ACT-ON CASE CUSTOMER SUCCESS SNAPSHOT

The Icebox

Introduction

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

> " "I've had a good experience using Act-On and give it an NPS score of 10/10."

Challenges

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

- Inadequate lead generation
- An inability to effectively segment & nurture contacts
- Difficulty in measuring marketing's impact

Use Case

The features and functionalities that were most important to The Icebox 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

The Icebox previously used MailChimp and Constant Contact email platforms.

Results

The Icebox is experiencing the following benefits with Act-On:

- Improved lead nurturing & buyer engagement
- Faster campaign development

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

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

Act-On and Microsoft Dynamics have improved The Icebox's ability to:

- Manage & nurture leads before pushing them into their CRM
- Gain insight into prospect behavior
- Identify & prioritize their most qualified buyers
- Send targeted campaigns based on segmentation or funnel stage
- Achieve a ROI < 2 months.
- Implement campaigns 4x faster.
- Increase the number of leads generated by 40 – 60%.

The Icebox rates Act-On's customer support as very good.

Company Profile

Company:
The Icebox

Company Size:
Small Business

Industry:
Marketing & Advertising

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