














A COMPLETE, ROBUST INBOUND & OUTBOUND MARKETING PLATFORM

Act-On's platform is an open marketing ecosystem. That means it's easy to integrate with your favorite tools, so your ultimate marketing system is tailored to the way you like to work. But you might not add much; Act-On comes packed with power, right out of the box. Take a look:

"We've increased our ability to better understand our prospects and customers, through lead scoring and list segmentation... this never would have been possible without Act-On."

– Jonathan Cordeau
Director of Marketing, Response Mail Express (RME)

	Email Campaigns	Create responsive Email Campaigns and templates in a simple drag-and-drop editor – no HTML required. Test, optimize, and track results in real time with in-depth analytics and reporting.
	Web Forms	Create, edit, and deploy Web Forms on the fly; collect and connect lead data and registration information directly to database profiles.
	Landing Pages	Use Landing Pages to fulfill a prospect's specific expectations and increase conversions. Deploy optimized pages in minutes.
	Website Visitors	See prospects and companies visiting your site with Website Visitor Tracking . See which pages they look at and what they download, then score specific activities to help marketing better qualify leads for sales.
	Events & Webinars	Manage Events & Webinars right from your Act-On dashboard; send invitations and follow-up emails, and track attendee behaviors.
	Automated Programs	Use Automated Programs to create and deploy drip and nurture campaigns, stop lead leakage, qualify prospects, and increase conversions.
	List Management	Use List Management with Act-On's Instant-On database to create dynamic segments based on specific behaviors and profile data for quick and easy targeted email communications.
	Media Library	Use Act-On's Media Library to store content and video links. Access the library from the Act-On dashboard, or any browser-based app via Act-On Anywhere .
	Social Publish	Act-On's Social Publish allows you publish to multiple social accounts at once. Schedule posts and share media from Act-On to Twitter, Facebook, and LinkedIn – then track the results.
	Twitter Dashboard	Act-On's Twitter Dashboard lets you find leads through social media and manage social and digital conversations.
	Competitors	Leverage Competitors to track your competition's social activities, blog posts, YouTube channel, website, and more.

MORE CAPABILITIES TO HELP YOU EXCEL

ACT-ON ANYWHERE

With Act-On Anywhere, you get the ability to use Act-On's engagement data, assets, and functionality right from within any app you happen to be working in. That includes when you're working in your CRM, or a Google doc, your email, your web content management tool, or LinkedIn or other social media. No matter where you go, your insights, assets, and tools are right there with you, which means how you use Act-On Anywhere can be as unique as your job. [More >>](#)

ACT-ON INBOUND

Conversion begins when you get found; leads that discover you online have an 8x greater likelihood of closing compared to other leads. Act-On Inbound is a suite of inbound capabilities that help you excel at search engine optimization, maximize the potential of your blog, and see the ROI of your AdWords campaigns. It unites with your outbound marketing to deliver the best overall results for your campaigns. [More >>](#)

ACT-ON INSIGHT

Act-On Insight lets you benchmark your web traffic, blogs, keywords, tweets, keywords, and YouTube views against your competition. Set up Insight in just minutes and see results in an intuitive dashboard view. [More >>](#)

INTEGRATE THE TOOLS YOU DEPEND ON

Act-On's open marketing ecosystem makes it very easy to integrate the tools you use to run your business. From customer relationship management (CRM) to web events, Act-On's ease-of-use helps you manage every aspect of every cross-channel, integrated campaign. [More >>](#)



ACT-ON DATA STUDIO

Data Studio is an advanced transport tool that Act-On users can configure to move any data from Act-On to another tool, such as your BI platform or Excel. Users can pick their choice of data from pre-configured data sets and aggregations, or dive right into the raw data. Users then decide on filters, frequency, and destination in order to accommodate any data needs. This gives Act-On customers access to the same data ownership they had in the days of on-premise software, while still retaining all the advantages of SaaS platforms. [More >>](#)

REPORTING THAT CLOSSES THE LOOP

Act-On can tell you how every program, every campaign, and every channel performs. Plus, it can show you the activity history of every lead and contact you have: Just pull up someone's name, and see every email you sent them, every message they opened, every web page they visited, everything they downloaded, and more. Your sales reps will know what to say when they contact that lead. [More >>](#)

ABOUT ACT-ON SOFTWARE

Act-On Software delivers cloud-based integrated marketing automation software. Its platform is the foundation of successful marketing and sales departments in organizations of all sizes. Act-On's highly intuitive user interface, complete online marketing tool set, Act-On Anywhere™ business productivity application, and affordable pricing have enabled the adoption of marketing automation technologies without the need for dedicated IT support.

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