

## MISSION & VISION

Act-On envisions a world where the value of marketing is clear and celebrated. Our mission is to bring the power of technology to marketers who aspire to authentically engage across the entire customer lifecycle.

## WHAT WE DO

Act-On is the only growth marketing platform that helps customers grow their business, deliver exceptional brand experiences, and drive customer engagement with their offerings—for every customer, every time.

Our powerful and sophisticated platform extends beyond traditional lead management to drive perpetual business growth and long-term value. With Act-On, marketers can easily own and scale customer engagement by leveraging marketing automation to create authentic, long-term connections from adoption to advocacy. We believe that marketing automation should empower a marketer’s passions while growing their business and delivering measurable value.

## WHY MARKETING NEEDS A GROWTH MARKETING PLATFORM

Marketing automation is ripe for disruption. Customer behavior is changing marketing and business expectations are higher than ever. This means marketers face new challenges as buyers increasingly control the majority of the purchase cycle.

Traditional marketing automation that focuses solely on lead generation is no longer enough. CMOs expect their teams to engage modern consumers through growth marketing strategies that maximize the full customer lifecycle and consistently deliver great customer experiences. Now is the time for marketers to harness this opportunity to elevate the brands they represent as well as their own careers and accomplishments.

## MARKETING IS RIPE FOR DISRUPTION

2 Key Drivers:



### Buyers Control Majority of Purchase Cycle

70%

of buyers fully define their needs on their own before engaging with Sales



72% of customers will share positive experience with 6+ people a week



90% of customers say buying decisions are influenced by online reviews



### Experience is King

80%

of customers say the experience is as important as its products and services



In 2010, 36% of companies complete primarily on the basis of the customer experience. Today, that number is 67%



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## OUR POINT OF VIEW

**Marketing helped make your customers smarter. Your marketing automation has to get smarter, too.**

Modern marketers need tools that both drive demand and enhance brand value. Modern marketing automation tools have to create great brand experiences so that demand generation comes naturally from customer engagement, not just lead capture.

**Customers are more than just leads. Leads create opportunities; experiences fuel growth.**

Creating exceptional brand experiences does not happen in a vacuum; marketers make this happen. And they need more than the traditional CRM-centric world where marketing automation is narrowly defined as lead-generation and boxes customers into a familiar funnel.

**Brand experience doesn’t happen in siloes. It happens at every touch point.**

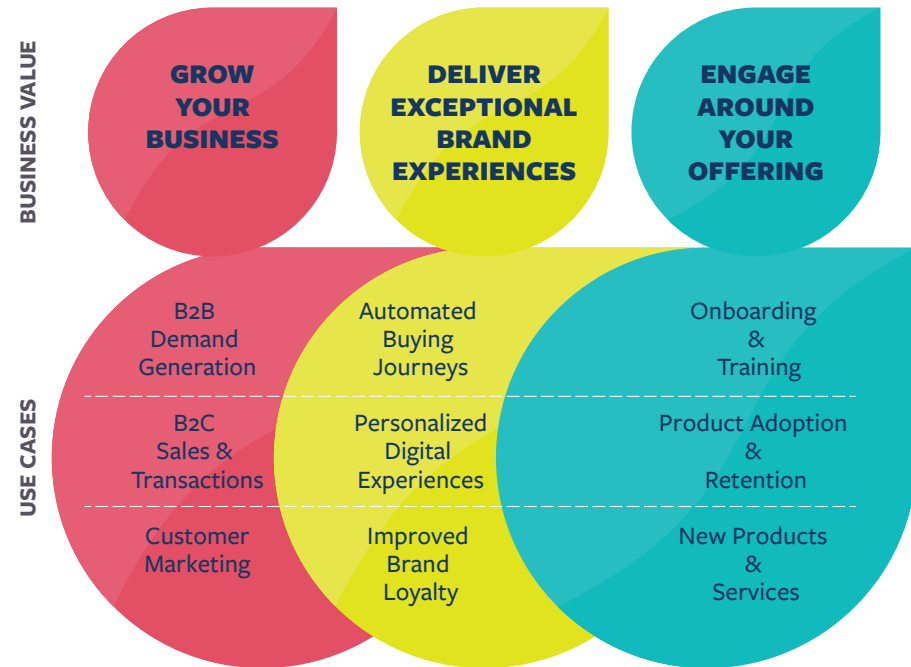
Traditional marketing automation platforms solve only for demand generation, not for the way modern consumers make purchase decisions. Marketing automation can’t be a servant to the CRM anymore. Customers expect better than that. This means that modern marketing is “always on” and that retention depends on a great experience.

**Modern marketing means redefining the channel.**

Customer expectations are high because new digital experiences wow them every day—and the competition knows it. Marketers who merely pull levers won’t win. Those who create meaningful, personal, compelling experiences at every possible touchpoint will.

## HOW WE DO IT

Below is an illustration of the business value we deliver to the market, the primary use cases, and the product that powers it all.



## THE VALUE WE DELIVER TO OUR CUSTOMERS

Here are a few examples of our customers who, on top of using the Act-On platform for traditional marketing purposes, are also leveraging it from a growth marketing mindset.

### Grow Your Business



American  
Endowment  
Foundation

#### Business to Consumer Marketing

AEF has doubled their engaged target audience by leveraging Act-On to execute a modern content marketing strategy at scale, improve brand loyalty, and drive business growth.



#### Driving Consumer Interest

Visit Myrtle Beach uses Act-On to drive consumer interest, improve email reputation, delivery, and engagement—by more than 300%!

### Deliver Holistic Brand Experiences



#### Deliver Reward & Loyalty Programs

RLH Corporation uses Act-On to deliver premium experiences with automated welcome, loyalty, and transactional campaigns to individual guests across 8 unique brands at scale.



#### Personalized Digital Experiences/ Streamline Events

Picarro uses Act-On to execute a holistic, highly personalized, automated event marketing strategy resulting in a 75% increase in qualified leads overall.

### Engage Around Your Offering



#### Drive Interest in New Products

Madrona Financial Services is driving interest in new products and exponential business growth (1000% since implementation) by using Act-On to deliver a holistic marketing strategy.



TPC  
TRAINING

#### Deliver Training & Educational Programs

TPC delivers comprehensive safety education and training programs through Act-On and have seen a 10X increase in revenue since implementing Act-On.



# act-on

## MEET THE NEW ACT-ON

### The Growth Marketing Platform for the Modern Marketer

