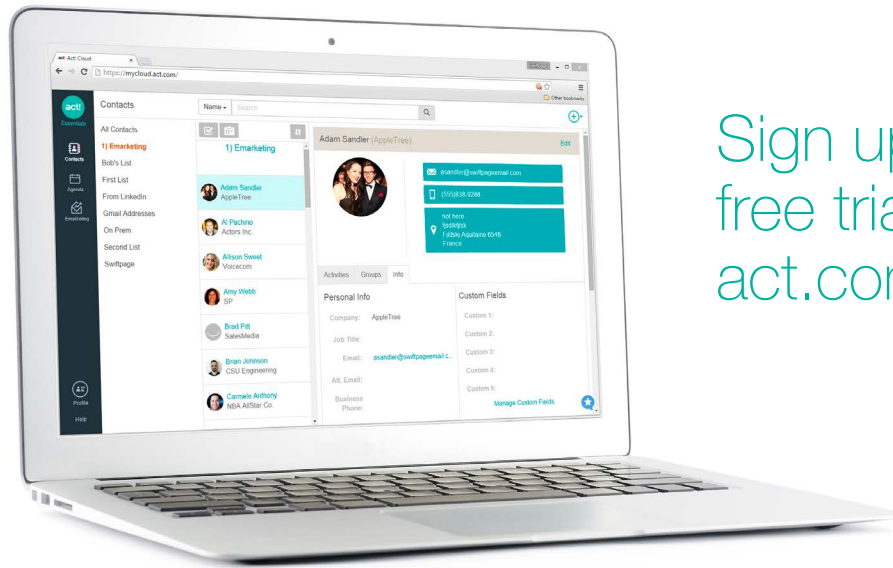


Act! Essentials

is a simple, cost-effective way to help you get organized, stay connected, and look professional. It's easy to get started, with no technical hoops to jump through, and no long-term commitment required. Easily consolidate and manage contacts, activities, notes, and history, and connect with prospects and customers in one organized place, accessible from anywhere.



Accessible
anywhere,
anytime



Sign up for your
free trial today! Visit
act.com/act-essentials

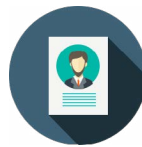


Get Organized

Manage your contacts, activities, and most importantly, your time, by keeping your notes, history and interactions together in one organized place.

Keep all your contacts in one place – easily import from spreadsheets, Google™ or iCloud® and organize by groups.

Take notes and add activities right on the contact in Act! Essentials so you can prioritize and manage your day efficiently.



Look Professional

Intelligently segment your target list, customize a relevant, engaging message, hit send – and watch the results roll in.

Create, send, and track professional, eye-catching campaigns that reach customers and prospects with the right message at the right time.¹

Track your success with real-time email campaign reporting, and know who to follow-up with first with intelligent, prioritized Call Lists – all from within Act! Essentials.



Stay Connected

Know the latest details about your contacts, wherever you are, from any device, so you can prioritize your day and make informed decisions.

Stay connected to your business by accessing key Contact and Activity details from your iPhone®, iPad® or Android™ device.

Know more about your contacts by linking their Facebook® account with their contact information in Act! Essentials.

¹ Basic account and Call List included (email up to 500 contacts per month).