



# Act! emailing

Grow Your Business

## Intelligent emailing with the power of Act!

Email marketing is proven to be one of the most cost effective and timely ways of targeting your customers and prospects. Act! emailing is a simple and affordable way to target the people you know with the right message at the right time via email and social media. It provides you with robust reporting tools so you can see exactly what's happening. From open rates and clicks to bounces, opt-outs and social shares. Act! emailing helps you sell more and takes the guesswork out of who to call, meet or tweet!



## 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 organised using Act! Group functionality

- Effectively reach your customers and prospects with powerful, easy-to-use emailing 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<sup>1</sup>.
- Record results to history and view insightful, actionable results and metrics.
- Works on Windows®, Web, and Hosted deployments!

## Make the most of Act! Capabilities

- View contacts, lookups, groups, and companies from within Act! to create targeted email lists.
- Access your emarketing results on each contact record within Act!.
- Look at the complete history, and edit contact details to keep your data up-to-date – no synching, uploading, or downloading needed.

## Send Emails Confidently

- With our hints and tips on deliverability you can ensure your message gets to the inbox.
- As a permission-based email provider, we provide best practices for acquiring new contacts and strategies on how to get them.
- Send personalised emails straightaway or schedule them for future delivery.



## Measure more results

- Reports at your fingertips – including opens, clicks, and bounces – to better understand your recipients.
- Improve future emails based on previous results.

## Call Lists

**Prioritized Follow Up**

Score	Contact Name	Email Address	Phone	Company	Opens	Sends	Clicks
150	John Smith	asander@wtfp...	555.272.2222	Apple It...	3	1	0
150	Kasey Johnson	rburfiat@wtfp...	555.363.9992	ISI Mar...	3	1	0
150	Elliot Irving	thanks@wtfp...	555.399.9328	Wilson	1	1	2
100	Monica Stephen	awebb@wtfp...	SP	2	1	0	
50	Karen Taylor	bph@wtfpage...	555.939.9388	SalesM...	1	1	0



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

## Intelligent Call Lists<sup>1</sup>

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

## Prioritised Follow-up

- View a prioritised list of recipients organised by level of interaction – allowing you to view and contact those who are most interested in your message – right from within Act!.
- Robust integration within Act! allows you to easily create Histories, Activities, Lookups, and more - right from the contact within the Call List.

## Organising Your Leads

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

## Sleek Template Editor

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

### Create More Effective Email Templates

- With 100's of customisable email templates provided, you will be sure to find one that fits your business requirements or simply import your own HTML files.
- Customising 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 personalisation options like dynamic data integration and attention-grabbing images.
- Upload and host images and documents that can be used to personalise your emails.
- Easily share images and documents in your email campaigns by embedding or linking to your hosted library.

## Pricing &amp; Plans

## USD Pricing

Act! emarketing	BASIC	PRO	TEAM
Price	included	\$30 /mo.	\$60 /mo.
Contacts	500	501-2,500	5,000
Emails	unlimited	unlimited	unlimited
Call List	\$15 /mo.	\$15 /mo.	included
Additional Contacts (max 50,000)	n/a	\$5/1,000 /mo.	\$5/1,000 /mo.
<b>Discounts</b>			
Business Care Subscribers	\$15 /mo.	\$15 /mo.	\$15 /mo.

## GBP Pricing

Act! emarketing	BASIC	PRO	TEAM
Price	included	£18 /mo.	£36 /mo.
Contacts	500	501-2,500	5,000
Emails	unlimited	unlimited	unlimited
Call List	£9 /mo.	£9 /mo.	included
Additional Contacts (max 50,000)	n/a	£3/1,000 /mo.	£3/1,000 /mo.
<b>Discounts</b>			
Business Care Subscribers	£9 /mo.	£9 /mo.	£9 /mo.

## EUR Pricing

Act! emarketing	BASIC	PRO	TEAM
Price	included	€21 /mo.	€42 /mo.
Contacts	500	501-2,500	5,000
Emails	unlimited	unlimited	unlimited
Call List	€10 /mo.	€10 /mo.	included
Additional Contacts (max 50,000)	n/a	€3/1,000 /mo.	€3/1,000 /mo.
<b>Discounts</b>			
Business Care Subscribers	€10 /mo.	€10 /mo.	€10 /mo.

<sup>1</sup>Additional fee applies.

Important Note: Review Act! system requirements at [www.act.com/en-uk/systreq](http://www.act.com/en-uk/systreq). You must purchase one license of Act! per user. Scalability varies based on hardware, size, and usage of your database. Visit [www.act.com/en-uk/marketplace](http://www.act.com/en-uk/marketplace) or contact your add-on provider to determine compatibility for our add-on products. For Act! emarketing: Basic account included (email up to 500 contacts per month). Product Features vary based on services chosen. Product features vary based on services chosen. Business Care discounts are for Bronze, Silver or Gold subscribers only.

©2015 Swiftpage ACT! LLC. All rights reserved. Swiftpage, Act!, and the Swiftpage product and service names mentioned herein are registered trademarks or trademarks of Swiftpage ACT! LLC, or its affiliated entities. All other trademarks are property of their respective owners.