CRM features & benefits	Act! Pro	Act! Premium	Act! Premium Cloud	Act! Premium Cloud Plus
Contact management ②	•	•	•	•
Groups & companies ②	•	•	•	•
Activity tracking & alerts ?	•	•	•	•
Act! emarketing (unlimited sends to 500 contacts per month) ?	•	•	•	•
Sales process automation ?	•	•	•	•

Opportunity tracking ②	•	•	•	•
Call Lists ¹ 3	£9/account/ month	£9/account/ month	£9/account/ month	TBC
Reports ②	•	•	•	•
Unlimited customisations ②	•	•	•	•
Act! Insight ②		•	•	•
Act! Companion mobile app ²		•	•	•
Act! Premium Mobile 3		•	•	•

Handheld Contact mobile add-on ?	Starting at £69.95/device/yr	Starting at £69.95/device/yr	Starting at £69.95/device/yr	ТВС
Act! Connect ②		•	•	•
Integration with Office, Outlook®, & more ②	•	•	•	•
Ask Act!™ with Amazon Alexa₃ <a>3		•	•	•
Act! Premium Contact Link 3		•		•
eCommerce Connections ②		•	•	•
Act! API 3				•

Team sharing ②	•	•	•
Advanced security ②	•	•	•
Instant online access ?		•	•
Automatic nightly backups & recovery ②		•	•
Secure Cloud hosting ②		4GB storage	Private Cloud hosting with 20GB+ storage