

# 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](#)