

**It's all about relationships. Make every interaction count.**

Act! CRM makes it simple to create happier clients while building a consistent pipeline of new, repeat, and referral business.

## Why choose Act! CRM?

- You get an all-in-one sales and marketing solution that's good for your bottom line from day one.
- You get CRM and email marketing features on a ready-to-use cloud platform helping you stay on top of relationships.
- You get a solution that integrates with all essential apps you're already using.

### EMAIL MARKETING

## Attract clients and generate repeat business.

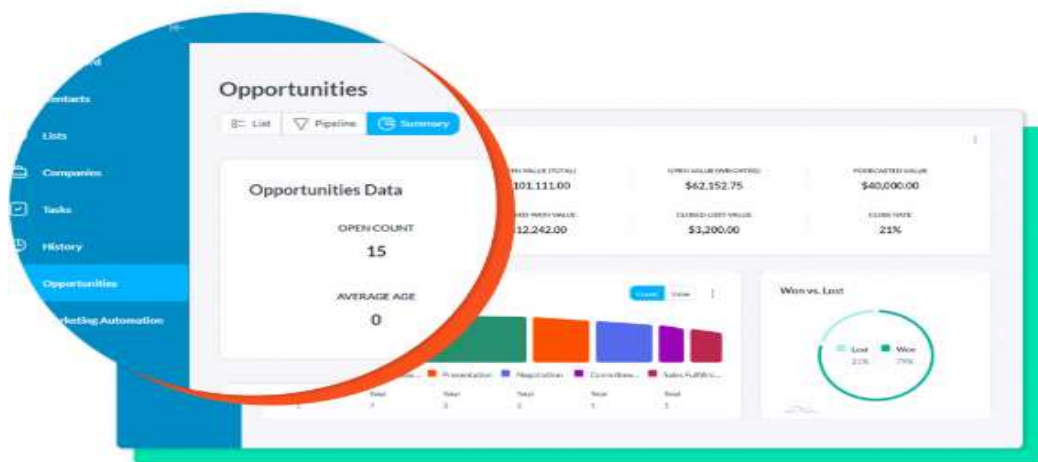
- Set your services apart with personalised campaigns and landing pages you build using turnkey templates.
- Automated workflows make it easy to stay engaged with prospects and clients.
- Know what's working and how to prioritise your follow-up with actionable results.



## OPPORTUNITY MANAGEMENT

### Secure contracts faster and more frequently.

- Keep track of every opportunity with easy-to-use sales pipeline tools.
- Quickly progress deals through stages and drill into any opportunity for more detail.
- Powerful pipeline insights help you pinpoint your most winnable deals.



## CUSTOMER MANAGEMENT

### Make every client feel like number one.

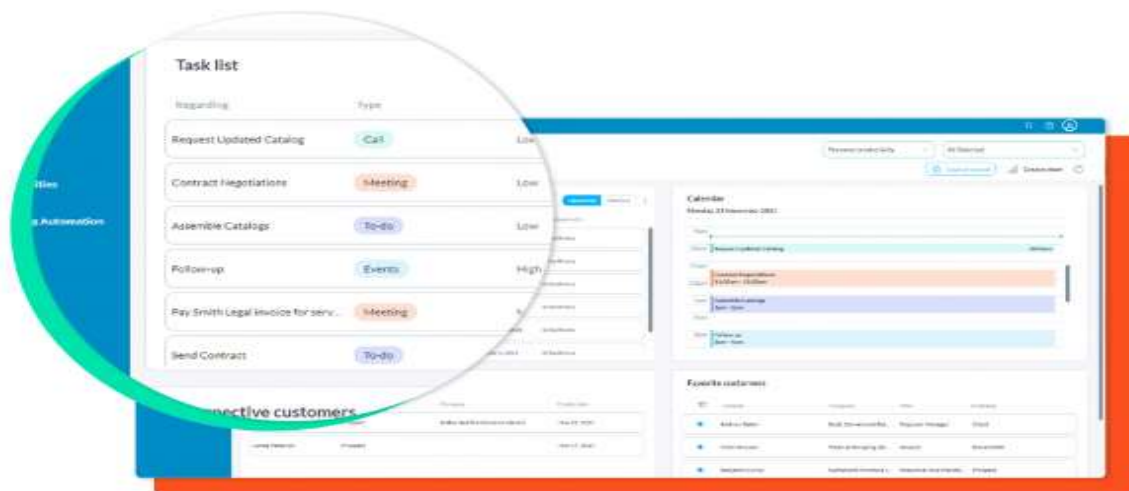
- Bring calls, emails, documents, and personal notes together in one, organised and easily searchable place.
- Personalise every interaction to make clients feel like they're your most important priority.



## ACTIVITY MANAGEMENT

### Stay on top of key projects and priorities.

- Get on top of it and stay on top of it by keeping track of all client activities and to-dos right on their contact record.
- Pull up daily, prioritised task lists so you know exactly where to focus your time throughout the workday.
- Know exactly where to focus your time with daily, prioritised task lists.



## Pricing

	Most Popular - Best Value!	
<b>Act! CRM Starter</b>	<b>Act! CRM Professional</b>	<b>Act! CRM Expert</b>
Basic CRM + eMarketing	Full-featured CRM + eMarketing	Advanced CRM + eMarketing
<b>£11</b>	<b>£22</b>	<b>£44</b>
user/mo	user/mo	user/mo
or pay as you go at £18.50/mo	or pay as you go at £32/mo	or pay as you go at £58/mo
Unlimited contacts + Customer, task, and activity management to keep you on top of things, with marketing and sales opportunity tools to get you started.	Everything in Starter + Capture and convert new leads with marketing automation and sales process management. Design custom layouts and save time with integrations like Outlook and Google.	Everything in Professional + All you need to increase revenue and work strategically, including advanced reporting and insights, A/B testing, and progressive profiling.

