

# Verimatrix

## Introduction

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



“Act-On helps market to our customers and partners more easily and efficiently, and has given us the tools we need to measure our ROI and share it with our executive leadership.”

## Challenges

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

- Overly time-consuming campaign development
- An inability to effectively segment & nurture contacts
- Difficulty in measuring marketing's impact

## Use Case

Verimatrix was using only Salesforce before purchasing Act-On.

## Results

Act-On has helped Verimatrix 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.)
- Made it easier to demonstrate marketing's impact

Verimatrix said Act-On's active contact pricing model reduces the overall cost of the platform.

Verimatrix achieved a return on investment in Act-On in 2-3 months.

Act-On's customer support and Act-On University enabled Verimatrix's marketing team to achieve the following:

- 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
- Work more effectively with Sales

### Company Profile

Company:  
**Verimatrix**

Company Size:  
**Medium Enterprise**

Industry:  
**Computer Software**

### 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](#)