

# What's New v25.2 from previous v18

Act! v25.2 introduces a number of improvements to desktop Premium listed below, including a brand new component to our Outlook integration. We have also applied feedback received regarding our Custom Tables trial to enhance the experience for our customers further, and finally we have added the latest pop-up to modal conversions from our Cloud product into Act! Premium for Web.

## Enhanced Outlook Addin - Act! Sidebar for Outlook

We have added a new sidebar to our existing Outlook integration. This allows users to have more immediate control over key functionality such as creating new contacts or editing existing contacts, and those changes will be immediately reflected in the Act! program.

- New sidebar shows Act! contact information directly within Outlook whether Act! is open or closed
- View basic contact information as well as History entries
- Attach emails and create Activities from within the sidebar

## Enhancements to Custom Tables Trial Experience

We are updating the workflow a user goes through when they are in the 14-day trial of Custom Tables. There are now additional calls to action with clearer direction to the user on how to purchase Custom Tables. There is also additional menu items to support this effort, making it easier for the user to purchase Custom Tables.

Updated workflow

- Additional calls to action throughout the trial experience
- Clearer direction on how to purchase Custom Tables including new menu options

## Additional Modal Conversions in APFW

We have added 6 more pop-up to modal conversions into Act! Premium

for Web helping to keep the product current with our Cloud platform. The new modals are as follows:

#### Add/remove contacts to Opportunities

- Add/Remove Groups or Companies
- Add Opportunity to Group
- Add Opportunity to Companies
- Select date range
- Add to List
- 

### **Act! v25.1 Release November 2023**

#### **Custom Tables Trial**

In order to help promote the Custom Tables feature of Act!, we are now providing 14 day free trials of that feature to current Act! subscribers. They can choose when to start their trial using a simple menu option. Prospects who trial Act! itself receive a free trial of Custom Tables alongside their Act! trial.

- 14 days free for current subscribers
- Customers trialing Act! itself get a trial of Custom Tables alongside it
- The trial can be activated at the user's discretion

#### **Multi-Factor Authentication (MFA)**

Act! Premium Desktop v25.1 includes the option to use Multi-Factor Authentication (MFA), which provides an additional layer of security to prevent unauthorized account access and help Act! Customers comply with data protection and privacy regulations.

Users will enter a unique numerical code sent via text message, in addition to their username and password, when logging into Act!.

- Configured by database Administrators
- Can be set up for all users or individuals
- Takes the form of a 5 digit code received as a text message to a mobile phone

## **Custom Tables Charting & Enhancements**

Gain richer insights into your Custom Tables data with new charting and reporting tools.

Charting gives you the ability to visualize and analyze custom table data in graph or KPI format, which can be exported for use in presentations and documents.

KPIs allow you see your data in even greater detail, like viewing a count of renewals by month or contract value.

The Report Designer allows you to create custom reports for Custom Tables data.

- Create bar, pie, line or funnel charts directly within your custom tables
- KPI reports allow more statistical analysis and comparisons of your custom tables data
- The report designer allows you to create fully customizable reports in a similar fashion to the Act! report designer

## **RTF/HTML Viewer Enhancements**

Act! v25.1 addresses a display issue related to viewing grid data after upgrading. Now, when viewing grid data in tabs such as History, Notes, and Documents, text will display accurately in either HTML or RTF format for easier reading.

## **Microsoft Outlook Plugin Enhancement**

We implemented infinite scroll on the address book picker, removing the pagination and making it a more modern experience.

## Act! Premium for Web 25.1

This release of Act! Premium for Web puts the product in line with our Cloud platform. When self-hosting your own Act! database as a website, you now can enjoy the benefits of the following features in this release:

- Advanced Dashboard Builder within Act! Insight
- SMS4Act! Text Messaging on the self-hosted platform - **Please note that SMS4Act! is only available in the English language versions of Act!.**
- Popup to Modal Conversions - more than 40 conversions of pop-up windows to modals
- RTF/HTML Viewer Enhancements
- Custom Table Enhancements

## Act! Companion Enhancements

Available for iPhone®, iPad®, and Android™, The Act! Companion mobile app keeps users connected to their Act! Database from anywhere.

To improve the overall mobile app experience for all Act! users, we've made a number of enhancements to the UI/UX.

## Act! v25 Release June 2023

Act! v25 gives your business effectiveness a boost with the introduction of an advanced dashboard builder and new SMS text messaging capabilities. Easily create new analytics dashboards to gain more meaningful insights from your data and react quickly to changing business conditions while taking customer communication to the next level.

Act! v25 also includes a number of platform improvements to increase performance and usability.

