act!™

Growth made easy

CRM & Marketing Automation
built for small business success

When proven CRM meets powerful Marketing Automation, the possibilities are limitless! Act! provides the ultimate toolset to grow your small business.
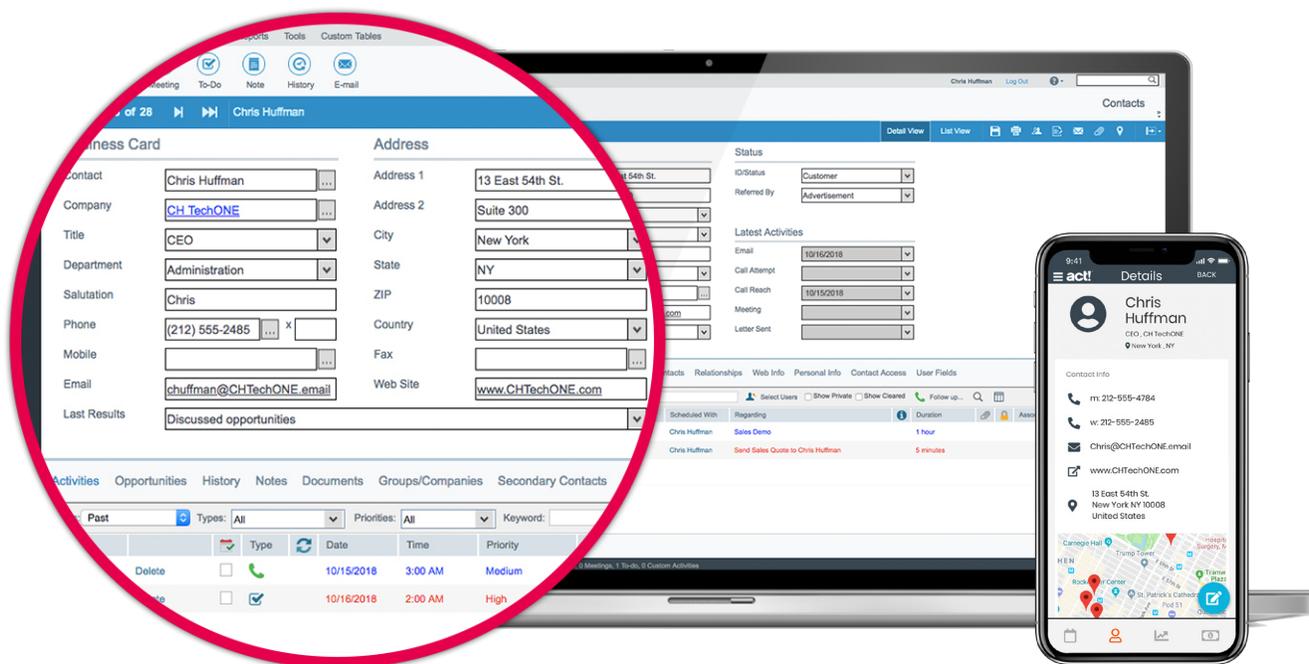
Rich customer management

Powerful Marketing Automation

Dynamic sales pipeline management

Actionable business insights

Popular apps & integrations

**call 0845 268 0220, visit act.com/uk,
or contact your Act! Certified Consultant[1]**

Make every interaction count

Keep rich contact details, emails, documents, notes, history, activities, and more in one easy to find place—the Act! contact record—for a complete view of your customer relationships. Custom Tables unlock the full potential of Act!, enabling you to manage detailed, industry-specific data like insurance policies, service contracts, mortgages, or projects.

