



act!™emarketing

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 that reach customers and prospects with the right message at the right time. Intelligent, prioritized Call Lists¹ automatically recommend hot leads to follow up with first – all from within Act!.

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, 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 syncing, uploading, or downloading needed.

Grow Your Business with Lead Capture

- Easily create simple webforms to capture leads from web pages, newsletters, emails, and more!
- 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.



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.
- 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.

Intelligent Call Lists¹

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.

Effectively reach your customers and prospects with powerful, easy-to-use email marketing 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.

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

Zero in on the hottest leads with intelligent Call Lists.

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

Works on Windows®, Web, and Cloud deployments!

Expedite Follow-up

Sent Date	Call List Name	Contacts	Last Updated	Score	Contact Name	Email Address	Phone	Company
3/12/2015 2:12:28 PM	Act! Hosted v17.1 Update	526	3/12/2015 3:21 PM	560	Mark Klug	mark@klug.com	(405) 843-1111	ARS Services LLC
1/20/2015 12:28:45 PM	Act! v17.1 Beta Survey	141	1/20/2015 5:08 PM	530	John Sams	jsams@ars.com	(405) 843-1111	R. K. Black Inc.
1/20/2015 12:28:45 PM	Act! v17.1 Beta Survey	141	1/20/2015 5:08 PM	500	Chris Dow	chris@ars.com	(405) 843-1111	Clark and Company
1/20/2015 12:28:45 PM	Act! v17.1 Beta Survey	141	1/20/2015 5:08 PM	500	John Tager	john@ars.com	(405) 843-1111	Soundside Health Advisors
1/20/2015 12:28:45 PM	Act! v17.1 Beta Survey	141	1/20/2015 5:08 PM	310	Edwina S	edwina@ars.com	(405) 843-1111	PlayWhistle
1/20/2015 12:28:45 PM	Act! v17.1 Beta Survey	141	1/20/2015 5:08 PM	290	Gidder M	gidder@ars.com	(405) 843-1111	Executive Capital Inc.
1/20/2015 12:28:45 PM	Act! v17.1 Beta Survey	141	1/20/2015 5:08 PM	270	Thomas N	thomas@ars.com	(405) 843-1111	Optima Structures LLC
1/20/2015 12:28:45 PM	Act! v17.1 Beta Survey	141	1/20/2015 5:08 PM	260	Terry Taylor	terry@ars.com	(405) 843-1111	Optima Structures LLC
1/20/2015 12:28:45 PM	Act! v17.1 Beta Survey	141	1/20/2015 5:08 PM	260	Danielle R	danielle@ars.com	(405) 843-1111	JD Chapman Agency Inc.
1/20/2015 12:28:45 PM	Act! v17.1 Beta Survey	141	1/20/2015 5:08 PM	250	Ronald G	ronald@ars.com	(405) 843-1111	Cleveland Metal 3773191
1/20/2015 12:28:45 PM	Act! v17.1 Beta Survey	141	1/20/2015 5:08 PM	240	Doug Linn	doug@ars.com	(405) 843-1111	Lift Truck Center
1/20/2015 12:28:45 PM	Act! v17.1 Beta Survey	141	1/20/2015 5:08 PM	240	Eric Cross	eric@ars.com	(405) 843-1111	Cross Precision Design Inc.
1/20/2015 12:28:45 PM	Act! v17.1 Beta Survey	141	1/20/2015 5:08 PM	230	Alison Jen	alison@ars.com	(405) 843-1111	Advanced Medical Imaging
1/20/2015 12:28:45 PM	Act! v17.1 Beta Survey	141	1/20/2015 5:08 PM	220	Danwood	danwood@ars.com	(405) 843-1111	Danwood Media Inc.
1/20/2015 12:28:45 PM	Act! v17.1 Beta Survey	141	1/20/2015 5:08 PM	190	Richard Al	richard@ars.com	(405) 843-1111	Business Net Magazine
1/20/2015 12:28:45 PM	Act! v17.1 Beta Survey	141	1/20/2015 5:08 PM	190	Claudia M	claudia@ars.com	(405) 843-1111	Palmer Jantoral Services
1/20/2015 12:28:45 PM	Act! v17.1 Beta Survey	141	1/20/2015 5:08 PM	180	Lucretia Ch	lucretia@ars.com	(405) 843-1111	Adaptive Philippines
1/20/2015 12:28:45 PM	Act! v17.1 Beta Survey	141	1/20/2015 5:08 PM	180	Robert Shi	robert@ars.com	(405) 843-1111	Habitable Living LLC
1/20/2015 12:28:45 PM	Act! v17.1 Beta Survey	141	1/20/2015 5:08 PM	180	Barry Zuck	barry@ars.com	(405) 843-1111	Chargemoney 3655765
1/20/2015 12:28:45 PM	Act! v17.1 Beta Survey	141	1/20/2015 5:08 PM	180	Melinda G	melinda@ars.com	(405) 843-1111	Family Tree Surgery Center
1/20/2015 12:28:45 PM	Act! v17.1 Beta Survey	141	1/20/2015 5:08 PM	180	Roger Info	roger@ars.com	(405) 843-1111	Form of Cause 3145954
1/20/2015 12:28:45 PM	Act! v17.1 Beta Survey	141	1/20/2015 5:08 PM	180	Blair Esak	blair@ars.com	(405) 843-1111	Paragonet Chat
1/20/2015 12:28:45 PM	Act! v17.1 Beta Survey	141	1/20/2015 5:08 PM	170	Roy Maze	roy@ars.com	(405) 843-1111	Roy's Credit Card Processing
1/20/2015 12:28:45 PM	Act! v17.1 Beta Survey	141	1/20/2015 5:08 PM	160	Nicole Jen	nicole@ars.com	(405) 843-1111	PixelStorm

