

BinMaster

Introduction

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



“Act-On and Microsoft Dynamics have increased transparency between our marketing and sales team efforts.”

Challenges

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

- A disconnection of marketing efforts & systems
- Difficulty in measuring marketing's impact

Use Case

The features and functionalities that were most important to BinMaster 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

BinMaster previously used Inbox25 marketing automation.

Results

BinMaster is experiencing the following benefits with Act-On:

- Improved lead nurturing & buyer engagement
- An easier ability to analyze marketing's performance

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

- The intuitive interface
- The Microsoft Dynamics integration (hot prospects, sales templates, etc.)

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

- Align their marketing & sales efforts
- Implement campaigns 2x faster.
- Increase the number of leads generated by 0 – 20%.

BinMaster rates Act-On's customer support as excellent.

Company Profile

Company:
BinMaster

Company Size:
Medium Enterprise

Industry:
Industrial Manufacturing

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](#)

[Act-On](#)