



What's New Since Your Version 02/01/2025 Desktop Version 20.1 to 26

A multitude of product innovations, feature enhancements, and compatibility updates have been introduced since your version. Check out all the new features by product and version!

v26 Act! v26 Released 07/16/2024

Act! v26 Released

Featuring a refreshed calendar design, the arrival of AI in Act! Marketing Automation, and Act! Sidebar for Outlook enhancements, Act! Premium v26 unlocks greater productivity thanks to streamlined team coordination, effortless content creation, and a deeper understanding of contacts.

Streamlined team coordination with refreshed Act! Calendar - Experience greater productivity and efficiency thanks to a refreshed calendar design that enhances team coordination by making it easier to view team members' calendars.

Effortless marketing content creation with new AI Writing Assistant - Leverage advanced AI within Act! Marketing Automation to effortlessly create compelling marketing content for emails, landing pages, webinar invites, and more.

Act! Sidebar for Outlook Enhancements - Simplify contact identification, tracking, and facilitate a deeper understanding of contacts when working in Outlook with the ability to view notes and the addition of the ID/Status field.

Custom Tables Enhancements - Act! Premium for Web subscribers can now derive greater insights from Act! Custom Tables with multi-select column filtering, a list view summary toggle, and new contextual menu options.

v25.2 Act! v25.2 Released 29/11/2023

Act! v25.2 Released

Act! Premium v25.2 introduces two new enhancements to improve efficiency and the user experience. Act! Premium Desktop and Act! Premium for Web (APfW) users can now experience effortless productivity and streamlined workflows with Act! Sidebar for Outlook. Featuring a modern interface that seamlessly integrates with Act!, Act! Sidebar for Outlook automatically records email exchanges to history, allows you to add & update contact information, review detailed history records, and schedule activities with one or more attendees, directly from Outlook.

Act! Premium for Web users will also benefit from streamlined workflows thanks to the replacement of popup windows for modals when adding/removing contacts from opportunities, adding opportunities to groups or companies, and adding/removing groups or companies.

v25.1 Act! v25.1 Released 9/27/2023

Act! v25.1 Released

Building upon the foundation set with Act! Premium Desktop v25, Act! v25.1 boosts business effectiveness even further with more tools to increase compliance, gain richer insights, improve communication, and enhance overall usability. Added compliance - Act! Premium v25.1 introduces Multi-Factor Authentication (MFA) to Act! Premium Desktop, providing an additional layer of security to prevent unauthorised account access and helps organisations comply with data protection and privacy regulations. Richer insights - Act! Premium v25.1 brings the newly introduced Act! Insight advanced dashboard builder to Act! Premium for Web and new Custom Tables charting & reporting tools to Act! Premium Desktop. These new additions help better visualise data turning raw information into actionable insights that empower informed decision-making. Enhanced usability - Act! Premium v25.1 includes several enhancements to improve the user experience, including more efficient workflow with the replacement of popup windows for modals, and visual enhancements that make the Act! Companion mobile app more intuitive.

v25 Act! v25 Released 06/08/2023

Act! v25 Released

Act! v25 gives your business effectiveness a boost with richer insights, better communication, and enhanced usability. Richer insights - Act! v25 introduces an advanced dashboard builder to Act! Insight, which allows users to quickly create custom analytics dashboards to visualize more of their data, gain meaningful insights, and react quickly to changing business conditions. Better communication - Extend your reach and stay top of mind with prospects and customers with SMS4Act!. SMS4Act! allows users to send ad-hoc text messages without needing to create a full-fledged marketing campaign. Text messages can be sent for virtually any occasion, personalized, and saved as templates for future use. Enhanced usability - Act! v25 includes several Act! Marketing Automation and Act! Companion enhancements to improve performance and usability, including new campaign dashboard options, suppression list filters, campaign list sorting, mobile app accessibility, opportunity filtering, and more.

2022 Act! v24 Update 4 04/19/2022

Act! v24 Update 4 Released

Act! v24 Update 4 adds impactful new functionality, pragmatic usability enhancements, and vital performance and security updates to the powerful 64-bit v24 platform released in Fall 2021 which also supports Windows® 11.

