“Act-On has been a great tool for our company. It makes it easy to run and track campaigns, and gives us the data we’re looking for.”

Challenges
The business challenges that led Burr Oak Tool to evaluate and ultimately select Act-On:
- Inadequate lead generation
- A disconnection of marketing efforts & systems
- Difficulty in measuring marketing’s impact

Use Case
The features and functionalities that were most important to Burr Oak Tool in their selection of Act-On:
- Ease of use
- CRM integration (for lead prioritization, sales enablement, etc.)
- Inbound marketing (forms, landing pages, social media, etc.)
- Outbound marketing (Email campaigns, nurture programs, etc.)
- Reports & analytics
- Customer support

Results
Burr Oak Tool is experiencing the following benefits with Act-On:
- Faster campaign development
- Time & resource savings
- 20 – 40% increase in the number of leads generated

The following Act-On features have enabled Burr Oak Tool’s marketing and sales teams to work more efficiently and effectively:
- The intuitive interface feature
- Lead Scoring

Act-On and Microsoft Dynamics have improved Burr Oak Tool’s ability to:
- Identify & prioritize their most qualified buyers
- Send targeted campaigns based on segmentation or funnel stage
- Align their marketing & sales efforts

Burr Oak Tool rates Act-On’s customer support as excellent.

Company Profile
Company: Burr Oak Tool
Company Size: Medium Enterprise
Industry: Industrial Manufacturing

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:

Source: Chris Ross, Marketing Manager, Burr Oak Tool

Validated Published: Nov. 6, 2017 TVID: F47-9B9-20A

Research by