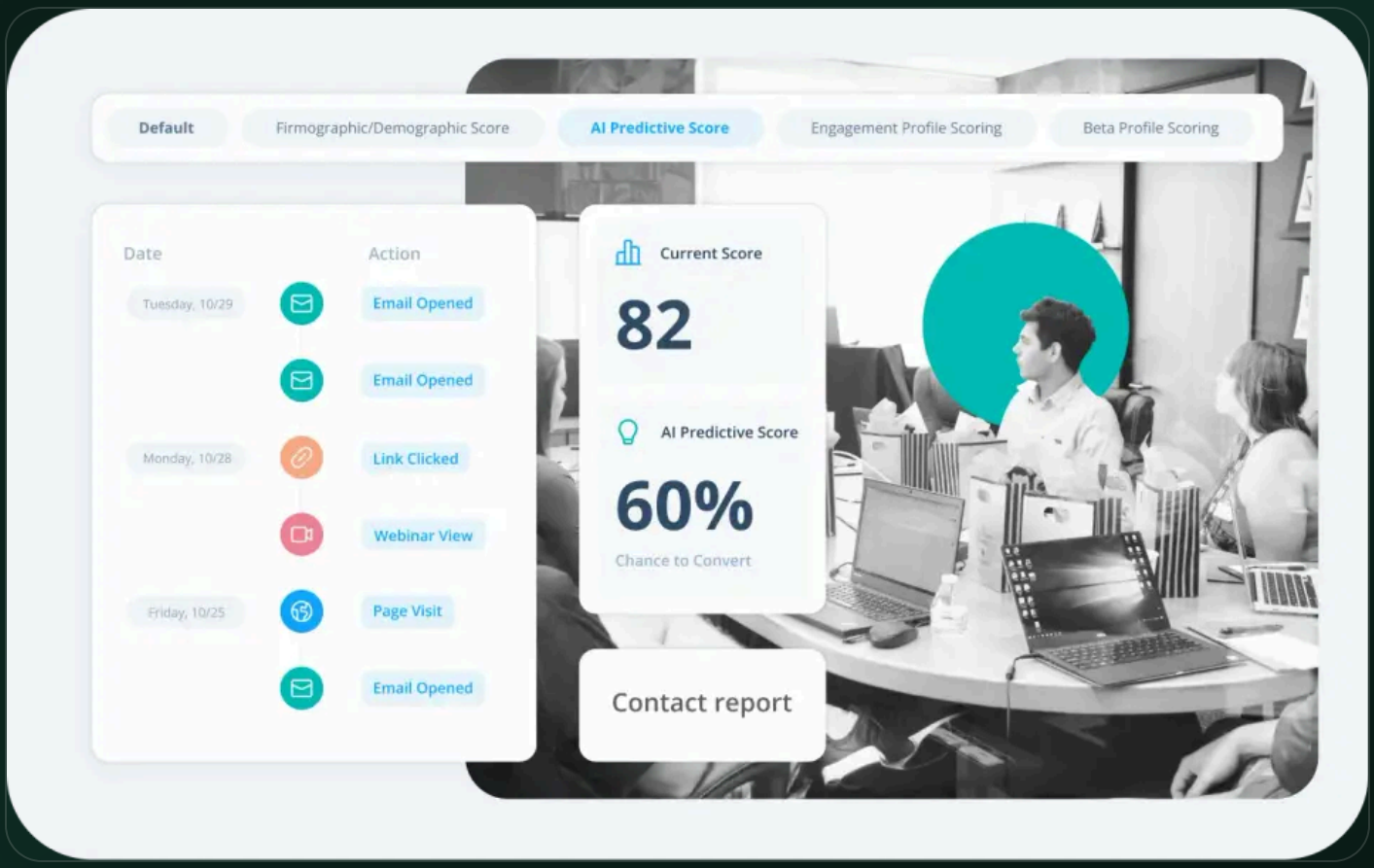
ToolGPA

NOVEMBER 2026

Act-On

The Insider's Guide

B2B marketing automation priced by contacts you actually email



Every plan, grade, refund rule and rival among email marketing and newsletter tools, read from Act-On's own pages.

Made by Act-On Marketing Automation · checked Nov 13, 2026 · toolgpa.com

1.6
GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Act-On's own pages, its app-store listings and our grades. Every fact in it is on Act-On's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.6

GPA, above 2 of the 102 other email marketing and newsletter tools we grade

Act-On is a marketing automation platform covering email, landing pages and forms, lead scoring, journey orchestration and reporting. It prices by active contacts, the people emailed in a month, instead of the size of the whole database. Plans require an annual contract.

To get you started, here are **8 things to know about Act-On**, taken from its own pages and our grades.

