



# Act-On for Manufacturing

Mass Customization, Now Available for Your Marketing Team

Every manufacturer or distributor understands the risk of market disruptions. While 100 years ago, mass production was the disruptor, mass customization has become the leading trend over the past decade. And for marketers working in manufacturing and distribution today, that need for customization applies to the buyers' journeys. In an industry with razor-thin margins, marketers have a huge opportunity to win more business through personalized marketing.

"Since the Act-On platform was implemented, web traffic has doubled, sales revenue has climbed 15%, and sales leads have grown year-over-year by 33%."

**PETER HOFFMAN**

VP OF SALES & MARKETING FOR MOTION SOLUTIONS,  
RM HOFFMAN DIVISION





# Your marketing goals, delivered on time, every time.

## Increase product quotes

[Joyride Coffee](#) saw a 200% increase in leads in one month with Act-On.

From driving more [website activity and tracking it in detail](#), to motivating prospects to action on specific offers or products with engaging [landing pages](#), Act-On gives marketers the tools they need to easily drive demand.

## Improve quote conversions to sales

[Avery Dennison](#) saw a 200% increase in closed-won business quarter-over-quarter

Act-On enables you to leverage behavior insights to [create personalized triggered-based emails that convert prospects to buyers](#). [Email campaigns](#) are done in a snap thanks to easy-to-use templates. We also have strong [account-based marketing capabilities](#) to help you focus on target accounts.

## Drive repeat business from existing customers

[US Fleet Tracking](#) saw its first client campaign with Act-On drive 25% of recipients to fill out a call back form

With Act-On's [industry-leading personalized nurturing tools](#), you can better engage with your customers based on what they've bought or motivate them to invest in similar products based on their purchase history.

## Connect and integrate your key marketing and sales systems

[Binmaster](#) was able to better align its marketing and sales team thanks to Act-On's seamless integration with Microsoft Dynamics

Act-On is the only marketing automation platform that maintains [native integrations](#) (not owned by a third party) for all of the top CRM systems - Dynamics, Salesforce, SugarCRM, and Netsuite. In addition, we support a vibrant [integration ecosystem](#) that helps every customer have more connected marketing efforts.

## Show the ROI on your marketing activities

[Convena](#) eliminated the mountain of manual work in reporting on marketing results with Act-On's robust analytics and reporting capabilities.

Marketing analytics no longer are elusive with Act-On thanks to a [variety of funnel, campaign, and revenue attribution analytics](#) embedded in our platform. Our [Data Studio module](#) even makes it easy for you to export all of your data into your own BI tool if you'd like.

# Take a video tour



## Marketing Made Personal

Act-On is your differentiator for gaining visibility into a customer's needs and delivering a personalized and value-packed approach.