

RedVector

Introduction

This case study of RedVector is based on an October 2017 survey of Act-On customers by TechValidate, a 3rd-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:

[Act-On](#)