

Guardair Corporation

Introduction

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



“Act-on has given us the ability to capture an exponential amount of leads, and allowed us to express our creativity when we build our emails and landing pages.”

Challenges

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

- Disconnected marketing efforts & systems (email, webinars, CRM, etc.)
- Ineffective sales enablement (lead hand-off, prioritization, & follow-up)

Use Case

Guardair used Marketo marketing automation platform before purchasing Act-On.

Results

Guardair said Act-On performs better than Marketo 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.)

Act-On's customer support and Act-On University enabled Guardair's marketing team to:

- Work more efficiently
- Build & launch campaigns more quickly
- Increase the number of outbound marketing efforts
- Improve the quality of their programs
- Work more effectively with Sales

Guardair said Act-On's active contact pricing model provides a value-based approach that aligns with their marketing goals.

Company Profile

Company:
Guardair Corporation

Company Size:
Small Business

Industry:
Manufacturing: Assorted Products

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](#)