Sleek Template Editor

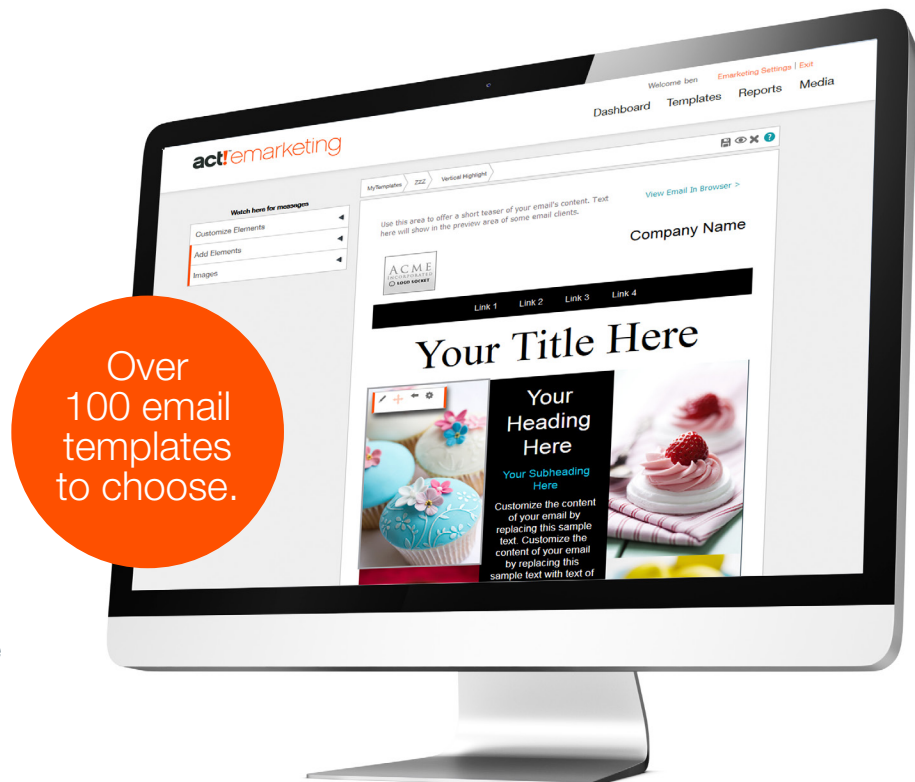
It's simple and economical to create professional looking emails with our unparalleled drag-and-drop template editor. Design your own or customize one of our 100+ provided templates to send the perfect email campaign.

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.



Get started today! Visit act.com/act-emarketing

¹Additional fee applies.

Important Note: Review Act! system and browser requirements at act.com/systreq. Act! product capabilities and pricing vary based on edition and services chosen; view KB #37914 to learn more. Act! Premium Mobile requires set-up and configuration of Act! Premium (access via web). Data access available via active internet connection from supported device browsers. You are responsible for all data-related charges. Basic Act! marketing account included (email up to 500 contacts per month). One license is required for each Act! user. View membership details at swiftpage.com/billing-policy.

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