

ACT-ON, A SIMPLEVIEW PARTNER

Achieve next-level email marketing automation with Act-On

Reach the right audience with the right message at the right time by optimizing and automating email communications. Save time while driving better outcomes.

LET'S TALK

Do more with your email marketing in less time and with greater returns with Act-On



Leverage Act-On's expansive suite of tools

From A/B testing, lead scoring, beacon tracking, subscription management, and behavioral segmentation, Act-On helps DMOs execute key marketing initiatives.



Improve your metrics

Whether it's leisure travelers, member/partners, or meeting planners, you can send targeted emails and newsletters, and offer subscription options to boost engagement. Plus, built-in reporting helps identify the best time to send emails and what content is most popular.



Automate your workflow

Set up welcome, re-engagement, event RSVP, and nurture campaigns that automatically trigger a series of emails targeting the right contacts at the right time.



Increase marketing efficiencies

Act-On's integration with Simpleview CRM syncs contact-based advanced searches from CRM to Act-On with various options to segment. Plus, contact report data syncs from Act-On to CRM providing a comprehensive understanding of your audience.



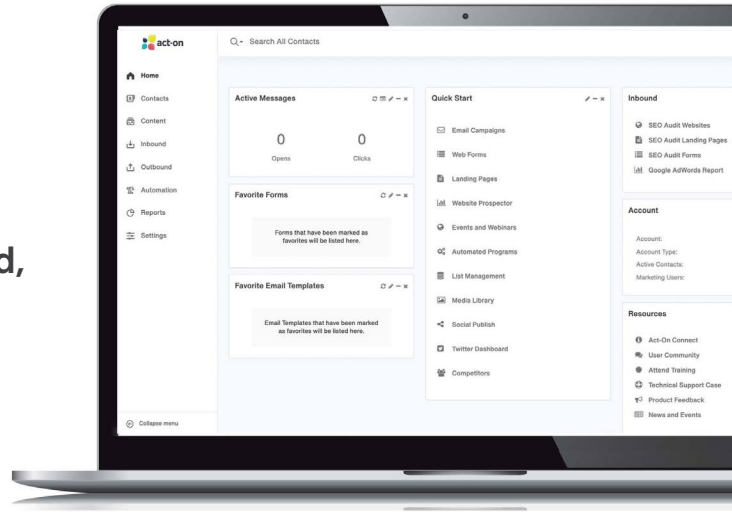
Let Act-On do the hard work for you

Create journeys, personalize messages, and remarket effectively with user-friendly email templates and an automated journey builder.



The data sync between the CRM and Act-On provides community-based relevance to understand community engagement of board, partners, and stakeholders from a data perspective via lead scoring.”

VIMAL VYAS | Vice President of Data, Security, & Digital Innovation | Visit Raleigh



Need extra support?

Free up your team’s time and resources by having Simpleview experts manage your marketing automation and email initiatives.

Advantages of the Act-On platform

- **Easy-to-use** email composer
- **Automated programs** and journey builder
- Subscription **management**
- **Website prospecting**, visitor tracking, and real-time alerts
- **Automated** lead scoring
- Lead **nurturing campaigns**
- Behavioral **segmentation**
- **A/B Testing**
- **Personalization**
- Simpleview **CRM integration**



Give your destination the **marketing automation solution it deserves.**

Simpleview is a leading provider of CRM, CMS, website design, digital marketing services, and data insights for convention bureaus, venues, tourism boards, destination marketing organizations (DMOs), and attractions. The company employs staff across the globe, serving clients of all sizes, including small towns, world capitals, top meeting destinations, and countries across multiple continents..

Drive more engagement to your emails with Act-On + Simpleview

LET’S TALK

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