> "
>
> **Programmes and scoring rules have to be built.**
>
> From our grade for ease of use

1 **Best for B2B marketing automation priced by active contacts**

Act-On covers email, landing pages, forms, lead scoring and reporting, priced by active contacts.

2 **Paid plans start at $900 a month**

As its pricing page puts it: $900 per month for up to 2,500 active contacts.

3 **It runs on Web**

Web.

4 **Active Contacts pricing**

Billing follows the number of contacts emailed in a month, not the whole database, and non-active contacts keep their engagement history.

5 **Automated engagement programs**

Journey orchestration with behavior-based lists and targeting of emails and messages to segments.

6 **Landing pages and forms**

Pre-built templates for landing pages, forms and emails, with tracking of website and landing page visitors.

7 **A 1.6 GPA, above 2 of 102**

That is against the other email marketing and newsletter tools we grade, on value, the free plan, features, ease of use and platforms.

8 **Keep it**

To replace Act-On you would be making email sent in volume that still reaches the inbox. That is not a weekend's work, with an AI app builder or without one.

Act-On at a glance

PRICING
Paid, from $900 per month for up to 2,500 active contacts

FREE PLAN
No

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Act-On Marketing Automation

CATEGORY
Email Marketing & Newsletters

OUR GRADE
1.6 GPA, weak

The report card

Best for B2B marketing automation priced by active contacts

Act-On covers email, landing pages, forms, lead scoring and reporting, priced by active contacts. It starts at $900 a month for 2,500 contacts on an annual contract, and CRM integration needs Enterprise.

TOOLGPA REPORT CARD	Act-On	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	Professional is $900 a month for up to 2,500 active contacts, $1,375 at 10,000, far above the $149 mark for this category's dearest tenth. It is a marketing automation product, not a newsletter tool.
Free plan and trial	F	Nothing free: no free plan or trial is described, and an annual contract is required.
Features	C	Email, landing pages and forms, scoring, journeys and reporting. But CRM integration and Data Studio are Enterprise or add-ons.
Ease of use	C	No store rating on record. Programmes and scoring rules have to be built.
Platforms and integrations	B	Web only, with Salesforce, SugarCRM, NetSuite, Dynamics and Zapier integrations.

Grade point average — Weak, out of 4.0 **1.6**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Act-On is for

- ✓ Fits if you run a B2B team that wants marketing automation and can commit to a year
- ✓ Works for teams with a CRM to connect on the Enterprise tier

Who it is not for

- ✕ Pricey if you are small: $900 a month for 2,500 active contacts
- ✕ Not for you if you want a free plan or trial
- ✕ Tight if you can't commit, as an annual contract is required
- ✕ Watch out: CRM integration and Data Studio are Enterprise items or add-ons
- ✕ Watch out: premium support is a paid extra

Good to know

Good for

- ✓ B2B marketing teams that email only part of a large database
- ✓ Teams that want marketing automation with CRM sync on a yearly contract

Worth knowing

- ⓘ An annual contract is required, per the pricing page.
- ⓘ CRM integration with Salesforce, SugarCRM, NetSuite and Dynamics, and Data Studio, are Enterprise items or add-ons.
- ⓘ Professional includes the standard email support package; premium support is a paid extra and is recommended for Enterprise.
- ⓘ No free plan or trial is described on the pricing page.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$900

A month to start

Act-On is a paid product, starting at $900 per month for up to 2,500 active contacts.

> **It is a marketing automation product, not a newsletter tool.**

From our grade for value for money

PROFESSIONAL

$900

per month for up to 2,500 active contacts, annual contract

Complete marketing automation program with standard email support. The price rises with active contacts: $1,375 a month at 10,000. Actual pricing may vary with add-ons.

Read from act-on.com on Nov 13, 2026.

ENTERPRISE

Custom

Everything in Professional plus CRM integration, Data Studio for BI reporting, account-based marketing and 2x user accounts. Quoted through sales.

Ways to pay less

NONPROFIT

Nonprofit discounts

The pricing page FAQ says discounts exist for 501(c)(3) nonprofits and asks visitors to contact Act-On for details.

Stated on act-on.com

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

B2B marketing automation priced by contacts you actually email. Here is what it does, as its own site describes it, and what it covers: public API, AI features, marketing automation, workflow automation, forms, reports, email campaigns.

"

Email, landing pages and forms, scoring, journeys and reporting.

From our grade for features

Active Contacts pricing

Billing follows the number of contacts emailed in a month, not the whole database, and non-active contacts keep their engagement history.

Automated engagement programs

Journey orchestration with behavior-based lists and targeting of emails and messages to segments.

Landing pages and forms

Pre-built templates for landing pages, forms and emails, with tracking of website and landing page visitors.

Scoring and AI

Scores visitors, prospects and customers, and lists an AI predictive lead score and audience insights.

