

Integrate Your CRM with Act-On

Act-On has native, out-of-the-box integrations with the major CRMs on the market, and easy API integration with many others. Make it easier for marketing to enable sales – and for sales to close deals.



UNDERSTAND YOUR CUSTOMER

When your CRM data synchronizes with behavioral data from Act-On, you get a deeper understanding of your customers through intelligence that tells you what they care about and where they are in the customer journey. If you're doing targeted account selling, you'll know which account a new contact belongs to. And sales and marketing can align around the customer experience.

DRIVE A CONNECTED CUSTOMER JOURNEY

Your synchronized data fills in the gaps for critical metrics and defining characteristics. So marketing can do smarter segmentation, then automate and personalize nurturing campaigns based on the prospect's unique behavior, which account they're attached to, and their stage in the customer journey. The buyer's behavior is scored, so marketing can hand win-ready leads to sales.

BUILD THE RELATIONSHIP, THEN EXPAND IT

Right buyer, right message, right time. Sales gets the scoop from marketing, right in the Act-On window that runs in your CRM. So they know when it's time to make the move, and they know what the buyer wants. Once the sale closes, we're on to using the very same synced CRM/marketing data to enrich the customer experience – and nourish your retention and upsell programs.