

# Oregon Manufacturing Extension Partnership

## Introduction

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

“Act-On is easy to use and is well-integrated with Salesforce, and the company’s pricing and customer service are excellent. Act-On’s campaign reports quickly produce a wealth of data I can share with our president to evaluate our success.”

## Challenges

The business challenges that led Oregon Manufacturing Extension Partnership to evaluate and ultimately select Act-On:

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

## Use Case

The features and functionalities that were most important to Oregon Manufacturing Extension Partnership in their selection of Act-On:

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

Oregon Manufacturing Extension Partnership previously used an email service provider (such as Constant Contact, MailChimp, etc.)

## Results

Oregon Manufacturing Extension Partnership experienced the following benefits with Act-On:

- Improved lead nurturing
- Time and resource savings
- 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 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 best in class.

### Organization Profile

Organization:  
**Oregon Manufacturing Extension Partnership**

Industry:  
**Non-profit**

### 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](#)