

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

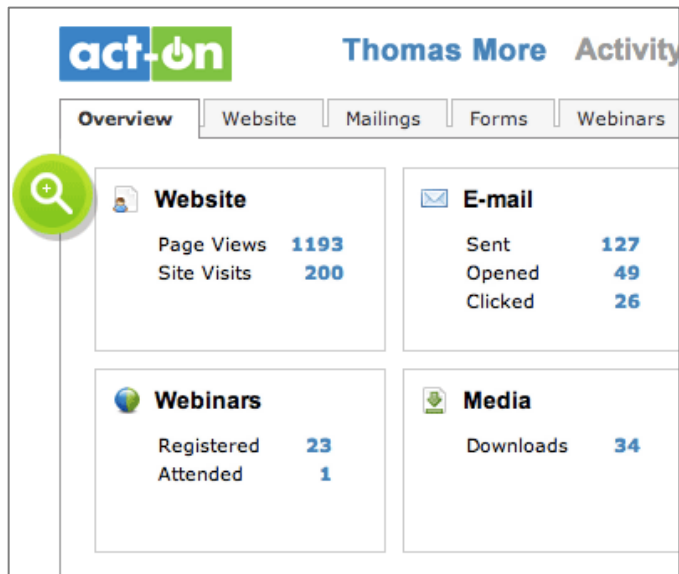


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Act-On Software

Know Who To Call



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 prospects defined in your score sheet.

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

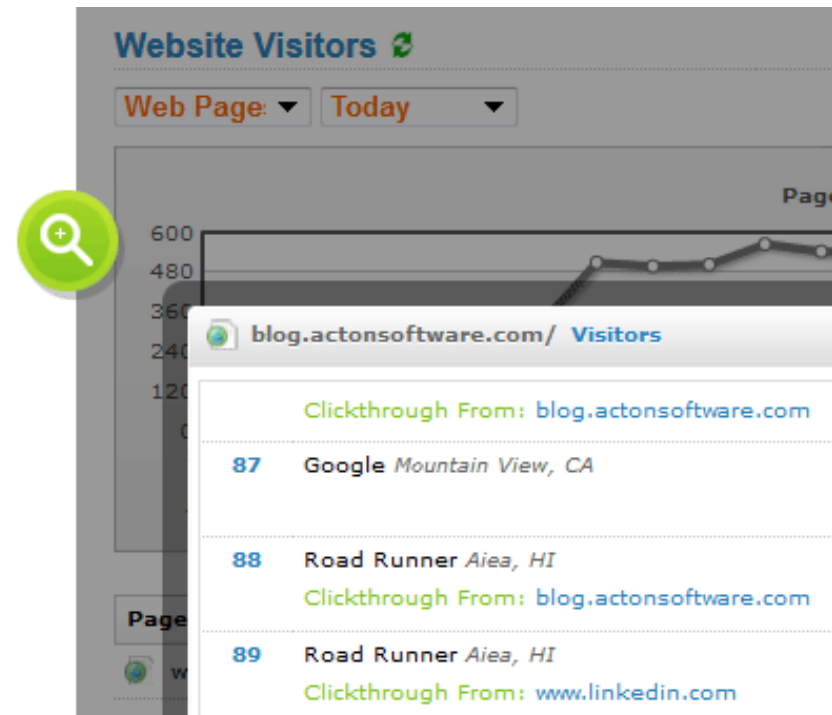
Prioritize leads based on lead score

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 the act-on software interface for a contact named William Adeoshun. At the top, there are buttons for 'Send', 'Edit', 'Delete', and 'Close'. Below this is a 'Master List' tab. The contact's details are shown in a yellow box: 'CTO, IT', 'Mayo Clinic', '13400 Shea Boulevard', 'Scottsdale, Arizona'. To the right, contact information is listed: 'E-Mail wadeoshun@mayoclinic.com', 'Mobile 602.486.1579', 'Work 916.259.1219', and 'Home 602.355.6830'. Below the contact details is a navigation bar with tabs: 'Overview', 'Website', 'Mailings', 'Forms', 'Webinars', 'Media', 'Custom', and 'All'. The 'Overview' tab is selected, showing a dashboard with six widgets: '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). At the bottom, a 'Total Score 323 for all time' is displayed. Below the score are two sections: 'Outbound' and 'Inbound', 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 Inc. 500 logo, with 'Inc.' in black and '500' in red, yellow, and blue.

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

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