ACT-ON ANYWHERE

GET THE POWER OF MARKETING AUTOMATION EVERYWHERE YOU GO

With Act-On Anywhere, you get the ability to use Act-On's engagement data, assets, and functionality right from within any app you happen to be working in. How you use Act-On Anywhere can be as unique as your job description. But no matter where you go, your insights, assets, and tools are right there with you. Imagine:

- You're browsing LinkedIn and you see a prospect. Stay right there. Act-On Anywhere can tell you if this person is in your database, and if so how they've engaged with you in the past – like the specific pages they've visited on your website.

- You're creating a new web page, and you want to embed a trackable call to action. Don't leave your CMS; just click Act-On Anywhere and pick the link (or image, or form) from your Act-On Media Library.

- You're writing a message to a prospect using your web-based email account. Just click to add a link to a case study, and make it trackable so you know if the recipient opens the email and downloads the file.

- You're posting new tweets in Twitter. Just click the Act-On Anywhere icon, and seamlessly transfer an image and/or link from your Act-On Media Library to your post in a single step.

SAVE CLICKS, SAVE TIME

With Act-On Anywhere you can be more productive, whatever job you're doing. It provides the business intelligence to understand, track, and enhance the customer experience at every stage of engagement, and to be more efficient using the tools you use every day.

MARKETING CONTENT AND SALES INTELLIGENCE IN ANY WEB APP

Act-On Anywhere works with all of your marketing, sales, support and productivity solutions:

- Any **web email client,** including Gmail, Yahoo, AOL, Microsoft, or your own company's web-based email system.

- **Content management and blog** solutions such as Drupal, Joomla, Blogger, Tumblr, Squarespace, TypePad, Quora, Medium, or your CMS.

- **Sales and CRM systems** including Microsft Dynamics, NetSuite, Sugar, Salesforce, Infusionsoft, Act!, Oracle, SAP, Zoho, or your own CRM system.

- **Social channels** and aggregators such as LinkedIn, Facebook, Twitter, Hootsuite, Buffer, and any other social media.

- Web-based **help desks** like Zendesk, Freshdesk, or any web-based customer support solution.

- Plus, many other **browser-based tools** including Google docs, Google apps, online chat tools such as LivePerson, enterprise resource planning (ERP) software, ad networks, community forums, and much more.

INSTANT EMAIL INSIGHT: JUST ADD MARKETING AUTOMATION

Take advantage of Act-On insights and assets while using your everyday email client

Maybe your sales team uses Gmail, Outlook.com or Yahoo to reach out to prospects. Or your support team uses corporate mail to contact customers. No matter which web email your teams are using, you can get more value into and out of every message with built-in marketing automation tools. Gain the visibility you need to take targeted action, use pre-built email templates, and access your library of content, without ever leaving your email account.
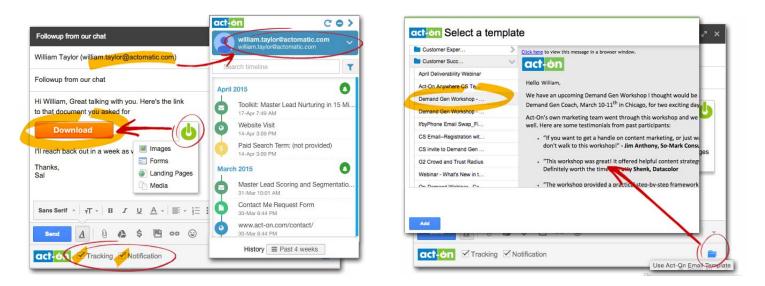
EMAIL + ACT-ON ANYWHERE

Want to track the responses to your email? No problem. Just check a box right there in the web interface, and start getting instant insight into opens, clicks, and conversions. You can even get an alert as soon as the recipient opens the message.

Make every message stand out in the crowded inbox with instant access to your Act-On library of custom-built email templates, corporate campaigns, and personal stationery. Take advantage of custom alerts to remind yourself to learn more about the recipient's interests. Always send the latest, marketing-approved version of assets, including whitepapers, ebooks, manuals, videos, and more – anything you need to provide more value in your messages – and track the results.