Maximise engagement & drive business growth

Optimise all the ways you communicate with prospects and customers with Act! Marketing Automation[2] to maximise engagement and drive business growth. Engage contacts with response-driven nurture marketing campaigns—all sent to targeted lists in Act! automatically using criteria and triggers you define. 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.
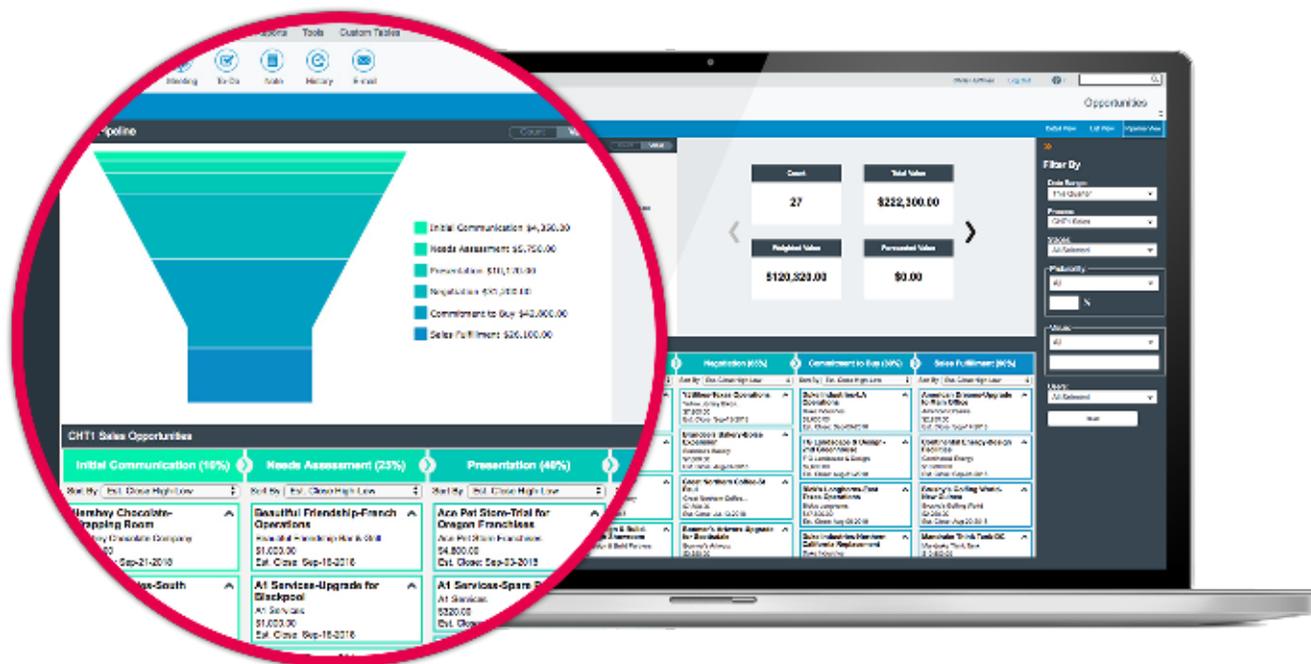
Why choose Act!?

The perfect fit for your small business, Act! can be tailored to meet your unique business and industry needs.

The proven and trusted choice, Act! is a recognised leader with millions of users worldwide.

![act! logo]

Close more deals faster

Manage opportunities using a simple, out-of-the-box sales process or one you configure to fit your business. Track products or services, status, days open, probability of close, documents, and more with every sales opportunity. See a complete, visual representation of your sales pipeline to project revenue, adjust your strategy, and quickly focus your efforts.

Gain rich performance & productivity insights

See dynamic, visual snapshots of real-time metrics with interactive, graphical Act! Insight dashboards covering individual, team, and business performance. Monitor sales, marketing, and business health KPIs for smarter decision-making. Dig deeper with 50+ preconfigured reports or create custom reports with the report designer.

Extend your connected workspace

Access key Act! details from wherever you are with Act! Companion, a native mobile app for iPhone®, iPad®, and Android™3. Act! Connect helps you extend your workspace, connecting you to hundreds of popular apps like Outlook®, QuickBooks® Online, and more.

act!™

Act! products & pricing

From entry-level to full-featured CRM, Act! has a solution that's right for your business.

Most popular

Act! Pro

Entry-level, out-of-the-box feature set for individuals

Desktop access

£239

user/excl. VAT

Limited to 5 users

Act! Premium

Full-featured, everywhere access CRM for individuals & teams

Online, offline, & mobile access

£27

£20 self-hosted option

user/month/excl. VAT

(Billed annually)

Act! Premium Plus

Adaptable CRM that complements your unique business

Online, offline, & mobile access

£36

£28 self-hosted option

user/month/excl. VAT

(Billed annually)

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

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