

# ACT-ON MARKETING AUTOMATION ACTIVE CONTACT PRICING

## Pricing as Unique as Our Platform

While some vendors charge you for every contact in your database, Act-On is different. Our price is focused on when we drive value for you, which is when you engage with contacts. Why pay for contacts that you aren't interacting with?

### PROFESSIONAL

Starting at  
**\$900**

PER MONTH\*

*Full-featured marketing automation platform for growing businesses*

Starts at **2,500** active contacts

**3** marketing users

**50** sales users

**30,000** API calls per day

*\*Billed annually*

### ENTERPRISE

Starting at  
**\$2000**

PER MONTH\*

*Complete Professional platform, plus additional capabilities for teams with advanced strategies*

Starts at **2,500** active contacts

**6** marketing users

**100** sales users

**30,000** API calls per day

*\*Billed annually*



### Download our Marketing Automation Buyer's Checklist

Make sure you don't miss anything during your evaluation process and getting all of the essentials.

[DOWNLOAD CHECKLIST](#)

## What's Included in the Platform?

	PRO	ENT		PRO	ENT
Adaptive Nurturing and Lead Scoring	✓	✓	Templates for Email, Landing Pages and Programs	✓	✓
Landing Pages with Adaptive Forms	✓	✓	Sales Enablement Tools	✓	✓
Email Marketing with A/B Testing	✓	✓	Data Studio for Advanced Reporting and BI Integration	Add-On	✓
Adaptive Segmentation	✓	✓	Account-Based Marketing	Add-On	✓
Website Visitor Tracking and Alerts	✓	✓	Multiple Scoring Rule Sheets	Add-On	✓
Social Publish and Listening	✓	✓	CRM Integration	Add-On	✓
Webinar Program Management	✓	✓	API Calls	30,000/Day	30,000/Day
Reporting Dashboards	✓	✓			

## Add-Ons

 <p><b>ADVANCED SOCIAL MEDIA</b></p> <p>Complete social campaign management with custom reporting and advocacy program</p>	 <p><b>ACCOUNT-BASED MARKETING</b></p> <p>Sync your CRM Account data to create automated Account views, personalized content, and view account level activity history and score</p>	 <p><b>DATA STUDIO REPORTING</b></p> <p>Custom reporting and data export tool so you can create reports specific to your business and integrate your business intelligence platform</p>
 <p><b>MULTIPLE SCORING RULE SHEETS</b></p> <p>Create multiple scoring rule sets for your different audiences (customers vs. prospects, product lines, regions, etc.)</p>	 <p><b>DEDICATED IP</b></p> <p>Own your email reputation and deliverability success by sending off an IP address specific to your business</p>	 <p><b>CRM INTEGRATION</b></p> <p>Complete your solution with our top rated CRM integrations</p>

## About Act-On Software

Act-On Software is a marketing automation company delivering innovation that empowers marketers to do the best work of their careers. Act-On is the only integrated workspace to address the needs of the customer experience, from brand awareness and demand generation, to retention and loyalty. With Act-On, marketers can drive better business outcomes and see higher customer lifetime value. The Act-On platform provides marketers with power they can actually use, without the need for a dedicated IT resource.

Connect with us to learn more