Enhanced Opportunity Metrics – Gain deeper insight into sales productivity and the health of your pipeline with custom date ranges for charts and real-time opportunity KPIs.

Improved Outlook Add-In Usability – Save time by assigning priority to activities created via the Outlook Add-In, efficiently attaching multiple emails to multiple contacts, and seeing type-ahead suggestions while performing a search.

New Marketing Automation Capabilities – Up-level your design skills by customising landing page buttons, adding new social icons and emojis, designating required fields, and

optimising emails for dark mode. Assign owners to individual campaigns, plus view click heat maps and optimised survey charts for added intelligence.

v24 Act! v2417/9/2021

Act! v24 Released

Announcing Act! v24 - Act! v24 delivers turbocharged performance via a 64-bit native architecture, while user-driven Office integration enhancements bring optimised usability. New marketing automation capabilities enable greater collaboration and drive dynamic marketing outreach with intelligent follow-up.

Upgrade with confidence to Act! v24 – rigorously vetted for quality and user experience. Ongoing updates – including support for Windows® 11 – ensure you always remain compatible with the latest hardware and operating systems.

v23 2021 Launch05/3/2021

Act! v23

Announcing Act! v23 - Act! v23 delivers performance and usability enhancements across the solution, designed to streamline and optimise the user experience to ensure maximum productivity.

You asked...we listened - Act! v23 delivers numerous targeted improvements to high-usage areas, based on extensive input and validation from Act! customers and partners across the globe.

Upgrade with confidence - Rigorously vetted and market-tested, Act! users can upgrade with confidence to v23 and realise the benefits of a revamped Outlook Add-in, a new Word Add-in, innovations in Act! Marketing Automation, and more.

2020 Fall Launch15/10/2020

Fall Launch 2020 Released

The 2020 Fall Launch ushers in all new Act! plans and pricing, new in-product commerce and customer management capabilities, SMS text message outreach (Act! CRM only), and a continued focus on user experience optimization.

v22.1 Act! Growth Suite03/6/2020

Act! v22.1 Released

Act! v22.1 delivers a wealth of user experience and performance enhancements across the product suite, building on the foundation of the next-generation Act! Growth Suite platform. New Marketing Automation features make it easier than ever to drive effective outreach.

v2.8.2 Act! Companion03/6/2020

Act! Companion v2.8.2 Released

Experience maximum productivity on the go with access to Hot Leads from Marketing Automation, configurable Activity notifications by type, native calendar integration, and a refreshed user interface.

2019 Fall Launch 21/11/2019

Fall Launch 2019 Released (v22)

The next generation of Act! includes all-new Act! Growth Suite plans and pricing, a completely modernised user interface, a personalised home screen, pre-built nurture marketing templates, and so much more!

V2.6 Act! Companion 08/8/2019

Act! Companion v2.6 Released

Act! Companion now includes a new notes view, allowing you create, edit, and view notes across contacts, companies, groups, and opportunities in the app. Additional improvements include a history view revamp and rich text formatting inside of notes and history.

June 2019 Act! Growth Suite 25/6/2019

Act! Growth Suite Enhancements Released

Act! Growth Suite now includes a number of valuable Marketing Automation enhancements. Now you can access 170+ impactful email templates that fit your industry, business, and communication style. Choose from a diverse library of promotional, transactional, webinar, and newsletter email templates for building campaigns. Campaigns will render beautifully on any device, because all email templates are mobile responsive. Additional features include a new visual workflow for selecting email templates and a new image manager, making it easy to find the templates and visuals you need for building campaigns.

V2.5 Act! Companion 31/5/2019

Act! Companion v2.5 Released

Act! Companion now includes heat maps, so you can easily see customers in your proximity. You also get a new Groups view, additional activity and history filters, and an in-app notification that lets you know when new versions are available.

