

Frontline Telemarketing

Introduction

This case study of Frontline Telemarketing is based on a February 2018 survey of Act-On customers by TechValidate, a 3rd-party research service.



“I believe in Act-On 100%. It helps us focus on customers who are engaging with us and nurture them further.”

Challenges

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

- Inadequate lead generation (lead volume, quality)
- Disconnected marketing efforts and systems (email, webinars, CRM, etc.)
- Difficulty in measuring marketing's impact

Frontline Telemarketing previously used an email service provider (MailChimp, Constant Contact, etc.)

Use Case

The features and functionalities that were most important to Frontline Telemarketing in their selection of Act-On:

- Ease of use
- Outbound marketing (email campaigns, nurture programs, etc.)

Results

Frontline Telemarketing is experiencing the following benefits with Act-On:

- An improvement to lead nurturing and buyer management
- Easier to analyze marketing's performance
- Faster sales cycle
- Is implementing campaigns 2x faster
- Increased lead generation by more than 30%

Act-On's customer support and Act-On University enables Frontline Telemarketing's marketing team to:

- Build and launch campaigns more quickly
- Expand the number of members who are able to use the platform
- Improve the quality of their programs

Company Profile

Company:
Frontline Telemarketing

Company Size:
Small Business

Industry:
Marketing & Advertising

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](#)