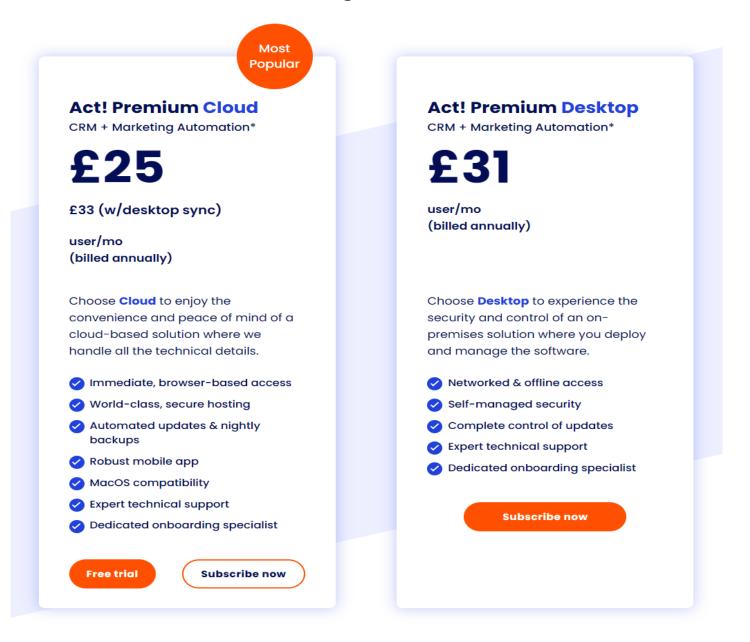
# **Act! Features and Pricing 2025**



# Manage Your Relationship

Centralise and secure your customer data in an easily searchable system. Access customer details, emails, account notes, attachments, campaign results... whether you're in the office, on the road, or offline.

### **Additional Addons**



### **Enhanced Support**

Experience VIP service with priority queuing, feature guidance by phone, appointment setting, and more.

£8 per user/month\*

Learn more



#### **Custom Tables**

Maintain industry-specific data like insurance policies, service contracts, mortgages, projects, and more.

£8 per user/month\*

Learn more



### SMS4Act! Text Messaging

Use integrated SMS text messaging to send and record personalised messages directly from Act!.

Starting at £19/mo\*\*

Learn more



#### Online Quotes

(Act! Premium Cloud only)

Close more business with interactive online quotes.

£18 per user/month\*

Learn more



#### **Lead Forms**

(Act! Premium Cloud only)

Generate new leads with customizable web forms.

£18 per user/month\*

Learn more



#### **Event Management**

(Act! Premium Cloud only)

Make planning online events such as webinars, training sessions, and more, a breeze.

£18 per user/month\*

Learn more



## Additional Cloud Storage

(Act! Premium Cloud only)

Get additional Cloud storage per 5Gb

£3 per month\*



#### **Desktop Sync**

(Act! Premium Cloud only)

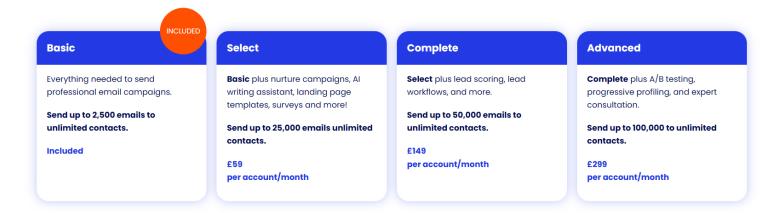
Deploy a desktop client and sync data back and forth to Act! Premium Cloud.

£8 per activation/month\*

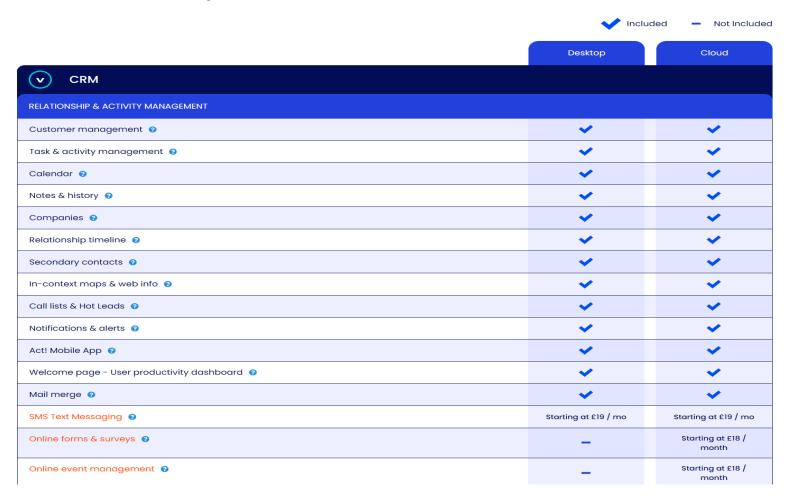
\*\*SMS4Act! text messaging plans start at £19 per month. Pricing is month-to-month and requires no annual contract. An active Act! Premium subscription is required.

