



# DELIVER FLAWLESS EMAILS FASTER



Create personalized, responsive email messages that look great across multiple devices and email clients – and do it faster than ever before. With Act-On's streamlined Email Composer, building and sending a message is a snap. You can:

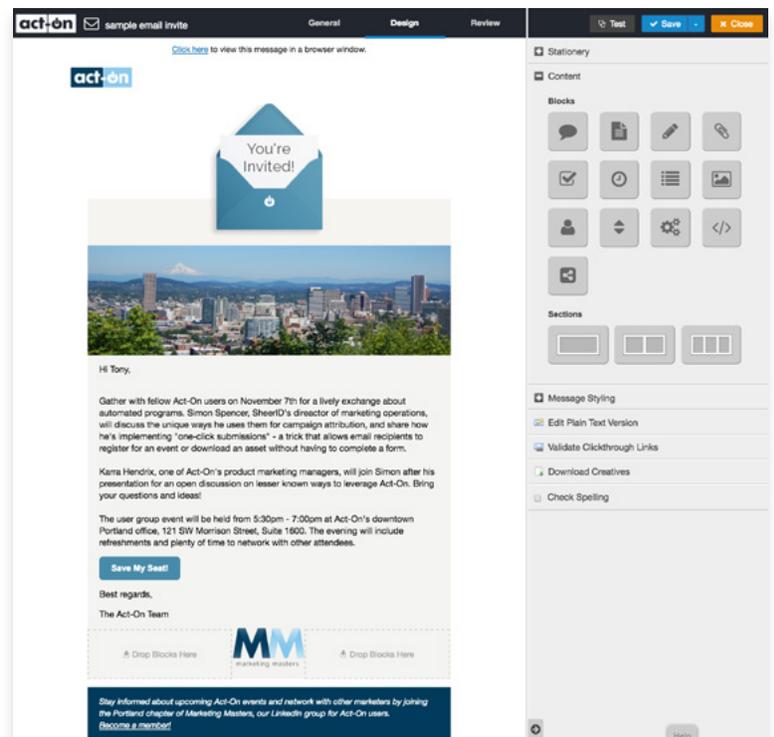
- **Custom-tailor** your messages with pinpoint personalization
- **Design and build** professional-looking templates in minutes
- **Ensure** consistent display across multiple devices and readers
- **Launch** every email with confidence and improve the results of your campaigns
- **Just follow** the streamlined, four-step process and put your ideas into action.

## 1. ACCURATE ADDRESSING

Make sure your message goes to the right recipients – right up front – and that the envelope is addressed to ensure deliverability. Once you've selected the contact lists for your message, the corresponding mail merge fields show up. The Composer helps you avoid errors and missing data fields – make your messages feel personal, relevant, and custom-tailored to your audience.

## 2. EASY-TO-USE DESIGN

Speed up production and unleash your creativity with a simplified, organized design center. Create a new email – or edit an existing one – using drag-and-drop elements that you can rearrange and customize on the fly. Want to turn a one-column into a two-column format? Add a border? Change the background color? Switch the font? You have the power. Plus, you can change the stationery as well, so the whole template – and all the design elements – updates automatically.



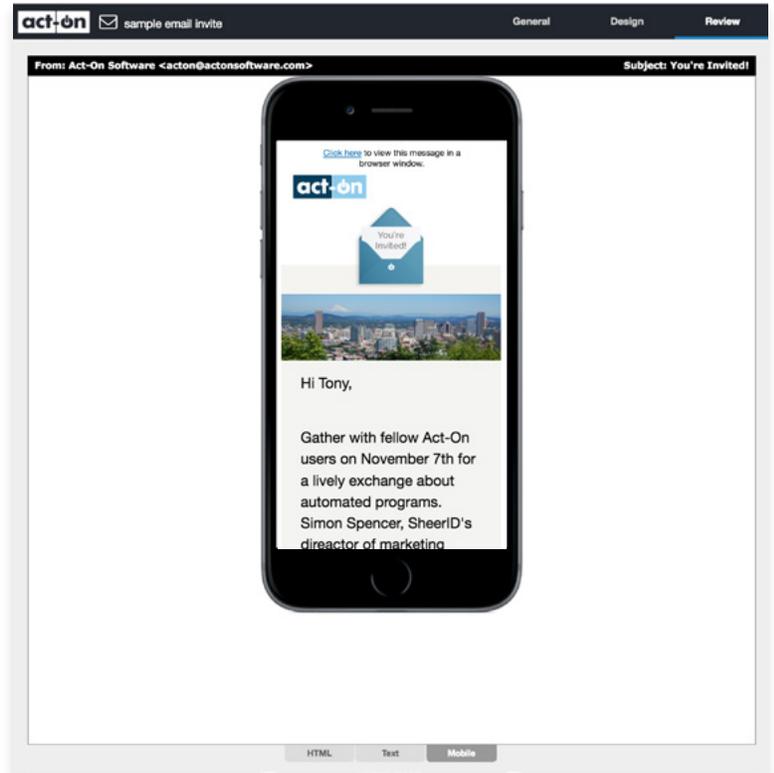
### 3. BULLET-PROOF REVIEW

Take advantage of advanced responsive design capabilities to deliver an email that renders dynamically across multiple devices and looks good doing it. Using powerful preview capabilities, you can see exactly how each email will appear. When you preview the message and resize your viewing window, you can watch the responsive design in action – the elements of your message instantly rearrange themselves to fit the new size. Plus you can double-check personalization fields and use the built-in spell check to catch errors in the main body of the email as well as the headers and footers.

### 4. SIMPLIFIED SEND

See how your message looks in a text message or on a mobile device, send a test version to make sure it's working perfectly. Schedule it for the future or send it right away. You can also add the message to a campaign, or attach a CRM record indicating that they've been sent the email.

***With Act-On's email composer, email marketing best practices are just part of the process.***



## About Act-On Software

Act-On Software is a marketing automation company delivering innovation that empowers marketers to do the best work of their careers. Act-On is the only integrated workspace to address the needs of the customer experience, from brand awareness and demand generation, to retention and loyalty. With Act-On, marketers can drive better business outcomes and see higher customer lifetime value. The Act-On platform provides marketers with power they can actually use, without the need for a dedicated IT resource.

Connect with us to learn more

[www.act-on.com](http://www.act-on.com)

