

SKF Slovensko Spol. S R.O.

Introduction

This case study of SKF Slovensko Spol. S R.O is based on a February 2018 survey of Act-On customers by TechValidate, a 3rd-party research service.



“Act-On is easy to use and has increased our leads, provided greater analytics and visibility into our campaigns, and strengthened our connections with our target market.”

Challenges

The business challenges that led SKF Slovensko Spol. S R.O. 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

Use Case

The features and functionalities that were most important to SKF Slovensko Spol. S R.O. in their evaluation and selection of Act-On:

- Ease of use
- Inbound marketing (forms, landing pages, social media, etc.)
- Outbound marketing (email campaigns, nurture programs, etc.)
- Reporting and analytics

Results

SKF Slovensko Spol. S R.O. is experiencing the following benefits with Act-On:

- Easier to analyze marketing's performance
- Time and resource savings
- Greater ability to send targeted campaigns based on segmentation or funnel stage
- Stronger alignment of marketing and sales efforts
- Achieved ROI within 2-3 months.
- Is implementing campaigns more than 4x faster
- Increased lead generation by more than 30%

Act-On's customer support and Act-On University enables marketing teams to:

- Work more efficiently
- Build and launch campaigns more quickly
- Work more effectively with Sales

Company Profile

Company:
SKF Slovensko Spol. S R.O.

Company Size:
Large Enterprise

Industry:
Manufacturing: Assorted Products

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](#)