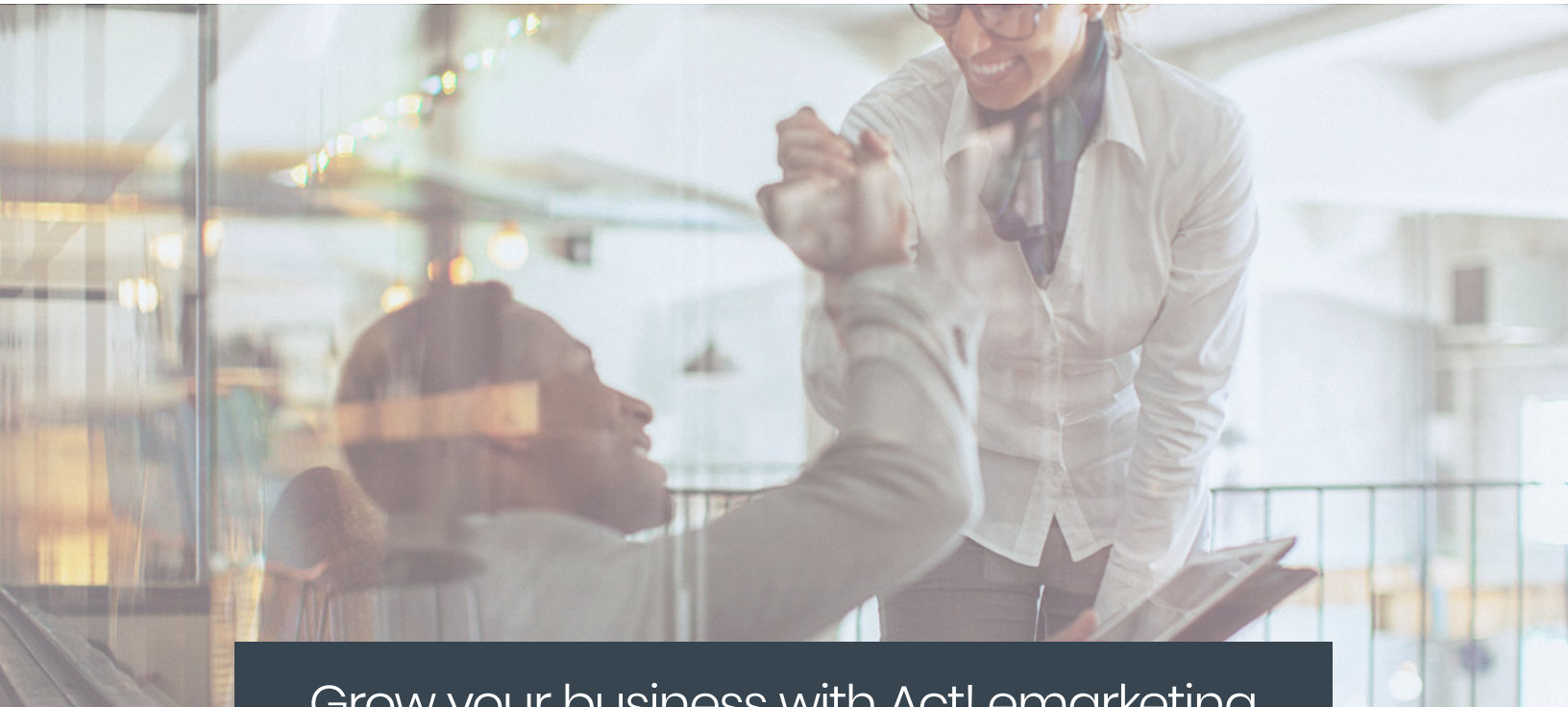




Easy-to-use, integrated email marketing



Grow your business with Act! emarketing

Email marketing remains the most cost-effective way to grow your business. With Act! emarketing, it's easy to drive demand and stay in front of your customers using professional, mobile-friendly campaigns you create, send, and track from within Act!.

Because Act! emarketing directly integrates with Act!, you can quickly access your existing contacts and groups to build targeted lists, view campaign results ranked by level of interaction and schedule follow-up activities, watch as leads flow directly into Act!, and so much more!

Drive demand with professional, mobile-friendly campaigns.

Stay in front of customers with relevant, meaningful content.

Track campaign success and hone your efforts.

Focus your attention on converting hot leads.

