

Burr Oak Tool

Introduction

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



“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:

[Act-On](#)

[Act-On](#)