



Act! Marketing Automation



Maximise engagement & drive growth!

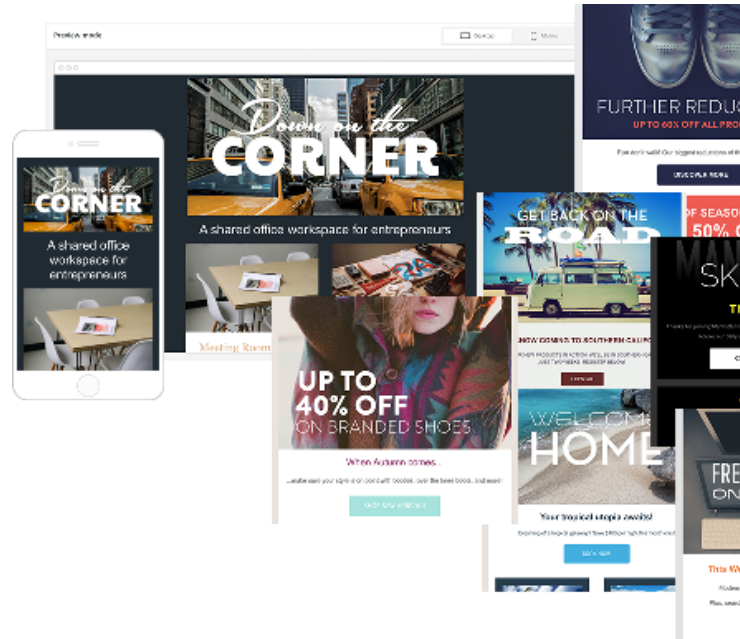
Act! Marketing Automation makes it simple to optimise all the ways you communicate with prospects and customers to maximise engagement and drive business growth.

- Comprehensive campaign management
- Visual workflow designer
- Effective lead management
- Time-saving CRM workflow
- Real-time response metrics
- Deliverability & best practice consulting

Call 0845 268 0220, visit act.com/uk
or contact your Act! Certified Consultant¹

Engage prospects & customers

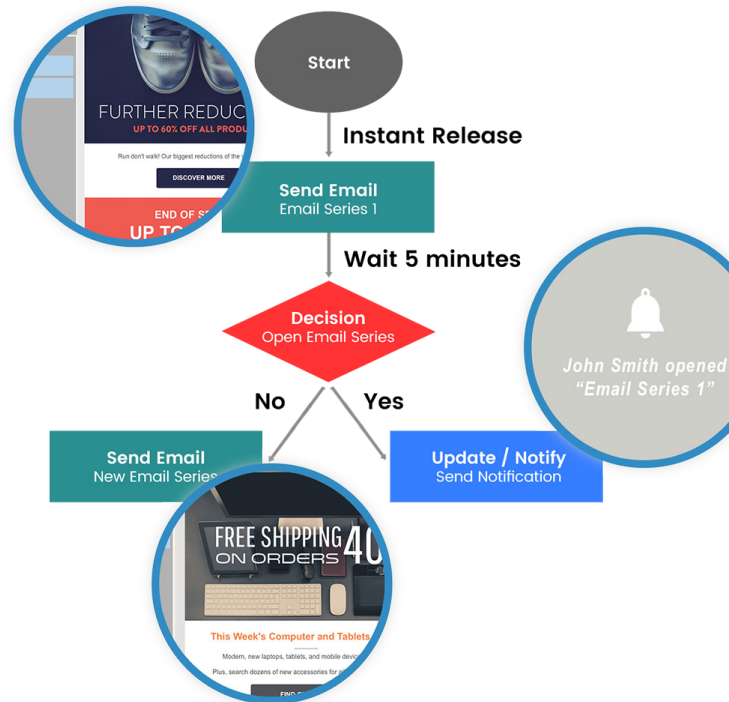
Optimise your customer lifecycle from initial engagement to retention and loyalty with automated outreach in each step. Let Act! Marketing Automation do the work for you with response-driven nurture marketing campaigns—all sent to targeted lists in Act! automatically. Campaigns are triggered based on criteria you define, leading recipients down a highly personalised path.



Design responsive campaigns & nurture streams

Create beautiful, mobile-friendly email campaigns with the interactive template editor where you can customise colors and fonts, and add free, high-quality stock photos from a library of over 500,000 options. Start with one of 25 sample templates or import and edit your existing HTML templates with the WYSIWYG (What you see is what you get) editor.

Setup custom nurture streams with the visual campaign workflow designer, providing a graphical representation of your communication flow.



Attract & nurture prospects

Grow your audience with effective lead capture forms and surveys that feed contacts and responses into Act! automatically. Advanced forms and surveys allow further actions in Act!—notify Act! users and create Act! activities and opportunities automatically as recipients respond.

