



Advanced Social Media Module

At Last: Bring Real ROI to Social Marketing

For everything we love about social media, it's had a fatal flaw: It lives in a silo, far away from the rest of your marketing. It's been difficult to really know how social contributes, and it's been impossible to make it an integral part of any of the programs you run via your marketing engine.

Act-On solves this challenge. Our new Advanced Social Media Module lets you integrate social media into your marketing programs, and measure your social media efforts, including:

- Conversion rates
- Sales velocity
- Revenue attribution
- Impact on retention



Attribute, segment, and score behaviors across all channels, including social.

Fold your social efforts into your nurturing program behaviors across all channels, including social.

Curate, schedule, and share content with a click across social channels.

Amplify your reach! Empower team members to be advocates and ambassadors.

Track acquisitions, engagement, audience, content, and advocacy in your easy, intuitive social analytics dashboard.

All This in addition to managing users and permissions, social listening, competitive insight, and much, much more.



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