

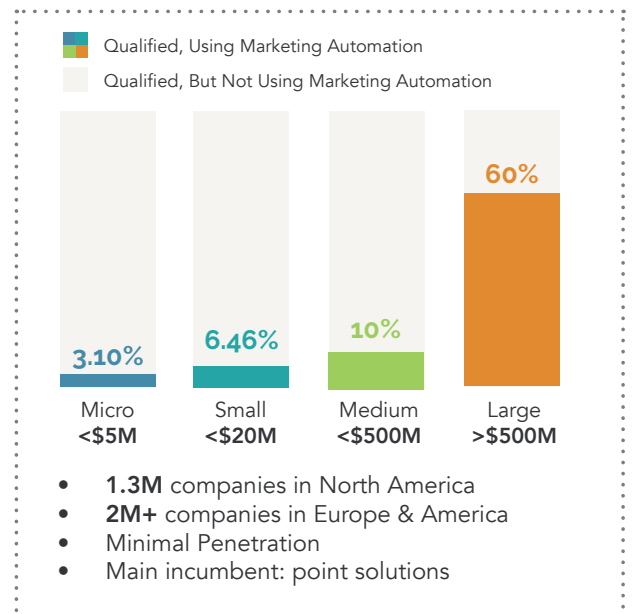
SELECT REFERRAL PARTNER PROGRAM

GROW YOUR BUSINESS CONSULTING PRACTICE. DELIGHT YOUR CLIENTS

You're in the business of helping your clients succeed. As you build your own business through providing strategic insight and applying technological expertise, you look for opportunities – and partners who will help you extend your services and capabilities.

Marketing Automation is a Hot Market

Marketing automation is one of the hottest industries in business-to-business SaaS software; annual growth rates have held steady at over 50% for the last several years. However, it's still a green field market: Overall adoption is between 10-20%, and in the mid-market (\$20-500 million) it's less than 10%. The total available market in North America alone is estimated to be over \$10B.



The CRM Connection

Act-On is the fastest growing marketing automation vendor in the space today. We have **over 3,000 customers** and are the only company that Forrester Research considers a leader for both the enterprise and mid-market needs. Our customers are also extremely satisfied, giving us the highest accolades in our industry.

We've worked with dozens of software publishers over the years, and our experience with Act-On has been top notch...

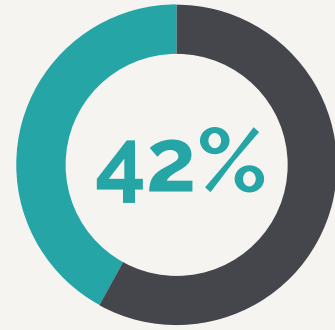
DAVID FAYE
CEO, Faye Business Systems Group
Act-On Reseller

How Act-On Can Help You Succeed in Marketing Automation

Our solution is smart and our people are dedicated. We know how to help you make your customers successful, and we're happy to share our knowledge. Uniquely in the marketplace, Act-On has robust native integrations with the most popular CRM systems (Sugar, Salesforce, Microsoft Dynamics, NetSuite), as well as popular tools such as Litmus, WebEx, GoToWebinar and many others, giving you still more opportunities to help your clients outmarket their competition.

Act-On Partner Benefits:

- Act-On Account & Demo Account
- Act-On Certification
- Partner Resource Center / Collateral & Support
- Partner Directory on Act-On Site
- Joint Marketing / Demand Gen
- Dedicated Channel Manager and Sales Coach



42% of CRM users plan to increase spending in marketing automation.

- Software Advice "Customer Relationship Management Software UserView" (2014)

Our Clients are Spread Across All Industry Verticals (75% are Non-Tech)



RETAIL



TRAVEL, HOSPITALITY,
& LEISURE



HEALTH CARE



MANUFACTURING



FINANCIAL SERVICES



NONPROFITS



AGENCIES



INSURANCE



TECHNOLOGY



EDUCATION



SPORTS & ATHLETIC
ORGANIZATIONS

What Act-On Looks for in Partners

We're actively looking to develop highly engaged, collaborative relationships with the right partners to help us serve this vast and expanding market. If you're involved with CRM and other front office technologies, understand online multi-channel marketing and would like to integrate marketing and sales processes to maximize revenue – let's talk.

For more information about partnering with Act-On, please contact channelteam@act-on.net