

Indigo Business Services Ltd

Introduction

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



“Act-On ensures that you can Act-On your marketing today, tomorrow, and in the future with its automation, customer insight and marketing improvement capabilities.”

Challenges

The business challenges that led Indigo Business Services to evaluate and ultimately select Act-On:

- Disconnected marketing efforts & systems
- An inability to track buyer engagement
- An insufficient alignment between marketing & sales

Use Case

The features and functionalities that were most important to Indigo Business Services 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
- Customer support
- Flexibility of use... I use it for all sorts of things!

Indigo Business Services previously used an e-mail service provider (such as Constant Contact, MailChimp, etc.)

Results

Indigo Business Services experienced the following benefits with Act-On:

- Improved lead nurturing
- Increased speed of campaign development
- Time and resource savings
- An accelerated sales funnel
- Is able to implement campaigns 4x faster with Act-On.
- Experienced a 20-40% increase in the number of leads they can generate after using Act-On.
- Rates Act-On's customer support as excellent.

Company Profile

Company:
Indigo Business Services Ltd

Company Size:
Small Business

Industry:
Educational Institution

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](#)