



NEWS RELEASE

Act! Announces Newest Release of Custom Tables

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Advancing the power of CRM without costly development

SCOTTSDALE, Ariz.--(BUSINESS WIRE)-- **Act!**, a leading customer relationship management (CRM) and marketing automation solution for small to medium-sized businesses (SMB), today announced that it has released a new and improved "custom tables" function within its latest releases for both desktop and cloud users.

The newly enhanced Custom Tables in Act! can revolutionize the way SMBs leverage CRM as their front-office system of record, by storing detailed business and industry-specific customer data, previously maintained in spreadsheets and external systems, alongside existing customer data within Act!. This infusion of rich operational details provides Act! users a more robust view of their customer relationships at the individual level in order to deliver exceptionally personalized experiences, and actionable insights at the aggregate level to craft highly-targeted sales and marketing outreach strategies to propel the growth of their small business.

This development is especially significant for companies dealing with intricate industry-specific processes, such as insurance, mortgages, and financial services, as well as those managing diverse SKU dimensions like contracts, warranties, and service plans.

"With our latest Custom Tables release, Act! users can layer in information unique to the needs of their business. It's about understanding customers holistically and gathering meaningful insights - without the time or cost of development," said Act! CEO Bruce Reading. "This functionality maps well with the majority of our customers - whether they're managing a client portfolio, performing service engagements, or delivering diverse product suites - they can take their business to the next level with Custom Tables."

For more information on how you can get started, please contact our small business experts today at

sales@act.com or call (866) 873-2006.

To learn more about how a regional Act! Certified Consultant can help you leverage the power of Act! to customize your workflows to fuel your growth, visit: **www.act.com/find-an-act-certified-consultant/**.

About Act!

Act! is a leading provider of comprehensive CRM and marketing automation solutions that connect businesses with their customers. The company's offerings provide unrivaled value with more marketing capabilities than other similarly priced CRMs. With Act!, professionals build relationships, not process transactions. The company's all-in-one solution supports small and medium-sized professional businesses at any stage.

Act! is a 2022 Comparably Best Company in Phoenix, Best Company for Work-Life Balance and Best Company for Perks & Benefits. For more information, visit **www.act.com** and connect with us on **LinkedIn**, **Facebook**, and **Twitter**.

Media:

Steve Martin, Chief Marketing Officer at Act!

(480) 304-4300 x2806

steve.martin@act.com

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