



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 email marketing 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 synching, 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 marketing tools.

Easily create simple webforms to capture leads.

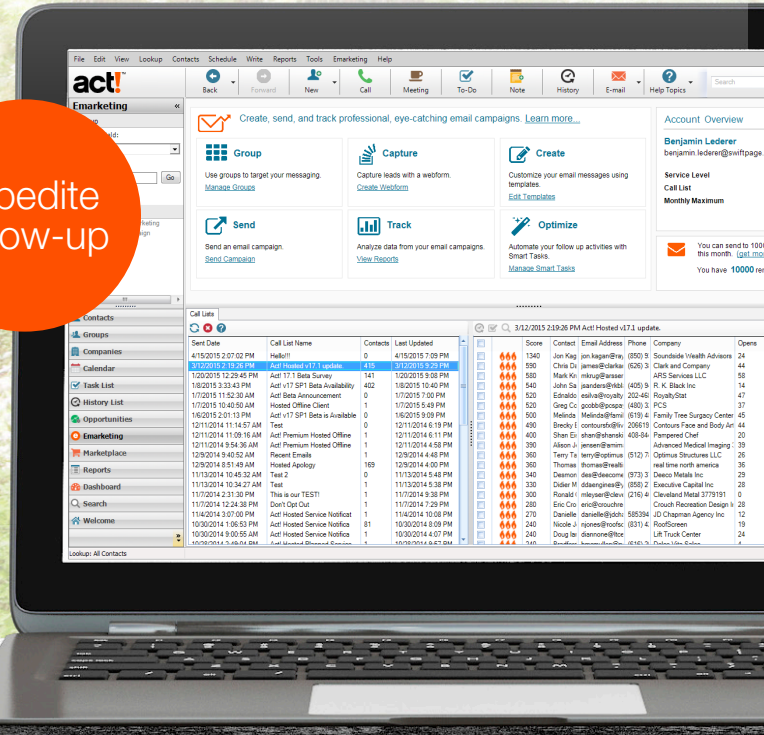
Use the Contacts, Groups, and Lists you already manage in Act! to easily send targeted email campaigns.

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!



Send Date	Call List Name	Contacts	Last Updated	Score	Contact	Email Address	Phone	Company	Open
4/15/2015 2:07:02 PM	hello!!	0	4/15/2015 7:08 PM	1340	Jon Kieg	jon.kieg@me	(850) 9	Southeast Wealth Advisors	24
1/20/2015 9:32:30 PM	Act! Premium (7) updates	415	3/12/2015 5:23 PM	850	Chris Di	chris@dark	(575) 3	Clark and Company	44
1/20/2015 9:32:30 PM	Act! v7 SP1 Beta Survey	341	1/20/2015 9:32 PM	540	Mark Ko	mark@baser		AKS Services LLC	58
1/20/2015 9:32:30 PM	Act! v7 SP1 Beta Availability	402	1/20/2015 10:40 PM	540	John Sa	jsander@bbl	(405) 8	R. K. Black Inc.	14
1/20/2015 11:52:30 AM	Act! Beta Announcement	0	1/20/2015 7:00 PM	500	Edwardo	edw@roby	(202) 46	RoyalStat	47
1/20/2015 11:40:30 AM	Hosted Office Client	1	1/20/2015 5:48 PM	500	Greg C	greg@bnc	(405) 1	PCS	27
1/20/2015 11:40:30 AM	Act! v7 SP1 Beta is Available	0	1/20/2015 9:09 PM	500	Melinda	Melinda@bnc	(519) 4	Family Tree Surgery Center	45
12/11/2014 11:14:57 AM	Test	0	12/11/2014 6:19 PM	480	Brenda I	contours@bnc	(206) 6	Contours Fine and Body Art	44
12/11/2014 11:08:16 AM	Act! Premium Hosted Offline	1	12/11/2014 11:11 PM	400	Shen E	shen@bnc	(408) 54	Parpedes Chef	20
12/11/2014 9:54:36 AM	Act! Premium Hosted Offline	1	12/11/2014 4:48 PM	390	Alison J	jensen@bnc		Advanced Medical Imaging	39
12/9/2014 9:40:55 AM	Recent Emails	1	12/9/2014 4:44 PM	380	Terry T	terry@bnc	(512) 7	Optima Structures LLC	26
12/9/2014 8:51:48 AM	Hosted Apology	169	12/9/2014 4:00 PM	360	Thomas	thomas@bnc		real time north america	36
11/13/2014 10:45:32 AM	Test 2	0	11/13/2014 5:48 PM	340	Denver	den@bnc	(373) 2	Deeco Metals Inc.	29
11/13/2014 10:45:32 AM	Test	1	11/13/2014 5:38 PM	330	Debra M	debra@bnc	(505) 7	Embrace Creative Inc.	28
11/7/2014 2:31:30 PM	This is our TEST!	1	11/7/2014 9:38 PM	300	Ronald	rmk@bnc	(216) 4	Chevaland Metal 377919	0
11/7/2014 12:24:38 PM	Send Test Out	1	11/7/2014 7:28 PM	280	Eric C	eric@bnc		Crosch Recreation Design	23
11/4/2014 3:07:00 PM	Act! Hosted Service Notice	1	11/4/2014 10:08 PM	270	Danielle	danielle@bnc	(858) 34	JJ Chapman Agency Inc.	12
10/30/2014 1:06:53 PM	Act! Hosted Service Notice	81	10/30/2014 8:09 PM	240	Noel J	rijones@bnc	(831) 4	RootScreen	19
10/30/2014 9:00:56 AM	Act! Hosted Service Notice	1	10/30/2014 4:07 PM	240	Doug B	doug@bnc		Lib Truck Center	24
10/29/2014 9:49:21 AM	Act! Hosted Service Notice	1	10/29/2014 8:41 PM	240	Donna	donna@bnc	(414) 5	Protein Plus	2

