

Netec – The National Ebola Training and Education Center

Introduction

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



“Act-On is one of the best platforms and easy to use. It has increased our leads, and provided better analytics and visibility into our marketing campaign.”

Challenges

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

- Inadequate lead generation & nurturing
- An insufficient alignment between marketing & sales

Use Case

The features and functionalities that were most important to Netec 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

Netec previously used an email service provider (such as Constant Contact, MailChimp, etc.).

Results

Netec experienced the following benefits with Act-On:

- Improved lead nurturing
- Increased speed of campaign development
- Time and resource savings
- An accelerated sales funnel
- Was able to run their first campaign in Act-On within 2 weeks.
- Attributes \$0-\$50,000 of their revenue generation to Act-On in their first year of implementation.
- Is able to implement campaigns 2x faster with Act-On.
- Experienced a 20-40% increase in the number of leads they can generate after using Act-On.
- Rates Act-On's customer support as excellent.

Company Profile

Company:
Netec

Company Size:
Medium Enterprise

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](#)