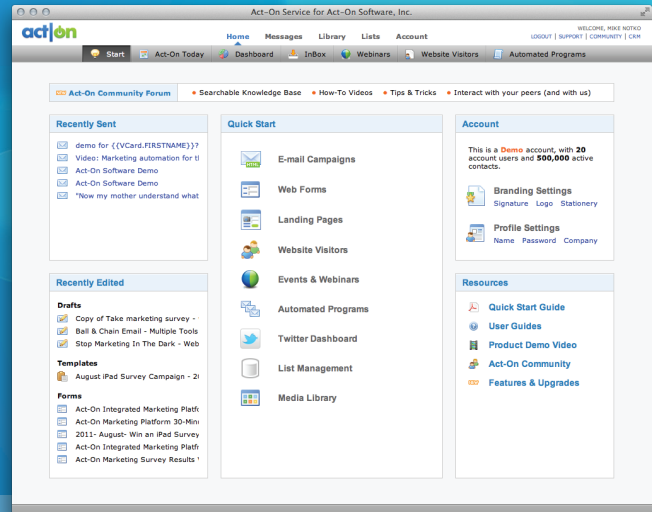


Email Marketing

- **Behavioral Segmentation** for better audience targeting.
- **Easy-to-Build Forms and Landing Pages** for creating relevant destination content.
- **Website Visitor Monitoring** for gauging campaign effectiveness.
- **Automation** enables you to develop and deploy entire marketing campaigns.

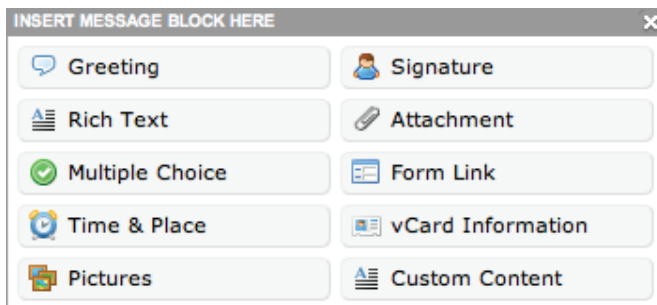


Whether you are just getting started with email marketing, forms and landing pages, or you are looking to upgrade your lead generation programs with advanced techniques like lead nurturing and lead scoring, the Act-On Marketing Service offers a straightforward way to get it done.

Content Creation

If you are familiar with Microsoft Word, you have everything you need to create professional-looking emails, newsletter, landing pages and more – in just minutes.

Start from a pre-built template, or import your own. Inject trackable links with ease, drop in any image, and your message is all ready to go.



Turbocharge your emails, forms and landing pages with Act-On's pre-designed and pre-built creative elements for common business needs.

Launching Campaigns

Once your content is created, it's time to launch! You can schedule batch, drip or auto-response messages. Either way, you'll launch with confidence because we run a complete set of checks before allowing the launch to proceed.

✗	Subject Line
✓	Recipients
✓	Content
✓	Sender Name & Address (CANSPAM)
✓	HTML & Text Opt-Out Links (CANSPAM)
⚠	Test Message Has Not Been Sent

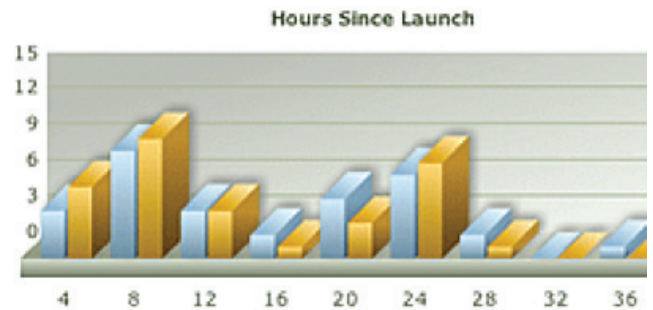
Act-On checks your message content for personalization errors, CAN-SPAM compliance, and identifies any spam filter issues. We'll even help you proof how your message will look in various e-mail programs. .

Before the launch, Act-On automatically suppresses duplicates, opt-outs and previously bounced addresses, relieving you of the burden of having to manage this manually. After the launch, Act-On records bounces and opt-outs, as well as any spam complaints received directly from the big ISP's (such as Yahoo, Hotmail, AOL, etc.).

Real-Time Reports

Once you've launched, it's time to see how effective your campaign is at driving traffic. With Act-On's real-time reports there's no delay. You'll see your email open and clickthrough rates, as well as opt-out rates and spam complaints.

Best of all, our reports are live and actionable so that you can drill down and launch additional messages to each segment or save it for a future campaign.



Act-On's integrated reporting lets you see how effective your campaigns are at driving website and landing page visits, form views, etc., right from within the message report.

“Act-On has allowed us to quickly get up and running with sophisticated marketing functionality. Within days we were generating targeted mailings, monitoring responses, building targeted landing pages, and implementing lead nurturing, all with a staff of one. We get as much functionality from Act-On as we would have from much more expensive systems, and it's easy to use”

Jack McKee

Vice President, Sales and Marketing, Ace Metrix

www.acemetrix.com

“Staff productivity has increased as we are able to prepare emails, e-newsletters, landing pages, forms, and other e-communications without having to know complex html coding.”

Donna Lehmann

Director of Marketing Communications, First Insight Corporation

www.first-insight.com

About Act-On

Act-On Software's cloud-based integrated marketing platform is rapidly becoming the foundation for successful marketing departments in organizations of all sizes. Act-On's highly intuitive user interface, complete online marketing tool set and affordable pricing starting at just \$500/month have enabled the adoption of marketing automation technologies without dedicated IT support.