



## Overview of New Act! Features Act! 2005 (v7) to Act! v24 (2021)

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	
Act! 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
Act! Marketing Automation – Create Your Own Templates for Reuse	v22	X
Act! Marketing Automation – New Landing Page Creation Wizard	v22	X



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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	
Act! Web – MS Office Integration Improvements for Chrome	v21	
Act! Cloud Hosting – Expanded Administration Options for Certified Consultants	v21	
Act! Companion – Companies, Groups, Business Card Reader, Proximity Search, Global Search & Expanded Notification Settings	v21	X
Opportunities – Improved List View with Insights KPI Metrics	v21	X



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Opportunities – Brand New Pipeline View with Kanban-style Drag and Drop Functionality	v21	X
Act! Marketing Automation	v21	X
Act! Insights Dashboards – Expanded to Query Data from Custom Tables & Act! Marketing Automation Data	v21	X
Custom Tables Improvements – Expanded Act! Web Capabilities and Other Usability Improvements	v21	
Outlook – Auto-attach Incoming Emails into Act! Histories	v21	
Act! Web – Ability to Manage Custom Activity Types	v21	
Act! Cloud Hosting - SOC 2 Data Security Compliance	v21	
Upgrades to .NET and SQL	v21	
Custom Tables and Industry Templates	v20	
Outlook Sync with Brand New Technology	v20	
Outlook Compatibility for 365 and Exchange	v20	
Improvements to Mail Merge for Emails	v20	
Act! Insights Dashboards with Enhanced Customization	v20	X
Refreshed, Modern User Interface	v20	
Chrome for Mac Compatibility (Web)	v20	
Opportunities – Days in Stage Tracking	v20	
Freeze Columns Function in List Views	v20	
Integrated Apps – Amazon Alexa	v20	X
Act! Companion Mobile App Updates (iOS / Android) v2.0 View Insights and Opportunities Modules, Refreshed Design, Discoverable Actions, Simplified Login	v20	X
New eCommerce Connections – Volusion, BigCommerce, Ecwid, Etsy, WooCommerce, & Shopify	v19	X
30+ Refreshed Reports	v19	
Act! eMarketing Usability / Performance Improvements	v19	
Act! Companion Mobile App (iOS / Android)	v19	X
Act! Web – Scan for Duplicates	v19	
Act! Web – Rich Text Format (RTF) Updates	v19	
Act! Web – Layout Designer Formatting Tools	v19	
Windows Server 2016 Support	v19	
SQL 2016 Support	v19	
64-bit MS Office Support	v19	
Act! Connect Link – Easy API Setup	v18	X
Web API – Connect Act! to _____	v18	X
Activity Create Date	v18	
Favorite Contacts	v18	
Act! eMarketing User Security	v18	
Act! eMarketing Call List Filters	v18	
Windows 10 Support	v18	
Office 2016 Support	v18	
Act! Web – Chrome Updates	v18	
Act! Web – IE 11 Updates	v18	
Act! Web – Merge Duplicates	v18	



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New Act! eMarketing View / Options	v17	
Act! eMarketing & Smart Tasks Integration	v17	
Act! eMarketing Call List Improvements	v17	
Dynamic Contact Routing	v17	
1-Way Outlook Sync Option	v17	
Outlook Sync Stability Improvements	v17	
Photo/File to History in Act! Mobile	v17	
Free Browse Users	v17	
Keyword Search on Sub Entities	v17	
Dropbox, iCloud, SharePoint & Google Docs Integration in Documents tab	v17	
Shared Folder Linking in Documents tab	v17	
Imports in Web	v17	
Silent Install User Interface	v17	
Global Preference Management	v17	
Customizable “Big” Buttons	v17	
Change Default History Options	v17	
Administrator Notifications	v17	
Edit Dropdowns While Adding Fields	v17	
Change Dupe Checking During Import	v17	
SQL 2014 Support	v17	
Web Form Lead Capture	v17	
Contact Timeline	v17	
New Act! eMarketing (AEM) Platform	v17	
Dynamic Contact Routing	v17	
Act! eMarketing & Smart Tasks Integration	v17	
Act! eMarketing Call List Improvements	v17	
Act! Marketplace	v16	
Calculated Fields	v16	
Automated Company Creation	v16	
History List View	v16	
Reschedule Multiple Activities	v16	
Universal Search – Create Lookup	v16	
ACT! Scheduler Sends Email Notifications	v16	
ACT! Web – Chrome Support	v16	
ACT! Mobile – Groups, Companies, Email, & Additional List View Filters	v16	
ACT! Web – Define Fields / Design Layouts	v16	
Office 2013 Support	v16	
Smart Tasks w/ Data & Field Triggers	v2013	
Smart Tasks As a Service	v2013	
Social Media Updates	v2013	
ACT! Mobile w/ Opportunities	v2013	
Windows 8 & Server 2012 Support	v2013	
ACT! Mobile via HTML5	v2012	
Gmail Support & Google Contacts / Calendar Sync	v2012	
Scratchpad	v2012	
Universal Search (Google Like Search)	v2012	