Reporting

Interactive analytics dashboards; Data Studio for BI integration is an Enterprise feature or add-on.

Where it runs

Web

What it works with

Salesforce
SugarCRM
NetSuite
Microsoft Dynamics
Zapier

Act-On is made by Act-On Marketing Automation.

Where it stands

Its grades against its category, and whether to keep it or make your own

2/102

Other email marketing and newsletter tools it is graded above

Act-On's GPA of 1.6 is higher than 2 of the 102 other email marketing and newsletter tools we grade, and level with 9.

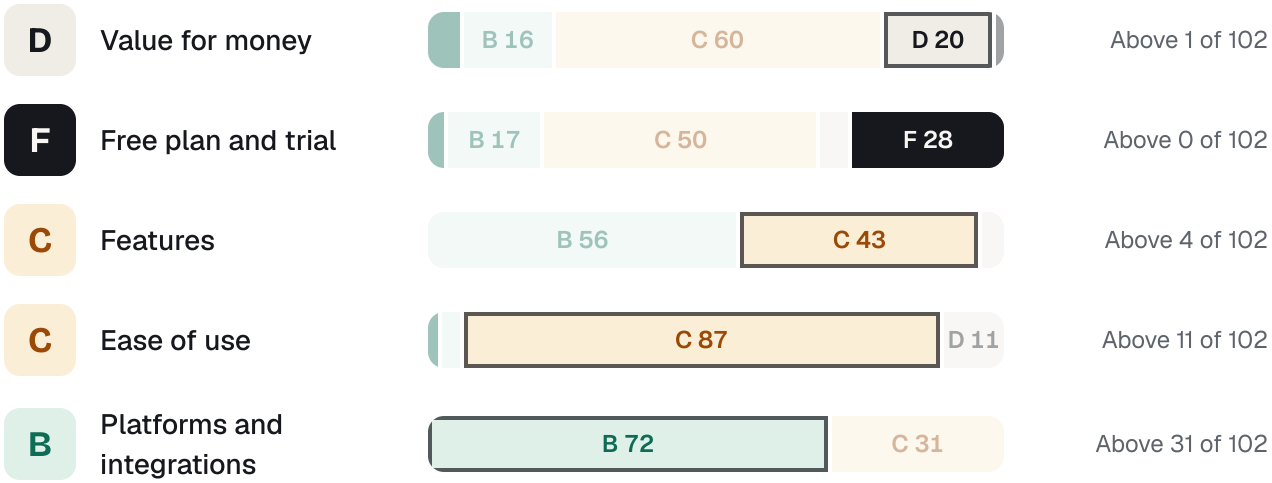
It stands best on platforms and integrations (B, above 31 of 102) and worst on free plan and trial (F, above 0).

Its paid plans start at $900 a month, against a middle price of $19 for the category: 76 of the 78 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 33 tools score higher and cost less.

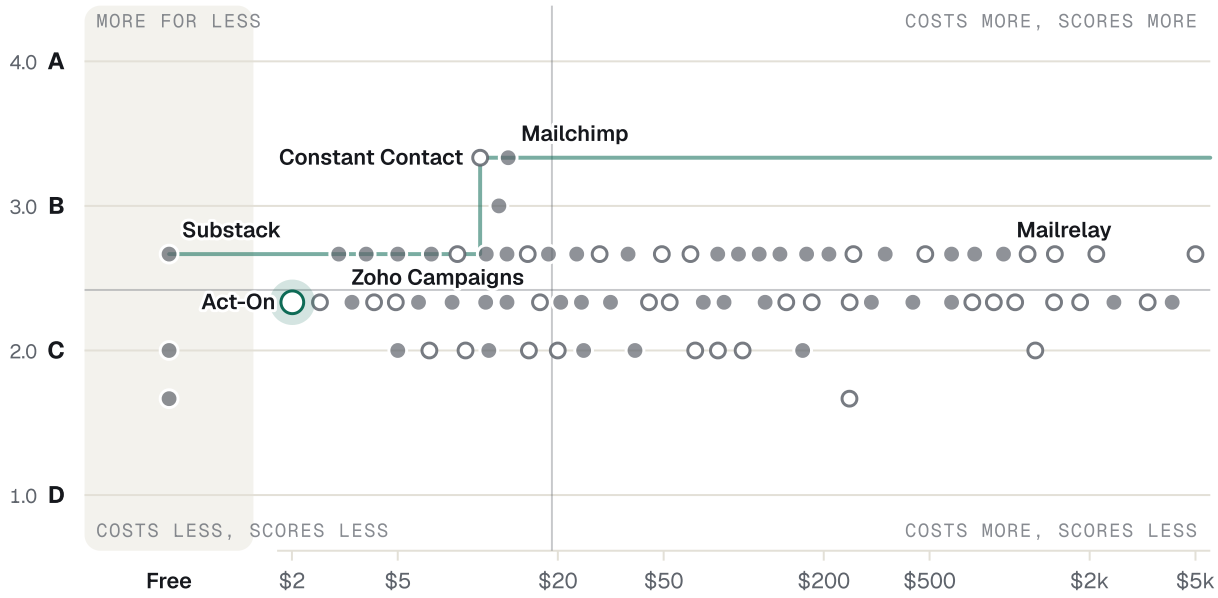
Each grade against the category

Every bar is all 103 email marketing and newsletter tools we grade, cut by the letter each got. Act-On's own letter is outlined.



