

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.](#)