

TrustYou GmbH

Introduction

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



Act-On is a smart, practical, easy-to-use platform that has increased our leads and saved us time. It's also given us better visibility into our marketing efforts and improved our reporting and analytic capabilities.

Challenges

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

- 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 TrustYou 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

TrustYou is experiencing the following benefits with Act-On:

- An improvement to lead nurturing and buyer management
- Easier to analyze marketing's performance
- Time and resource savings
- An increase in revenue
- Faster sales cycle
- Greater ability to send targeted campaigns based on segmentation or funnel stage
- Stronger alignment of marketing and sales efforts
- Achieved ROI within 2 months
- Is implementing campaigns 4x faster
- Increased lead generation by more than 50%

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

- Work more efficiently
- Build and launch campaigns more quickly
- Expand the number of members who are able to use the platform
- Work more effectively with Sales

Company Profile

Company:
TrustYou

Company Size:
Small Business

Industry:
Hospitality

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](#)