Grow your prospect database with web forms.

Call 0845 268 0220, or contact your Act! Certified Consultant¹

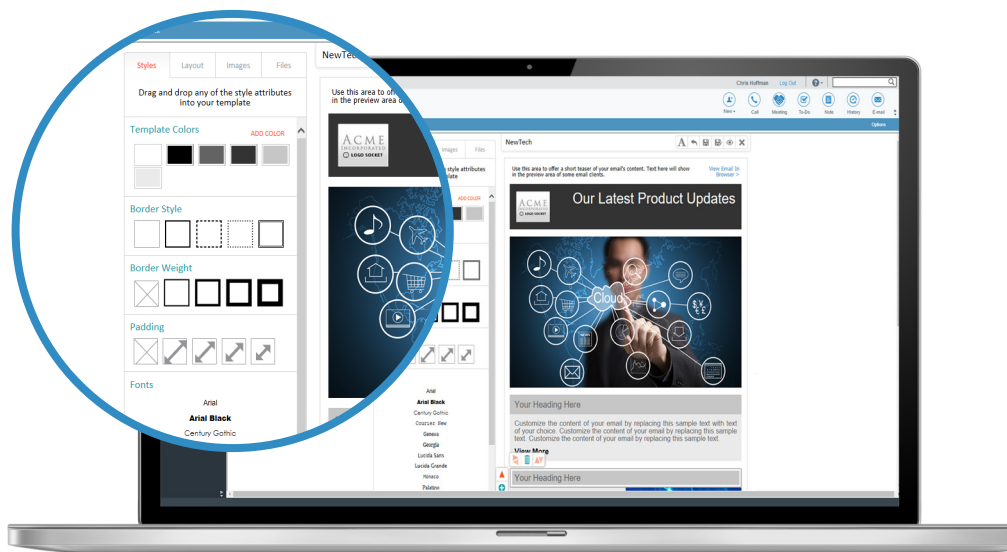
Drive demand & stay in front of your customers

Create professional, mobile-friendly campaigns and newsletters with relevant, meaningful content using the intuitive drag-and-drop template editor. Easily personalise templates to fit your brand or import your own HTML files for a completely custom campaign.

Leverage the contacts and groups you already manage in Act! for your recipient lists. Send campaigns immediately or schedule campaigns for future delivery based on an event or a time that will garner maximum results.

“With Act! we can set up dynamic groups of contacts and deliver brochures to them at exactly the right moment, which saves us time and effort, while generating significant cost savings.”

Jamie Boyden, Commercial Director of Rayburn Tours



Ensure customers take notice of your campaigns with personalisation options, like dynamic data integration and eye-catching images. Upload and host documents and images that can be used to enhance your emails. Easily share those assets in your campaigns by embedding or linking to your hosted library.

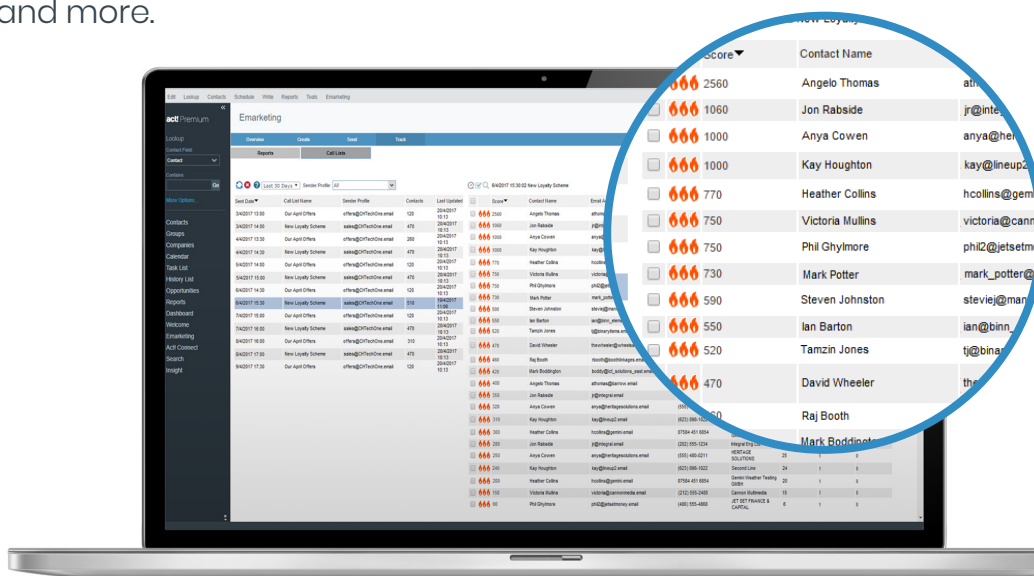
Turn insights into action

Track campaign success with easy-to-analyse graphs and detailed reports that include open rates, clicks, bounces, opt-outs, and more. Turn rich insights into action by continuously honing your messages, imagery, and calls to action. Campaign results are recorded in Act! for comprehensive contact history at-a-glance.

