

How Act-On Provides Value

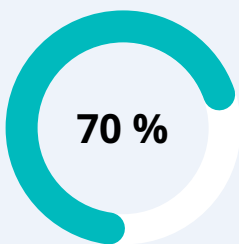
Powering your marketing success from day one

Confidence to Get Your Job Done

Act-On is a leading marketing automation solution provider that is built with marketers in mind. Given that our focus is on you, the marketer, we define our priorities according to your campaigns, programs, strategies, and ambition.

Act-On delivers distinct value to our customers through:

- 1. Agile Marketing at the Pace of Business.** Go from idea to impact in record time, with an intuitive platform that helps you launch better programs, faster, to drive business growth.
- 2. Innovative Solutions for Innovative Marketers.** Generate demand and amplify your brand, with the most innovative marketing automation platform. Powered by AI features and sophisticated analytics.
- 3. Partnering In Your Marketing Success.** Act confidently, knowing you're supported by an organization focused on helping you meet your goals.



70 %
of buyers fully define their needs on their own before engaging with Sales

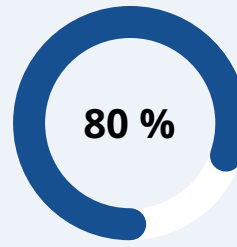
Act-On Is Built for Marketing

Modern marketers know that buyer engagement has changed dramatically in the last few years. They are better informed, often set the pace, and can move quickly through a sales cycle. Act-On helps digital marketers adapt to these changes with targeted, timely, and personalized content delivered across the buyer's digital touch points and throughout the customer's lifecycle.

Act-On is built to empower your modern experience marketing strategies — whether your preferred outreach is mono-channel or omnichannel, single touch or multi-touch, in-the-moment or across a lifetime. Whatever you need to drive your marketing success, Act-On enables your entire strategy as your needs evolve.

A Complete Marketing Automation Approach

Whether you're new to marketing automation, currently using an email service provider, or moving away from your current marketing automation vendor, we're here to help meet your needs and exceed your goals.



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

- Outbound marketing
- Inbound marketing
- Landing pages & forms
- Actionable analytics & reporting
- SEO & SEM
- Website visitor tracking
- Automated workflows & nurture programs
- Behavioral tracking
- Email messaging
- SMS messaging
- Segmentation & targeting
- Automated onboarding
- Social media marketing
- Martech integrations (CRM, BI, Events)
- Customer marketing
- Lead scoring

Your Success Is Our Success

When you sign with Act-On, you don't just sign an agreement, you join a team. Our experts are dedicated to your goals from the start of our engagement and throughout our entire partnership.

More than 90% of our customers are up and running within six weeks and our support team enjoys a CSAT score above 98%. We will continuously work with you to solve your technology questions and marketing challenges.

Our services and support packages are defined by your needs. Our Silver, Gold, and Platinum support packages include:

- In-person phone and live chat support
- Dedicated customer success and escalation managers
- Quarterly success reviews and check-ins

We also offer ongoing education, consulting, support, pathways to success, and personalized attention — all of which are second to none in the industry. We are invested in and dedicated to your long-term success — no matter your size, scope, need or pace — and we're excited to welcome you aboard.

More questions?

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

Contact Us