

USAI Lighting

Introduction

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



“Act-On has helped us generate more leads, and improved our ability to track and analyze our email marketing efforts.”

Challenges

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

- Inadequate lead generation (lead volume, quality)
- An inability to effectively segment & nurture contacts

Use Case

USAI Lighting was not using a marketing automation platform prior to Act-On.

Results

USAI Lighting said Act-On has made it easier to develop campaigns.

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

USAI Lighting said Act-On's active contact pricing model allows them to grow their database without incurring additional costs.

Act-On's customer support and Act-On University enabled USAI Lighting's marketing team to increase the number of outbound marketing efforts

Company Profile

Company:
USAI Lighting

Company Size:
Medium Enterprise

Industry:
■ Lighting*

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](#)