

ITsavvy

Introduction

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



“Act-On is a great tool for reaching my clients, and lets me quickly track the content they’re engaging with.”

Challenges

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

- A disconnection of marketing efforts & systems
- Ineffective sales enablement

Use Case

The features and functionalities that were most important to ITsavvy in their selection of Act-On:

- Ease of use
- CRM integration (for lead prioritization, sales enablement, etc.)
- Outbound marketing (Email campaigns, nurture programs, etc.)
- Reports & analytics

Results

ITsavvy is experiencing the following benefits with Act-On:

- Increased the number of leads generated by 40 – 60%
- Improved lead nurturing & buyer engagement
- Faster campaign development
- Time & resource savings
- Achieved ROI in 2-3 months

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

- The intuitive interface
- Lead Scoring

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

Company Profile

Company:
ITsavvy

Company Size:
Medium Enterprise

Industry:
Business Services

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](#)