## **Richer Insights**

- Create new analytics dashboards to visualize more of your data
- Gain more meaningful insights
- React quickly to changing business conditions

## **Better Communication**

- Take customer communication to the next level with SMS Text Messaging

## **Enhanced Usability & Performance**

### **Act! Insight Advanced Dashboard Builder**

Actionable insights are vital to business success. Act! v25 introduces an advanced dashboard builder to Act! Insight, which allows you to quickly create more granular, custom analytics dashboards so you can visualize more of your data, gain more meaningful insights, and react quickly to changing business conditions.

#### Features:

- Advanced querying allows for multiple sets of criteria
- Create new dashboards based on contact, group, company, and opportunity data
- Pull in associated field data
- Configure grouping
- Add additional criteria as needed

#### Benefits:

- Quickly create new analytics dashboards
- Get granular by creating visualizations for previously unsupported data
- Gain more meaningful insights
- React quickly to changing business conditions

## **SMS4Act! SMS Text Messaging**

Text messaging is an affordable and efficient way to reach customers and prospects alike. With open rates more than 4x greater than traditional email (98% vs 22%), it's effective as well, allowing even the smallest businesses to compete with much larger competition.

While text messaging is currently available as part of Act! Marketing Automation for US customers, SMS4Act! Allows Act! users to send ad-hoc text messages globally without having to build a full-fledged marketing campaign. All sends and replies are automatically tracked for reference and follow-up.

### Features:

- Send ad-hoc text messages without the need to create a marketing campaign
- Send to individuals or groups
- Automatically track sends and replies in contact history records
- Create text message templates and personalize with individual contact information
- Send text messages for appointments, order updates, shipping status, event reminders, promotions, and more

### Benefits:

- Affordable, efficient and effective
- High open rates compared to email (98% vs 22%)
- Avoid designing labor intensive emails in exchange for personalized text messages
- Track sends and replies for follow-up and reference

## **Act! Marketing Automation Enhancements**

Act! Marketing Automation has something for businesses large and small, from basic outbound marketing tools to dynamic campaign automation, response-driven sales activity creation, and much more.

As part of Act! Premium Desktop v25, we've made Act! Marketing Automation more intuitive and user-friendly for all users. Improvements

include an enhanced campaign dashboard, new suppression list filters, additional date formats for mail merge, and improved list sorting.

#### Campaign Dashboard Enhancements:

To improve overall usability, a new Properties dropdown menu is now available with options to Jump to Campaign, Jump to Campaign Dashboard, and Export all Email Campaigns.

- Jump to Campaign – Allows users to access to email campaign editor to quickly make content or design changes.
- Jump to Campaign Dashboard – Allows users quick access to the campaign dashboard to view more granular data around campaign success.
- Export all Email Campaigns – Quickly exports campaign data to .csv which is sent directly to the users email.

#### Email Suppression List Filters:

To make it easier for Act! Marketing Automation users to zero in on the right data, we've added three new filters for suppression - Reason, Status and by date.

- Suppression reasons include things like bounces, spam filters, unsubscribes, and blocked.
- Suppression status includes things like active or inactive.

#### Additional Mail Merge Date Formats:

Mail merge functionality is a time-saving option to personalize outbound marketing content.

In locales or industries where the 24-hour time format is preferred, users can now select this option on the fly or set it as the default option within the Account Properties settings.

#### New Email Template Sorting:

To make it easier for users to find email templates, we've improved load time performance and introduced four new sorting options. Users can

now sort by:

- Template Name Ascending
- Template Name Descending
- Last Edit Data Ascending
- Last Edit Date Descending

## **Act! Companion Enhancements**

Available for iPhone®, iPad®, and Android™, The Act! Companion mobile app keeps users connected to their Act! database from anywhere.

To improve the overall mobile app experience for all Act! users, we've made a number of enhancements to the login experience, opportunity filtering, and Act! proximity search.

Log in Screen:

We've made it easier for users to quickly access the mobile app with the option to Remember Username.

A new blue background helps improve text readability.

Opportunities Filtering:

Act! Mobile app users can quickly review opportunities by status with new filtering, search for opportunities by opportunity name, and which filters have been applied.

- We updated the filter when using the User option to make sure it is using the record manager for the Opportunity records. When you use the User filter option the results are based on the record manager for the records returned.
- The Status filter option has been refactored to ensure the expected records are returned.
- We added the ability to search for Opportunities by Opportunity Name.
- Users will now see which filters are being used when looking in the



Opportunity list view. The list of filters being used can be found in the white box showing the number of Opportunities being displayed.

#### Proximity Search:

Act! Proximity Search performance and stability has been improved to easily find the address you're looking for while ensuring its accuracy using Google's type-ahead suggestions.

