

# Act! Features and Pricing 2025

Most Popular

## Act! Premium Cloud

CRM + Marketing Automation\*

# £25

£33 (w/desktop sync)

user/mo  
(billed annually)

Choose **Cloud** to enjoy the convenience and peace of mind of a cloud-based solution where we handle all the technical details.

- ✓ Immediate, browser-based access
- ✓ World-class, secure hosting
- ✓ Automated updates & nightly backups
- ✓ Robust mobile app
- ✓ MacOS compatibility
- ✓ Expert technical support
- ✓ Dedicated onboarding specialist

Free trial

Subscribe now

## Act! Premium Desktop

CRM + Marketing Automation\*

# £31

user/mo  
(billed annually)

Choose **Desktop** to experience the security and control of an on-premises solution where you deploy and manage the software.

- ✓ Networked & offline access
- ✓ Self-managed security
- ✓ Complete control of updates
- ✓ Expert technical support
- ✓ Dedicated onboarding specialist

Subscribe now

## 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.

INCLUDED

**Basic**

Everything needed to send professional email campaigns.

**Send up to 2,500 emails to unlimited contacts.**

Included

**Select**

**Basic** plus nurture campaigns, AI writing assistant, landing page templates, surveys and more!

**Send up to 25,000 emails unlimited contacts.**

**£59 per account/month**

**Complete**

**Select** plus lead scoring, lead workflows, and more.

**Send up to 50,000 emails to unlimited contacts.**

**£149 per account/month**

**Advanced**

**Complete** plus A/B testing, progressive profiling, and expert consultation.

**Send up to 100,000 to unlimited contacts.**

**£299 per account/month**

# CRM Features Desktop/Cloud

✓ Included    — Not Included

	Desktop	Cloud
<b>CRM</b>		
<b>RELATIONSHIP &amp; ACTIVITY MANAGEMENT</b>		
Customer management <a href="#">?</a>	✓	✓
Task & activity management <a href="#">?</a>	✓	✓
Calendar <a href="#">?</a>	✓	✓
Notes & history <a href="#">?</a>	✓	✓
Companies <a href="#">?</a>	✓	✓
Relationship timeline <a href="#">?</a>	✓	✓
Secondary contacts <a href="#">?</a>	✓	✓
In-context maps & web info <a href="#">?</a>	✓	✓
Call lists & Hot Leads <a href="#">?</a>	✓	✓
Notifications & alerts <a href="#">?</a>	✓	✓
Act! Mobile App <a href="#">?</a>	✓	✓
Welcome page - User productivity dashboard <a href="#">?</a>	✓	✓
Mail merge <a href="#">?</a>	✓	✓
SMS Text Messaging <a href="#">?</a>	Starting at £19 / mo	Starting at £19 / mo
Online forms & surveys <a href="#">?</a>	—	Starting at £18 / month
Online event management <a href="#">?</a>	—	Starting at £18 / month

## CRM Features Desktop/Cloud ctd

GROUPS & SEARCH		
Search & lookups <a href="#">?</a>	✓	✓
Groups & filters <a href="#">?</a>	✓	✓
Dynamic groups <a href="#">?</a>	✓	✓
Advanced queries <a href="#">?</a>	✓	✓
OPPORTUNITY & PIPELINE MANAGEMENT		
Opportunity management <a href="#">?</a>	✓	✓
Sales process management <a href="#">?</a>	✓	✓
Products & Pricing Management <a href="#">?</a>	✓	✓
Sales pipeline management view <a href="#">?</a>	✓	✓
Sales KPIs – Standard & custom <a href="#">?</a>	✓	✓
Sales opportunity Kanban board <a href="#">?</a>	✓	✓
Quotes <a href="#">?</a>	✓	✓
Advanced interactive quotes <a href="#">?</a>	–	Starting at £18 / month
REPORTING & ANALYTICS		
Reporting <a href="#">?</a>	✓	✓
Act! Insight – Dashboards & analytics <a href="#">?</a>	✓	✓
INTEGRATIONS		
Office integration – Export to Excel/Word <a href="#">?</a>	✓	✓
Outlook integration – Contacts/Calendar/Email <a href="#">?</a>	✓	✓
Google Integration – Contacts/Calendar/Email <a href="#">?</a>	✓	✓
Outlook & Google Integration for Apple Mac OS users	–	✓
Act! Connect – Integration with popular apps <a href="#">?</a>	✓	✓
ADMINISTRATION & CUSTOMISATION		
Preferences <a href="#">?</a>	✓	✓
User management <a href="#">?</a>	✓	✓
Layout designer <a href="#">?</a>	✓	✓
Custom Fields <a href="#">?</a>	✓	✓
Multi-Factor Authentication <a href="#">?</a>	✓	✓
<a href="#">Link for Sage 50 cloud Accounts</a> <a href="#">?</a>	£10 user/mo (billed annually)	✓
Custom Tables <a href="#">?</a>	£8 user/mo	£8 user/mo