Spring Launch 2019 Act! Growth Suite 07/5/2019

Spring Launch 2019 Released (v21.1)

Act! now includes CRM and Marketing Automation in one with the new Act! Growth Suite, an all-in-one sales and marketing platform that provides everything you need to successfully run and grow your business. Additional innovations include Marketing Automation dashboards in Act! Insight, a new marketing calendar view, and asset tracking for PDFs and YouTube videos. Plus, experience improvements to Act! Companion Mobile app, Custom Tables, IT administration, and so much more!

v2.4 Act! Companion 04/3/2019

Act! Companion v2.4 Released

Act! Companion now includes documents, giving you convenient access to attachments associated with your contacts from the app. Additional enhancements let you do even more from the app—add attachments from your mobile device and send SMS text messages to your Act! contacts with ease

v2.3 Act! Companion03/12/2018

Act! Companion v2.3 Released

Act! Companion now includes new calendar views, including daily, monthly, and yearly options, providing organised access to your schedule from the app! A new companies view enables you to access, create, update, and delete Act! companies on-the-fly. Enhancements to search include a convenient global search option and expanded search filters across the app, making it easier than ever to find what you need in an instant!

v21 Act! Pro, Act! Premium, Act! Premium Plus v21 & Act! Marketing Automation08/11/2018

Act! Pro, Act! Premium, Act! Premium Plus v21 & Act! Marketing Automation Released

Your trusted CRM choice just got better! Act! now includes dynamic sales pipeline management and powerful new Marketing Automation, transforming Act! into the ultimate small business toolset.

Dynamic Sales Pipeline Management

Manage your pipeline more effectively and intelligently with new sales pipeline management tools that help you close deals faster and more often. Available exclusively to active Act! Premium members!

Powerful Marketing Automation

Optimise all the ways you communicate with prospects and customers with the new Act! Marketing Automation to maximise engagement and drive business growth. Additional subscription required.

Subscriber-Exclusive Enhancements

Benefit from dozens of valuable subscriber-exclusive product enhancements, including improvements to Act! Insight, Custom Tables, the Welcome page, and so much more!

v2.2 Act! Companion02/7/2018

Act! Companion v2.2 Released

Act! Companion now includes expanded history, activity, and contact views for more detail about your customer relationships from the app. Enhancements to notification settings give you additional control over the types of notifications you receive.

v20.1 Act! Pro, Act! Premium, & Act! Premium Plus 23/3/2018

Act! Pro, Act! Premium, & Act! Premium Plus v20.1 Released

Introducing the most adaptable, everywhere, connected Act! experience yet!

Custom Tables & Industry Templates

Unlock the full potential of Act! using Custom Tables and Industry Templates in the new Act! Premium Plus. Custom Tables Manager provides maximum adaptability so you can bring complex data sets, unique business processes, and specialised industry practices together in Act! to manage your business. But unlike spreadsheets, you can associate individual table entries to Act! contacts, companies, groups, and opportunities for easy reference. Plus, you get the benefits of CRM to action on the data—create activities and to-dos, send follow-up emails, engage in informed sales conversations, and more.

Next Generation Outlook® Integration

Extend your connected workspace via next generation Microsoft® Outlook® integration for Act! CRM. Sync for Outlook® contacts and calendar details leverage modern new engine technology to drive superior sync performance and enhance duplicate checking. Quick actions within Outlook® let you record emails to Act! history manually from the inbox and sent folder, auto-record emails to Act! history when emails are sent, or bulk sync emails to Act! history. Configure what gets recorded to Act! history—email components or email components plus attachments. Mail Merge improvements make it possible to include images in your communications, whether you're using new or existing templates.

Compatibility Updates

Work with popular Microsoft® platforms Office 365 and Exchange for contact and calendar sync. These newly supported platforms provide additional convenience, flexibility, access options, and control.

Act! Insight & Act! Companion Improvements

Strengthen business insights and improve sales mobility with enhancements to valuable subscriber-only features Act! Insight and the Act! Companion mobile app. Act! Insight dashboards now include rich customisation capabilities, so you can pull in data from all Act! entities, reporting-based fields, and custom fields, making it easier to measure business and team performance. Act! Companion now includes Act! opportunities so you can manage your pipeline from anywhere. View opportunities in new list or detail views, and easily create, update, close, or delete opportunities on-the-fly.

New Customer Support Options

Get the help you need, when and how you need it with flexible new options for customer support that empower your productivity, including a new Ultimate support plan option, enhanced digital self-service experience, and more.

Important Note: Office 2010 is no longer supported in Act! v20.1.