

Catharsis Productions

Introduction

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

“Act-On has helped us identify and nurture good prospects. We also love the platform’s analytics and the connection it makes between our marketing and sales efforts.”

Challenges

The business challenges that led Catharsis Productions to evaluate and ultimately select Act-On:

- A disconnection of marketing efforts & systems
- An inability to effectively segment & nurture contacts
- Ineffective sales enablement
- Difficulty in measuring marketing’s impact

Use Case

The features and functionalities that were most important to Catharsis Productions 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

Catharsis Productions is experiencing the following benefits with Act-On:

- An easier ability to analyze marketing’s performance
- An increase in leads

The following Act-On features have enabled Catharsis Productions’ marketing and sales teams to work more efficiently and effectively:

- The Microsoft Dynamics integration (hot prospects, sales templates, etc.)
- Lead Scoring
- Buyer tracking & alerts

Act-On and Microsoft Dynamics have improved Catharsis Productions’ ability to:

- Gain insight into prospect behavior
- Identify & prioritize their most qualified buyers
- Send targeted campaigns based on segmentation or funnel stage
- Align their marketing & sales efforts
- Implement campaigns 2x faster.
- Increase the number of leads generated by 40 – 60%.

Catharsis Productions rates Act-On’s customer support as very good.

Company Profile

Company:
Catharsis Productions

Company Size:
Small Business

Industry:
Educational Institution

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](#)

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