

Airefco Inc

Introduction

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



“Act-On has transformed our company’s marketing. It’s increased our efficiency, making it faster and easier to implement consistent campaigns across multiple platforms. We now have insight into how our customers are engaging with our programs and websites, and can respond accordingly.

Act-On has also increased our ability to provide robust reporting to other departments in our organization, greatly improving inter-departmental communications.”

Challenges

The business challenges that led Airefco to evaluate and ultimately select Act-On:

- Time-consuming campaign development
- Disconnected marketing efforts & systems
- An inability to track buyer engagement
- An inability to measure campaign success

Use Case

The features and functionalities that were most important to Airefco 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
- Customer support
- Previously used the following e-mail marketing platforms:

Airefco previously used an e-mail service provider (such as Constant Contact, MailChimp, etc.)

Results

Airefco experienced the following benefits with Act-On:

- Improved lead nurturing
- Increased speed of campaign development
- Greater buyer engagement
- Time and resource savings
- Was able to run their first campaign in Act-On within 2 weeks.
- Is able to implement campaigns 3x faster with Act-On.
- Rates Act-On’s customer support as best in class.

Company Profile

Company:
AIREFCO INC

Company Size:
Medium Enterprise

Industry:
Wholesale Distribution

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](#)