When zooming in and out, users can easily adjust the search radius.

Users center search location will now persist when navigating away and then back to the search.

#### Additional Enhancements:

The following improvements have also been implemented in Act! Companion:

- Company name visible in opportunity list view
- For contact records with more than one phone number, users will be prompted to select which to dial
- Google Maps address autocomplete
- Return all records when search field left blank
- Favorites page styling updates
- Clicking save multiple times does not create multiple histories
- A time stamp is not automatically added for timeless activities
- UK date format displays correctly
- Improved German translation quality
- See all associated activities in the contact detail view
- View and Manage "Hot Leads" from a single page
- Improved scrolling experience
- Phone extensions now appear in contact record
- Record Manager added to opportunity detailed view
- Act! API out of date notification
- Creating an activity and assigning to contact automatically associates with company

## LINKS..

These links will show you, what the new features are in the version 24, the system requirements, (**Again Check everything before installing!!**) and the download link for v24 Desktop

**IMPORTANT... ALWAYS TAKE A FULL BACKUP BEFORE INSTALLING ANY NEW SOFTWARE.**

English Act! v54 Download landing page Act (Windows client normal download)

<https://www.act.com/en-uk/download/download-act!-v245>

v25 Act! System Requirements

English- Act! Premium v25

[V25 Recording Video.](#)

## **2021 Fall Launch**

Act! v24 delivers turbocharged performance via a 64-bit native architecture, while user-driven Office integration enhancements bring optimized usability. New marketing automation capabilities enable greater collaboration and drive dynamic marketing outreach with intelligent follow-up.

Upgrade with confidence to Act! v24 – rigorously vetted for quality and user experience. Ongoing updates – including support for Windows® 11 – ensure you always remain compatible with the latest hardware and operating systems.

### **New 64-bit Architecture – Windows & Web**

Act! v24 capitalizes on the inherent benefits of today's 64-bit hardware and operating systems – gaining full access to all available system memory for superior speed, performance, and scalability.

Multi-task, perform high-load functions, and support large files and data sets without memory issues via access to virtually unlimited RAM with a 64-bit native application vs. 4GB with a 32-bit application.

### **Windows® 11 & Office 2019 Compatibility**

Run Act! v24 on Windows® 11 for the latest usability and security enhancements from Microsoft® – set to release in Q4 2021. Additional compatibility updates include support for Office 2019 and SQL Server 2019.

Your Act! subscription ensures ongoing compatibility with current hardware, software, and operating systems for maximum productivity and peace of mind.

### **Office Integration & Marketing Automation Enhancements**

Enhance the effectiveness of your marketing efforts with new collaboration and design tools, intelligent A/B testing, and automatic follow-up actions based on marketing engagement score. Streamline common relationship management tasks between Act!, Outlook, and Word for maximum efficiency.

Act! v24 uses 64-bit integration for Outlook and Word add-ins, allowing for optimal performance and scalability.

## **64-Bit Architecture**

### **Memory Access**

- Access 17,000,000,000+ GB of RAM with a 64-bit native application vs. 4GB with a 32-bit application.

### **Multi-Tasking**

- Run multiple applications concurrently without system lag or out-of-memory issues.

### **Speed & Performance**

- Enjoy superior speed during high-load functions and support for large files and data sets.

### **Scalability**

- Run multiple concurrent 3rd party add-ons optimally and support large or growing implementations.

### **Security**

- Leverage the inherent security benefits of 64-bit hardware and operating systems.

### **Outlook Add-In**

#### **UI/UX Enhancements**

Select from multiple databases quickly and conveniently in the Outlook Add-In and apply toolbar actions (e.g. Quick Attach, Attach to Contact, etc.).

## **New Features & Improvements**

- Attach emails to history for contacts that do not have an email address in Act!, based on matching of data in other fields.
- Set up API connection to Outlook easily for locally shared hosted databases via new Preference option.

## **Word Add-In**

## **UI/UX Enhancements**

- Pull in current contact list used during Mail Merge for attaching or recording to history.

## **New Features & Improvements**

- Embed images in MS-word based Mail Merge templates from image fields on contact records.
- Resume sending Act! Mail Merge through Outlook due to fix of issue caused by latest MS security update whereas items were going to draft folder.

## **Act! Marketing Automation Enhancements**

## **New Features & Enhancements**

- Capture notes and reminders and collaborate with others on template design with new Comments feature.
- Hide individual rows or blocks of content from rendering in mobile emails to optimize optics and readability.
- Send an A/B email test to subsets of your recipient list, then automatically send the best performing version to the remainder based on decision criteria you define.
- Trigger follow-up actions such as calls, meetings, or additional emails based on a score derived from email, landing page, and web site engagement by each recipient.
- Enjoy greater design flexibility with multiple sections and two-column display on landing page templates.

