

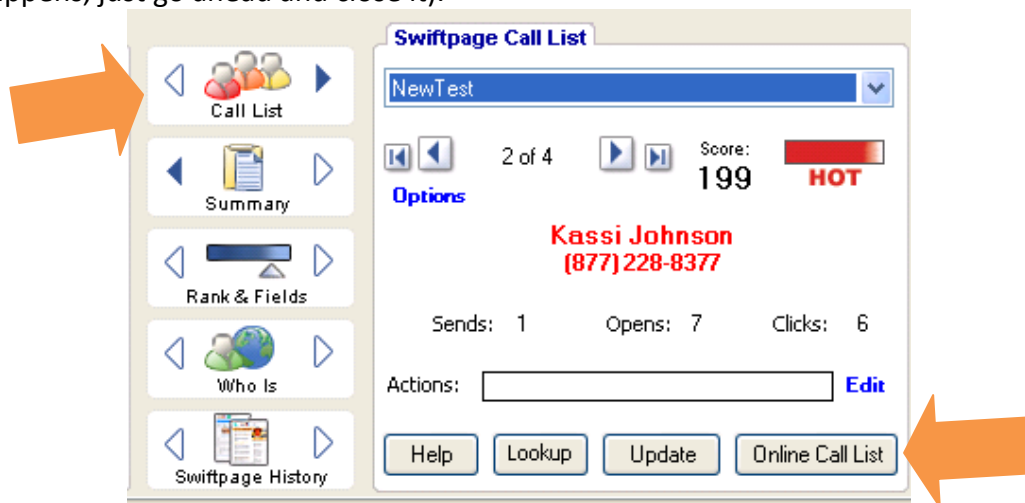
## Quick Start Guide To:

### Looking Up Contacts Using Swiftpage's Snapshot Tool

Using Swiftpage's Snapshot tool, you can create an ACT! Lookup based on both "positive" factors—i.e. looking up contacts based on their Call List ranking—or "negative" factors such as Bounced email addresses, Invalid email addresses, Unopened emails and Opt-Outs. This Quick Start Guide explains the process for both types of Lookup using Swiftpage's Snapshot tool.

#### To look up contacts by "Positive" factors (i.e. Call List rankings):

1. Click on the Snapshot tab in ACT!, and then click on the Call List button. (A sample Call List may open—if this happens, just go ahead and close it).



2. Click on the Online Call List button. You will be taken to the online Call List dashboard, where you can create your Call List. **Note:** the Call List feature is only available with Pro and Team level accounts.
3. Once your Call List is created, you can return to ACT!. You will now see a button in the Snapshot Call List window that says "Sync to Online Call List." Click that button, and the Call List you just created will now appear in your ACT! database, and will connect with your ACT! contacts.
4. Then, click on the Lookup button on the Call List window.
5. The following window appears:

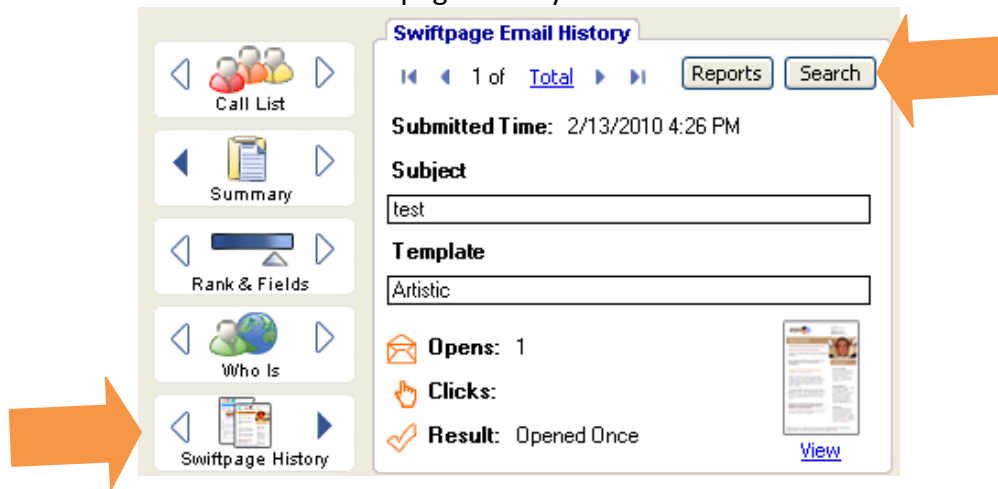


Select the criteria you want for your Lookup. You can choose contacts by their Call List rank, and by whether or not the contact already has an Action defined (you set Actions for people on the Call List such as Called, Emailed, Follow-Up, etc).

