

Delta Data Software

Introduction

This case study of Delta Data Software is based on a June 2017 survey of Act-on customers by TechValidate, a 3rd-party research service.



“Act-On provides better visibility with analytics and reporting, makes it easier to track campaigns, and management really likes the daily website visitor report!”

Challenges

The business challenges that led Delta Data to evaluate and ultimately select Act-on:

- Inadequate lead generation & nurturing
- Time-consuming campaign development
- Disconnected marketing efforts & systems
- An inability to track buyer engagement
- An insufficient alignment between marketing & sales
- An inability to measure campaign success

Use Case

The features and functionalities of Act-On that were most important to Delta Data in their selection of Act-On:

- Ease of use
- CRM Integration (for lead scoring, sales and marketing alignment, etc.)
- E-mail campaigns & automated programs
- Forms & landing pages
- Reporting & analytics
- Customer support
- Oktopost

Prior to adopting Act-On, Delta Data used no e-mail marketing automation platform.

Results

Delta Data experienced the following benefits with Act-On:

- Improved lead nurturing
- Increased speed of campaign development
- Time and resource savings
- Was able to run their first campaign in Act-On in 2-4 weeks.
- Attributes \$150,000-\$200,000 of their revenue generation to Act-On in their first year of implementation.
- Is able to implement campaigns 4x faster with Act-On.
- Experienced a 0-20% increase in the number of leads they can generate after using Act-On.
- Rates Act-On's customer support as best in class.

Company Profile

Company:
Delta Data Software

Company Size:
Small Business

Industry:
Financial Services

About Act-On

Act-On is an integrated marketing automation platform designed to align inbound and outbound marketing campaigns across the customer lifecycle.

Learn More:

[Act-On](#)