



ACT-ON RELAUNCH CUSTOMER TESTIMONIALS

Testimonials Reacting to Enhanced Products



Hans Christian Bothmann, Blue Business A/S

"We've been reviewing the enhancements and are excited about these solid reporting updates. They're more visually appealing, we love the interactivity, and it's an overall cleaner, better experience."



Laura Willis, Sharp Electronics Europe

"I really love these improved reports, they show a lot of very useful data and insights that I can easily view, export, and use for my internal reporting for all my global accounts."



Karli Brophy, HST Pathways

"I absolutely love the new look and feel of Act-On's content creation section! It makes me that much more excited to design and build out campaigns, etc. within the platform. Thank you!"



Chad Collett, Ledgeview Partners

"I am LOVING the new rich text editor. Love it! Great job, Act-On!"

General Act-On Testimonials



Ryan George, Chief Executive Officer, Simpleview

"With the ongoing success of our digital marketing department, we recognized that there are increasingly sophisticated ways for our customers to engage their customers and prospects. After evaluating multiple widely recognized vendors, we chose to partner with Act-On based on the sophistication of their tools, the depth and breadth of their support infrastructure, and the open nature of the application programming interface (API) that will allow for seamless integration with Simpleview CRM."



Eric Kinaitis, VP Marketing and Communications, American Endowment Foundation

"Act-On provides us with both the creative and analytics arms to accomplish our customer communications effectively and efficiently in one comprehensive and reliable platform."



Marc Wilensky, VP of Communications and Brand Marketing, Tower Federal Credit Union

"I'll tell you, being able to track customer activity and the sales funnel scoring system are two things that most vendors utilized by people in our industry don't have. We've seen a two-three times increase in our open rates, especially to the follow-up emails, and we've seen a lot more customers starting loan applications."



CORPORATION

Whitney Swales, VP Guest Recognition, Loyalty, and Marketing Promotions, RLH

"The goal is to make the overall guest experience as seamless as possible, and Act-On enables us to deliver that experience with minimal effort and fantastic results!"