

HW Media, LLC.

Introduction

This case study of HW Media, LLC. is based on a June 2017 survey of Act-On customers by TechValidate, a 3rd-party research service.



“Act-On is robust, reliable, and easy to use. It helps us create campaigns quickly and schedule multiple emails in a short time.”

Challenges

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

- Time-consuming campaign development
- Disconnected marketing efforts & systems

Use Case

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

- Ease of use
- E-mail campaigns & automated programs
- Forms & landing pages

HW Media previously used an email service provider (such as Constant Contact, MailChimp, etc.).

Results

HW Media experienced the following benefits with Act-On:

- Increased speed of campaign development
- Time and resource savings
- Was able to run their first campaign in Act-On within 2 weeks.
- Is able to implement campaigns 2x faster with Act-On.
- Experienced a 0-20% increase in the number of leads they can generate after using Act-On.
- Rates Act-On's customer support as excellent.

Company Profile

Company:
HW Media, LLC.

Company Size:
Small Business

Industry:
Media & Entertainment

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](#)