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What is the Act-On / Simpleview CRM Integration?

Article Number: 647 | Last Updated: Aug 08, 2018 at 09:35:00:000 AM

The Act-On / Simpleview CRM integration allows DMOs to create email campaigns using synced contact-based advanced searches. Additional services of the integration include the linking of Form builder forms email subscriptions management.

Article Sections:

- What is Act-On?
- What Is the Act-On / Simpleview CRM Integration?
- How Do I Get the Act-On Integration?

What is Act-On?

Act-On (https://www.act-on.com/) is a company specializing in marketing automation software. Their platform incorporates an email marketing system, along with data analysis.

What Is the Act-On / Simpleview CRM Integration?

The Act-On / Simpleview CRM integration allows Destination Marketing Organizations (DMOs) to create email campaigns using synced, contact-based advanced searches. These searches may reside in various user groups within CRM and are synced to Act-On on a daily basis.

An additional service of the integration is the linking of CRM Form Builder forms to Act-On. Information gathered through these forms can be used to build and manage marketing campaigns. Additionally, the Act-On integration allows a DMO to manage email subscriptions using email addresses linked from CRM.

More information about syncing contacts from a saved search to Act-On is available in the CRM Knowledgebase.

More information about connecting Act-On to your Simpleview CRM Form Builder is available in the CRM Knowledgebase.

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How Do I Get the Act-On Integration?

If you would like this feature enabled in your Simpleview CRM, please reach out to your Simpleview CRM Analyst or Account Manager to request more information.

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Posted : Robyn Casanova - Feb 26, 2018 at 09:34:00:000 AM

Filed Under: Act-On, Integrations

Attachments

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