



What's new in Act! v21

THE NEXT GENERATION

Take sales & marketing to new heights!

Your trusted CRM choice just got better! Act! now includes dynamic sales pipeline management and powerful new Marketing Automation, transforming Act! into the ultimate small business toolset.

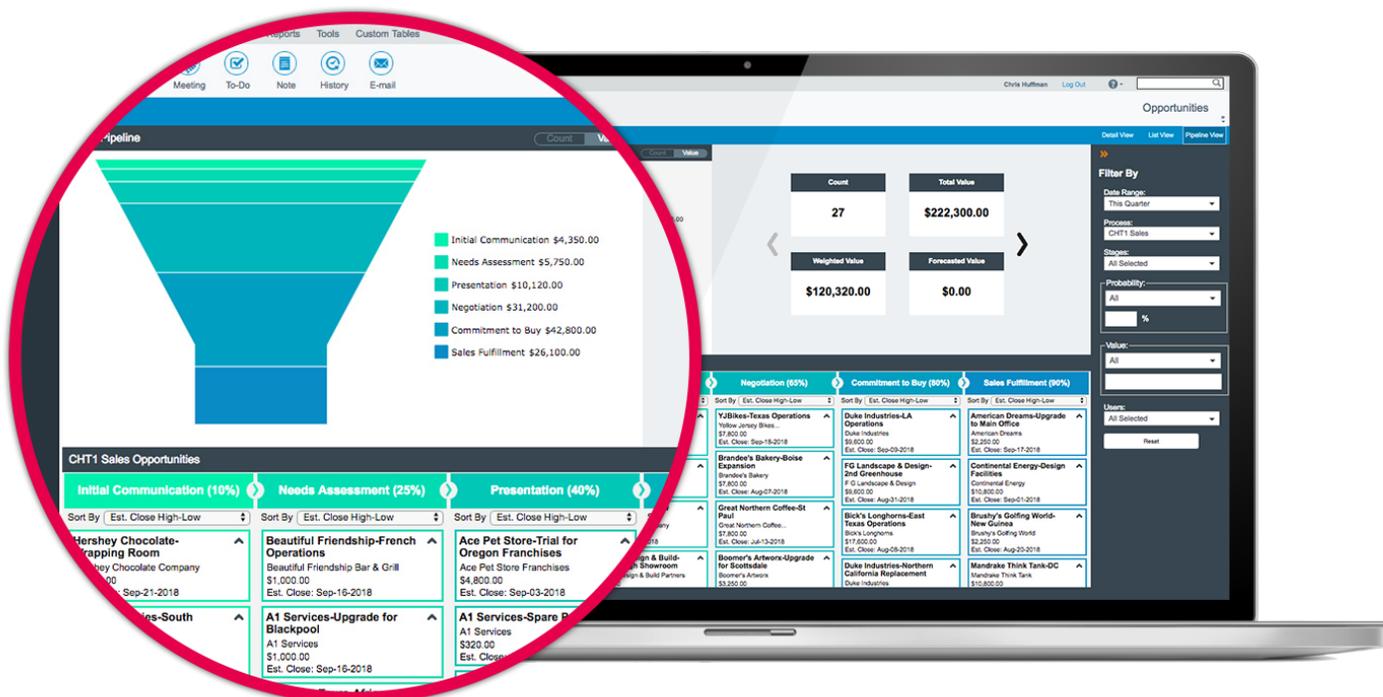
- Dynamic sales pipeline management
- Powerful new Marketing Automation
- Dozens of subscriber-exclusive product enhancements

Call 866-873-2006, visit act.com/whatsnew,
or contact your Act! Certified Consultant¹



Dynamic sales pipeline management

Manage your pipeline more effectively and intelligently with new sales pipeline management tools that help you close deals faster and more often. Project revenue, adjust your strategy, and quickly focus your efforts with the new Pipeline view featuring in-context KPIs, an interactive sales funnel, an actionable sales pipeline with drag-and-drop, and advanced filtering.

