act!

Act! CRM
Growing Businesses
for Over 30 Years

About Act!

created in 1987

6 million users

in 170 countries
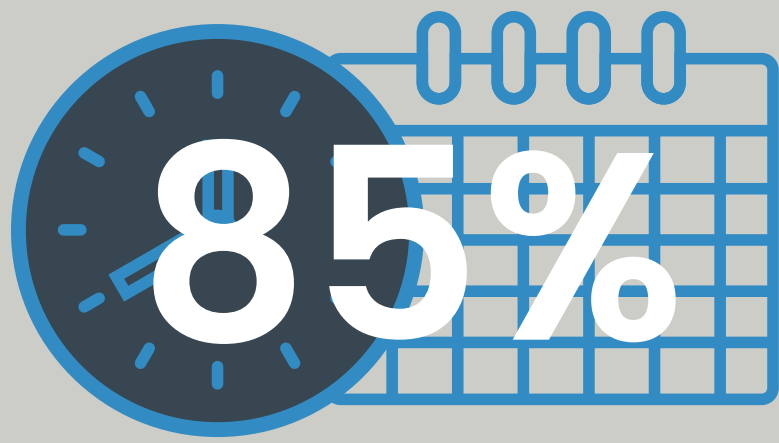
85%
of customers use **Act!** every day to manage their business

Most used Act! features

96%
Contact Management

64%
Scheduling & Reminder

60%
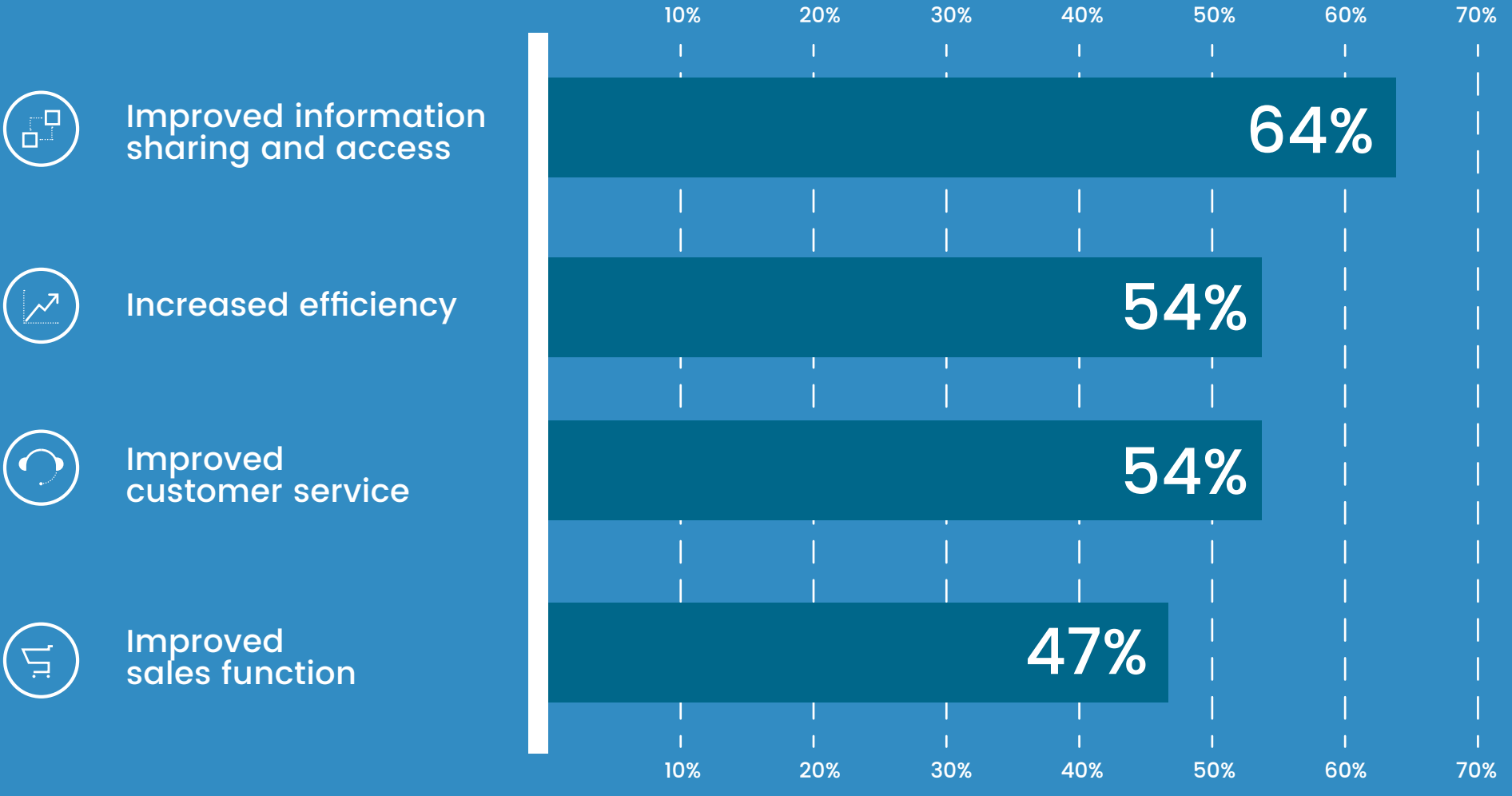Central Database

54%
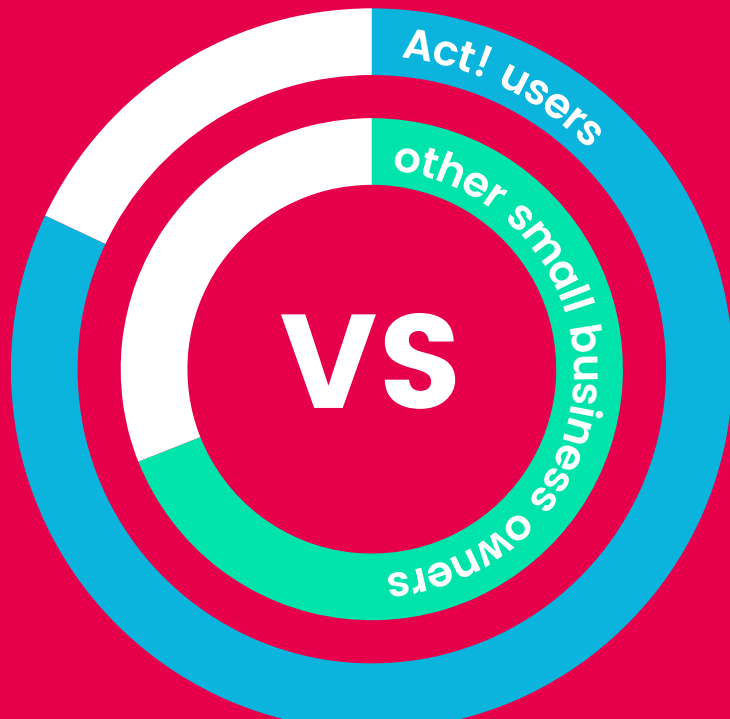Track Interactions

Act! fuels business growth

75%
of users directly attribute **Act!** to helping their business grow

Major organizational improvements reported by Act! users

	10%	20%	30%	40%	50%	60%	70%
Improved information sharing and access						**64%**	
Increased efficiency					**54%**		
Improved customer service					**54%**		
Improved sales function				**47%**			

Act! users vs other small business owners

Act! users

other small business owners

VS

82%
Act! users

69%
other small business owners

believe their business will grow in the next 12 months