

# Universal Funding Corporation

## Introduction

This case study of Universal Funding Corporation is based on a June 2017 survey of Act-on customers by TechValidate, a 3rd-party research service.



“Act-On is easy to use and its personalization, segmenting, and reporting features are all top notch.”

## Challenges

The business challenge that led Universal Funding Corporation to evaluate and ultimately select Act-On:

- An inability to track buyer engagement

## Use Case

The features and functionalities that were most important to Universal Funding Corporation in their selection of Act-On:

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

Universal Funding Corporation previously used HubSpot for inbound marketing automation.

## Results

The Universal Funding Corporation experienced the following benefits with Act-On:

- Improved lead nurturing
- Time and resource savings
- An accelerated sales funnel
- Was able to run their first campaign in Act-On in 4-6 weeks.
- Rates Act-On's customer support as excellent.

### Company Profile

Company:  
**Universal Funding Corporation**

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](#)