Act on it

Is it **really** free?

Yes. Three live notifications, every feature, up to 1,000 people, no time limit and no card. Here's what that gets you, what it doesn't, and when teams decide they want more.

Act On It
A short guide to the free plan, and when people outgrow it.

We get asked this a lot, usually with some suspicion. Free tiers are normally a demo with the useful parts removed. **This one isn't.**

The free version of Act On It gives you three live notifications. That's the whole limit. It isn't a trial that expires, a feature set with the good parts greyed out, or a countdown to a credit card. Three notifications, running in your production org, for as long as you want them.

Everything those notifications can do, they do on the free plan. The builder, the conditions, the inbox, the actions people take from inside the alert, the delivery methods and the reporting afterwards. Up to 1,000 people can receive them.

Sandboxes don't count

Sandbox and Developer Edition orgs aren't limited at all. Build ten notifications, test them properly, then decide which three go live in production.

Will it do what you need?

Probably, and we say that because you can notify anyone about anything. The limit is three live notifications. Nothing is fenced off by subject, type, object or trigger, and no feature is held back. The question is which ones you point them at first.

On the free plan, those three could be any of these:

- A task reminder on the morning it's due, not the week before
- A case approaching the response time you promised
- The lead nobody has called two days after it arrived
- A client opening the quote you sent, while they are still reading it
- An approval that has sat with someone for a week
- A renewal sixty days out with no owner
- Anything at all on a custom object your business invented

What you get, and what you don't

Included, free, forever:

- The full alert builder, point and click, no code
- Any object, standard or custom, with the same conditions the paid plans use
- Event-based alerts, and scheduled checks for things that haven't happened
- Delivery to the inbox, record pages, email and mobile push
- Actions on the alert, so the job is finished without opening the record
- Snooze, close and save, and the response reporting behind them
- Up to 1,000 users

Not included:

- A fourth live notification
- Real-time Chatter alerts
- Flow integration, for triggering and closing alerts from your own automation
- Premium support

Why we set it up this way

A limited free tier proves nothing. A demo org with sample data tells you the software works in a demo org with sample data.

Three real notifications, on your records, going to your colleagues, tell you whether this changes anything. If the thing that kept slipping stops slipping, you know. If it doesn't, you've lost an afternoon rather than a budget.

It also puts the product in front of the people who will live with it, which is the only feedback worth having. The inbox is the result of a hundred small requests from people using it every day. Sort it, filter it, save this one for later, snooze that one until this afternoon, and dismiss the ones that are dealt with so everybody can see they are dealt with. None of that shows up in a feature comparison. All of it decides whether people are still using it in week three.

What would you point it at next?

The free notifications are yours to keep. Point them at the things that matter most and they will do those jobs for as long as you want. You're welcome to stop there.

But think back over the last year. Every "can you let me know when…" request. Every email alert sent to a shared inbox nobody reads. Every report people subscribe to and ignore. Every announcement you sent with no idea whether anyone saw it.

Now imagine all of it arriving in one place.

Every check, handed off. Leads nobody has called. Deals that have gone quiet. Approvals stuck with someone. Records missing the one field finance needs. Act On It watches for them, so nobody else has to.

Anything, the moment it happens. A client opening a quote. A big deal closing. A case from your most important customer. A policy change the sales team needs to read today. Sent to the right people, where they already work.

One feed, and proof it landed. Everything arrives in one organised inbox, with the button to act on it. You can see who read it, who acted, and how long it took. For once, you know your message got through.

That's when it stops being a reminder tool. It becomes the way your org tells people what needs them. And every new request becomes a ten-minute build, instead of a Flow, an email template and a follow-up to check it worked.

Three is a start.
Twenty is an operating layer.

Three notifications show you **it works**

What you point it at next is up to you. Install Act On It, switch three on, and see what changes. **That costs nothing, and it always will.**

Get it free on the AppExchange →

Plans and current pricing: act-on-it.co.uk