



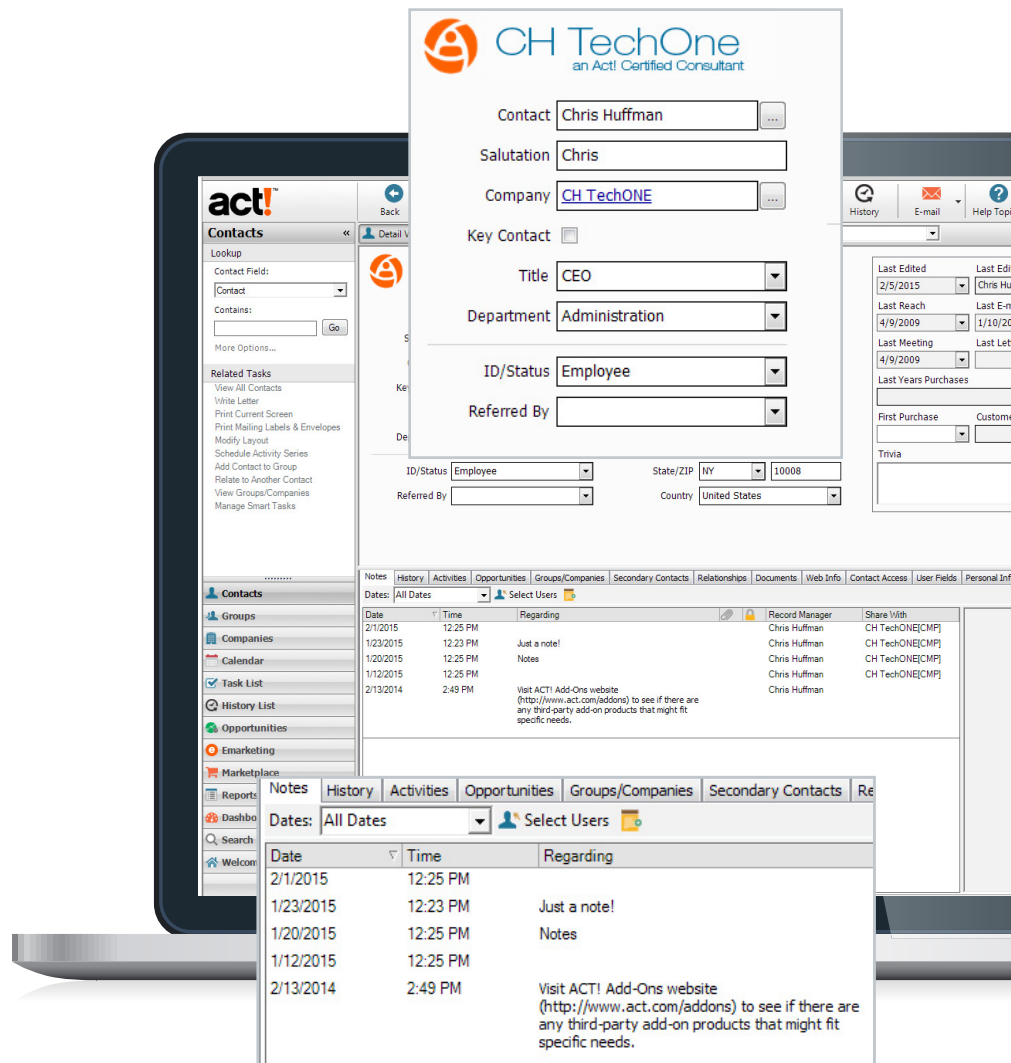
Act! Premium

Built for Growth

Business is good. You've established proven operating processes, have a team working toward defined goals, and are utilizing popular business tools to help boost your efficiency. But you want business to be great. You need a way for your team to stay in sync, whether in the office or on the road. You're ready to boost efficiency with automation, gain insights into what's working, and get serious about targeted marketing.

Grow your business

Affordable and easy to use, Act! Premium is purpose-built for individuals, sales teams, and small businesses. With tools to help you be prepared for every interaction, propel productivity, and make insightful decisions, Act! Premium fits perfectly between the chaos of sticky notes and spreadsheets, and the expense and complexity of CRM systems. Organize all your prospect and customer details in one place so you can prioritize your day and market your products and services more effectively, driving sales results while creating customers for life.