## **Marketing Options**

## Turnkey communications for clients and leads.



## **CRM Features Desktop/Cloud**



# **CRM Features Desktop/Cloud ctd**

GROUPS & SEARCH		
Search & lookups 🔞	✓	✓
Groups & filters 🔞	✓	✓
Dynamic groups 😯	✓	✓
Advanced queries 🔞	✓	✓
OPPORTUNITY & PIPELINE MANAGEMENT		
Opportunity management 9	~	~
Sales process management @	~	~
Products & Pricing Management 🥑	<b>~</b>	~
Sales pipeline management view 🔞	✓	✓
Sales KPIs - Standard & custom 🔞	~	~
Sales opportunity Kanban board 🔞	✓	✓
Quotes ②	✓	✓
Advanced interactive quotes    Output  Description:	_	Starting at £18 / month
REPORTING & ANALYTICS		
Reporting 0	~	~
Act! Insight - Dashboards & analytics 🥹	✓	✓

INTEGRATIONS		
Office integration - Export to Excel/Word 🤢	~	~
Outlook integration - Contacts/Calendar/Email 🥹	<b>✓</b>	~
Google Integration - Contacts/Calendar/Email 🔞	~	~
Outlook & Google Integration for Apple Mac OS users	_	~
Act! Connect - Integration with popular apps 🔞	~	~
ADMINISTRATION & CUSTOMISATION		
Preferences 0	~	~
User management 9	<b>~</b>	~
Layout designer 9	~	~
Custom Fields 9	<b>~</b>	~
Multi-Factor Authentication 🔞	~	~
Link for Sage 50 cloud Accounts 🔮	£10 user/mo (billed annually)	~
Custom Tables ②	£8 user/mo	£8 user/mo

## **CRM Features Desktop/Cloud ctd**

PLATFORM & TECHNOLOGY		
Data import 🔞	<b>~</b>	~
API 😯	~	~
Secure AWS hosting ②	-	~
Automatic upgrades 3	-	<b>~</b>
Nightly backups ②	-	~
Desktop Sync 🔞	-	£8/activation/month
Cloud Storage	-	15Gb
Additional Cloud storage per 5Gb	-	£3.00/m (Volume discounts apply)

## **Attract New Prospects**

Attract new leads while enhancing your brand with integrated email marketing. Create professional-looking emails, landing pages, and forms that get the right message in front of the right audience at the perfect time.

## **Personalised campaigns**

Use turnkey templates or design your own for maximum impact.

# Landing pages

Capture leads with high-converting landing pages and web forms.

### **Automated workflows**

Define outreach strategies to effortlessly stay engaged with prospects and customers.

# **Writing Al**

Use advanced AI to create email and landing page copy effortlessly.

# **Marketing Automation Features**

MARKETING AUTOMATION				
	<b>Basic</b> Included	Select £59 account/mo	Complete £149 account/mo	Advanced £299 account/mo
Email marketing 🥹	2,500 emails/mo to unlimited contacts.	25,000 emails/mo to unlimited contacts.	50,000 emails/mo to unlimited contacts.	100,000 emails/mo to unlimited contacts.
170+ responsive templates 👩	<b>~</b>	<b>~</b>	<b>~</b>	~
Interactive template editor 🔞	<b>~</b>	~	~	~
Email tracking & metrics 👩	✓	✓	<b>~</b>	~
Drip marketing <sup>1</sup>	<b>~</b>	~	~	<b>~</b>
Visual workflow designer <sup>1</sup> ②	<b>~</b>	~	~	<b>~</b>
Campaign calendar 💡	~	~	~	<b>~</b>
Deliverability & compliance tools ②	~	•	~	~
AI Writing Assistant 🔞	-	~	~	~
Turnkey campaigns 🔞	-	~	~	~
HTML email editor 👩	_	~	~	~
Social sharing 0	-	~	~	~
Landing pages 😯	-	~	~	~
Surveys ?	-	~	<b>~</b>	~
Team Management 🔞	-	~	~	~
Response-driven nurture marketing	-	~	~	<b>~</b>
Marketing automation to CRM workflow ②	_	_	•	<b>✓</b>
Asset tracking ②	_	_	~	~
Advanced lead capture 🔞	_	_	<b>~</b>	~
Lead management & scoring 🔞	_	-	~	~
Event marketing 0	_	_	~	~
Website activity tracking 9	_	_	<b>~</b>	~
Progressive profiling 🔞	_	_	-	~
A/B testing 🕝	_	_	_	~
Additional email sends (Per 2,500/mo)	£11/mo	£11/mo (Volume discounts apply)	£11/mo (Volume discounts apply)	£11/mo (Volume discounts apply)
Additional domains	Per domain £35/mo	Per domain £35/mo	Per domain £35/mo	Per domain £35/mo

# **Customer Support**

CUSTOMER SUPPORT		
	INCLUDED	ENHANCED SUPPORT £8 PER USER / PER MONTH
Knowledgebase 🔞	~	~
Self-Service portal (FAQs, guides & videos) 🧿	~	~
Act! product error troubleshooting by phone <sup>3</sup> @	~	~
Live chat <sup>3</sup> @	~	~
Support ticket submission 🔞	~	~
Personalised onboarding session 🔞	<b>~</b>	~
Product troubleshooting by phone <sup>3</sup> @	_	~
How-to / feature guidance by phone <sup>3</sup> ②	-	~
Priority queuing 😯	-	~
Voicemail call back 🔞	-	~
Appointment setting	-	~
Extended hours phone support 🔞	_	~
Professional services <sup>4</sup> 9	£150/hr	£150/hr