

Xenium HR

Introduction

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



“Act-On is a wonderful tool that is always improving, and I appreciate the Act-On staff I’ve worked with.”

Challenges

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

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

Use Case

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

- CRM integration (for lead prioritization, sales enablement, etc.)
- Inbound marketing (forms, landing pages, social media, etc.)
- Outbound marketing (Email campaigns, nurture programs, etc.)

Results

Xenium is experiencing the following benefits with Act-On:

- Increased the number of leads generated by 80-100%.
- Improved lead nurturing & buyer engagement
- Faster campaign development
- Time & resource savings
- A faster sales cycle

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

- Integration with Microsoft Dynamics (hot prospects, sales templates, etc.)
- Lead Scoring

Act-On and Microsoft Dynamics have improved Xenium’s ability to:

- Manage & nurture leads before pushing them into their CRM
- Send targeted campaigns based on segmentation or funnel stage
- Align their marketing & sales efforts

Xenium rates Act-On’s customer support as excellent.

Company Profile

Company:
Xenium HR

Company Size:
Small Business

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](#)