

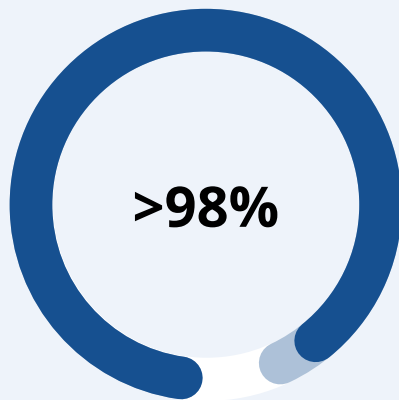
Email Marketing at Act-On

Outpace Your Competitors with Intelligent Emailing

The Center of Your Marketing Universe

Email is the most flexible and effective way to build and strengthen relationships across all your target audiences.

Marketers can leverage marketing automation to deliver extremely targeted and personalized emails, sending the most relevant email messaging to the right audiences at the perfect time. No other marketing medium is as powerful, effective, or measurable. But to maximize the potential of email, it's important to start with the fundamentals and optimize from there.



**Act-On email
deliverability rate**

Powerful Emailing for Every Need

At Act-On, we support commercial or promotional emailing, as well as transactional and event-triggered emailing.

Promotional emails — Drive market awareness, move prospects through the consideration phases of their buyer journey, and nurture more informed and educated buyers for your sales teams.

- Invitations to virtual or in-person events
- Links to in-depth content on your website
- Direct engagement with sales and support

Transactional emails — Send important updates to your customers and signal your dedication to them.

- Important product information
- Security alerts or compliance communications
- Account updates and billing

Deliverability, Inboxing, and Reputation

For digital marketers, the best email campaign in the world won't make a difference if it never reaches its intended recipient. That's where email deliverability comes into play.

Adaptive sending — Predictive intelligence that constantly analyzes digital behavior within Act-On to determine the best time to send for increased open rates and engagement.

Email deliverability — The best deliverability team in the business guides customers to improve delivery rate, inbox rate, click rate, perceived email channel health, and ROI from email. Act-On customers enjoy the highest email delivery rates in the market.

Committed to Privacy and Security

Emerging data privacy and security regulations around the world are impacting how marketers can engage with prospects and customers.

California Consumer Privacy Act (CCPA) — Restricts the use of personal data in California. Our data privacy and security aligns to CCPA for all U.S. customers, a higher level of protection than what's required.

General Data Protection Regulation (GDPR) — Protects personal data for citizens of the European Union, including the transfer of E.U. citizen's data outside of the European economic area.

In fact, our E.U. emailing functionality allows email to be sent to and from E.U.-located accounts without ever transferring any E.U. citizen's data outside of the E.U. This allows customers in Europe or doing business in Europe to send emails to fellow European citizens without ever processing them through a U.S. data center or network. No other marketing automation platform offers the complete level of security and privacy that Act-On does.

All-In-One Power & Reach

Email is the center of your digital marketing playbook. Act-On empowers you to send automated, in-the-moment messages that help you build great relationships with your audience.

More questions?

Call us at +1 (877) 530-1555 for help,
or contact your success representative directly

[Contact Us](#)