**ACT-ON CUSTOMER SUCCESS SNAPSHOT**

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](#)

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**Research by:** TechValidate

Published: Mar 21, 2018  TVID: 92A-DD8-B0E