Any web-based email – including your company's own webmail. – works with Act-On Anywhere. No matter which client you use, your sales, marketing, and support teams can take advantage of the same features, templates, library of files, and insight right from the web browser:

- Gmail
- Yahoo
- AOL Mail
- Windows Live Hotmail
- Microsoft Outlook
- Any web-based email

Instantly see a timeline of previous activity of your email recipient, and add links and images right in the message. Plus, you can use any of the templates in your Act-On library to make your email stand out. Note: The functionality depends on the specific email client you're using. Features will be limited on some email clients. Contact your account manager for more information.

GIVE YOUR WEBSITE, CONTENT MANAGEMENT, AND BLOG THE POWER OF BUILT-IN MARKETING AUTOMATION

Put Act-On to work whenever and wherever you create and publish website pages and blog posts

CMS + ACT-ON ANYWHERE

Discover the productivity boosting benefits of integrating marketing automation into your favorite CMS and blogging platform. Any calls to action your editors insert into your blog are readily available through the Act-On marketing library so you can reuse them anywhere. Insert trackable links into your web page content and gain insight into who clicks through to download documents or to view the linked resources.

Plus, you can run an SEO audit on the content you publish using Act-On's world-class inbound marketing tools so you can make sure the content you publish gets found – and the campaigns you create get results.

Act-On Anywhere works with all of the popular CMS and publishing tools. That means your content creators and developers can take advantage of the same features, templates, library of files, and insights. And yes, that includes your company's own web-based CMS and blog:

- Drupal
- Joomla
- Blogger
- Tumblr
- Squarespace
- TypePad
- Quora
- Medium

As you compose your blog post, you can access your Act-On media library and import files in a flash – including call-to-action buttons.

GET MARKETING AUTOMATION INSIGHTS IN YOUR CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM

Deliver in-depth insights powered by Act-On in the CRM solution your sales team uses every day

Combine Act-On Anywhere with any web-based customer relationship management (CRM) system to get an immediate view of a contact's full engagement history. Instantly see valuable information like website visits, emails opened, webinars attended, and assets downloaded. It's the kind of intelligence you need to quickly convert a contact into a customer.

CRM + ACT-ON ANYWHERE

Why leave your CRM when you and your team can instantly see the activity history of any record? Put this information to work for you – and never sign in to another system. Send one-off emails using marketing-managed branding and images right in the CRM workflow. Insert trackable links that drive to marketing content and get fast feedback on what's working – and what's not. Amaze your contacts and prospects with highly targeted, rapid-fire response to online activity and requests for information. Give your sales team the information they need to have more productive and profitable conversations.
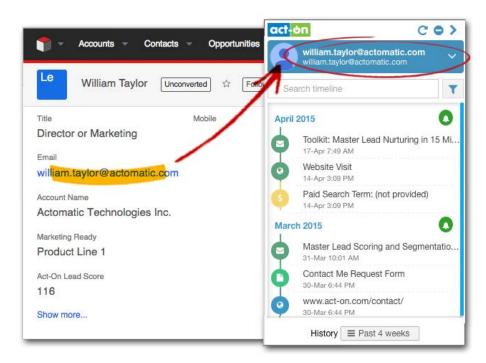
Any web-based CRM solutions work with Act-On Anywhere. No matter what you use, your sales and marketing teams will gain access to valuable insight about every contact. And that includes your own web-based CRM:
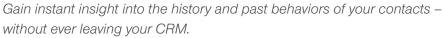
- Microsft Dynamics
- NetSuite
- Sugar
- Infusionsoft
- Act!
- Oracle
- SAP
- Zoho
- Any CRM

Gain instant insight into the history and past behaviors of your contacts – without ever leaving your CRM.