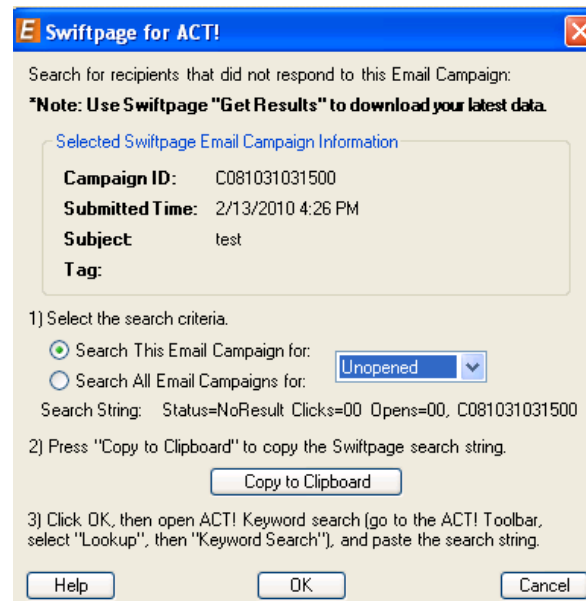
6. Once your criteria are selected, click on the Lookup button to create an ACT! Lookup from those contacts or click on the Group button to create a new ACT! Group from those contacts. Once you have done that, you can do with the Lookup or Group whatever you need to do—send to them again, save them for later and so on.

**To look up contacts by “Negative” factors (e.g. unopened, bounced, opt-out, etc.):**

1. Make sure you are always bringing the results of your campaigns back into ACT!. Click on the E, click on the Results tab, select all of the checkboxes next to the appropriate email blasts (or just click on Toggle All), and then click Submit. This will write information about opens and clicks back into your contacts' ACT! history records.
2. Once you have done that, click on the Snapshot tab in ACT!, and then click on the Swiftpage History button.
3. If you want to search within a single email blast, find a contact who received the email blast you're looking for and make sure their Swiftpage History screen in Snapshot is showing that particular send (it doesn't matter if they opened it or not).
4. Click on the Search button on the Swiftpage History window.

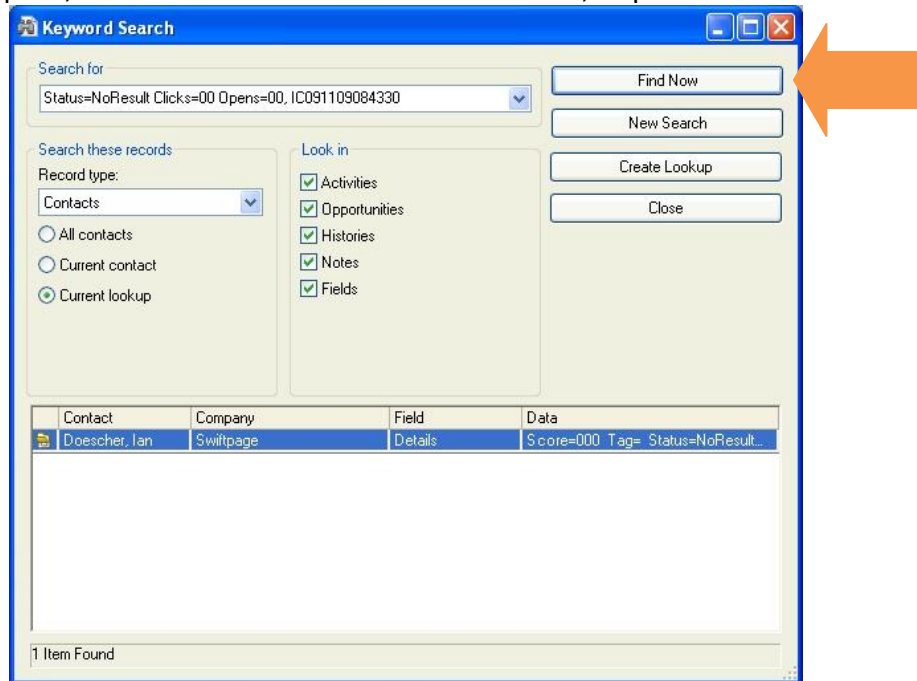


5. The following screen appears:



Select the option "Search this campaign for..." or "Search all email campaigns for..." and then select the criteria you want from the dropdown list: Unopened, Bounced, Opt-Out, etc.

6. Click on "Copy to Clipboard" (it won't appear as though anything has happened), and then click on OK.
7. Go to the Lookup dropdown menu in ACT! and click on the Keyword Search option. When the Keyword Search window opens, click Control+V in the "Search For" box, to paste in the search string.



8. Click on Find Now button. This will now show you the list of the contacts you are looking for.
9. Click on Create Lookup to create an ACT! Lookup out of this list of contacts. From that point, you can use this list as you would use any ACT! Lookup, and resend to it (if it is a list of Unopened recipients, for instance), delete the contacts and so on.