## Compatibility Updates

### Windows 11

- Deploy Act! v24 on Windows 11, releasing October 2021.
- Reap the benefits of a modern 64-bit platform with the latest security and performance enhancements from Microsoft.
- Leverage Act! subscription to stay current and compatible with the latest hardware and operating systems.

### SQL 2019

- Deploy pre-packaged SQL 2019 automatically for new installs for maximum performance and convenience.
- Benefit from the most recent SQL security, performance, and scalability enhancements. Read more [here](#).

### Office 2019

- Act! v24 uses 64-bit integration to Office for contact and calendar sync for optimal performance and scalability.
- Act! Office Add-Ins support 32-bit and 64-bit versions of Office 2019.

## Feature Deprecations & Changes

### Legacy Features Removed

- Act! Dialer.
- Act! Email.
- Smart Tasks.

### Features Changed

- Ecommerce connections now supported by Zapier.
- Import option removed from Welcome page.

## **Usability & Performance**

200+ Priority Bug Fixes.

- UI Enhancements.
- Updated graphs & charts with modern, 64-bit compatible components in Act! Dashboards.

## **What's New v23 from v18**

### **2020 Fall Launch**

Act! v23 delivers performance and usability enhancements across the solution, designed to streamline and optimize the user experience to ensure maximum productivity.

Act! v23 delivers numerous targeted improvements to high-usage areas, based on extensive input and validation from Act! customers and partners across the globe.

Rigorously vetted and market-tested, Act! users can upgrade with confidence to v23 and realize the benefits of a revamped Outlook Add-in, a new Word Add-in, innovations in Act! Marketing Automation, and more.

The v23.0 release of Act! Desktop & Web is intended to improve quality throughout the product by addressing several bug fixes while offering key enhancements around high-usage feature areas such as our Outlook add-in, Word add-in and Act! Marketing Automation.

Along with improved quality and enhancements throughout the product, Act! will also be supporting the Act! E-Marketing end of life initiative with the removal of AEM references and navigation routes in the v23.0 release for both Desktop and Web.

Finally, the v23.0 release will include support for our recent rebranding efforts with the removal of in-product references to Swiftpage, updated copyright strings and iconography.

### **Outlook Add-In Enhancements**

#### **Activity Settings**

- UI/UX improvements for adding a Contact to an Activity.
- All Day checkbox disables Activity start/end time fields, making it Timeless.
- Meeting location visible in Act! when Outlook invite accepted.
- **Email History**
  - History now properly records for Contacts with custom email fields.
  - Email history no longer records as “Call Attempted” and now accurately displays “Email sent”.

## **UI/UX Improvements**

- User icon replaces checkbox when adding a contact to an activity.
- Opening an email history with an attachment no longer opens the email in an editable state in Outlook.

## **Redesigned Word Add-In**

### **Completely re-designed Word Add-In**

Improved performance with the utilization of the Act! API instead of our SDK (previous add-in utilized SDK).

- **Targeted Parity of High Usage Workflows from Previous Add-In**
  - Modernized styling and icons.

## **Supports 64-bit Microsoft Office**

## **Act! Marketing Automation Enhancements**

### **Preference Center**

- Fields in Act! can be updated based on customer selections allowing them to choose which of your campaigns they would like to unsubscribe from rather than unsubscribing from all.

### **Unsubscribe Center**



- Gives the user the ability to create multiple templates for unsubscribe pages, for example this could be used to create unsubscribe pages in multiple languages, or for separate brands within your company.

## **Folders**

- On each grid view for Campaigns, Landing Pages and Templates users can now drag and drop items into folders. There is no limit on the amount of folders created.

## **Search**

- AMA has updated its search functionality. It is now contained on the right side of each list view and allows the user to search by user/team/folder or status on each of the below items:
  1. Campaigns
  2. Landing Pages
  3. Templates
  4. Assets

## **Landing Page Impressions**

- When viewing the Landing Pages section you can now see the number of Landing Page impressions, this is the number of individuals who hit a landing page but do not complete it.

## **Teams**

- Within AMA itself, teams of users can be set up allowing the ability to filter areas of the program by your teams when using the Search feature. The following items can be filtered by teams:
  1. Campaigns
  2. Templates
  3. Landing Pages

## **Import/Export of Templates**

- This allows importing/exporting with the Drag & Drop editor, something that was previously only available in the WYSIWYG editor.
- Users will now be able to export templates in JSON format which will then allow them to import in the same format as well.

