

HarveyDavid

Introduction

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

“Act-On has enabled us to create more advanced campaigns with relative ease, improving our overall marketing presence and efficiency. The platform’s range of tools and the company’s exemplary customer support are unrivaled. Other competitors offering the same features and benefits are considerably more expensive.”

Challenges

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

- Inadequate lead generation (lead volume, quality)
- Disconnected marketing efforts and systems (email, webinars, CRM, etc.)

HarveyDavid previously used Marketo, HubSpot, and Eloqua marketing automation platforms.

Use Case

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

- Ease of use
- CRM integration (for lead prioritization, sales enablement, etc.)
- Inbound marketing (forms, landing pages, social media, etc.)
- Outbound marketing (email campaigns, nurture programs, etc.)
- Reporting and analytics
- Customer support
- Act-On’s native integration with Salesforce

Results

HarveyDavid is experiencing the following benefits with Act-On:

- Time and resource savings
- Stronger alignment of marketing and sales efforts
- Is implementing campaigns 2x faster
- Increased lead generation by more than 20%

Act-On’s customer support and Act-On University enables HarveyDavid’s marketing teams to work more efficiently.

Company Profile

Company:
HarveyDavid

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](#)