

What's New v24 from v18

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 Alexa¹ 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 Lists².

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](#)³, 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 List¹ Improvements

Focus in on campaign results by date with a new date range filter in the Call List¹.

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](#)

¹ 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™**¹. 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.

¹ 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®, Slack, PayPal®, Wufoo™, **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™** and Internet Explorer® 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 Launch 21/11/2019

Fall Launch 2019 Released (v22)