## **Workflow Designer UI Improvements**

- Users now have the ability to make the workflow designer either horizontal or vertical orientation and also pan out/in. We have also added a waffle icon that bring the user back to default view, greatly improving the user experience.

## **Drag & Drop Landing Page Controls**

- When designing Landing Pages users can now drag and drop the order in which they want their fields to appear on their page.

## **SMS History Recording (SaaS Only)**

- SMS messages will now be recorded to the History tab of the Act! contact. This is matched up by the contacts 'mobile phone' field.

## **New Drag & Drop Template Elements**

- Menu - Allows the use to define a set of menu items with linking capabilities:
  1. Giphy - Full giphy library to easily utilize in any template.
  2. Icons - A library of pre-made icons to utilize.
  3. Title - Allows users to enter a title specific block to their template.

## Quality Improvements/Bug Fixes

50+ Priority Bug Fixes.

- UI Control Updates.
- In-Product Translations.
- Core Functionality Improvements.

## What's New v22 from v18

### 2019 Fall Launch

21/11/2019

#### Fall Launch 2019 Released (v22)

The next generation of Act! includes all-new Act! Growth Suite plans and pricing, a completely modernised user interface, a personalised home screen, pre-built nurture marketing templates, and so much more!

### Learn More

- [See the new plans & pricing](#)
- [Watch the what's new video](#)
- [See a full list of what's new](#)
- [View system requirements](#)

### V2.6 Act! Companion

08/8/2019

#### Act! Companion v2.6 Released

Act! Companion now includes a new notes view, allowing you create, edit, and view notes across contacts, companies, groups, and opportunities in the app. Additional improvements include a history view revamp and rich text formatting inside of notes and history.

### Learn More

- [Check it out](#)
- [Download the app for iPhone](#)
- [Download the app for Android](#)

### June 2019 Act! Growth Suite

25/6/2019

#### Act! Growth Suite Enhancements Released

Act! Growth Suite now includes a number of valuable Marketing Automation enhancements. Now you can access 170+ impactful email templates that fit your industry, business, and communication style. Choose from a diverse library of promotional, transactional, webinar, and newsletter email templates for building campaigns. Campaigns will render beautifully on any device, because all email templates are mobile responsive. Additional features include a new visual workflow for selecting email templates and a new image manager, making it easy to find the templates and visuals you need for building campaigns.

### Learn More

- [See screen shots](#)
- [Learn more about Marketing Automation](#)
- [Get Act! Growth Suite](#)
- [See a full list of what's new](#)

### V2.5 Act! Companion

31/5/2019

#### Act! Companion v2.5 Released

Act! Companion now includes heat maps, so you can easily see customers in your proximity. You also get a new Groups view,

additional activity and history filters, and an in-app notification that lets you know when new versions are available.

## Learn More

- [Check it out](#)
- [See what's new](#)
- [Download the app for iPhone](#)
- [Download the app for Android](#)

## Spring Launch 2019 Act! Growth Suite

07/5/2019

### Spring Launch 2019 Released (v21.1)

Act! now includes CRM and Marketing Automation in one with the new Act! Growth Suite, an all-in-one sales and marketing platform that provides everything you need to successfully run and grow your business. Additional innovations include Marketing Automation dashboards in Act! Insight, a new marketing calendar view, and asset tracking for PDFs and YouTube videos. Plus, experience improvements to Act! Companion Mobile app, Custom Tables, IT administration, and so much more!

## Learn More

- [See Act! Growth Suite Plans & Pricing](#)
- [Watch the Act! Growth Suite Video](#)
- [Download the Act! Growth Suite Brochure](#)
- [View System Requirements](#)

## v2.4 Act! Companion

04/3/2019

### Act! Companion v2.4 Released

Act! Companion now includes documents, giving you convenient access to attachments associated with your contacts from the app. Additional enhancements let you do even more from the app—add attachments from your mobile device and send SMS text messages to your Act! contacts with ease.

## Learn More

- [Check it out](#)
- [Download the app for iPhone](#)
- [Download the app for Android](#)

### **v2.3 Act! Companion**

03/12/2018

#### Act! Companion v2.3 Released

Act! Companion now includes new calendar views, including daily, monthly, and yearly options, providing organised access to your schedule from the app! A new companies view enables you to access, create, update, and delete Act! companies on-the-fly. Enhancements to search include a convenient global search option and expanded search filters across the app, making it easier than ever to find what you need in an instant!

