

Bodine Electric Company

Introduction

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



“Act-On and Microsoft Dynamics have given us better lead management and awareness.”

Challenges

The business challenges that led Bodine Electric Company to evaluate and ultimately select Act-On:

- Inadequate lead generation
- Overly time-consuming campaign development
- A disconnection of marketing efforts & systems
- An inability to effectively segment & nurture contacts
- Ineffective sales enablement
- Difficulty in measuring marketing's impact

Company Profile

Company:
Bodine Electric Company

Company Size:
Medium Enterprise

Industry:
Electronics

Use Case

The feature and functionality that were most important to Bodine Electric Company in their selection of Act-On:

- Ease of use

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](#)

[Act-On](#)

Results

Bodine Electric Company is experiencing the following benefits with Act-On:

- Increased the number of leads generated by more than 100%.
- Implementing campaigns >4x faster.
- Improved lead nurturing & buyer engagement
- Time & resource savings
- An increase in revenue

The following Act-On features have enabled Bodine Electric Company's marketing and sales teams to work more efficiently and effectively:

- The intuitive interface
- The Microsoft dynamics integration (hot prospects, sales templates, etc.)
- The buyer tracking & alerts

Act-On and Microsoft Dynamics have improved Bodine Electric Company's ability to:

- Manage & nurture leads before pushing them into their CRM
- Gain insight into prospect behavior
- Identify & prioritize their most qualified buyers
- Send targeted campaigns based on segmentation or funnel stage

Bodine Electric Company rates Act-On's customer support as excellent.

Source: Mike Wojo, Sales Representative, Bodine Electric Company

Validated Published: Oct. 11, 2017 TVID: 289-2B6-ECD

Research by TechValidate