

JAR Technologies

Introduction

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



“I give Act-On an NPS of 10/10. The platform has helped us increase our leads and improve lead quality, and I love the web tracking data it provides.”

Challenges

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

- Inadequate lead generation (lead volume, quality)
- Inability to effectively segment and nurture contacts

Use Case

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

- Ease of use
- Act-On's integration with ZoHo.

JAR Technologies previously used Marketo and Eloqua marketing automation platforms.

Results

Jar Technologies is experiencing the following benefits with Act-On:

- An increase in revenue
- Faster sales cycle
- Achieved ROI within 4-6 months
- Is implementing campaigns 3x faster
- Increased lead generation by more than 20%

Act-On's customer support and Act-On University enables Jar Technologies' marketing team to:

- Work more efficiently
- Improve the quality of their programs

Company Profile

Company:
JAR Technologies

Company Size:
Small Business

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](#)