

Stateline Power Corp.

Introduction

This case study of Stateline Power Corp. is based on a June 2017 survey of Act-on customers by TechValidate, a 3rd-party research service.



“Act-On has given us better visibility on analytics and improved reporting and lead nurturing capabilities. They have top notch customer service, and are always working to improve their products and come up with the next big thing.”

Challenges

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

- Inadequate lead generation & nurturing
- Disconnected marketing efforts & systems
- An inability to track buyer engagement
- An insufficient alignment between marketing & sales

Use Case

The features and functionalities that were most important to Stateline Power 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

Results

Stateline Power experienced the following benefits with Act-On:

- Greater buyer engagement
- Time and resource savings
- Is able to implement campaigns 3x faster with Act-On.
- Experienced a 0-20% increase in the number of leads they can generate after using Act-On.
- Rates Act-On's customer support as excellent.

Company Profile

Company:
Stateline Power Corp.

Company Size:
Small Business

Industry:
Industrial Manufacturing

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](#)