

Midland Information Resources

Introduction

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

“Act-On and Microsoft Dynamics offer a very robust system we use for tracking, analytics, and insight. The emails we send through Outlook are fantastic and the integration between the two platforms is awesome and easy to understand.”

Challenges

The business challenges that led Midland Information Resources to evaluate and ultimately select Act-On:

- Inadequate lead generation
- Overly time-consuming campaign development
- Ineffective sales enablement
- Difficulty in measuring marketing's impact

Use Case

The features and functionalities that were most important to Midland Information Resources 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

Midland Information Resources previously used ClickDimensions marketing automation platform.

Results

Midland Information Resources is experiencing the following benefits with Act-On:

- Implementing campaigns 2x faster.
- Improved lead nurturing & buyer engagement
- An easier ability to analyze marketing's performance
- Time & resource savings

The following Act-On features have enabled Midland Information Resources' marketing and sales teams to work more efficiently and effectively:

- The Microsoft dynamics integration (hot prospects, sales templates, etc.)
- The buyer tracking & alerts

Act-On and Microsoft Dynamics have improved Midland Information Resources ability to:

- Gain insight into prospect behavior
- Identify & prioritize their most qualified buyers

Midland Information Resources rates Act-On's customer support as excellent.

Company Profile

Company:
Midland Information Resources

Company Size:
Medium Enterprise

Industry:
Manufacturing: Assorted Products

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](#)