

Bring Marketing and Sales Into Sync with Act-On

Gain (and Keep) More Customers with Automation

Act-On's marketing automation technology makes it easy for you to pay personalized attention to segmented leads and established customers, building closer relationships at every stage of the buyer's journey without straining resources. Consistent, automated programs make it possible to replicate your successful campaigns and run them at scale, with less effort — and more precision.



Power Marketing

Create, automate, and measure marketing, nurturing, upsell, and retention campaigns, leading to action and advocacy through timing and relevance. Right person, right message, right time.

- Track prospect behaviors and digital footprints, share the data seamlessly with sales.
- Correlate behaviors from multiple people at the same company, use account-based marketing (ABM) tactics to coordinate personalized nurturing.
- Score accounts and leads on specific behaviors, profiles, and attributes.
- Qualify leads, send to sales automatically when leads cross a set threshold.
- Automatically manage, assign, and recycle leads based on specific behaviors.



Power Sales

Give sales a window into Act-On right inside their CRM dashboard, so they can:

- Send marketing-created, personalized, trackable emails and messages.
- Get qualified, prioritized hot prospects delivered daily.
- Learn exactly why a lead has been qualified and assigned to them.
- See a prospect's interests and activities, understand what they want and need, know where to begin the conversation.

The Funnel is Just the Beginning

Thinking in terms of the sales funnel is only half the battle. For modern marketers, the sale is just the first milestone in a complex relationship between customer and buyer.

Once you bring new customers into the fold, it's vital that you build a relationship and create great experiences. Keeping customers happy, and giving them content that helps them get their jobs done, is how you turn one-time customers into repeat business and lifelong brand loyalists.

Marketing Automation helps by giving you the tools you need to nurture the customer relationship in every channel.



More questions?

Call us at +1 (877) 530-1555 for help,

[Contact Us](#)