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New Features	Version	Act! Subscriber Benefit <sup>1</sup>
Outlook Contacts/Calendar Sync	v2011	
Smart Tasks	v2011	
Import Improvements (New File Types / Express Method)	v2011	
Drilldown to Filter by Specific History Types on History Tab	v2011	
Back & Forward Buttons on Global Toolbar	v2011	
Increased Security for Backups & Attachments	v2011	
SQL Server 2008 & Office 2010 Support	v2011	
Redesigned Opportunities for Full Customization / Security	v2010	
Calendar Invites for Outlook, Gmail, Apple, GroupWise & Lotus Notes	v2010	
Web Info Tab for Integration with Google Maps, LinkedIn, Facebook & Others	v2010	
Special Reports View	v2010	
Welcome Page for Tips, Tricks, & ACT! News	v2010	
Big "Easy" Buttons	v2010	
Related Tasks Suggestions	v2010	
Windows 7 Support	v2010	
Dramatically Improved Outlook Integration	v2009	
Powerful New Lookup Capabilities & Parameters	v2009	
Quick Access to Previous Lookups	v2009	
View Calendar for 10+ Users	v2009	
Relationships Tab	v2009	
ACT! Scheduler for ACT! Pro	v2009	
Dramatic Synchronization Performance Improvements	v2009	
Windows Vista 64-bit & Windows Server 2008 Support	v2009	
Dashboards for Quick Graphical Reporting	v2008	
Company & Group Security	v2008	
Document Shortcuts (vs. attachments)	v2008	
Inline Editing on Contact List View	v2008	
Multiple Contacts Per Opportunity	v2008	
Windows Vista 32-Bit & Office 2007 Support	v2008	
Database Maintenance & Backup Automation	v2007	
Field Level Security	v2007	
History & Notes Preview Panes	v2007	
Last E-mail Field	v2007	
Custom Linked Company-level Fields	v2007	
Password Policy	v2007	
Secure History, Notes & Opportunities En Masse	v2007	
Set Contact Access Level En Masse	v2006	
Group & Company Tree Views	v2006	
Lookup Contacts by Access Level	v2006	
Meeting Management Improvements	v2006	
Opportunity User Field Customization	v2006	
Synchronize Attachments	v2006	
Team Membership Views	v2006	
Terminal Server / Citrix Support	v2006	
Customizable User Permissions	v2006	
Completely New Database Structure – Microsoft SQL Server	v2005	



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Support for Windows Server 2003	v2005	
New User Security Levels – Restricted & Manager	v2005	
Improved Synchronization Architecture	v2005	
Improved Group Organization Allowing Up To 15 Levels of Subgroups	v2005	
New Entity – Company Records	v2005	
Streamlined Field Creation Options	v2005	
New Field Types – Memo, Photo, & Checkbox	v2005	
Contact Access Levels – Public, Private, & Limited	v2005	
Quick Export to Excel	v2005	
Fifteen New Default Reports	v2005	
Control Calendar Scheduling Access by User	v2005	
Customizable Activity Types	v2005	
Customizable Activity Priorities	v2005	
Work Week Calendar View (hybrid of Daily & Weekly)	v2005	
Resource Scheduling	v2005	
Improved Advanced Query Editor	v2005	
Customizable Activity Types	v2005	

<sup>1</sup>Requires an active Act! Subscription for feature. Note this document has general, all-encompassing feature information. Features may vary depending on your specific deployment method or subscription type, such as Act! Pro, Premium, or Premium Plus.