## Learn More

- [Check it out](#)
- [Download the app for iPhone](#)
- [Download the app for Android](#)

### **v21 Act! Pro, Act! Premium, Act! Premium Plus v21 & Act!**

#### Marketing Automation

08/11/2018

#### Act! Pro, Act! Premium, Act! Premium Plus v21 & Act! Marketing Automation Released

Your trusted CRM choice just got better! Act! now includes dynamic sales pipeline management and powerful new Marketing Automation, transforming Act! into the ultimate small business toolset.

## Dynamic Sales Pipeline Management

Manage your pipeline more effectively and intelligently with new sales pipeline management tools that help you close deals faster and more often. *Available exclusively to active Act! Premium members!*

## **Powerful Marketing Automation**

Optimise all the ways you communicate with prospects and customers with the new Act! Marketing Automation to maximise engagement and drive business growth. *Additional subscription required.*

## **Subscriber-Exclusive Enhancements**

Benefit from dozens of valuable subscriber-exclusive product enhancements, including improvements to Act! Insight, Custom Tables, the Welcome page, and so much more!

## **Learn More**

- [What's New Video](#)
- [Products & Pricing](#)
- [Act! Marketing Automation](#)
- [System Requirements](#)

## **v2.2 Act! Companion**

02/7/2018

### Act! Companion v2.2 Released

Act! Companion now includes expanded history, activity, and contact views for more detail about your customer relationships from the app. Enhancements to notification settings give you additional control over the types of notifications you receive.

## **Learn More**

- [Check it out](#)
- [See what's new](#)
- [Download the app for iPhone](#)

- [Download the app for Android](#)

## **v20.1 Act! Pro, Act! Premium, & Act! Premium Plus**

23/3/2018

Act! Pro, Act! Premium, & Act! Premium Plus v20.1 Released

Introducing the most adaptable, everywhere, connected Act! experience yet!

### **Custom Tables & Industry Templates**

Unlock the full potential of Act! using Custom Tables and Industry Templates in the new Act! Premium Plus. Custom Tables Manager provides maximum adaptability so you can bring complex data sets, unique business processes, and specialised industry practices together in Act! to manage your business. But unlike spreadsheets, you can associate individual table entries to Act! contacts, companies, groups, and opportunities for easy reference. Plus, you get the benefits of CRM to action on the data—create activities and to-dos, send follow-up emails, engage in informed sales conversations, and more.

### **Next Generation Outlook® Integration**

Extend your connected workspace via next generation [Microsoft® Outlook® integration for Act! CRM](#). Sync for Outlook® contacts and calendar details leverage modern new engine technology to drive superior sync performance and enhance duplicate checking. Quick actions within Outlook® let you record emails to Act! history manually from the inbox and sent folder, auto-record emails to Act! history when emails are sent, or bulk sync emails to Act! history. Configure what gets recorded to Act! history—email components or email components plus attachments. Mail Merge improvements make it possible to include images in your communications, whether you're using new or existing templates.

### **Compatibility Updates**

Work with popular Microsoft® platforms Office 365 and Exchange for contact and calendar sync. These newly supported platforms provide additional convenience, flexibility, access options, and control.



## Act! Insight & Act! Companion Improvements

Strengthen business insights and improve sales mobility with enhancements to valuable subscriber-only features Act! Insight and the Act! Companion mobile app. Act! Insight dashboards now include rich customisation capabilities, so you can pull in data from all Act! entities, reporting-based fields, and custom fields, making it easier to measure business and team performance. Act! Companion now includes Act! opportunities so you can manage your pipeline from anywhere. View opportunities in new list or detail views, and easily create, update, close, or delete opportunities on-the-fly.

## New Customer Support Options

Get the help you need, when and how you need it with flexible new options for customer support that empower your productivity, including a new Ultimate support plan option, enhanced digital self-service experience, and more.

## Learn More

- [What's New Brief](#)
- [Custom Tables & Industry Templates](#)
- [Products & Pricing](#)
- [Support Plans & Pricing](#)
- [System Requirements](#)

Important Note: Office 2010 is no longer supported in Act! v20.1.

## v2.0 Act! Companion

11/12/2017

### Act! Companion v2.0 Released

Act! Companion has been transformed! Experience an all-new look with modern and mobile-friendly design updates. You can count on the same great functionality from the previous versions, including access to contacts, activities, history, and Act! Insight. But now, Act! Companion has been optimised to help users work quickly with easily discoverable

actions, a simplified login experience, and access to all available dashboards in the Act! Insight view.

## Learn More

- [Check it out](#)
- [Download the app for iPhone](#)
- [Download the app for Android](#)

## v20 Act! Pro & Act! Premium

11/10/2017

### v20 Act! Pro & Act! Premium

Meet the modern, new Act! complete with Act! insight\*, Ask Act!™ with Amazon Alexa\*, and so much more!

