



# Act! Essentials

Get Organized. Drive More Sales. Extend Your Reach.

## Bring your business into focus

Consolidate and manage your contacts, activities, notes, and history in one organized place, accessible from anywhere, so you can build better relationships, drive more sales and grow your business. Quickly assess your sales pipeline to focus your sales efforts and email marketing campaigns in the right direction.

## Act! Essentials

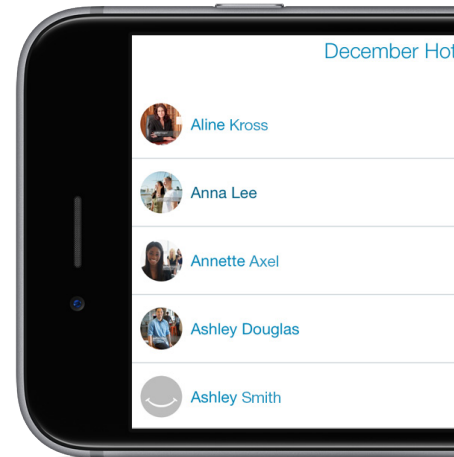
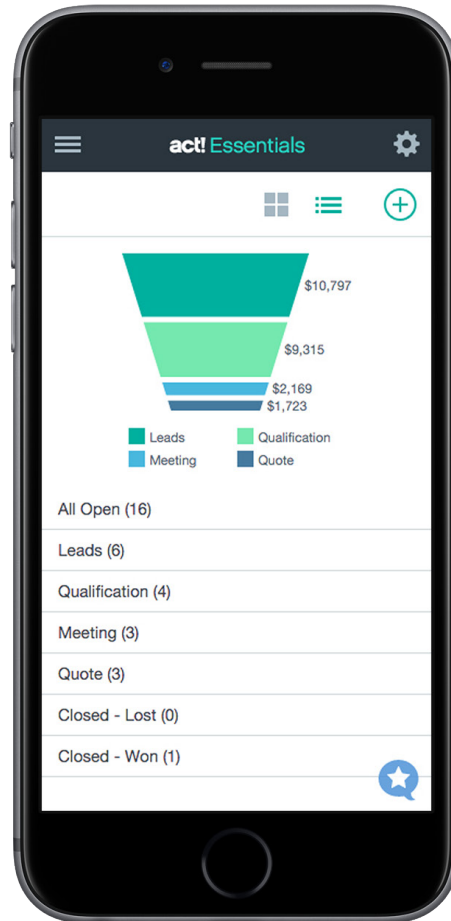
is a simple, cost-effective way to help entrepreneurs get organized and get growing. It's easy to get started, with no technical hoops to jump through, and no long-term commitment required.

### Includes

- Web & Mobile access
- Email marketing (500 contacts + Call List)
- New features & compatibility updates
- Automatic upgrades

**Starting at \$10 /user/mo.**

Get started today at  
[act.com/act-essentials](http://act.com/act-essentials)



Accessible  
anywhere,  
anytime



## Get Organized

### Know Your Customers

Maintain a complete view of your prospects and customers, including associated notes, history, activities, and opportunities in one organized place.

### Tailor Your Interactions

Organize your customers and prospects into groups so you can deliver targeted email marketing messages or sales offers to select customer segments.

### Manage Your Day

Easily keep track of activities and events for yourself or your team. Prioritize and track phone calls, meetings, to-dos, and email campaigns.

### Stay Connected

Stay connected to your business by accessing key Contact, Opportunity, and Calendar details from your iPhone®, iPad® or Android™ device.

## Drive More Sales

### Advance Your Sales

Complete activities in each stage of the sales process to keep deals moving – track call-backs, meetings, emails, and more.

### Assess Your Progress

Get a complete visual representation of your sales pipeline at a glance so you can project sales, adjust your strategy, and quickly focus your efforts in the right area.

### Stay in Sync

Collaborate with teammates to keep up with the latest contact updates, to-dos, and activities – all in a single location, from any device.

## Extend Your Reach

### Define Your Target

Intelligently segment your target list and customize relevant, engaging messages through personalized email campaigns.

### Launch Your Campaign

Create, send, and track professional, eye-catching email campaigns that reach customers and prospects with the right message at the right time.

### Focus Your Follow-Up

Track your email marketing success with real-time campaign reporting, and focus on hot leads first with intelligent, prioritized Call Lists – all from within Act! Essentials.



Sign up for your  
free trial today! Visit  
[act.com/act-essentials](http://act.com/act-essentials)