BOOST SOCIAL MEDIA ENGAGEMENT WITH BUILT-IN MARKETING AUTOMATION

Connect with prospects and attract new leads using Act-On insights and engagement tools in your most profitable social channels

Streamline social publishing by using the same content and tools on any web-based social publishing platform. Whether you're publishing directly or using an aggregator, you'll be able to bring multimedia and links from your Act-On media library directly into a post or comment. And with powerful prospecting tools you'll have instant access to valuable information about potential leads.
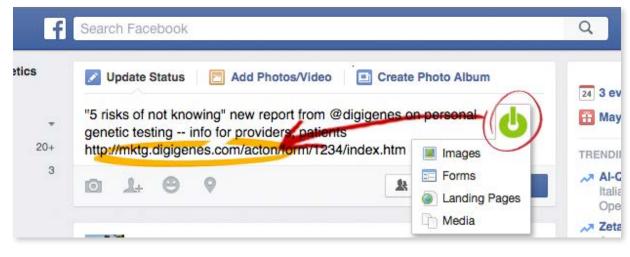
SOCIAL + ACT-ON ANYWHERE

See the history of every customer and prospect whether they're posting, tweeting, or sharing. Respond with confidence, because you know who they are and what they want. Plus, you can drive traffic to your site with any social channels and gain insight into what visitors look at and engage with.

With Act-On Anywhere, you can visit a social site, search for email addresses on the pages you browse, and pull up an activity history showing any prior interaction they might have already had with your business. See everything from web page visits to email opens to create a better picture of every prospect.

Save time and ensure consistency by composing social posts with the help of seamless access to the Act-On content library. Make managing and scheduling social content easier, faster, and more effective with the dynamic combination of Act-On Anywhere and your favorite social tools:

- Facebook
- Twitter
- LinkedIn
- Google+
- Hootsuite
- Buffer
- Any social site

It's easy and fast to post a link to your favorite social media site and add images, videos, or any other asset from your Act-On media library.

BUILD CUSTOMER LOYALTY WITH MARKETING AUTOMATION ADDED TO YOUR HELP DESK SOFTWARE
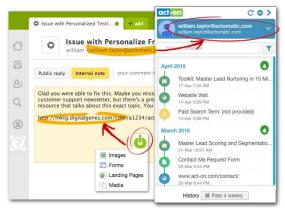
Deliver superior support and service by gaining in-depth insight into the history of your customers in real time

Do more than help your customers when they contact you with issues or questions: Turn the engagement into an opportunity to build loyalty with a comprehensive view of customer history.

HELP DESK + ACT-ON ANYWHERE

Every open support ticket comes complete with the customer's contact history that helps you not only provide superior support but also to create natural opportunities of upselling and cross-selling products and services related to their interests.

Knowing the behavior history provides valuable context for the help request, so you can better understand and resolve each case. Quickly identify pain points, spot potential problems, and provide offers that can help them succeed.

Customize your support and deliver better experiences with behavioral insight and quick access to your Act-On library of files.

You can also centralize your support documentation library within Act-On so your support teams can paste trackable links that let you know which assets are getting used.

Whatever you're using to handle customer support and online help requests, you'll have the visibility and history you need to resolve their issues faster and turn them into loyal customers:

- ZenDesk
- FreshDesk
- Any help desk solution

MORE OF ACT-ON ANYWHERE

Everywhere you go on the web, Act-On is there. It's time to multiply the power of marketing automation by putting it into the hands of your team and enabling them to do their job better from within the tools they use every day:

- Online chat tools such as LivePerson
- Enterprise resource planning software
- Ad networks
- Community forums
- Any web-based platform or tool

The opportunities to connect with customers and prospects are endless – especially when you can do it anywhere.

ABOUT ACT-ON SOFTWARE

Act-On Software delivers cloud-based integrated marketing automation software. Its platform is the foundation of successful marketing and sales departments in organizations of all sizes. Act-On's highly intuitive user interface, complete online marketing tool set, Act-On Anywhere™ business productivity application, and affordable pricing have enabled the adoption of marketing automation technologies without the need for dedicated IT support.

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