ACT-ON CUSTOMER SUCCESS SNAPSHOT

RedVector

Introduction

This case study of RedVector is based on an October 2017 survey of Act-On customers by TechValidate, a third-party research service.

“I love how user-friendly Act-On is, and the new Act-On University is awesome!”

Challenges

The business challenges that led RedVector 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

RedVector used Eloqua marketing automation platform before purchasing Act-On.

Results

RedVector said Act-On performs better than Eloqua in the following ways:
- Improved lead generation (i.e. better approach and/or results)
- Easier campaign development

RedVector:
- Saved $0 – $10K because of Act-On’s lower fees and greater efficiency.
- Achieved a return on investment in Act-On in 4-6 months.

RedVector said Act-On’s active contact pricing model:
- Allows them to grow their database without incurring additional costs
- Frees up funds for more marketing programs
- Frees up funds for additional employees / agency services

Act-On’s customer support and Act-On University enabled RedVector’s marketing team to:
- Work more efficiently
- Build & launch campaigns more quickly
- Expand the number of members who are able to use the platform
- Increase the number of outbound marketing efforts
- Improve the quality of their programs

Company Profile

Company: RedVector
Company Size: Medium Enterprise
Industry: Education

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:

Source: Kasey Murray, Marketing Strategist, RedVector

Validated

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Research by: