



Act-On Software

Marketing Automation for the Real World

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CPO

- What we do
- How we do it
- The Enterprise:
 - Privacy challenges
 - Privacy opportunities

Build the Complete Engagement Platform for

MARKETING

AND

SALES

- Help marketers *market better*
- Help sales people *sell better*
- Focus on *small marketing teams*
- Provide *quick ROI*



A sales and marketing engagement platform
automates and optimizes
the entire lifecycle

ATTRACT

Generate awareness

CAPTURE

Turn awareness into contacts

NURTURE

Develop contacts into leads

CONVERT

Turn leads into customers

EXPAND

Increase the loyalty and value of customers

MEASURE, ANALYZE, REPORT

- The evolution of the privacy market
 - Privacy is NOT security
- Resources and knowledge share
- Execution and implementation
- The digital market evolution
- The “big data” debate
- Adopting best practices
- Self regulation vs. policy
- Next steps

- Privacy is good for business + you
- Constant client education and adoption
- Privacy products and services have evolved
- The digital market evolution
- Proactive Privacy:
 - Brand and reputation management