

## act! Features by Version- v21 to v24

New Features	Version	Act! Subscriber Benefit <sup>1</sup>
Microsoft Windows 11 Compatibility	v24	
Microsoft Office 2019 Compatibility	v24	
Microsoft SQL Server 2019 Compatibility – Default for New Installs	v24	
Option to Run Act! as a 64-bit for Program Speed Increase	v24	
Microsoft Outlook Integration – Other Quality Improvements & Bug Fixes	v24	
Microsoft Outlook Integration – Switch Databases for Manual Email Recording	v24	
Microsoft Word Integration – Other Quality Improvements & Bug Fixes	v24	
Microsoft Word Integration – Merge Picture Field into Templates	v24	
Improved Styling for Act! Dashboards	v24	
Act! Marketing Automation – Free Basic Account for Subscribers	v24	X
Act! Marketing Automation – User Chat Feature	v24	X
Act! Marketing Automation – Landing Page Forms with Two Columns	v24	X
Act! Marketing Automation – Landing Page Forms with Sections	v24	X
Act! Marketing Automation – A/B Testing Feature Improvements	v24	X
Act! Marketing Automation – Hide Template Rows for Mobile or Desktop	v24	X
Act! Marketing Automation – Automatic Actions Based on Scoring Rules	v24	X
200+ Bug Fixes	v24	
Microsoft Word Integration – Rebuilt Using the Act! API	v23	
Microsoft Word Integration – 64-bit Compatibility	v23	
Microsoft Outlook Integration – Improved Activity Controls	v23	
Microsoft Outlook Integration – Email History Recording for Custom Email Fields	v23	
Microsoft Outlook Integration – Other Quality Improvements & Bug Fixes	v23	
Remove In-Product Links to Act! Emarketing	v23	
50+ Priority Bug Fixes	v23	
Improved Language Translations	v23	
Act! Marketing Automation – Preference Center	v23	X
Act! Marketing Automation – Unsubscribe Center	v23	X
Act! Marketing Automation – Advanced Search & Filter	v23	X
Act! Marketing Automation – Folder Organization	v23	X
Act! Marketing Automation – Teams	v23	X
Act! Marketing Automation – New Template Design Options – Icons, Gifs, Menus, and Quick Title Blocks	v23	X
Act! Marketing Automation – Template JSON File Import & Export	v23	X
Act! Marketing Automation – Campaign Design Flowchart View Controls	v23	X
Act! Marketing Automation – Landing Page Impressions	v23	X
Act! Marketing Automation – Landing Page Drag & Drop Form Field Order	v23	X
Act! Marketing Automation – Default Reply-To Email Address per Domain	v23	X
Opportunities – Restyled Pipeline View	v22	X
Opportunities – Improved Drag & Drop Functionality in Pipeline View Kanban	v22	X
Outlook Integration – Complete Rewrite using Act! API	v22	
Outlook Integration – Improved Controls inside Outlook	v22	
Outlook Integration – Changes do not apply to Act! Pro Users (No API Access)	v22	
250+ Quality and Performance Improvements	v22	
Act! Marketing Automation – New Campaign Creation Wizard	v22	X

<b>New Features</b>	<b>Version</b>	<b>Act! Subscriber Benefit<sup>1</sup></b>
Act! Marketing Automation – Six New Pre-built Landing Page Templates	v22	X
Act! Marketing Automation – Add Captcha Feature to Some Landing Pages	v22	X
Act! Marketing Automation – Landing Pages Survey Report with Graphs & Charts	v22	X
Act! Marketing Automation – Landing Pages QR Codes	v22	
Act! Marketing Automation – Marketing Automation Tab on Installed Client	v22	X
Act! Marketing Automation – Export Transactional Data	v22	X
Act! Marketing Automation – Multiple Addresses & Company Names	v22	
Act! Marketing Automation – Web Activity Custom Domain Setup Error Proofing	v22	X
Act! Cloud Hosting – Web Login Single Sign On Option	v22	X
Act! Cloud Hosting – Multi-Tenant Architecture for Loading Speeds & Quality	v22	X
Act! Emarketing Deprecation (December 2020)	v22	
Redesigned User Interface with Color Themes and New Icons	v22	
Overhaul of Welcome Page with New Customer Console Dashboard	v22	X
Act! Marketing Automation – Redesign for More Workspace on Screen	v22	X
Act! Marketing Automation – Prebuilt Multi-step Campaigns with Templates	v22	X
Act! Marketing Automation – Marketing Automation Tab (via Web)	v22	X
Act! Marketing Automation – Add Individual Contacts to Campaigns	v22	X
Act! Marketing Automation – “AMA Score” Field on Contacts	v22	X
Act! Marketing Automation – “Scored Leads” Dynamic Group	v22	X
Act! Marketing Automation – Excel Spreadsheet with Email Sent Notifications	v22	X
Custom Table Improvements – Create Dynamic Groups & Advanced Queries with Your Table Data	v22	
Custom Table Improvements – Create Default Layouts by User	v22	
Custom Table Improvements – Enhanced Parent / Child Table Setup	v22	
Custom Table Improvements – Change Tab Order on Layouts	v22	
Custom Table Improvements – Mail Merge Current Date and Time	v22	
Google Integration Overhaul – Redesigned Processes for API, Calendar and Contact Syncs, Sync Scheduling, and History Recording	v22	
Act! Companion – Improved Activity Scheduling and Clearing Functionality	v22	
Act! Companion – Support for all Activity Types	v22	
Act! Web – Brand New Layout Editor	v22	
Office 2019 Support	v21	
Windows Server 2019 Support	v21	
New Migration Wizard – Migration from Other CRM Platforms or Outlook	v21	
Activation & Licensing Wizard Improvements	v21	
Proxy Licensing Options	v21	
Active Directory Integration Options	v21	
New Free User Security Role – System Manager	v21	
Act! Marketing Automation – Asset Tracking	v21	X
Act! Marketing Automation – Campaign Calendar View	v21	X
Act! Web – Remote Database Creation	v21	