

# The University Of Iowa

## Introduction

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



“Act-On’s lead scoring has been incredibly valuable. Our recruiters now know where to focus their attention and time, whereas before it was a crapshoot. And Act-On’s Hot Prospect Report lets us know when a lead has reactivated, which is also very helpful.”

## Challenges

The business challenges that led the University of Iowa to evaluate and ultimately select Act-On:

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

## Use Case

The features and functionalities that were most important to the University of Iowa in their selection of Act-On:

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

The University of Iowa previously used an email service provider (such as Constant Contact, MailChimp, etc.).

## Results

The University of Iowa experienced the following benefits with Act-On:

- Improved lead nurturing
- Increased speed of campaign development
- Greater buyer engagement
- Was able to run their first campaign in Act-On in 2-4 weeks.
- Is able to implement campaigns 2x faster with Act-On.
- Rates Act-On’s customer support as best in class.

### Organization Profile

Organization:  
**The University of Iowa**

Industry:  
**Educational Institution**

### 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](#)