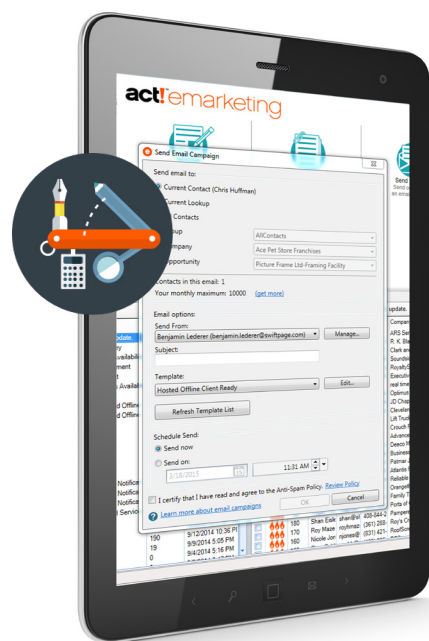


Easily customize over 60+ fields for a more personalized experience.

Be Prepared

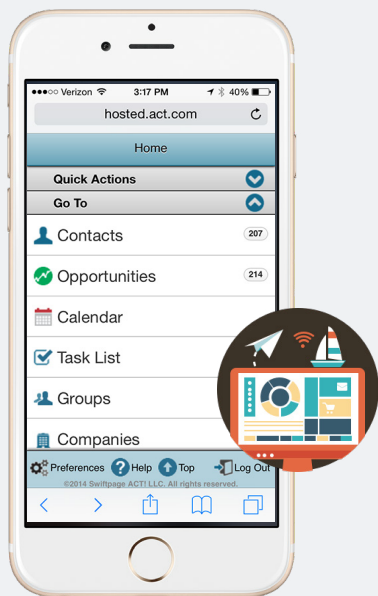
Know every detail about your contacts and customers, so you're informed and prepared for every interaction. Quickly access and edit rich customer information – from anywhere!

- Keep contact info and associated notes, history, activities, documents, opportunities, and social media updates in one organized place so you have a comprehensive view of all interactions.
- Manage all key opportunity data for maximum sales productivity and effectiveness – track probability of close, products, lead source, status, and competitors.
- Organize customers and prospects by grouping similar contacts using advanced query tools, so you can deliver targeted marketing messages or sales offers to select customer segments.
- Stay connected to your business by accessing key Contact, Opportunity, and Calendar details from your iPhone®, iPad® or Android™ device.



Propel Productivity

Seamlessly interact with the business and social tools you rely on so you can efficiently manage your day and quickly prioritize your activities. Easily automate best practice processes to maximize your time and work smarter to accomplish more.



- Manage schedules and keep track of activities and events for yourself or your team so you can make the most of your day.
- Easily track phone calls, meetings, to-dos, and email campaigns to maintain a complete record for each contact.
- Seamlessly interact with the business and social tools you rely on – like Office, Outlook®, Google™, Dropbox, iCloud®, Facebook®, and LinkedIn® – conveniently, right from within Act!.
- Marketplace solutions extend the power of what Act! can do for you, and integrations with popular accounting solutions¹ provide visibility to payment status, open quote, and sales orders for a holistic customer view.
- Save time by automating key follow-up activities based on dynamic criteria you define, with Smart Task options for automatically sending email campaigns, scheduling activities to follow up with hot leads, assigning contacts to a new owner, and more!²
- Create, send, and track professional, eye-catching email campaigns that reach customers and prospects with the right message at the right time – all from within Act!, at no additional cost.

Make insightful decisions

Intelligent Call Lists³, detailed reports, and actionable performance-based dashboards give you dynamic, up-to-date insights at any time, so you know what to do next.

- Quickly gather critical business intelligence including email campaign effectiveness, pipeline efficiency, revenue by lead source, and more, so you can evaluate performance and guide strategic improvements

Includes

- Windows®, Web, & Mobile
- Act! emarketing (500 contacts)
- Expert technical support
- Video training
- New features & compatibility updates

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



¹Requires the Act! SDK and additional professional services or a third-party add-on product.

²The Act! Email Client is not available for use with Smart Tasks. Emails can be sent via subscription-based emarketing service.

³Additional fee required.

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! emarketing 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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