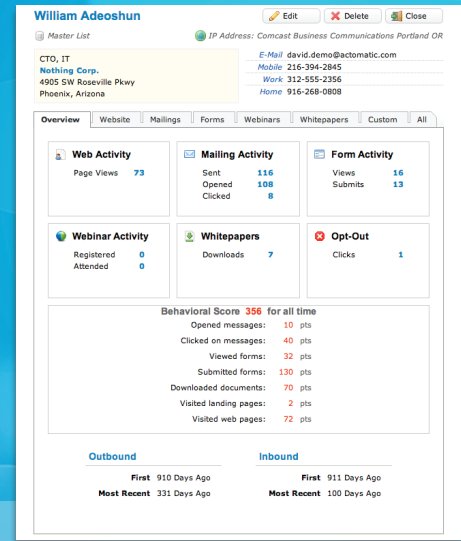


## List Management

- Assemble, consolidate and manage all of your lists from a single database.
- Centralize all marketing interactions with your prospects.
- Define dynamic list segments based on attributes and behaviors.
- Create clean lists to maximize deliverability and click-throughs, and minimize bounces and spam complaints.



Act-On makes it easier than ever for you to assemble, consolidate, and manage all of your customer and prospect lists for your marketing campaigns. The key to effective email campaigns begins with clean data and careful list selection.

## Zero Setup Marketing Database

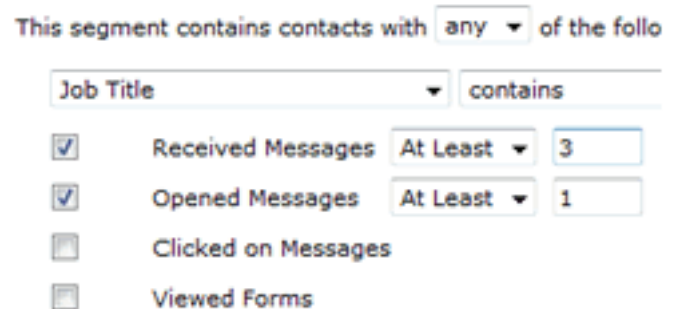
With Act-On you don't have to waste time merging your CRM and marketing lists – simply pull your lists directly into your Act-On account with just an Excel or CSV file. You can also import leads, prospects or campaign members directly from your Salesforce.com account. Your lists can have as many custom fields as you like, and you can use them all to personalize your campaigns.

As you use your lists in your marketing campaigns, Act-On automatically builds the centralized marketing database containing all the marketing interactions with your prospects (such as messages sent, responses to messages, form views and submissions, website visits, webinar attendance, and more).

## Segmentation

Improve your marketing effectiveness by targeting your campaigns to appropriate segments, instead of just blasting them out to all your prospects.

Define dynamic segments by combining profile attributes (such as industry, title, or company) with observed behaviors (such as responses to past campaigns). Delivering relevant content that takes these activities into consideration provides a compelling experience for prospects and facilitates the conversion of leads into opportunities.



Act-On makes it simple to define segments such as “All VPs from NY, NJ, CT who have visited the Pricing page in the last 30 days” to be handed off to sales. Send your daily “Your free trial is about to end!” campaign to the segment “Everyone who downloaded the free trial in the last 30 days and did not submit the subscription form”..

## List Hygiene

Clean your marketing lists by removing duplicate and invalid email addresses. Don't lose valuable leads to simple typos and data entry errors. Make automatic repairs and fixes to names and email addresses where possible.

Act-On keeps track of email addresses to which delivery has failed ("bounced") in the past, as well as email addresses that have registered spam complaints (by pressing the This is Spam button in Hotmail, Yahoo, AOL, etc.). Remove these addresses automatically from your marketing lists.

<input type="checkbox"/>	First Name	Last Name	E-mail
<input type="checkbox"/>	Betty		Delete@actomatic.com
<input type="checkbox"/>	Shelly	Brownell	Shelly_Brownell@acto
<input type="checkbox"/>	AJ	Brown	aj@act-on
<input type="checkbox"/>	Julie	Flowers	jflowers@gmail.com
<input type="checkbox"/>	Anh	Garcia	david.demo@om
<input type="checkbox"/>	Violet	Maccleod	Violet_Maccleod@acto
<input type="checkbox"/>		Mchugh	david.demo@actomati
<input type="checkbox"/>	Brenda	Moore	Brenda_H@actor
<input type="checkbox"/>	LeAnne	Peters	dan_demas@hotmail.c

Clean data has the best chance of getting a response. Act-On focuses on deliverability and tracks bounces, click-throughs, and spam complaints so that you're not wasting your marketing dollars.

## Salesforce.com Synchronization

Act-On offers complete integration with Salesforce.com to pull in the leads and contacts you need for your marketing campaigns.

Unlike the majority of marketing automation platforms, Act-On does not automatically bring across the entire Salesforce database. Instead, it allows you to decide just how much to bring across. In many cases, it is enough to just bring across the members of one or more of your Salesforce campaigns.



### Import Complete Salesforce List

- All Salesforce Contacts
- All Salesforce Leads

### Import Salesforce Campaign Members

- GC Product Webinar - Jan 7, 2002
- User Conference - Jun 17-19, 2002
- DM Campaign to Top Customers - Nov 12-23, 2001

Act-On uses the Force.com API to pull the leads and contacts you need for your marketing campaigns from Salesforce.

Whatever the subset you select, Act-On will keep this subset in sync and up-to-date. You can also define dynamic segments in Act-On representing qualified new leads for your Salesforce.com account. As your marketing campaigns cause new prospects to qualify into these segments dynamically, Act-On can add them automatically to your Salesforce leads table for follow up.

## 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.