## Interactive, Graphical Act! Insight Dashboards\*

Guide decision-making with rich insights from interactive, graphical Act! Insight dashboards. See dynamic, visual snapshots of real-time metrics for sales productivity and performance, sales pipeline health, top performing products, and more with 12 out-of-the-box dashboards. Gain insight no matter where you are with a new Act! Insight view in Act! Companion mobile app.

## Ask Act!™ With Amazon Alexa\*

Interact with Act! through simple, verbal requests to Amazon Alexa<sup>1</sup> via Ask Act!™—a leading edge voice integration available to active Act! Premium subscribers. Ask for key Act! contact and calendar details, then sit back as Amazon Alexa tells you what you want to know. No need to search your laptop or mobile device to stay informed!

## Fresh, New Look

Experience a fresh, new look with visually stunning design updates consistent across Windows® and Web. Enjoy a modern navbar, new big button menu design, new Web login screen, and contemporary icons.

## Optimised Emarketing Workflow

Manage Act! emarketing campaigns through an intuitive, optimised workflow in Act!. Everything you need to create, send, and track campaigns is available in five newly designed views—Overview, Options, Create, Send, and Track with full-screen Call Lists<sup>2</sup>.

## Compatibility & Usability Improvements

Benefit from compatibility and usability improvements that make Act! even better! Now you can work with [Act! CRM on Chrome for Mac](#)<sup>3</sup>, quickly identify opportunities that need attention with the new opportunity field 'Days in Stage', and so much more.

## Learn More

- [What's new video](#)
- [What's new brief](#)
- [Products & pricing](#)
- [Technical details](#)
- [Ask Act! on the Amazon Alexa Skills Store](#)

\*Requires an active Act! Premium subscription.

1 Works with Amazon Echo, Echo Dot, and Echo Show.

2 Additional fee required.

3 Office integration is not available using Chrome, even on Windows®. Integration with Outlook® for Mac is available with Act! Premium Contact Link via the Act! API.

## v1.5 Act! Companion

07/8/2017

### Act! Companion 1.5 Released

**Act! Companion 1.5** now includes maps! Get driving directions to a contact, find nearby places of interest, and navigate to the location of your meeting with ease. Act! Companion also includes a number of new updates since its release with v19. Check out What's New in Act! Companion below to learn more.

## Learn More

- [What's New in Act! Companion](#)
- [Download the app](#)

## **v19.2 Act! Pro & Act! Premium**

24/5/2017

### v19.2 Act! Pro & Act! Premium

Act! v19 continues to deliver enhancements that maximise your productivity and subscription value—making your Act! experience even better!

## **Compatibility Updates**

Now compatible with Microsoft® SQL Server 2016 and Windows® Server 2016.

## **Act! Emarketing Call List<sup>1</sup> Improvements**

Focus in on campaign results by date with a new date range filter in the Call List<sup>1</sup>.

## **Act! Companion\* Mobile App Enhancements**

Do more from the app! Schedule and update activities and to-dos.

## **Web Client Rich Text Controls**

Enjoy new rich text controls when entering notes, history, and more. Controls include new options for fonts, font sizes, strikethrough formatting, text background colors, and bullet points.

## **Performance & Quality Updates**

Benefit from our ongoing commitment to a best-in-class user experience with customer-driven updates.

## Learn More

- [Act! Companion mobile app](#)
- [See technical details](#)

## Download V19.2 Updates

- [Act! Pro](#)
- [Act! Premium](#)

<sup>1</sup> Additional fee required.

*\*Requires an active Act! Premium subscription.*

## v19.1 Act! Pro & Act! Premium

07/3/2017

### Act! v19.1 Released

Act! v19 continues to maximise your productivity *and* your subscription value!

### **NEW eCommerce Connections\***

Connect with popular eCommerce solutions BigCommerce, Ecwid, Etsy, Shopify, Volusion, and WooCommerce for visibility into customer purchase history in Act! Premium. Use those details to have informed sales conversations and send targeted marketing campaigns. Setup is fast and easy—no technical expertise needed.

### **Dozens Of Quality Updates**

Benefit from dozens of quality updates that improve your user experience.

### **Act! Companion Mobile App Enhancements\***

Capture details on the spot and easily associate history to Act! Premium contacts and other users with @ mentions.

## Learn More

- [View Connections](#)

- [See technical details](#)

## Download V19.1 Updates

- [Act! Pro](#)
- [Act! Premium](#)

*\*Requires an active Act! Premium subscription.*

## v19 Act! Pro and Act! Premium

12/1/2017

The new Act! v19 is now available! Now 64-bit compatible, the new Act! v19 is designed to maximise your productivity and your subscription value!