# CRM Features Desktop/Cloud ctd

PLATFORM & TECHNOLOGY		
Data import <a href="#">?</a>	✓	✓
API <a href="#">?</a>	✓	✓
Secure AWS hosting <a href="#">?</a>	—	✓
Automatic upgrades <a href="#">?</a>	—	✓
Nightly backups <a href="#">?</a>	—	✓
Desktop Sync <a href="#">?</a>	—	£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 AI

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

# Marketing Automation Features

MARKETING AUTOMATION				
	Basic Included	Select £59 account/mo	Complete £149 account/mo	Advanced £299 account/mo
Email marketing <a href="#">?</a>	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 <a href="#">?</a>	✓	✓	✓	✓
Interactive template editor <a href="#">?</a>	✓	✓	✓	✓
Email tracking & metrics <a href="#">?</a>	✓	✓	✓	✓
Drip marketing <sup>1</sup> <a href="#">?</a>	✓	✓	✓	✓
Visual workflow designer <sup>1</sup> <a href="#">?</a>	✓	✓	✓	✓
Campaign calendar <a href="#">?</a>	✓	✓	✓	✓
Deliverability & compliance tools <a href="#">?</a>	✓	✓	✓	✓
AI Writing Assistant <a href="#">?</a>	—	✓	✓	✓
Turnkey campaigns <a href="#">?</a>	—	✓	✓	✓
HTML email editor <a href="#">?</a>	—	✓	✓	✓
Social sharing <a href="#">?</a>	—	✓	✓	✓
Landing pages <a href="#">?</a>	—	✓	✓	✓
Surveys <a href="#">?</a>	—	✓	✓	✓
Team Management <a href="#">?</a>	—	✓	✓	✓
Response-driven nurture marketing <a href="#">?</a>	—	✓	✓	✓
Marketing automation to CRM workflow <a href="#">?</a>	—	—	✓	✓
Asset tracking <a href="#">?</a>	—	—	✓	✓
Advanced lead capture <a href="#">?</a>	—	—	✓	✓
Lead management & scoring <a href="#">?</a>	—	—	✓	✓
Event marketing <a href="#">?</a>	—	—	✓	✓
Website activity tracking <a href="#">?</a>	—	—	✓	✓
Progressive profiling <a href="#">?</a>	—	—	—	✓
A/B testing <a href="#">?</a>	—	—	—	✓
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 <a href="#">?</a>	✓	✓
Self-Service portal (FAQs, guides & videos) <a href="#">?</a>	✓	✓
Act! product error troubleshooting by phone <sup>3</sup> <a href="#">?</a>	✓	✓
Live chat <sup>3</sup> <a href="#">?</a>	✓	✓
Support ticket submission <a href="#">?</a>	✓	✓
Personalised onboarding session <a href="#">?</a>	✓	✓
Product troubleshooting by phone <sup>3</sup> <a href="#">?</a>	—	✓
How-to / feature guidance by phone <sup>3</sup> <a href="#">?</a>	—	✓
Priority queuing <a href="#">?</a>	—	✓
Voicemail call back <a href="#">?</a>	—	✓
Appointment setting <a href="#">?</a>	—	✓
Extended hours phone support <a href="#">?</a>	—	✓
Professional services <sup>4</sup> <a href="#">?</a>	£150/hr	£150/hr