

# Schock North America

## Introduction

This case study of Schock North America is based on a June 2017 survey of Act-on customers by TechValidate, a 3rd-party research service.



“Act-On has automated some very time-consuming and tedious tasks that we wouldn’t be able to get done without it. We estimate that it saves us 11.8 man-hours per event, and we are producing more than 200 events this year.”

## Challenges

The business challenges that led Schock North America to evaluate and ultimately select Act-On:

- Time-consuming campaign development
- Disconnected marketing efforts & systems
- An insufficient alignment between marketing & sales

## Use Case

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

- Ease of use
- CRM Integration (for lead scoring, sales and marketing alignment, etc.)
- Customer support

Schock North America previously used Marketo marketing automation platform.

## Results

Schock North America experienced the following benefits with Act-On:

- Improved lead nurturing
- Time and resource savings
- Was able to run their first campaign in Act-On in 4-6 weeks.
- Is able to implement campaigns >4x faster with Act-On.
- Rates Act-On’s customer support as excellent.

### Company Profile

Company:  
**Schock North America**

Company Size:  
**Medium Enterprise**

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](#)