

# Clarity Quest Marketing

## Introduction

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



“Act-On has increased our leads by enabling more sophisticated nurturing of our contacts. The platform is intuitive and easy to implement, the company provides great technical support, and the sales team is flexible with pricing models and contracts.”

## Challenges

The business challenges that led Clarity Quest Marketing to evaluate and ultimately select Act-On:

- Disconnected marketing efforts & systems
- An inability to track buyer engagement
- An insufficient alignment between marketing & sales

## Use Case

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

- Ease of use
- CRM Integration (for lead scoring, sales and marketing alignment, etc.)
- E-mail campaigns & automated programs
- Forms & landing pages
- Reporting & analytics
- Customer support
- Contracting Flexibility

Clarity Quest Marketing previously used both HubSpot inbound marketing and sales platform, and an e-mail service provider (such as Constant Contact, MailChimp, etc.)

## Results

Clarity Quest Marketing experienced the following benefits with Act-On:

- Improved lead nurturing
- Greater buyer engagement
- Time and resource savings
- Increased revenue
- An accelerated sales funnel

Clarity Quest Marketing:

- Ran their first Act-On campaign in 4-6 weeks.
- Increased the number of leads by 20-40%.
- Is implementing campaigns 2x faster
- Attributes \$100,000-\$150,000 of their revenue generation to Act-On in their first year of implementation.
- Rates Act-On's customer support as very good.

### Company Profile

Company:  
**Clarity Quest Marketing**

Company Size:  
**Small Business**

Industry:  
**Marketing & Advertising**

### 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](#)