

# Da-Com Corporation

## Introduction

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

“Act-On is the best marketing automation program I’ve ever used! It has increased our revenue and lead generation, and helped us convert more prospects to customer.”

## Challenges

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

- Inadequate lead generation (lead volume, quality)
- Overly time-consuming campaign development
- Disconnected marketing efforts & systems (email, webinars, CRM, etc.)
- An inability to effectively segment & nurture contacts
- Ineffective sales enablement (lead hand-off, prioritization, & follow-up)
- Difficulty in measuring marketing’s impact

## Use Case

Da-Com used HubSpot inbound marketing and sales platform before switching to Act-On.

## Results

Da-Com said Act-On performs better than HubSpot in the following ways:

- Improved lead generation (i.e. better approach and/or results)
- Easier campaign development
- Better integration of marketing tools & other systems (email, webinars, CRM, etc.)
- More effective segmentation & nurturing of contacts
- Better sales enablement (lead hand-off, prioritization, & follow-up)
- Made it easier to demonstrate marketing’s impact

Da-Com achieved a return on investment in Act-On in 2-3 months.

Act-On’s customer support and Act-On University enabled Da-Com’s marketing team to learn and use Act-On independently.

### Company Profile

Company:  
**Da-Com Corporation**

Company Size:  
**Medium Enterprise**

Industry:  
**Manufacturing:  
Computers and  
Electronics**

### 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](#)