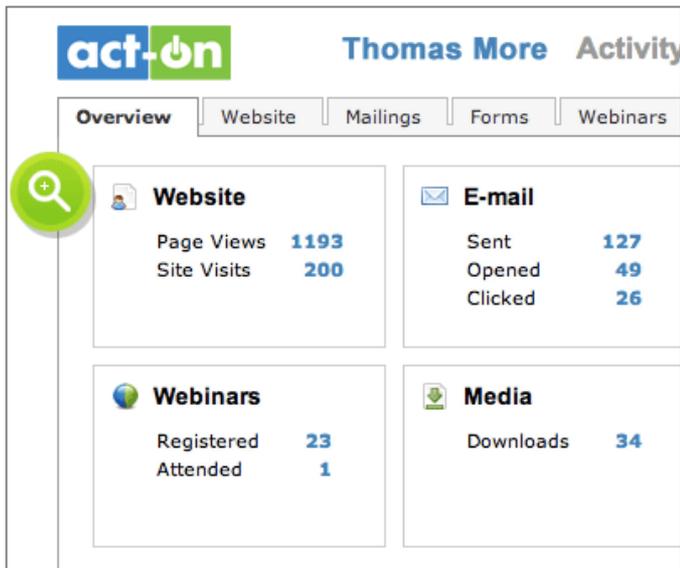


SO, THE KEY TO INCREASED SALES IS *...A MARKETING TOOL?*



Janelle Johnson
Director, Demand Gen
Act-On Software

Identify prospects with a higher probability of buying



Hot Prospects Last 7 days Refresh

is a prioritized list of your currently most active and engaged defined in your score sheet.

Priority	Name	Type
\$\$\$	Edmund Campion	Lead
\$\$\$	Cuthbert Mayne	Lead
\$\$\$	Elizabeth Ann Seton	Contact
\$\$\$	Isaac Jogues	Contact

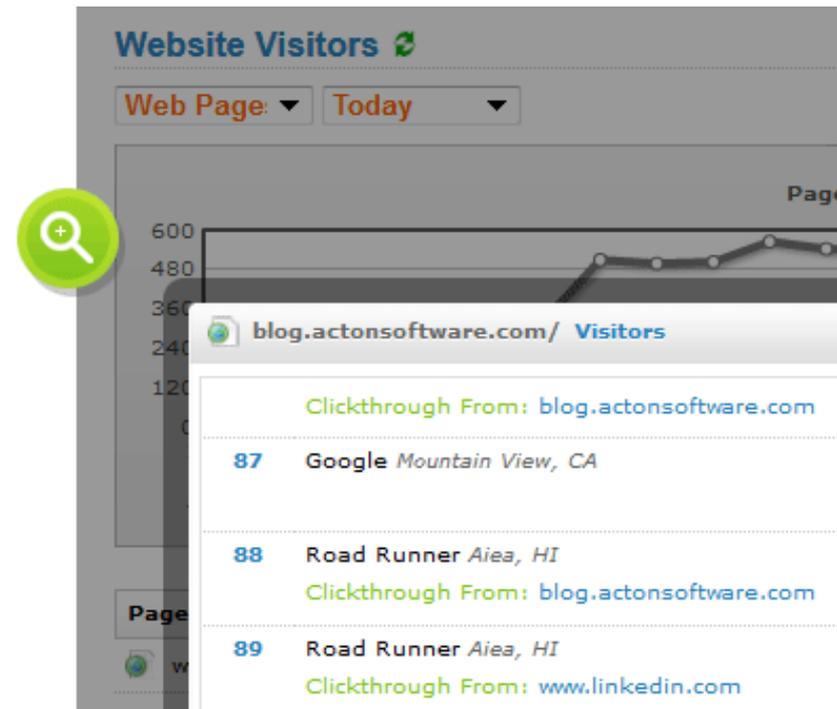
Prioritize leads based on lead score

REAL-TIME NOTIFICATIONS

- Know when prospects or customers visit the site (or even a key page)

TIMELY ENGAGEMENT

- Be alerted when prospects are most likely ready for a conversation



Gather Intel To Tailor Follow-Up



- Use every engagement opportunity to **learn more**
- **Build a profile** that combines demographic and behavior information
- Gathering intelligence will **save you time** and make you more **relevant**

The screenshot displays a user profile for William Adeoshun in the Act-On software. At the top, there are action buttons for Send, Edit, Delete, and Close. Below this, the user's name and a 'Master List' icon are shown. The profile details include the user's title (CTO, IT) and company (Mayo Clinic), along with their address (13400 Shea Boulevard, Scottsdale, Arizona). Contact information is provided for E-Mail (wadeoshun@mayoclinic.com), Mobile (602.486.1579), Work (916.259.1219), and Home (602.355.6830). The main section is titled 'Overview' and contains several data cards: Website (Page Views: 79, Site Visits: 26), E-mail (Sent: 48, Opened: 28, Clicked: 9), Forms (Views: 24, Submits: 14), Webinars (Registered: 2, Attended: 1), Media (Downloads: 12), and Bounce & Opt-Out (Opt-Out: 0, Bounce: 0). A 'Total Score 323 for all time' is displayed at the bottom of the overview section. Below the score, there are two columns for 'Outbound' and 'Inbound' activity, each showing 'First' and 'Most Recent' engagement dates (414 Days Ago and 2 Days Ago, respectively).

Stay In Front of “Not Ready” Leads



Companies that
excel at lead nurturing generate

50% MORE
SALES READY LEADS

- AT -

33% LOWER
COST



Nurtured leads make

47% LARGER

PURCHASES

than non-nurtured leads.

—The Annuitas Group

Organizations where marketing and sales are aligned were **38% better at winning customers** than those that were not*.

- MarketingProfs Research

Ready to Learn More?

Call +1 (877) 530-1555

Email sales@act-on.com

Web www.act-on.com

The logo for Inc. 500, with 'Inc.' in black and '500' in red, yellow, and blue.

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Technology Fast500

The logo for Forrester, with 'FORRESTER' in white inside a dark green oval.

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LEADERS QUADRANT