



ACT-ON RELAUNCH FACT SHEET

Company Boilerplate:

Act-On Software is the world's growth marketing leader, offering solutions that empower marketers to move beyond the lead and engage targets at every step of the customer lifecycle. Act-On makes customer data actionable so marketers can strategize smart, effective solutions to grow their businesses and generate higher customer lifetime value – all with the fastest time-to-value.

Founded in: 2008

Leadership Names + Titles:

- Kate Johnson, Chief Executive Officer
- Bill Pierznik, Chief Operating Officer
- Roger Rowe, Chief Financial Officer
- Aaron Johnson, Chief Product Officer
- Chris Masino, Chief Revenue Officer
- David Greenberg, SVP Marketing
- Kevin Williams, SVP Customer Success

Number of Employees: 170+

Core Services:

Marketing Automation, Email Marketing, Website Lead Generation, Social Media Marketing, Marketing Analytics & Reporting, Lead Management, Personalized Communications, Integrated Customer Strategies

Customers:

Growth-oriented B2B and B2C companies of all sizes across sectors including financial advisors, manufacturing, higher education, insurance and technology.

- **Examples:** American Endowment Foundation, American Roller Company, Bruker Nano Inc, Don Johnston Incorporated, Essendant, Find Your Influence, Four Springs Capital Markets, Georgia United Credit Union, HRS, Marketing Guys, Media Cybernetics, Interior Federal Credit Union, Oregon State University Foundation, Plant Automation Services Inc., Progressive Hydraulics, Inc, Solovis, Spandex, Simpleview, Thompson Rivers University, Tower Federal Credit Union

Awards:

- G2 Crowd Top 50 Marketing Products, G2 Crowd Highest User Adoption (Mid-Market)
- Gartner Visionary in the Magic Quadrant for CRM Lead Management
- TrustRadius Top Rated, TrustRadius Most Revolutionary Software
- Sirius Decisions “Program of the Year” for Technology
- MarTech Breakthrough Innovation Award for Marketing Automation
- Forrester Wave Marketing Automation Leader
- Deloitte Technology Fast 500
- Inc. 500
- Forbes America’s Most Promising Companies

Number of Customers: 4,000+

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