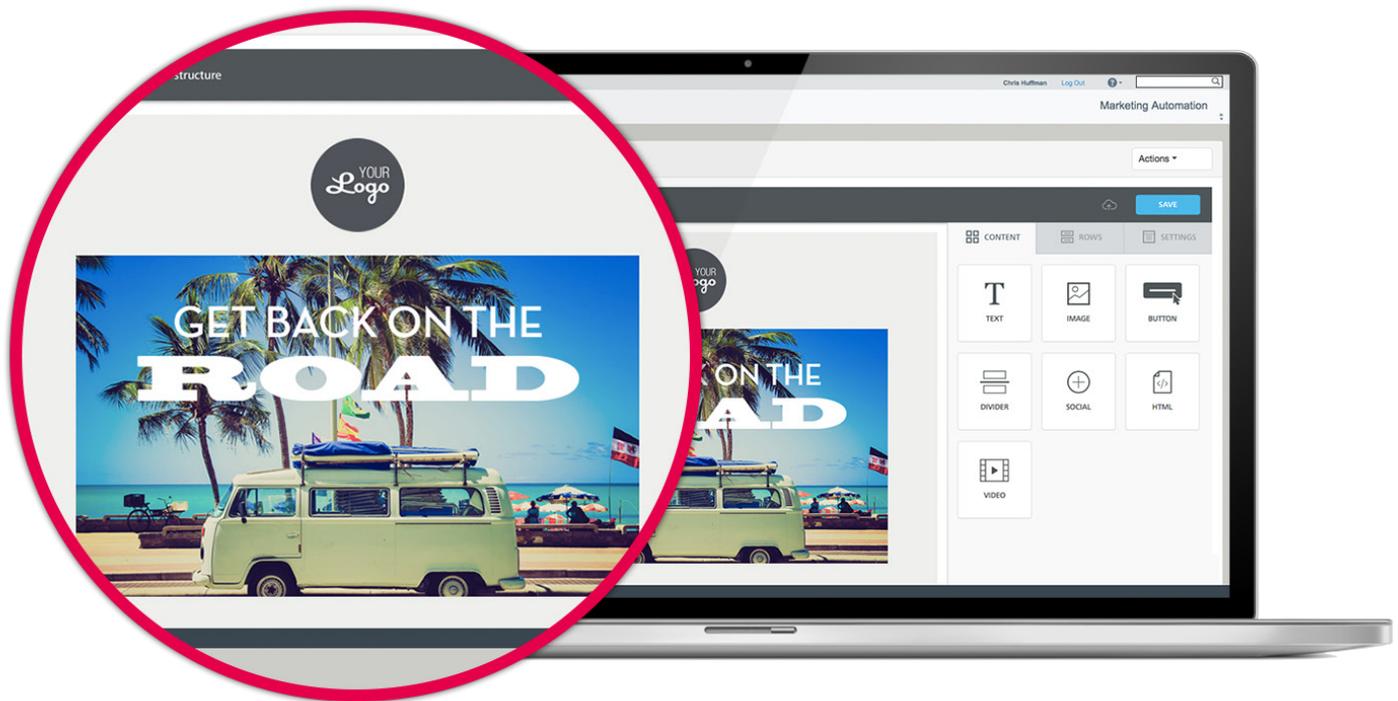


Focus on the most relevant sales details with in-context KPIs that provide an instant roll-up of metrics like opportunity close rate, closed-won value, open deals, and more based on filters you apply. Or create custom KPIs to suit your needs exactly. See a visual representation of all opportunities organized by sales stage with the actionable sales pipeline. Drag-and-drop opportunity tiles to progress your deals through stages and drill into any opportunity for more detail. View the total count and value of all open opportunities in your pipeline with the interactive sales funnel. Apply filters to see data by rep, sales stage, date range, and more. Hover or drill-through each stage for more detail. Plus, the Opportunity list view now includes KPIs and advanced filtering.



Powerful new Marketing Automation

Optimize all the ways you communicate with prospects and customers with the new Act! Marketing Automation² to maximize engagement and drive business growth. Engage contacts with response-driven nurture marketing campaigns—all sent to targeted lists in Act! automatically using criteria and triggers you define. Watch as Act! Marketing Automation turns real-time response metrics into sales actions—alerting you of new prospects, prioritizing follow-ups, and delivering a composite view of customer engagement in a single solution. **Plans start at \$79 USD/account/month.**



Dozens of subscriber-exclusive product enhancements

Enjoy dozens of valuable subscriber-exclusive product enhancements that make Act! even better! Create new Act! Insight dashboards using the data you manage in Custom Tables. Experience improvements to Custom Tables that allow you to quickly assign records and expand list views; plus perform advanced queries and mail merges, manage cascading dropdowns, and specify default columns via the web client. Additional enhancements include the option to attach inbound Outlook® emails to Act! history automatically, convenient access to helpful resources in the redesigned Welcome page, intelligent update notifications for offline clients, the option to manage activity types via the web client, and so much more!



What's new since your version

A multitude of product innovations, feature enhancements, and compatibility updates have been introduced since your version. Don't miss out!

Act! v18

New Favorite Contacts checkbox
Compatibility updates for Windows® 10, Office 2016, Chrome™, & Internet Explorer® 11

Exclusive membership features:

Act! Connect
Act! API

Act! v19

30+ refreshed reports
Compatibility updates for 64-bit editions of Microsoft® Office 2016 & 2013

Exclusive membership features:

Act! Companion
Act! Premium Contact Link
eCommerce connections
Act! Connect Link

Act! v20

Next generation Outlook® integration
Fresh, new look
Compatibility updates for Office 365, Exchange, Gmail, & Chrome™ for Mac³

Exclusive membership features:

Custom Tables & Industry Templates in Act! Premium Plus
Act! Insight
Ask Act!™ with Amazon Alexa⁴

NEW Act! v21

Welcome page redesign
Option to attach inbound Outlook® emails to Act! history automatically
Privacy & security updates
Numerous quality & usability updates

Exclusive membership features:

Act! Marketing Automation²
New Pipeline view
Opportunity List view with KPIs & advanced filters
Act! Insight with Custom Tables

Compare versions at act.com/whatsnew

¹ Act! Certified Consultants are third-party vendors. Swiftpage and its affiliates are in no way liable or responsible for claims made related to the services provided by third-party vendors. ² Additional subscription required. ³ Office integration is not available using Chrome™, even on Windows®. Integration with Outlook® for Mac is available with Act! Premium Contact Link via the Act! API. ⁴ Works with Amazon Echo, Echo Dot, and Echo Show.

Important Note: Review Act! system and browser requirements at act.com/systreq. Act! product capabilities and pricing vary based on edition and services chosen. One license is required for each Act! user. Act! Connect services require an active subscription, and use of either the Act! Web API or Act! Connect Link depending on deployment and access method. Services purchased through third parties are subject to the respective third party's billing policies and usage terms. View membership details at swiftpage.com/billing-policy.

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