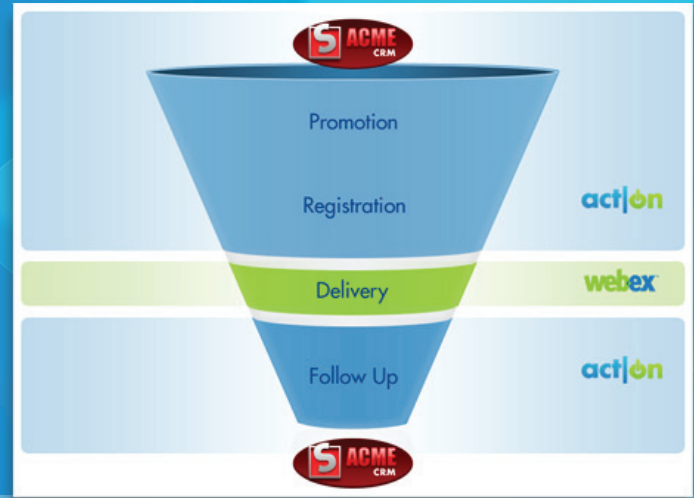


## Events & Webinars

- **Complete integration** with Cisco WebEx Event Center.
- **Comprehensive webinar management** from pre and post event communications, to tracking responses and building reports.
- **Create end-to-end invitations** and reminders for your webinars and events.



Studies have shown that people will retain only 10% of what they read but up to 50% of what they see and hear. Events & webinars give marketers a valuable tool for establishing thought leadership, demonstrating product benefits, teaching best practices, and qualifying a prospect's readiness to buy.

## Our Unique WebEx Integration

Cisco® WebEx® is widely recognized as the best webinar delivery platform in the industry. Act-On rounds out the WebEx offering by adding comprehensive pre- and post-event marketing programs around webinars.

Act-On achieves this with a deep back-end integration with the WebEx platform. The resulting combination is an end-to-end webinar management solution that fits cleanly into your larger online marketing context.

With Act-On, you plan your webinar sessions, build all the creative elements, decide on the timing of communications, and then sit back. Act-On takes over from that point on, communicating with WebEx, scheduling messages, tracking responses, building reports, etc.

If you used multiple mailing lists, Act-On shows you which list is more effective at driving your registrations. If you want to promote your event via ads and Twitter, Act-On gives you trackable links to your event landing page and event registration form that you can use for your ads and in your tweets. The registration dashboard lets you see at all times what is working well and what is not.

The Act-On webinar dashboard walks you through the entire process of planning your event and generating all the necessary creative elements.

## Pre-Event

Use the Act-On visual form builder to create professional registration forms for your events. If you plan to charge registration fees for your event, simply enable the registration form's built-in e-commerce capabilities.

## Post-Event

After the event, Act-On automatically retrieves attendance and participation data from WebEx.

Based on this, it creates all possible segments for appropriate follow-up and schedules the corresponding messages. For example, people who attended might get a “Thank You!” message; people who signed up but did not attend might be directed to a landing page for downloading copies of the webinar materials; and so on.



Act-On’s webinar reporting provides a comprehensive view of registrants, attendees, as well as peak attendance flows at a glance.

## Your Webinar Power Tool

If you run a lot of webinars, Act-On can save you a tremendous amount of time and effort.

### Jumpstart new webinar creation

Use a successful past webinar as a blueprint for the new one. Act-On can automatically inherit and adapt the creative and scheduling elements to the new webinar. The utility of this feature cannot be overstated.

### Run large multi-session webinars with ease

If you run large multi-session webinars that are delivered using different WebEx sessions at different times, Act-On will feel like the answer to your prayers. Just set up the first session, tell Act-On about the additional session times and watch it generate \*everything\* needed for these sessions automatically.

### A complete end-to-end solution

Act-On handles the promotion and last chance campaigns for all the sessions in a unified way. As people sign up for specific sessions, it manages the reminders and follow-ups for each session separately. Finally, it rolls up the data from all the sessions in generating the overall reports.

## 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.