



Act! Premium

Know Your Customers. Propel Productivity. Make Insightful Decisions.

Robust Customer Management, Sales Automation, and Email Marketing

Affordable and easy to use, Act! Premium is purpose-built to help individuals, sales teams, and small businesses get organised, maximise productivity, and achieve sales and marketing greatness.

The Act! suite of solutions works the way you work — with ultimate flexibility to meet all your payment, deployment, and access needs. Whether managed on-site or hosted in the Cloud, you can work online to access and update data real-time, or work offline and sync changes when you connect next.



Collaborate with your team to stay up-to-date on the latest contact and activity details, automate best-practice sales processes, and send targeted email marketing campaigns — from in the office, or on the road.



Know Your Customers

Be Prepared

Maintain a complete view of your prospects and customers, including associated notes, history, activities, documents, and opportunities in one organised place.

Tailor Your Interactions

Organise your customers and prospects by grouping similar contacts so you can deliver targeted email marketing messages or sales offers to select customer segments.

Manage Your Day

Easily prioritise and track phone calls, meetings, to-dos, and emails for yourself or your team so you can make the most of your day.

Propel Productivity

Advance Your Sales

Complete activities in each stage of the sales process to keep deals moving – track call-backs, products, meetings, emails, and more.

Automate Best Practices

Save time and drive consistency by automating sales processes and follow-up activities based on dynamic criteria you define.

Maximise Efficiency

Seamlessly interact with the business and social tools you rely on every day and collaborate with team mates to drive new business and deliver an outstanding customer experience.

Stay Connected

Stay connected to your business by accessing key Contact, Opportunity, and Calendar details from your iPhone®, iPad® or Android™ device. Or, work offline and sync data when connected.

Make Insightful Decisions

Assess Your Progress

View a visual representation of critical business metrics so you can make strategic adjustments based on individual, team, and company performance.

Extend Your Reach

Intelligently segment your target list, then create and send relevant, engaging email campaigns – all from within Act!.

Focus Your Follow-Up

Track your email marketing success with real-time campaign reporting, and focus on hot leads first with intelligent, prioritised Call Lists¹.

¹ Additional fee required.

Important Note: Review Act! system and browser requirements at act.com/en-uk/systreq. Act! product capabilities and pricing vary based on edition and services chosen; view KB #38219 to learn more. Act! Premium Mobile requires set-up and configuration of Act! Premium (access via web). Data access available via active internet connection from supported device browsers. You are responsible for all data-related charges. Basic Act! emarketing account included (email up to 500 contacts per month). One license is required for each Act! user. View membership details at act.com/en-uk/billing-policy.