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What are the Act! Marketing Automation feature differences between the Growth Suite Tiers?

1 month ago • Updated

Question: What are the Act! Marketing Automation feature differences between the Growth Suite Tiers?

Product Details:
Product Family: Act!
Product: Act! Growth Suite, Act! Marketing Automation
Version: v21.1 and later

Answer:

This article shows comparisons of the three Growth Suite Tiers and the Act! marketing Automation features available within each of those tiers. Please click on each appropriate section to expand it.

NOTE: This article discusses the technical feature differences between each tier. For more information and pricing on each tier, please click here.

▼ Drip Marketing

Initial Send:

	Professional	Premier	Ultimate
Time Delay	X	X	X
Date/Time Schedule	X	X	X

Campaign Templates:

	Professional	Premier	Ultimate
Copy Campaign	X	X	X
Marketing	X	X	X
Event Marketing		X	X
Marketing Transactional	X	X	X
Sales Pilot			X
List Compare Options	X	X	X

Drip Marketing Actions:

	Professional	Premier	Ultimate
Manual Campaign List Sync	X	X	X
Automatic Campaign List Sync		X	X
Inclusion Lists	X	X	X
Exclusion Lists	X	X	X
List Simulation	X	X	X
Campaign Dashboard	X	X	X
Find Member	X	X	X
Marketing Calendar	X	X	X

Email Step:

	Professional	Premier	Ultimate
Change Action Type - Email	X	X	X
Change Action Type - Actions		X	X
Change Action Type - Call		X	X
Change Action Type - Decision		X	X
Change Action Type - Event		X	X
Edit Email Content	X	X	X
Insert Action After	X	X	X
Manage Subscribers	X	X	X
Remove Email	X	X	X

View Email Statistics	X	X	X

▼ Templates

Template Editor:

	Professional	Premier	Ultimate
Drag and Drop	X	X	X
WYSIWYG		X	X

Content:

	Professional	Premier	Ultimate
Text	X	X	X
Image	X	X	X
Button	X	X	X
Divider	X	X	X
Social	X	X	X
HTML	X	X	X
Video	X	X	X

Template Actions:

	Professional	Premier	Ultimate
Text Version	X	X	X
Properties	X	X	X
Enable A/B Testing			X
Save Copy As	X	X	X
Preview	X	X	X
Import My (AMA) Templates	X	X	X
Import (stock AMA) Templates	X	X	X
Import HTML (WYSIWYG editor only)		X	X
Send a Test	X	X	X
Social Sharing	X	X	X
Switch to WYSIWYG		X	X
Image Library	X	X	X

Template Types:

	Professional	Premier	Ultimate

Marketing	X	X	X
Sales		X	X
Landing pages	X	X	X

▼ Landing Pages

Properties:

	Professional	Premier	Ultimate
Change URL	X	X	X
iFrame Script	X	X	X
Redirect URL	X	X	X
Auto Response	X	X	X
Notifications	X	X	X
Allow Duplicates	X	X	X
Assign	X	X	X
Skins	X	X	X

Landing Page Actions:

	Professional	Premier	Ultimate
Change Status	X	X	X
View results	X	X	X
Social Sharing	X	X	X

Lead Form:

	Professional	Premier	Ultimate
Change Action Type	X	X	X
Edit Form	X	X	X
Insert Action After	X	X	X
Insert Decision		X	X
Remove Form	X	X	X

Lead Form Actions:

	Professional	Premier	Ultimate
Form	X	X	X
End	X	X	X
Decision		X	X

Form Editor:

	Professional	Premier	Ultimate
Add Control	X	X	X
Add Template	X	X	X
Copy Form	X	X	X
Progressive Profiling			X

Add Control:

	Professional	Premier	Ultimate
Checkbox	X	X	X
Checkbox List	X	X	X
Comment Box	X	X	X
Dropdown	X	X	X
Date	X	X	X
Date/Time	X	X	X
Email	X	X	X
Hidden	X	X	X
HTML	X	X	X
Password	X	X	X
Phone Number	X	X	X
Radio Button List	X	X	X
Single Textbox	X	X	X
Slider	X	X	X
Star Rating	X	X	X
Time	X	X	X

Add Template:

	Professional	Premier	Ultimate
Contact Us	X	X	X
GDPR	X	X	X

▼ Web Activity

Actions:

	Professional	Premier	Ultimate
Dashboard		X	X
Account Search		X	X
Realtime		X	X

▼ Assets

Actions:

	Professional	Premier	Ultimate
Asset Tracking		X	X
Asset Dashboard			X

▼ Admin

Actions:

	Professional	Premier	Ultimate
Account Configuration	X	X	X
Act! History Sync	X	X	X
Research and Anonymization	X	X	X
Email Transactional Data	X	X	X
Jobs	X	X	X
Scoring		X	X
Suppression Lists	X	X	X
Unsubscribe Designer	X	X	X
Users	X	X	X
Web Script		X	X

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