

Ultimo Software Solutions BV

Introduction

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



“Act-On is a powerful platform and an important tool for our lead generation and content marketing. It also gives us visibility into our marketing programs.”

Challenges

The business challenges that led Ultimo Software Solutions to evaluate and ultimately select Act-On:

- Inadequate lead generation & nurturing
- Disconnected marketing efforts & systems

Use Case

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

- Ease of use
- E-mail campaigns & automated programs
- Forms & landing pages

Ultimo Software Solutions Bv previously used an e-mail service provider (such as Constant Contact, MailChimp, etc.)

Results

Ultimo Software Solutions experienced the following benefits with Act-On:

- Improved lead nurturing
- An increase in leads
- Was able to run their first campaign in Act-On in 4-6 weeks.
- Rates Act-On's customer support as excellent.

Company Profile

Company:
Ultimo Software Solutions

Company Size:
Medium Enterprise

Industry:
Computer Software

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](#)