

# Zyme Solutions

## Introduction

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



“Act-On’s automation of email campaigns and other tasks helps us nurture our leads.”

## Challenges

The business challenges that led Zyme Solutions 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 Zyme Solutions in their selection of Act-On:

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

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

## Results

Zyme Solutions experienced the following benefits with Act-On:

- Improved lead nurturing
- Increased speed of campaign development
- 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 0-20% increase in the number of leads they can generate after using Act-On.
- Rates Act-On’s customer support as excellent.

### Company Profile

Company:  
**Zyme Solutions**

Company Size:  
**Medium Enterprise**

Industry:  
**Consumer Goods & Retail**

### 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](#)