

ECD EI Confidential Digital

Introduction

This case study of ECD EI Confidential Digital is based on a June 2017 survey of Act-On customers by TechValidate, a 3rd-party research service.



“Act-On has increased our ROI in terms of recurring visitors to our website, and I’m a believer in Act-On’s Adaptive Journeys™ vision.”

Challenges

The business challenges that led ECD EI Confidential Digital to evaluate and ultimately select Act-On:

- Inadequate lead generation & nurturing
- An insufficient alignment between marketing & sales
- An inability to measure campaign success

Use Case

The features and functionalities that were most important to ECD EI Confidential Digital 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

ECD EI Confidential Digital previously used HubSpot inbound marketing and sales platform and an e-mail service provider (such as Constant Contact, MailChimp, etc.).

Results

ECD EI Confidential Digital experienced the following benefits with Act-On:

- Improved lead nurturing
- Greater buyer engagement
- Time and resource savings
- Increased revenue
- An accelerated sales funnel
- Was able to run their first campaign in Act-On in 2-4 weeks.
- Attributes \$100,000-\$150,000 of their revenue generation to Act-On in their first year of implementation.
- Is able to implement campaigns 3x faster with Act-On.
- Experienced a 40-60% increase in the number of leads they can generate after using Act-On.

Company Profile

Company:
ECD EI Confidential Digital

Company Size:
Small Business

Industry:
Media & Entertainment

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](#)