Sleek Template Editor

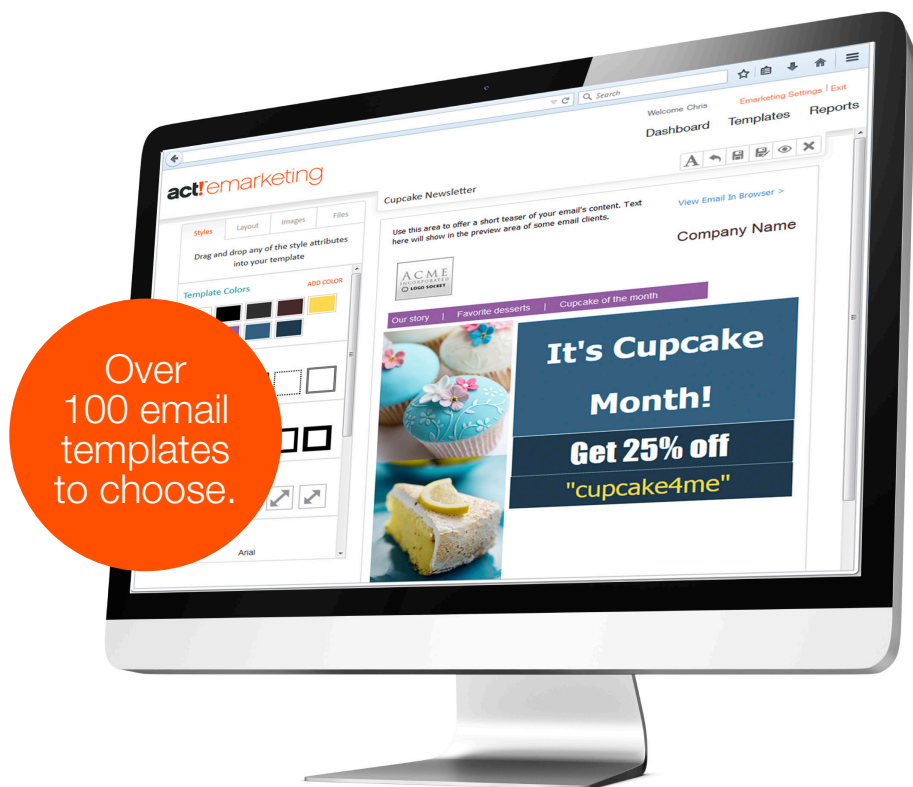
It's simple and economical to create professional looking emails with our unparalleled drag-and-drop template editor. Design your own or customize one of our 100+ provided templates to send the perfect email campaign.

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

1 Additional 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. One license is required for each Act! user. Act! Connect services require set up and configuration of Act! Premium (access via Web), Act! Web API, and an active subscription. Services purchased through third parties are subject to the respective third party's billing policies and usage terms. Basic Act! emarketing account included (email up to 500 contacts per month). View membership details at swiftpage.com/billing-policy.

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