



# Act! Premium

Know Your Customers. Propel Productivity. Make Insightful Decisions.

Robust Customer Management, Sales Automation, and Email Marketing

Affordable and easy to use, Act! Premium is purpose-built to help individuals, sales teams, and small businesses get organised, maximise productivity, and achieve sales and marketing greatness.

The Act! suite of solutions works the way you work — with ultimate flexibility to meet all your payment, deployment, and access needs. Whether managed on-site or hosted in the Cloud, you can work online to access and update data real-time, or work offline and sync changes when you connect next.



Collaborate with your team to stay up-to-date on the latest contact and activity details, automate best-practice sales processes, and send targeted email marketing campaigns — from in the office, or on the road.

To find out more  
Call us on 0845 268 0220



## Know Your Customers

### Be Prepared

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

### Tailor Your Interactions

Organise your customers and prospects by grouping similar contacts so you can deliver targeted email marketing messages or sales offers to select customer segments.

### Manage Your Day

Easily prioritise and track phone calls, meetings, to-dos, and emails for yourself or your team so you can make the most of your day.

## Propel Productivity

### Advance Your Sales

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

### Automate Best Practices

Save time and drive consistency by automating sales processes and follow-up activities based on dynamic criteria you define.

### Maximise Efficiency

Seamlessly interact with the business and social tools you rely on every day and collaborate with team mates to drive new business and deliver an outstanding customer experience.

### Stay Connected

Stay connected to your business by accessing key Contact, Opportunity, and Calendar details from your iPhone®, iPad® or Android™ device. Or, work offline and sync data when connected.

## Make Insightful Decisions

### Assess Your Progress

View a visual representation of critical business metrics so you can make strategic adjustments based on individual, team, and company performance.

### Extend Your Reach

Intelligently segment your target list, then create and send relevant, engaging email campaigns – all from within Act!.

### Focus Your Follow-Up

Track your email marketing success with real-time campaign reporting, and focus on hot leads first with intelligent, prioritised Call Lists<sup>1</sup>.

Start your free trial today!  
[act.com/en-uk](http://act.com/en-uk)

<sup>1</sup> Additional fee required.

**Important Note:** Review Act! system and browser requirements at [act.com/en-uk/systreq](http://act.com/en-uk/systreq). Act! product capabilities and pricing vary based on edition and services chosen; view KB #38219 to learn more. Act! Premium Mobile requires set-up and configuration of Act! Premium (access via web). Data access available via active internet connection from supported device browsers. You are responsible for all data-related charges. Basic Act! emailing account included (email up to 500 contacts per month). One license is required for each Act! user. View membership details at [act.com/en-uk/billing-policy](http://act.com/en-uk/billing-policy).