

# Genpak

## Introduction

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



“Act-On has helped us create product announcements and marketing campaigns with greater speed and efficiency.”

## Challenges

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

- Inadequate lead generation & nurturing
- Time-consuming campaign development
- Disconnected marketing efforts & systems
- An inability to track buyer engagement
- An inability to measure campaign success

## Use Case

The features and functionalities that were most important to Genpak 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
- Reporting & analytics

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

## Results

Genpak experienced the following benefits with Act-On:

- Improved lead nurturing
- An increase in leads
- Time and resource savings
- Was able to run their first campaign in Act-On within 2 weeks.
- Is able to implement campaigns 2x faster with Act-On.
- Experienced a 60-80% increase in the number of leads they can generate after using Act-On.
- Rates Act-On's customer support as very good.

### Company Profile

Company:  
**Genpak**

Company Size:  
**Medium Enterprise**

Industry:  
**Consumer Products**

### 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](#)

Source: Jeff Cole, Marketing Director, Genpak

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Research by TechValidate