



EMAIL MARKETING

ACT-ON SOFTWARE:
AS SIMPLE AS YOU WANT.
AS ROBUST AS YOU NEED.

MOVE FROM CONVERSATION TO CONVERSION

Email is a powerhouse for business. With an ROI that beats all other forms of digital marketing, email is hard-working, highly effective, and the preferred communication channel of your customers and leads.

Act-On's combination of simplicity and power makes it easy to create, personalize, test, deploy, and measure your email campaigns – all from a single, intuitive platform. With Act-On, you have everything you need to deliver value, build trust, and drive commerce.

WITH ACT-ON EMAIL MARKETING, YOU CAN:

- Send your first email in minutes
- Increase engagement and conversion with personalization and segmentation
- Learn about your audience and close more sales with effective lead scoring and nurturing
- Match the message to the recipient on-the-fly with dynamic content
- Deliver and manage multiple campaigns, messages, and segments simultaneously
- Integrate your email marketing with other channels and tools, including social media, your website, and CRM
- Optimize your campaigns with A/B testing
- Analyze campaign effectiveness and gain actionable intelligence in real time with detailed reports
- Measure your ROI by campaign, content, segment, sales phase, revenue impact, and more

4300%

The **ROI** of email marketing.

– Direct Marketing Association



ACHIEVE EMAIL MARKETING MASTERY.



DESIGN & EDIT

Craft professional emails in minutes with Act-On's intuitive **drag-and-drop** interface. No need to know HTML. Choose one of our templates or import your own. Next, compose your message using pre-created or original content, add images and action buttons, and even insert forms and create **matching landing pages** with one click. Finally, add **trackable links**, customize your greeting and signature, and your message is ready.



SEGMENT & TARGET

Targeting your messages and campaigns is the **most effective** way to build trust, boost engagement, and **increase conversion**. With Act-On, you can easily create audience segments based on criteria such as demographics, firmographics, and behaviors. Use **dynamic content** to customize specific components of your email such as a text block, image, or offer. This lets you send one email that's **automatically customized** to varying segments.

“*For a sales team that relies heavily on email, there really isn't another option. Nothing can handle the needs of a salesperson the way Act-On can.*”

— Chad Burmeister, Director of Corporate Sales, ON24



TEST & DELIVER

Evaluate your campaign before launch to ensure your emails look great and make it to the inbox. **Preview your email** across 30+ desktop and mobile clients and devices. Perform **A/B tests** to identify the best-performing versions, from subject lines to designs. When you're ready to launch, Act-On checks **spam scores**, ensures **CAN-SPAM compliance**, and **suppresses duplicates** and **opt-outs** from your list segments. Post-launch, bounces and opt-outs are recorded, helping to keep your list clean.



MEASURE & ANALYZE

Measure **performance results** in **real time** – from opens, clickthroughs, and bounces to resulting website visits, form submissions, and sales. **Dashboards** and **in-depth reports** give you a clear picture of your campaign's impact, helping you **optimize** future efforts and assess true **ROI**.



INTEGRATE & AUTOMATE

Automation is email marketing's **secret weapon**, measurably **increasing** its power and **effectiveness**, and turning it into an integrated support tool for your other initiatives. A short list includes building **nurture programs** that support the buyer's journey, launching **trigger email programs** that deliver specific messages based on an action, and using **drip emails** to automate scheduled messages over time.

ABOUT ACT-ON SOFTWARE

Act-On Software's cloud-based integrated marketing platform is rapidly becoming the foundation for successful marketing departments in organizations of all sizes. Act-On's highly intuitive user interface, complete online marketing tool set and affordable pricing starting at just \$500/month have enabled the adoption of marketing automation technologies without dedicated IT support.

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