

BCA Autoveiling

Introduction

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



“Act-On has helped us plan better campaigns and create clear customer journeys. And it’s easy to use and has great customer support.”

Challenges

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

- Inadequate lead generation & nurturing
- Time-consuming campaign development
- An inability to track buyer engagement

Use Case

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

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

BCA Autoveiling previously used an e-mail service provider (such as Constant Contact, MailChimp, etc.)

Results

BCA Autoveiling experienced the following benefits with Act-On:

- Improved lead nurturing
- Increased speed of campaign development
- Was able to run their first campaign in Act-On in 6-8 weeks.
- Rates Act-On’s customer support as excellent.

Company Profile

Company:
BCA Autoveiling

Company Size:
Medium Enterprise

Industry:
Automotive & Transport

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](#)