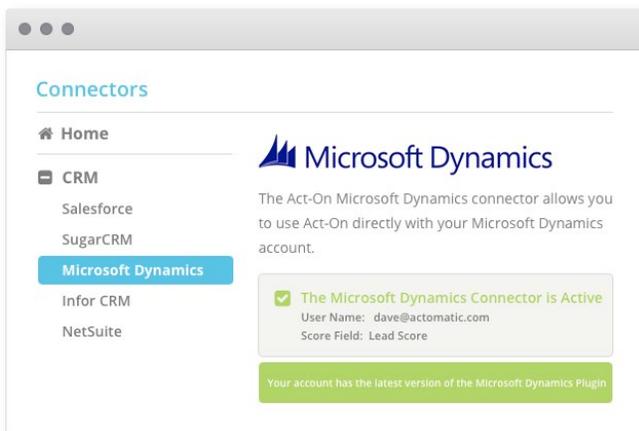# Marketing Automation for Microsoft Dynamics CRM

ACT-ON SOFTWARE:

As Simple as You Want
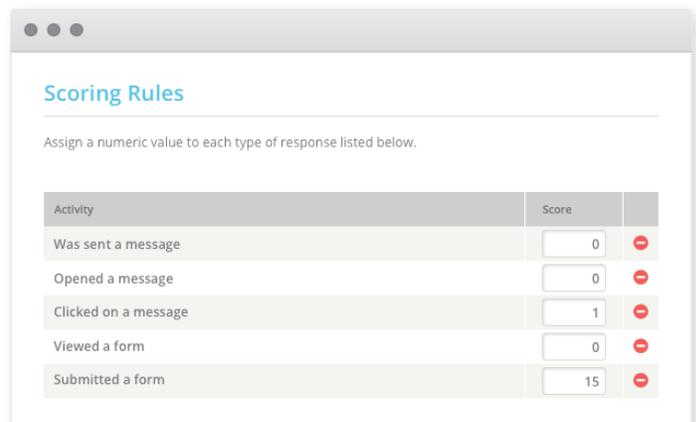# As Powerful as You Need

Act-On integrates with Microsoft Dynamics CRM

Microsoft Dynamics CRM helps you build strong relationships with your customers. Integrate it with Act-On, and you can transform every touch point into a marketing opportunity. Your Act-On account works seamlessly with your Microsoft Dynamics CRM account to provide a complete closed-loop system for multi-channel lead generation, management, and revenue contribution.

Prioritize leads with lead scoring

Say goodbye to cold calling. Act-On lead scoring helps you identify and prioritize hot leads. Sales-ready leads are identified based on points scored for demographic and firmographic data, and behavioral touch points including email, web pages, event attendance, and form submissions. Your sales team will know who prospects are, what they care about, and what to say during the sales call.

Scoring Rules

Assign a numeric value to each type of response listed below.

Activity	Score	
Was sent a message	0	⊖
Opened a message	0	⊖
Clicked on a message	1	⊖
Viewed a form	0	⊖
Submitted a form	15	⊖

Contact activity history

Act-On activity history gives sales reps detailed information about a prospect's online activity so that they know what prospects are interested in, and what's driving their engagement with your brand. Act-On automatically updates the contact and lead records in Microsoft Dynamics CRM with all engagement activity, including:

- Emails sent, opened, and clicked
- Web page and landing page visits
- Event registrations and attendance
- Content downloads and form submits
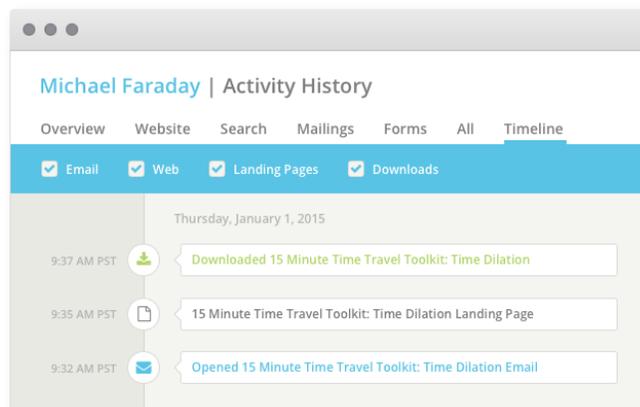
Easy, automatic synchronization

Act-On's seamless integration with Microsoft Dynamics CRM makes it easier for marketing to deliver more highly qualified, sales-ready leads to the sales team. Using Act-On's out-of-the-box integration, you can set up automatic, bi-directional synchronization between Microsoft Dynamics CRM and Act-On – easily, in just minutes. With Act-On, you can attract, capture, and nurture prospects, then convert leads directly into Microsoft Dynamics CRM. Sales can access Microsoft Dynamics CRM to get real-time information, including prioritized leads and activity history for leads and contacts.

Uncover new leads with Website Prospector
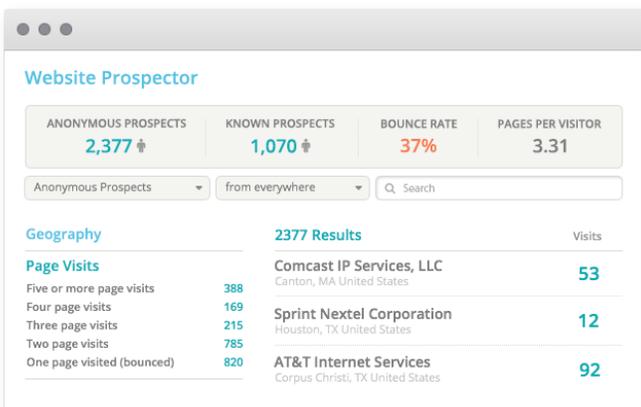
Act-On tracks the activity of your website visitors. If anonymous visitors convert in the future, you'll have a complete record of their pre-conversion engagement.

For known visitors, Website Prospector tracks pages visited, assets downloaded, and more, and stores the engagement data in the activity history. You can also set alerts to be notified when a specific person visits a specific page. Act-On connects the dots and enhances your ability to make meaningful connections.

About Act-On Software

Act-On Software is the leading provider of cloud-based integrated marketing automation software for small and mid-size businesses, helping 3,000+ companies to tie inbound, outbound, and lead nurturing programs together. Users can achieve superior return on marketing investment by leveraging behavioral data and website visitor activity to increase engagement throughout the customer lifecycle - from acquisition and retention, through expansion.

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