Price against what you get

Each dot is one of 82 email marketing and newsletter tools. Further left costs less; higher up scores better on features, ease of use and platforms. Act-On is the marked dot.



What paid plans start at, a month (each step along is roughly double) ⍰

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Act-On you would be making email sent in volume that still reaches the inbox. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 91 of the 102 other email marketing and newsletter tools grade higher. It costs $10,800 a year.

What you could make

- Reports and forms: an app builder makes these well.

What you could not

- Email sent in volume that still reaches the inbox.
- Newsletters sent to thousands of people that still reach the inbox.
- Connections to other products, each kept working as those products change.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Act-On's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



ActiveCampaign, Dotdigital and Acoustic

The 3 tools Act-On is most often weighed against, with where each one differs from it.

2.4 GPA

ActiveCampaign

Free trial · from $15/mo

Email marketing and multi-step automation priced by contacts.

- Act-On also covers workflow automation.
- ActiveCampaign also covers sales pipeline.

Act-On and ActiveCampaign compared in full

2.0 GPA

Dotdigital

Paid

Cross-channel marketing automation for ecommerce and B2B teams.

- Act-On also covers workflow automation, forms and reports.
- Dotdigital also covers sMS marketing and whatsApp messaging.

Act-On and Dotdigital compared in full

1.6
GPA

Acoustic

Paid

Real-time customer engagement platform across email, SMS and push.

- Act-On also covers workflow automation, forms and reports.
- Acoustic also covers sMS marketing, whatsApp messaging and session replay.

Act-On and Acoustic compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

14

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Act-On free?

No. Act-On is a paid product, starting at $900 per month for up to 2,500 active contacts.

How much does Act-On cost?

Act-On lists 2 plans. Professional: $900 per month for up to 2,500 active contacts, annual contract.

What platforms does Act-On work on?

Act-On is available on Web.

Does Act-On offer any discounts?

Act-On publicly lists the following: Nonprofit discounts.

Does Act-On have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Act-On is listed for Web.

Does Act-On have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Act-On is listed for Web.

Is Act-On open source?

Act-On is not described as open source on its own site, as read on Nov 13, 2026.

Does Act-On have an API?

Yes. Act-On offers a public API, according to its own site.

What does Act-On integrate with?

Act-On's listing names Salesforce, SugarCRM, NetSuite, Microsoft Dynamics and Zapier.

Who makes Act-On?

Act-On is made by Act-On Marketing Automation.

What are the alternatives to Act-On?

The closest alternatives to Act-On in our directory are ActiveCampaign, Dotdigital and Acoustic.

How does Act-On compare with other email marketing and newsletter tools?

Act-On's GPA of 1.6 is higher than 2 of the 102 other email marketing and newsletter tools we grade, and level with 9.

Is Act-On good value for money?

ToolGPA grades Act-On D for value for money. Its paid plans start at $900 a month, against a middle price of $19 for the category: 76 of the 78 others that charge start lower.

Could I make my own version of Act-On?

To replace Act-On you would be making email sent in volume that still reaches the inbox.

Where this guide comes from

The prices, plans, platforms and features were read from Act-On's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Act-On's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Act-On Marketing Automation. Prices change, so check act-on.com before you buy.

act-on.com/pricing/

act-on.com/

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Act-On, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/act-on

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Act-On: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/act-on
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Know someone choosing between email marketing and newsletter tools?

Send them this guide: toolgpa.com/tools/act-on/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded email marketing and newsletter tools after Act-On, each with an Insider's Guide of its own.

Email Marketing & Newsletters Insider's Guide

Every one of the 103 email marketing and newsletter tools we grade, compared

Substack Insider's Guide

Newsletter, podcast and video publishing with paid subscriptions

3.2 GPA

Mailrelay Insider's Guide

Email marketing with a large free plan and SMS and WhatsApp add-ons

3.0 GPA

SendFox Insider's Guide

Email newsletters and list building for creators on a budget

3.0 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Act-On's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Act-On is a trademark of its owner, and this guide is not made, paid for or approved by Act-On Marketing Automation. Prices and plans change: check act-on.com before you buy.