

ACT! Emarketing Prices and Features

	Basic	Pro	Team
Act! emarketing features			
List size ?	200	2,500	5,000
Send limit ?	Unlimited	Unlimited	Unlimited
Template library ?	5	100+	100+
Basic reports ?	●	●	●
Advanced reports ?		●	●
Send as ?			●
Call List ?	£7.50/mo (billed annually) (optional)	£7.50/mo (billed annually) (optional)	●
Additional contacts ?		£2.50/mo/per 1,000 contacts (billed annually) (optional)	£2.50/mo/per 1,000 contacts (billed annually) (optional)

Basic

Entry-level email marketing included with Act! at no additional cost to you.

200 contacts per month
Unlimited sends

£0*

*Included with your Act! purchase.

Already an Act! user? [Get started](#)

Pro

Complete email marketing with Basic features, plus 100+ templates and advanced reports.

2,500 contacts per month
Unlimited sends

£15*

/month
(billed annually)

*Requires an active Act! Premium subscription.

[Schedule a demo](#)

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Team

Advanced email marketing with Pro features, plus Call Lists and send as functionality.

5,000 contacts per month
Unlimited sends

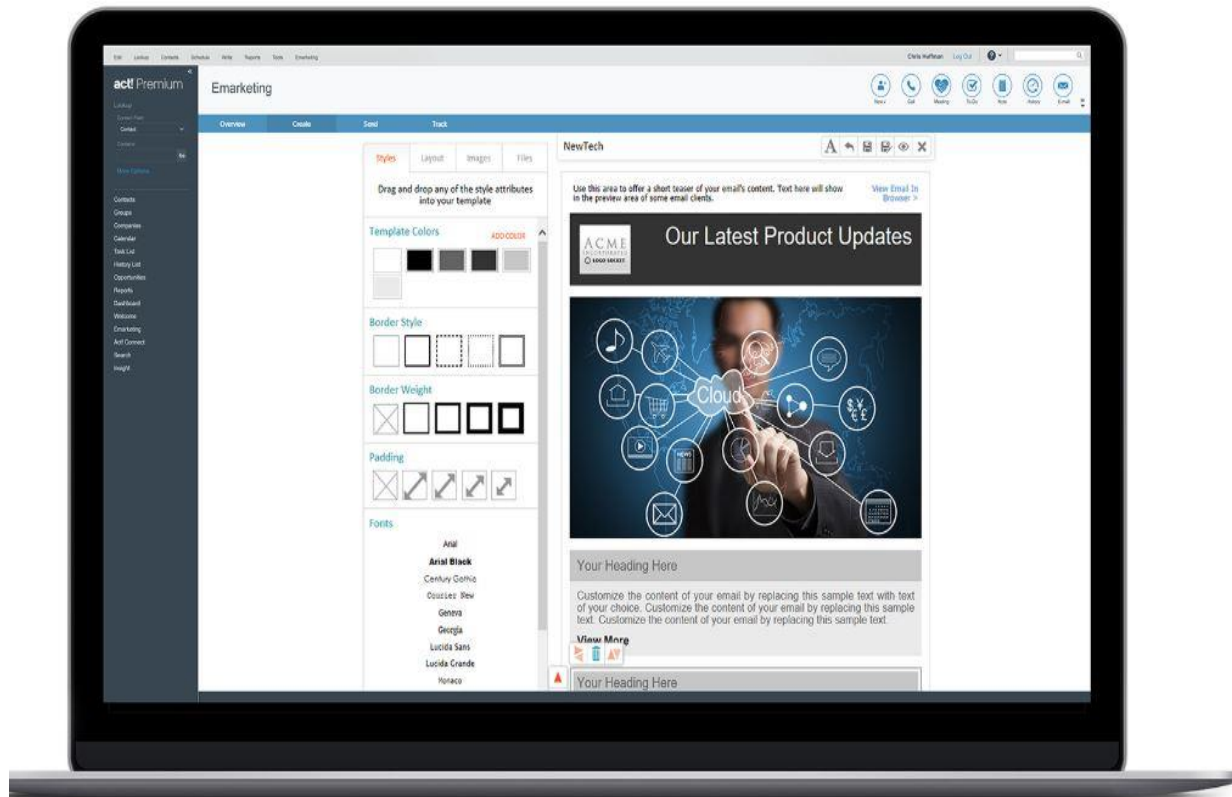
£30*

/month
(billed annually)

*Requires an active Act! Premium subscription.

