

# Dezrez Services

## Introduction

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



“Act-On helps me deliver better and faster automated campaigns, and has increased both our inbound and outbound leads.”

## Challenges

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

- Inadequate lead generation (lead volume, quality)
- Overly time-consuming campaign development
- Disconnected marketing efforts and systems (email, webinars, CRM, etc.)
- Inability to effectively segment and nurture contacts
- Ineffective sales enablement (lead hand-off, prioritization, and follow-up)

## Use Case

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

- Ease of use
- CRM integration (for lead prioritization, sales enablement, etc.)
- Outbound marketing (email campaigns, nurture programs, etc.)
- Reporting and analytics
- Act-On's native integration with Microsoft Dynamics.

## Results

Dezrez Services is experiencing the following benefits with Act-On:

- An improvement to lead nurturing and buyer management
- Time and resource savings
- Greater ability to send targeted campaigns based on segmentation or funnel stage
- Is implementing campaigns 3x faster
- Increased lead generation by more than 20%

Act-On's customer support and Act-On University enables Dezrez Services' marketing team to:

- Work more efficiently
- Build and launch campaigns more quickly
- Increase the number of outbound marketing efforts
- Work more effectively with Sales

### Company Profile

Company:  
**Dezrez Services**

Company Size:  
**Medium Enterprise**

Industry:  
**Technology: Software & Programming**

### 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](#)