## 64-Bit Compatible

Work with the Microsoft® Office products you rely on every day, because Act! Premium is now 64-bit compatible.

## Modern, New Connections\*

Stay connected to key Act! Premium details when on the move with Act! Companion—a native mobile app designed for your iPhone® or Android™<sup>1</sup>. The Act! Premium Contact Link helps you streamline your workflow between Act! and Outlook®. No web server, no problem! You can leverage these Web API-based connections as a Windows® user too with Act! Connect Link.

## Act! Emarketing Performance Improvements

Save valuable time with performance improvements to Act! emarketing—campaigns send up to 5 times faster! Act! emarketing campaign management is also more efficient with improvements to email campaign history on the Contact Record, live feedback on your current service level, and more.

## Customer-Driven Enhancements

Benefit from customer-driven feature enhancements, including 30+ refreshed reports, scan for duplicates and the formatting toolbar in the layout designer in Web and Cloud\*, and dozens of quality updates.

## Learn More

- [Plans & Pricing](#)
- [What's new brief for Act! Premium](#)
- [What's new brief for Act! Pro](#)
- [See technical details](#)

\* Available with Act! Premium or Act! Premium Cloud only.

<sup>1</sup> Works with iOS versions 9.x and up, and Android Lollipop and Marshmallow.

## v18.2 Act! Premium

22/7/2016

Act! Premium v18.2 Released

## Act! Connect Link For Desktop Users

The all-new Act! Connect Link delivers the power of the Act! Connect integration platform to Act! Premium desktop users with no complicated setup – simply install and go! Now, whether you are using the web, desktop, or Cloud version of Act! Premium, it's easier than ever to leverage the power of Act! Connect for simple integrations with hundreds of popular business apps that help you save time and accelerate your sales and marketing efforts.

## Act! emarketing Enhancements

New Act! emarketing administrative features allow admins to designate which users can send emarketing campaigns, and from which sender profile.

## Enhanced Security And Control

Additional administration and security options for Act! Premium Web API gives administrators expanded control over how the Web API and related integrations are used within their business.

### **Act! Premium For Web Enhancements**

Act! Premium for Web updates enhance the usability of Opportunities by allowing users to manage Opportunity processes and products from the web client. Additionally, Act! Premium for Web users can streamline management of Contacts using the Copy/Move Contact Data option, making it easier to manage the integrity of their Act! data.

### **Quality And Performance Updates**

Dozens of performance and quality enhancements across the product portfolio based on user and partner feedback.

### **Learn More**

- [See details](#)

### **Download Act! v18.2 Updates**

- [Pro](#)
- [Premium](#)

### **v18.1 Act! Premium**

26/4/2016

Act! Premium v18.1 Released

### **Prioritise Your Focus**

Easily identify, organise, and keep track of the contacts you communicate with the most, with the all-new **Favorite Contacts** checkbox. And, get more insight into your sales pipeline history with a new **Activity Create Date** stamp.

### **Integrate With Ease**



**Act! Connect** puts integration with hundreds of popular business apps at your fingertips! Quickly and easily set up connections between Act! and Outlook<sup>®</sup>, Slack, PayPal<sup>®</sup>, Wufoo<sup>™</sup>, QuickBooks Online, and more! Enrich your Act! data and trigger actions that save time and accelerate your sales and marketing efforts. The improved installation of **Act! Web API** with Act! Premium for Web ensures you have the tools you need to get started with Act! Connect services, or [create custom integrations](#).

## Stay Up-To-Date

**Stay compatible** with the latest updates including support for Chrome<sup>™</sup> and Internet Explorer<sup>®</sup> 11 (without Compatibility Mode), plus experience dozens of **performance and usability improvements** based on customer feedback.

## Learn More

- [What's New in Act! v18.1 Brief](#)
- [See details](#)
- [Act! Connect Brief](#)

## Download Act! v18.1 Updates

- [Premium](#)
- [Pro](#)

## 18.0 Act! Premium v18

08/12/2015

### Act! Premium v18

Act! v18 brings a host of compatibility and productivity enhancements, new Act! emarketing administrative features, a fresh, modern look for Act! Premium for Web, and more! Extend the power of Act! and streamline efficiency with an all-new web API platform that allows for meaningful connections to business productivity tools, and stay up-to-date with the newest features available for Act! with flexible subscription plans – now including expert technical support.

## Learn More

- [What's new](#)
- [What's new since your version](#)
- [See it in action](#)
- [See details](#)

2019 Fall Launch21/11/2019

Fall Launch 2019 Released (v22)