# Features

<b>[-] CRM</b>	✓	✓	✓
<b>RELATIONSHIP &amp; ACTIVITY MANAGEMENT</b>			
Customer management ⓘ	✓	✓	✓
Task & activity management ⓘ	✓	✓	✓
Notifications center ⓘ	✓	✓	✓
Calendar ⓘ	✓	✓	✓
Notes & history ⓘ	✓	✓	✓
Companies ⓘ	✓	✓	✓
Act! Companion - Mobile App ⓘ	✓	✓	✓
Dashboard ⓘ	✓	✓	✓
<b>GROUPS &amp; SEARCH</b>			
Dynamic Lists ⓘ	✓	✓	✓
Global Search ⓘ	✓	✓	✓
<b>OPPORTUNITY &amp; PIPELINE MANAGEMENT</b>			
Opportunity Management ⓘ	✓	✓	✓
Sales Process Management ⓘ	-	✓	✓
Products & Pricing ⓘ	-	✓	✓
Sales Opportunity Kanban Board ⓘ	-	✓	✓
<b>INTEGRATIONS</b>			
Microsoft Integration ⓘ	-	✓	✓
Google Integration ⓘ	-	✓	✓
*Coming Soon* Zoom Integration ⓘ	-	✓	✓
DocuSign Integration ⓘ	-	✓	✓
Calendly Integration ⓘ	-	✓	✓
QuickBooks Integration ⓘ	-	✓	✓

ADMINISTRATION & CUSTOMISATION			
Preferences <a href="#">?</a>	Partial	✓	✓
User Management <a href="#">?</a>	✓	✓	✓
Custom Fields <a href="#">?</a>	-	✓	✓
Layout Designer <a href="#">?</a>	-	✓	✓
PLATFORM & TECHNOLOGY			
Data Import tool <a href="#">?</a>	✓	✓	✓
Cloud Storage	200	400	600
Additional Cloud Storage (per 4Gb) <a href="#">?</a>		£4.80/mo	

## Marketing

EMARKETING (INCLUDED)			
Contacts <a href="#">?</a>	Unlimited	Unlimited	Unlimited
Email sends/mo <a href="#">?</a>	2,500	25,000	50,000
Email marketing <a href="#">?</a>	✓	✓	✓
170+ responsive templates <a href="#">?</a>	✓	✓	✓
Interactive template editor <a href="#">?</a>	✓	✓	✓
Email tracking & metrics <a href="#">?</a>	✓	✓	✓
Turnkey campaigns <a href="#">?</a>	✓	✓	✓
HTML email editor <a href="#">?</a>	✓	✓	✓
Drip marketing <a href="#">?</a>	✓	✓	✓
Visual workflow designer <a href="#">?</a>	✓	✓	✓
Campaign calendar <a href="#">?</a>	✓	✓	✓
Deliverability & Compliance Tools <a href="#">?</a>	✓	✓	✓
Social Sharing <a href="#">?</a>	-	✓	✓
Landing Pages <a href="#">?</a>	-	✓	✓
Surveys <a href="#">?</a>	-	✓	✓

MARKETING AUTOMATION			
Marketing Automation to CRM workflow <sup>1</sup>	-	✓	✓
Response-driven nurture marketing <sup>1</sup>	-	✓	✓
Advanced lead capture <sup>1</sup>	-	✓	✓
Lead management & scoring <sup>1</sup>	-	✓	✓
Event marketing <sup>1</sup>	-	✓	✓
Asset Tracking <sup>1</sup>	-	-	✓
Website activity tracking <sup>1</sup>	-	-	✓
Progressive profiling <sup>1</sup>	-	-	✓
A/B testing <sup>1</sup>	-	-	✓
SERVICES & ADD-ONS			
Additional email sends <sup>1</sup>		Add'l 2,500 sends/mo €9.60/mo	
Additional domains (per domain) <sup>1</sup>		€48/mo	

## Support

<b>[-] Customer Support</b>	✓	✓	✓
Knowledgebase <sup>1</sup>	✓	✓	✓
Self-Service portal (FAQs, guides & videos) <sup>1</sup>	✓	✓	✓
Live chat <sup>1</sup>	✓	✓	✓
Support ticket submission <sup>1</sup>	✓	✓	✓
Act! product error troubleshooting by phone <sup>1</sup>	-	✓	✓
'Getting Started' scheduled call <sup>1</sup>	-	-	✓
How-to / feature guidance by phone <sup>1</sup>	-	-	✓
Priority queuing <sup>1</sup>	-	-	✓
Vocemail call back <sup>1</sup>	-	-	✓
Appointment setting <sup>1</sup>	-	-	✓
Saturday phone support <sup>1</sup>	-	-	✓
Professional services <sup>2</sup> <sup>1</sup>	€20/hr	€20/hr	€20/hr

<sup>1</sup>US: M-F 8:30am-8:00am Eastern, UK: M-F 9:30am-5:00pm

<sup>2</sup>Each Professional Services session is billed a minimum of one hour; no pro-rations or partial-hour billing