

Colfax Fluid Handling

Introduction

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



“Act-On has improved our ability to generate, nurture, and track leads. The platform is very cost-effective, especially for lean teams that are new to marketing automation.”

Challenges

The business challenges that led Colfax Fluid Handling to evaluate and ultimately select Act-On:

- Inadequate lead generation
- A disconnection of marketing efforts & systems
- Ineffective sales enablement
- Difficulty in measuring marketing's impact

Use Case

The features and functionalities that were most important to Colfax Fluid Handling 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

Colfax Fluid Handling 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 feature has enabled Colfax Fluid Handling's marketing and sales teams to work more efficiently and effectively:

- The Microsoft Dynamics integration (hot prospects, sales templates, etc.)

Act-On and Microsoft Dynamics has improved Colfax Fluid Handling's ability to:

- Gain insight into prospect behavior
- Identify & prioritize their most qualified buyers
- Send targeted campaigns based on segmentation or funnel stage
- Implement campaigns 3x faster.
- Increase the number of leads generated by 60 – 80%.

Colfax Fluid Handling rates Act-On's customer support as excellent.

Company Profile

Company:
Colfax Fluid Handling

Company Size:
Large 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](#)

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