

The Progressive Corporation

Introduction

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



“Act-On gives us the ability to create high-end, professional campaigns. The software is very powerful because we can create forms and landing pages and a well-organized, integrated marketing program.”

Challenges

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

- Disconnected marketing efforts & systems
- An insufficient alignment between marketing & sales

Use Case

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

- Ease of use
- E-mail campaigns & automated programs
- Customer support

Prior to adopting Act-On, Progressive used an email service provider (such as Constant Contact, MailChimp, etc.)

Results

Progressive experienced the following benefits with Act-On:

- Increased speed of campaign development
- Time and resource savings
- Was able to run their first campaign in Act-On within 2 weeks.
- Is able to implement campaigns 2x faster with Act-On.
- Rates Act-On's customer support as excellent.

Company Profile

Company:
The Progressive Corporation

Company Size:
Fortune 500

Industry:
Insurance

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](#)