Focus your attention on hot leads

Focus your attention on converting hot leads using Call Lists² that serve up prioritised lists of recipients ranked by level of campaign interaction. Enable Call Lists at the time of send or anytime thereafter to get dynamic, up-to-date interaction information.

View and manage Call Lists² for individual campaigns or combine the hottest leads from all your campaigns into one. Results can be viewed over a specified time frame for deeper analysis. Because Call Lists are viewable in Act!, stay on top of follow-ups by creating history and lookups from Call Lists, scheduling activities for you or your team members, and more.



Grow your prospect database

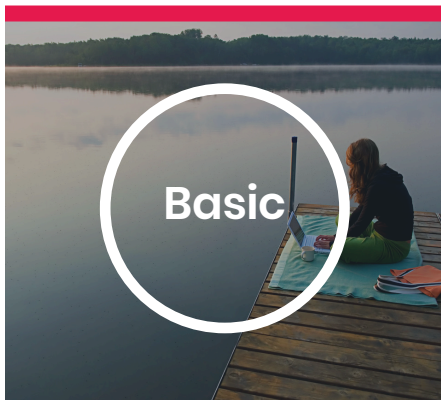
Need leads? Grow your prospect database with Act! emarketing web forms on web pages, newsletters, emails, and more. Or capture leads with connections to popular apps, like Wufoo™ or SurveyMonkey® via Act! Connect. Watch as prospects flow directly into Act!.

3 REASONS
you need
emarketing
to grow your
business

1. For every £1 spent on emarketing, you can **count on a return of £34!***
2. **Email is 40x more effective** at acquiring new customers than Facebook® or Twitter.**
3. **86% of consumers would like to receive promotional emails** from companies they do business with at least monthly and 15% would like to receive emails every day.***

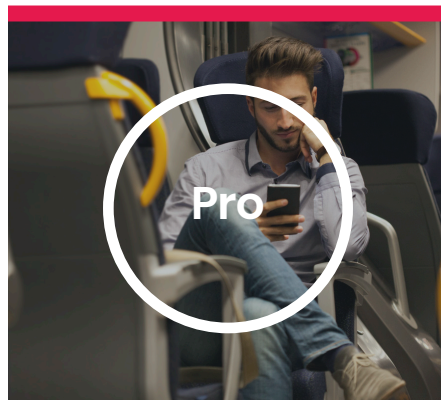
Choose the solution that's right for your business

While Act! emarketing Basic is included with Act!, you have the option to subscribe to Pro or Team plans for increased list sizes, 100+ templates, advanced reporting, and so much more. No matter which plan you choose, you don't have to be an expert to get started, because an Act! emarketing specialist will help you get going. You'll also receive strategic tips and expert advice designed to give your campaigns higher conversions.



Entry-level emarketing included with Act! at no additional cost. Includes unlimited sends to 500 contacts per month.

Included



Complete emarketing with Basic features, plus 100+ templates and advanced reports. Includes unlimited sends to 2500 contacts per month.

£15

GBP/month
(Billed annually)



Advanced emarketing with Pro features, plus Call Lists and the ability to send emails on behalf of others. Includes unlimited sends to 5000 contacts per month.

£30

GBP/month
(Billed annually)

Compare plans at act.com/en-uk/pricing/gbp/act-emarketing

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. 2 Additional fee required. *Campaign Monitor. **McKinsey. ***Marketing Sherpa.

Important Note: Review Act! system and browser requirements at act.com/en-uk/importantnotes. Act! product capabilities and pricing vary based on edition and services chosen. One license is required for each Act! user. Act! Connect services require an active subscription, and use of either the Act! Web API or Act! Connect Link depending on deployment and access method. 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 www.act.com/en-uk/billing-policy.

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