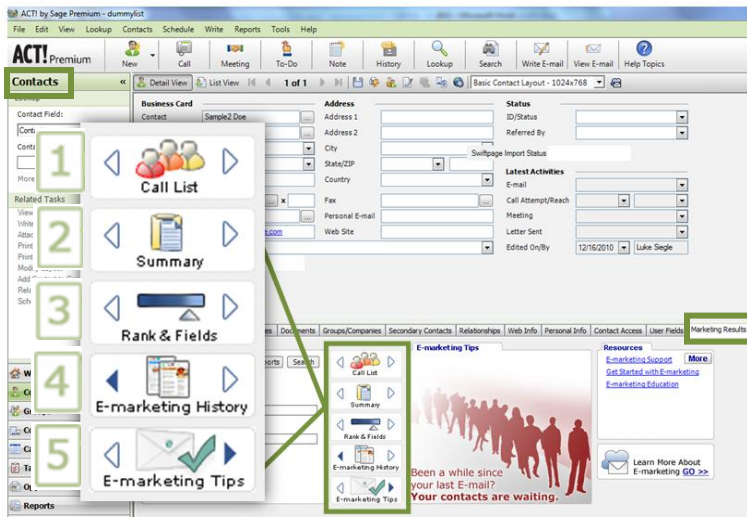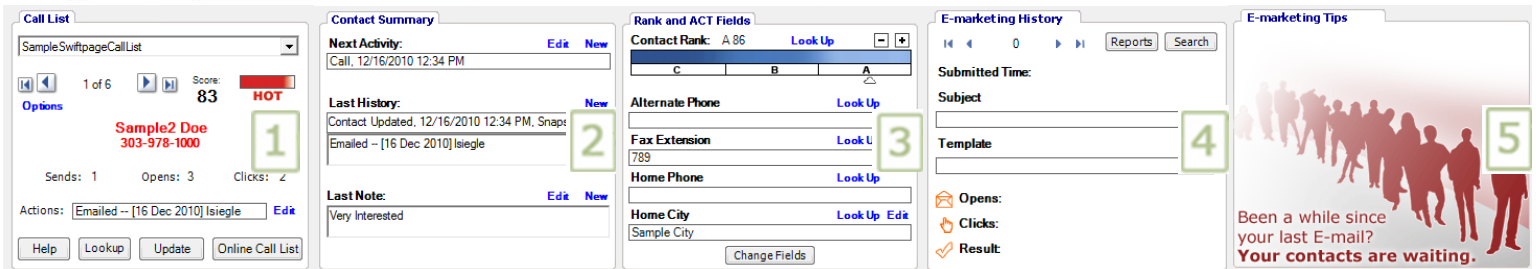# Marketing Results Tab

ACT! E-marketing provides the "Marketing Results" sales tool within ACT! including Call List, Summary, Rank & Fields, E-marketing History, and E-marketing Tips. This tool helps the sales person know who to send email to, know who to call based on the recipients interaction with the email campaign and know what to talk about once they have them on the phone. The Marketing Results Tab can be found under the contact view in ACT!.

Panes: The Marketing Results Tab is broken up into different "panes" for ease of use. All of the panes contain different functionality, and are described in detail below. To switch and organize the pane views, click on the white and blue triangles located in the center display.

1. Call Lists can be viewed on a per contact basis with the Marketing Results tab in ACT!. As each contact in the Call List is displayed individually, you can leverage the data ACT! provides paired with the data the Marketing Results tab contains to close more business. Click here for detailed information

2. Contact Summary summarizes standard ACT! features to give you quick access to important contact information.
 Next ACT! Activity: Allow you to view the Next Activity you have planned for that contact. You are also able to create a New Activity by clicking the "New" button, or edit a current activity by clicking the "Edit" button.
Last History: Allows you to view the last ACT! history recorded for that contact. You are also able to create a new history by clicking the "New" button, or edit the last history by clicking the "Edit" button.
Last Note: Allows you to view the last ACT! Note recorded for that contact. You are also able to create new Notes by clicking the "New" button, or edit   the last note by clicking the "Edit" button.

3. Rank and ACT Fields allows users to perform look ups quickly off of ACT! fields and score contacts.
Contact Rank: Contact Rank provides another searchable ACT! field that allows you to Rank your contact based upon any factor you choose. Just "drag and drop" the slider bar, or use the plus/minus buttons to give your contact your personal score.
Look Up: Clicking the "Look Up" will launch ACT!'s Lookup feature with the appropriate ACT! field already selected.
Fields (Change Field button): Fields allow you to view any ACT! field in your database. Click the "Change Field button" and select the field that you wish to view.

4. E-marketing History summarizes E-marketing information and results.
1 of "total": By clicking on the "total" link, you will be able to see how many emails you have sent your contacts. If it has been less than 60 days since you sent the email, the email you sent is available to view. Click the "View" link near the bottom of the pane to see email.
Reports button: Provides instant access to your online reports.
Search button: Allows you to search your ACT! database for unopens, opted-outs, duplicates, invalid and bounced email addresses. See our ACT! Search Help document for more details.
The rest of the fields in Swiftpage Email history give you information about the specific email you sent. You can view the Subject, the template name, how many times it was opened, how many times they clicked on a link within the email and the Result.

Note: Opens, Clicks and Results that are viewed in Swiftpage Email History are data scores that can be downloaded via the Results Tab in the ACT! E-Marketing Console. These data scores are updated nightly and can be downloaded daily. Please note that the Swiftpage Call List can be updated as often as you choose, where as "Get Results" scores are updated only once per day. Due to the Real-Time feature of the Call List, your Call List and Email History may not show the same number of email opens and clicks.

5. E-marketing Tips rotates helpful hints to successfully execute your E-marketing campaigns.