

# American Endowment Foundation

## Introduction

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



“Act-On is the linchpin that connects our customers & prospects to our sales & service efforts. It is an excellent and comprehensive platform.”

## Challenges

The business challenges that led the American Endowment Foundation to evaluate and ultimately select Act-On:

- Inadequate lead generation & nurturing
- Disconnected marketing efforts & systems
- An inability to measure campaign success

## Use Case

The features and functionalities that were most important to the American Endowment Foundation 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

The American Endowment Foundation previously used HubSpot inbound marketing and sales platform and an email service provider (such as Constant Contact, MailChimp, etc.)

## Results

The American Endowment Foundation experienced the following benefits with Act-On:

- Improved lead nurturing
- Increased speed of campaign development
- An increase in leads
- Time and resource savings
- An accelerated sales funnel
- Was able to run their first campaign in Act-On in 2-4 weeks.
- Is able to implement campaigns 4x faster with Act-On.
- Experienced a >100% 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:  
**American Endowment Foundation**

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](#)