

# Truity Credit Union

## Introduction

This case study of Truity Credit Union is based on a June 2017 survey of Act-on customers by TechValidate, a 3rd-party research service.

“With Act-On Data Studio, we’ve been able to get a true picture of how successful our email marketing efforts are and how we rank with our competitors. We’ve been able to internally share these real-time results with all our employees, so our efforts are always transparent and relevant.”

## Challenges

The business challenges that led Truity Credit Union to evaluate and ultimately select Act-on Software:

- Inadequate lead generation & nurturing
- Time-consuming campaign development
- Disconnected marketing efforts & systems
- An inability to track buyer engagement
- An inability to measure campaign success

### Company Profile

Company:  
**Truity Credit Union**

Company Size:  
**Medium Enterprise**

Industry:  
**Financial Services**

## Use Case

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

- Ease of use
- E-mail campaigns & automated programs
- Forms & landing pages
- Reporting & analytics
- Customer support

Truity Credit Union previously used an email service provider (such as Constant Contact, MailChimp, etc.)

### 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](#)

## Results

Truity Credit Union experienced the following benefits with Act-On:

- Improved lead nurturing
- Increased speed of campaign development
- Greater buyer engagement
- An increase in leads
- Time and resource savings
- Increased revenue
- An accelerated sales funnel
- Was able to run their first campaign in Act-On within 2 weeks.
- Is able to implement campaigns 3x faster with Act-On.
- Experienced a 80-100% increase in the number of leads they can generate after using Act-On.
- Rates Act-On’s customer support as excellent.