

# MedData

## Introduction

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



“Act-On has better integration with Salesforce, and gives us the ability to launch campaigns quickly. And their customer service is great!”

## Challenges

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

- Disconnected marketing efforts & systems

## Use Case

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

- CRM Integration (for lead scoring, sales and marketing alignment, etc.)
- E-mail campaigns & automated programs
- Customer support

MedData previously used Pardot marketing automation platform.

## Results

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MedData experienced the following benefits with Act-On:

- 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.
- Rates Act-On's customer support as excellent.

### Company Profile

Company:  
**MedData**

Company Size:  
**Medium Enterprise**

Industry:  
**Technology and Computing**

### 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](#)