

OUR TEAM, YOUR SUCCESS

Act-On Software: The Support You Need. When You Need It.

The goal of our onboarding program is to help you build your marketing automation expertise – fast. You’ll have access to role-specific learning paths at Act-On University to build your confidence and abilities and jump start your path to marketing automation success! We’re in this together – every Act-On customer gets a designated onboarding manager who’ll work with you to develop a custom action plan that aligns to your specific marketing objectives and help guide you along the way to make sure you see the results you want.

ONBOARDING PACKAGES

STANDARD	PREMIER
This package is ideal for getting oriented to Act-On and our resources and for teams who are more familiar with technical deployment with a MA plan in place.	This package will not only orient your team to Act-On, but is also ideal for marketing teams who need additional support with their platform deployment plan as well as developing strategies for success.

Onboarding Package Includes:	STANDARD	PREMIER
6 virtual sessions with your onboarding manager	✓	✓
1 mobile responsive landing page template & lead capture form		✓
1 mobile responsive email template		✓
Marketing Automation Strategy Guide (PDF)		✓
Customized onboarding plan aligned to your marketing objectives	✓	✓
6 additional virtual sessions with an onboarding manager		✓
2 Seats to New User Boot Camp		✓
Price	\$500	\$3,000

Need more help? Want us to do it for you?

We offer several additional service options to help you meet your goals with marketing automation. **Such as:**

- Act-On Certification
- Private, onsite training
- Migration services
- Help with marketing strategy and program implementation
- New User Boot Camp

As always, all of our customers have unlimited access to Act-On University to help you create the marketing structure necessary to promote your brand, drive demand, and expand your customer relationships. Here you'll find the following resources at your fingertips:

- Step-by-step training and recommendations
- On-Demand and live workshops, seminars, and courses
- A library of valuable resources
- Ongoing education
- Live office hours with an Act-On expert

"Implementing Act-On was simple and fast. It was up and running in two weeks, and we had campaigns in place within a month, if it weren't for a few delays on our end, it would have been ready even sooner."



CYNTHIA SCHULTE
Marketing Manager, GM Nameplate

ONGOING SUCCESS PACKAGES

Once you're up-and-running, take advantage of our world-class support package offerings to ensure your ongoing success. From building demand, to driving demand, to expanding customer relationships, Act-On's highly trained customer success team will help you along the way.

STANDARD	PREMIER	PREMIER PLUS
For customers who either engage with an agency or have a dedicated marketing team with a solid grasp of their MA strategy & execution.	This package is intended for the standard customer with little MA experience and no agency assistance.	Ideal for the mid-market customer with dedicated marketing resources and intends to leverage the full capacity of our platform.

Ongoing Success Package Includes:	STANDARD	PREMIER	PREMIER PLUS
Act-On University	✓	✓	✓
Online Community	✓	✓	✓
Local Business Hours Web Case & Phone Support	✓	✓	✓
24x5 Web Case & Phone Support		✓	✓
24x7 Web Support for High Urgency Cases			✓
Accelerated SLAs (Response Times)		✓	✓
Designated Support Team for Web Cases			✓
Authorized Support Contacts	3	5	7
Marketing Success Team		✓	
Strategic Marketing Success Manager			✓
Annual Cost	Included	\$5,000	\$15,000

With our Premier, and Premier Plus support packages, you'll see a tremendous amount of added value – we'll make sure that you get the most out of your marketing automation investment by being with you every step of the way, focused on your success.

We pride ourselves in offering the industry's best support to help you see the most ROI from your marketing automation purchase. From onboarding to continuing customer education, Act-On is second to none. **Your success is our success.**