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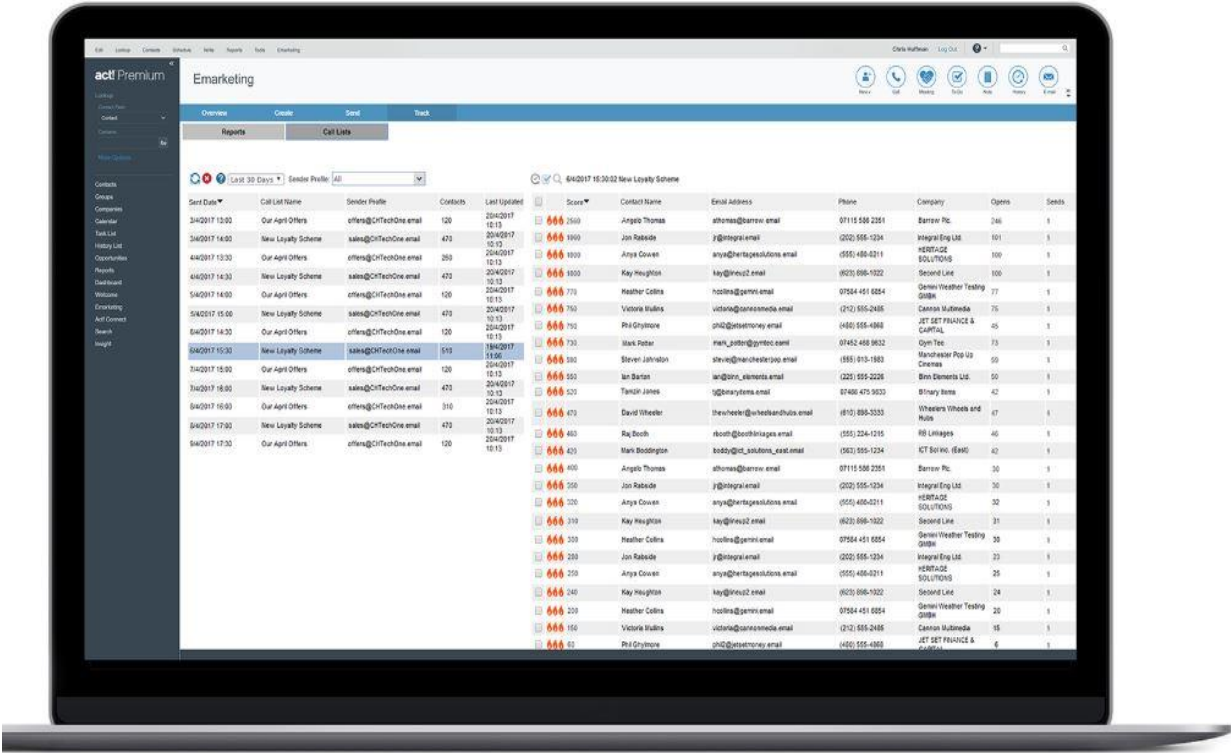


Create attention-getting promotional emails, Happy Birthday notes, renewal notices, e-newsletters, and so much more using the intuitive drag-and-drop template editor. Easily personalise templates to fit your brand or import your own HTML files for a completely custom campaign.

Ensure customers take notice of your emails 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, then easily those assets in your emails.

Track email results

Track the results of your emails with prioritised Call Lists¹, easy-to-analyse graphs, and detailed reports.



Focus your attention on converting hot leads using Call Lists¹ 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.

Track campaign success with easy-to-analyse graphs and detailed reports that include open rates, clicks, bounces, opt-outs, and more. Campaign results are recorded in Act! for comprehensive contact history at-a-glance.