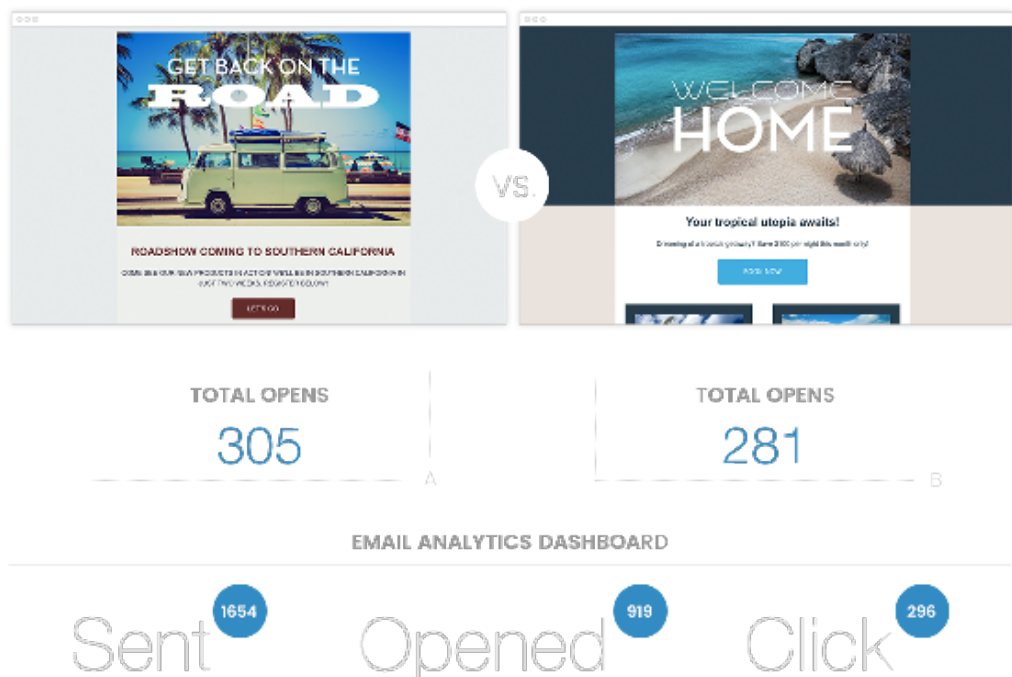
Identify your most interested prospects with lead scoring based on campaign engagement, survey/web form responses, and website interactions. Prioritised leads are pushed into Act! groups automatically for easy sales follow-up.

Connect your sales & marketing efforts

Automate workflow between sales and marketing to maximise engagement at every phase of the customer journey. Watch as Act! Marketing Automation turns real-time response metrics into sales actions—alerting you of new prospects, prioritising follow-ups, and delivering a composite view of customer engagement in a single solution. Notify Act! users via email and create Act! activities and opportunities automatically.

Optimise campaigns & marketing assets

Understand what's working and how you can improve with real-time metrics covering opens, clicks, and comparative stats per campaign. Individual campaign results automatically push to Act! contact records for a detailed interaction history. Perform A/B tests to pinpoint your most impactful subject lines and content to continually improve the effectiveness of your campaigns. Identify prospects on your website in real-time to engage with them when they are most interested, because web visits feed into lead scoring profiles and create activities for sales follow-up in Act! automatically.



Trust campaigns will reach inboxes

Rest-assured your campaigns will reach inboxes, because Act! Marketing Automation is backed by an expert delivery team to help you manage your sender reputation and achieve outstanding delivery rates.

Get started with ease, because you get concierge service from onboarding experts who help you get set up, logged in, and started right away. Fast-track your success with expert guidance around sender reputation, inbox delivery rates, and more via consulting services.

Act! Marketing Automation plans & pricing

Optimise all the ways you communicate with prospects and customers with Act! Marketing Automation. Choose the Complete or Advanced plans with time-saving CRM workflow to connect your sales and marketing efforts.

Most popular

Select

Essential marketing automation features to engage your customers and grow your small business

10,000 emails per month to unlimited contacts

£59

account/month
(billed annually)

Complete

Robust marketing automation features and time-saving CRM workflow to connect your sales and marketing efforts

50,000 emails per month to unlimited contacts

£149

account/month
(billed annually)

Advanced

Sophisticated marketing automation features and valuable consulting services to fast-track your success

100,000 emails per month to unlimited contacts

£299

account/month
(billed annually)

Price listed per company. Provides access to all active subscription CRM users.

Get both CRM and Marketing Automation at a great price when you choose the Act! Growth Suite!

See pricing at act.com/en-uk/pricing

1 Act! Certified Consultants are third-party vendors. Swiftpage and its affiliates are in no way liable or responsible for claims made related to the services provided by third-party vendors.

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