



Growth made easy.

Everything you need to **market**
like a pro,
turn leads into sales, and **win**
raving fans for life.

Get on the path to growth!



Market like a pro.

Powerful tools to attract business and promote your brand.

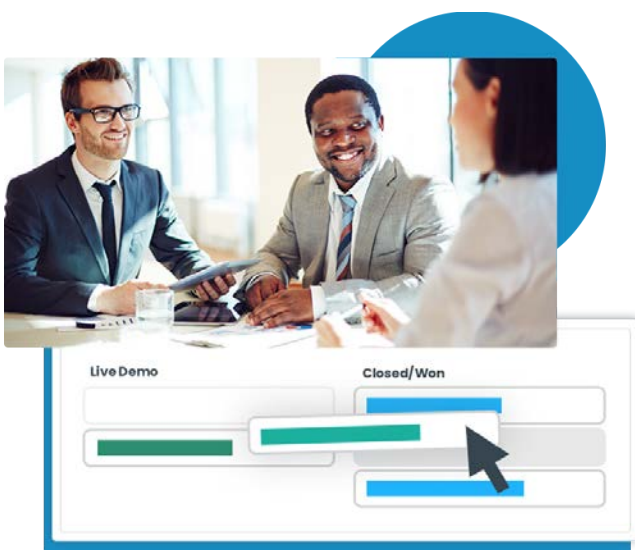
Need to get the word out about your business, but don't know where to start? It's easier than you think! Send impactful emails that promote your products or services and look professional, without a big budget or marketing expertise. You take it a step further to really set yourself apart from the competition and build the perfect journey for your customers with automated outreach in each step.



Turn leads into sales.

A straight line to sales success.

Stop guessing which deals will close each month. Focus on your most valuable opportunities to hit your sales goals every month! Hot leads end up in your hands while they're ready to buy, because your marketing and sales efforts are fully connected. Because you track and manage every detail of your open opportunities, you forecast accurately, uncover potential issues and opportunities, and quickly adjust your strategy with ease.

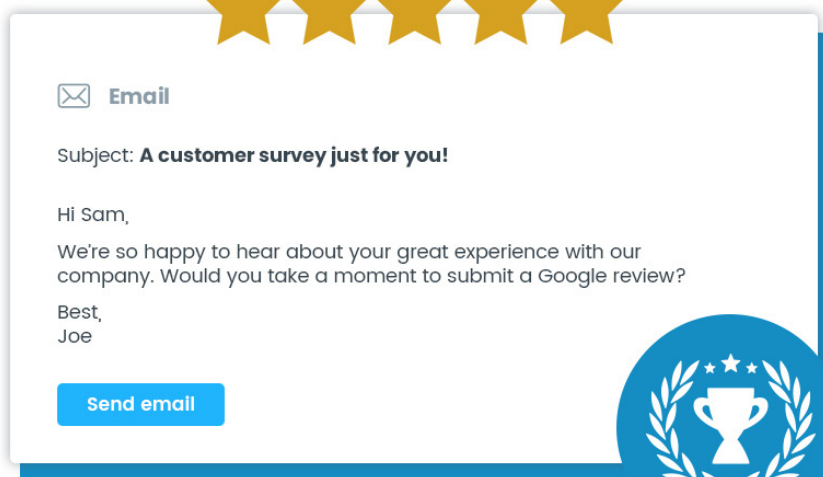




Win raving fans for life.

From leads to sales to 5-star reviews.

Stay engaged with your customers and continuously delight them after their initial purchase. With an assist from automated communications and activities you define, you deliver the right message at the right time. This makes it easy to upsell products or services to your existing customers, renew their contracts before they expire, and check in regularly to ensure they're happy and advocating your brand.



Sales & marketing in one.

Achieve sales and marketing greatness with the all in one solution designed just for small and mid-sized businesses.



Fit for your journey.


Grow as you go with affordable options perfect for your unique business—no matter where you are on your journey.



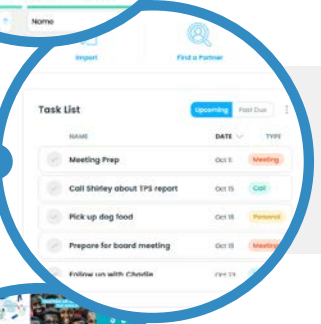
A recognized leader.

Rest easy when you partner with a recognized leader with millions of happy customers all around the world.


Have YOU seen lately?

2020  **v22.1 & SaaS**

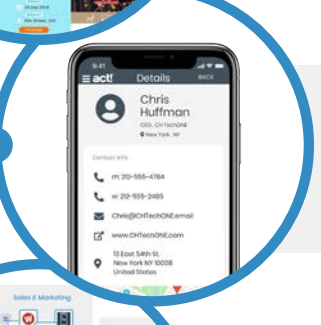
- User Experience & Performance Enhancements
- Pre-Built Marketing Asset Library
- Mobile App Productivity Tools
- SMS Text Message Campaign Action (SaaS only)

2019  **v21.1 & v22**


- Personalized Home Screen
- Modernized Look & Feel
- Marketing Automation Features & Insights

2018  **v20.1 & v21**

- Powerful Marketing Automation
- Dynamic Sales Pipeline Management
- Custom Tables
- Industry Template Library

2017  **v19 & v20**

- Mobile App
- Interactive Dashboards
- Seamless Outlook® Integration
- eCommerce Connections

2016  **v18**

- App Marketplace
- Act! Connect Link
- API

CRM and Marketing Automation together **as one.**

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