act!™

Act! emarketing
Grow Your Business

Unite intelligent emarketing with the power of Act!

Act! emarketing takes the guesswork out of marketing and follow-up by uniting intelligent emarketing with the power of Act!. Powerful and easy-to-use emarketing tools enable you to easily create simple webforms to capture leads from web pages, newsletters, emails, and more! Quickly segment lists and groups so you can create, send, and track professional, eye-catching email campaigns[1] that reach customers and prospects with the right message at the right time. Intelligent, prioritized Call Lists[2] automatically recommend hot leads to follow up with first – all from within Act!.

Groups

Target Segment

create and target specified groups

Lead Capture

Grow your business - easily create simple webforms to capture leads from web pages, newsletters, emails, and more!

- Easily create simple webforms to capture leads
- Copy/Paste HTML into your web page, newsletter and more!
- Or, use a hyperlink to our hosted form
- Extended and Basic forms included
- Stay organized using Act! Group functionality.

- Effectively reach your customers and prospects with powerful, easy-to-use emarketing tools.

- Easily create simple webforms to capture leads.

- Use the Contacts, Groups, and Lists you already manage in Act! to easily send targeted email campaigns[1].

- Create professional, eye-catching email campaigns using our unparalleled drag-and-drop template editor.

- Zero in on the hottest leads with intelligent Call Lists[2].

- Record results to history and view insightful, actionable results and metrics.

- Works on Windows®, Web, and Hosted deployments!

swiftpage™

Integrated Email Marketing

Powerful, easy-to-use emarketing tools help you reach the right customers and prospects with the right message, so you can grow your business, drive sales success, and create customers for life. Create and send campaigns[1], analyze results and insights, and view comprehensive contact history – all within Act!.

Take Advantage of Powerful Act! Capabilities

- Easily access Contacts, Lookups, Groups, and Companies right from within Act! to quickly build targeted email lists.

- View emarketing results directly on each contact record within Act!.

- Take notes, view complete history, and edit contact details to keep your data up-to-date – no synching, uploading, or downloading needed.

Send Your Email with Confidence

- Ensure your message gets to the inbox, with our expert advice and handy strategic tips for higher conversions and improved deliverability.

- As a permission-based email provider, we provide education on best practices for gaining new contacts and strategies on how to reach them.

- Our dedicated deliverability team manages sender reputation to ensure your emails are sent with outstanding delivery rates.

- Send personalized emails immediately or schedule for future delivery with ease.

Track More Than Your Emails

- Graphical reports give you valuable information at a glance – including opens, clicks, and bounces – to measure the effectiveness of your emails and better understand your recipients.

- Continuously improve your emails as you go with strategic tips based on your results.

Reporting

Open Rate
22%

Graphical Reporting

Call Lists

Prioritized
Follow Up

Kasey Johnson

555-505-5050

∧ *Take our expert advice and zero in on the hottest leads, with dynamic prioritized lists of who to follow up with first.*

Intelligent Call Lists[2]

Find out exactly what happened after your email was sent, including open rates, clicks, bounces, opt-outs, and more in easy-to-analyze graphs and detailed reports. Use learnings to continuously hone your messages. These results can also be recorded in Act! history so you can make sure future communications reach the right people.

Expedite Follow-up

- View a prioritized list of recipients ranked by level of interaction – allowing you to contact those who are most interested in your message – right within Act!.

- Robust integration within Act! allows you to easily create Histories, Activities, Lookups, and more – right from the contact within the Call List.
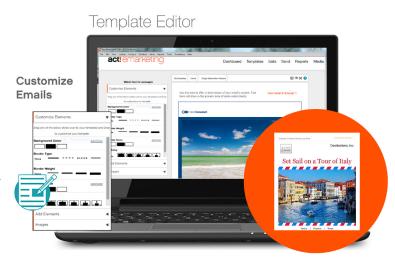
Organize Your Leads

- Enable Call Lists at time of send or anytime thereafter to get dynamic, up-to-date interaction information.
- View and manage Call Lists for each of your campaigns, or combine the hottest leads from all your campaigns into one.
- Review all Call List results, or for campaigns over a specified time frame.

Sleek Template Editor

It's simple and economical to create professional looking emails with our unparalleled drag-and-drop template editor. Design your own or customize one of our 100+ provided templates to send the perfect email campaign.

Create Email Templates with Ease

- With over 100 email templates provided, you're sure to find one that fits your business need, or easily import your own HTML files for a completely custom campaign.

- Customizing your email template is simple with our intuitive template editor.

- Mobile-friendly templates offer maximum readability on mobile devices.

Host & Share Your Media

- Ensure customers notice your message with personalization options like dynamic data integration and attention-grabbing images.

- Upload and host images and documents that can be used to personalize your emails.

- Easily share images and documents in your email campaigns by embedding or linking to your hosted library.

Pricing & Plans

For Plans & Pricing visit act.com/products/act-emarketing/pricing

Template Editor

Customize Emails

Get Started Today at act.com/act-emarketing

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