



# MARKETING AUTOMATION FOR SUGAR

**ACT-ON SOFTWARE:**  
AS SIMPLE AS YOU WANT.  
AS POWERFUL AS YOU NEED.

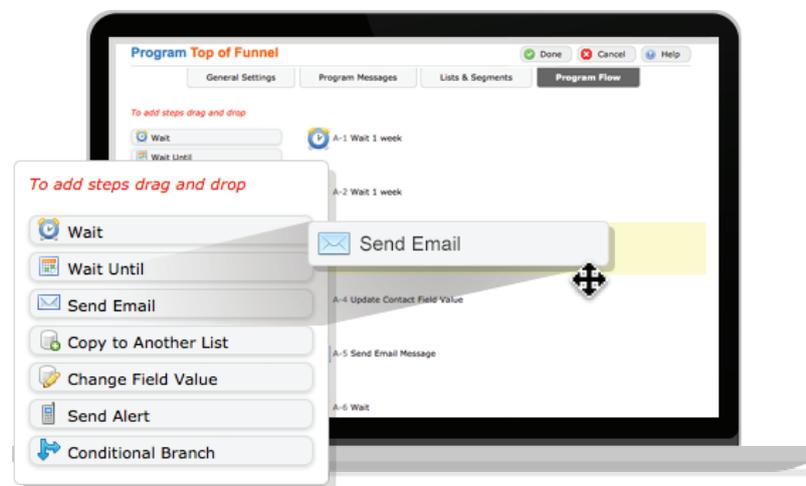
## EASY, AUTOMATIC SYNCHRONIZATION

Act-On's seamless integration with Sugar makes it easier for marketing to deliver more highly qualified, sales-ready leads to the sales team. Using Act-On's native, out-of-the-box integration, you can set up automatic, bi-directional synchronization between Sugar and Act-On – easily, and in minutes. With Act-On, you can attract, capture, and nurture prospects, then convert leads directly into Sugar. Sales accesses Sugar to get real-time information, including prioritized leads and activity history.

## SALES AND MARKETING ALIGNMENT

Right from within Sugar, your sales team gets insight into each buyer's behavior, plus valuable prospecting tools to help generate more business. Act-On for sales includes:

- Hot Prospects – a prioritized list of leads and contacts who are currently the most active and engaged
- Act-On Email – allows your sales team to quickly and easily send trackable emails, so they can see exactly who opens and click on the messages they send
- Act-On Activity History – lets your sales team see the digital footprint of their leads and buyers, uncovering what they're most interested in



## Keep Your Leads Warm With EMAIL MARKETING AND NURTURING CAMPAIGNS

Email remains the hardest working marketing tool, and the most productive, with an ROI that outpaces every other tactic. With marketing automation, you can:

- Create and launch attractive, high-quality campaigns with a simple drag-and-drop interface
- Easily design content that's both responsive and adaptive so it renders properly on any device, no HTML or CSS knowledge necessary
- Segment lists dynamically and apply conditional branching to your lead nurturing campaigns
- Match the message to the recipient on the fly, with dynamic content
- Optimize your campaigns with A/B testing

## See Campaign Performance with **REPORTING & ANALYTICS**

You can measure results in real-time and get insight into campaign performance, including customizable Marketing Funnel Reports, Revenue Impact Reports, Revenue Attribution (First & Multi-touch), and Google AdWords reporting. This lets you calibrate your campaigns based on what's working and what isn't, and improve future efforts. Use Act-On mobile to access your reports on the go.



## Prioritize Leads with **LEAD SCORING**

Leverage Act-On lead scoring to identify and prioritize sales-ready leads based on points scored for demographic and firmographic data, and behavioral touch points including email, website, event attendance, and form submissions. Your sales team will know who prospects are, what they care about, and what to say during the sales call.

## **ABOUT ACT-ON SOFTWARE**

Act-On Software is the leading provider of cloud-based integrated marketing automation software for small and mid-size businesses, helping 3,000+ companies to tie inbound, outbound, and lead nurturing programs together. Users can achieve superior return on marketing investment by leveraging behavioral data and website visitor activity to increase engagement throughout the customer lifecycle - from acquisition and retention, through expansion.

[www.act-on.com](http://www.act-on.com) | [@ActOnSoftware](https://twitter.com/ActOnSoftware) | [#ActOnSW](https://www.facebook.com/ActOnSoftware)

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## Get the Most from Your Website with **WEBSITE VISITOR TRACKING**

See actual names of people and companies visiting your website, and what they're looking for. Go beyond page views and bulk visitor statistics provided by traditional website analysis tools to get real marketing and sales intelligence to boost your sales.

## Create Your Own **FORMS & LANDING PAGES**

You won't need technical resources to build customized and branded forms and landing pages. You can easily feed form submissions into Sugar in real time without risk of duplicates. Use A/B testing to identify and automatically select the best performing forms and landing pages. You can quickly optimize SEO with Act-On's SEO audit tool.

## Reach out with **SOCIAL MEDIA**

Act-On's social media tools help you align your social media strategies and tactics with your other channels, so your messaging is amplified and your branding is consistently reinforced in all the places a prospect may find you.

## Get Found and Get Known with **ACT-ON INBOUND**

Since 80% of sales begin with search, you can help your buyers find you by using Act-On's SEO audit tool to optimize your website, landing pages, and blogs for organic search. Then, track the effectiveness of your paid search with Act-On's native Google AdWords integration. You'll know for certain which Google AdWords are generating the most ROI for your company.

