

AAJ Technologies

Introduction

This case study of AAJ Technologies is based on an October 2017 survey of Act-On customers by TechValidate, a 3rd-party research service.

Challenges

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

- Inadequate lead generation
- Difficulty in measuring marketing's impact

Use Case

The functionality that was most important to AAJ Technologies in their selection of Act-On:

- Outbound marketing (Email campaigns, nurture programs, etc.)

AAJ Technologies previously used ClickDimensions marketing automation platform.

Results

AAJ Technologies is experiencing the following benefits with Act-On:

- Improved lead nurturing & buyer engagement
- An easier ability to analyze marketing's performance

The following Act-On features have enabled AAJ Technologies' marketing and sales teams to work more efficiently and effectively:

- The intuitive interface
- The Microsoft Dynamics integration (hot prospects, sales templates, etc.)
- Lead Scoring

Act-On and Microsoft Dynamics have improved AAJ Technologies' ability to:

- Manage & nurture leads before pushing them into their CRM
- Gain insight into prospect behavior
- Align their marketing & sales efforts
- Achieve ROI in 2-3 months
- Implement campaigns 2x faster.
- Increase the number of leads generated by 20 – 40%

AAJ Technologies rates Act-On's customer support as very good.

Company Profile

Company:
AAJ Technologies

Company Size:
Medium Enterprise

Industry:
Technology: Software & Programming

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: Sohail Muhammad, Microsoft Dynamics CRM Developer, AAJ Technologies

Research by  TechValidate