

Simpleview

Introduction

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



“Act-On is a robust platform that has propelled us to clean our CRM data, identify low hanging fruit, and double our efforts to close on qualified leads.”

Challenges

The business challenges that led Simpleview 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
- Poor email campaign

Use Case

Simpleview used Distribion marketing automation before purchasing Act-On.

Results

Simpleview said Act-On performs better than Distribion 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

Simpleview achieved a return on investment in Act-On in 4-6 months.

Simpleview said Act-On's active contact pricing model:

- Allows them to grow their database without incurring additional costs
- Provides a value-based approach that aligns with their marketing goals
- Reduces overall cost of their platform
- 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 Simpleview's marketing team to work more efficiently

Company Profile

Company:
Simpleview

Company Size:
Medium Enterprise

Industry:
Technology: Software and Programming

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](#)