

Blue Marble Payroll

Introduction

This case study of Blue Marble Payroll is based on a June 2017 survey of Act-On customers by TechValidate, a 3rd-party research service.



“Act-On’s tracking capabilities help us close deals by giving sales the marketing intelligence they need to have a robust conversation about their prospects’ concerns.”

Challenges

The business challenges that led Blue Marble Payroll to evaluate and ultimately select Act-On:

- Disconnected marketing efforts & systems

Use Case

The features and functionalities that were most important to Blue Marble Payroll in their selection of Act-On:

- E-mail campaigns & automated programs

Blue Marble Payroll previously used Pardot marketing automation platform.

Results

Blue Marble Payroll experienced the following benefits with Act-On:

- Improved lead nurturing
- Was able to run their first campaign in Act-On within 2 weeks.
- Attributes \$0-\$50,000 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 20-40% 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:
Blue Marble Payroll

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](#)