

# Orbit Group

## Introduction

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



“Act-On has made it easier for us to identify and respond to profitable opportunities across all stages of the funnel, and the ability to segment and automate based on buyer behaviour is invaluable.”

## Challenges

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

- Inadequate lead generation (lead volume, quality)
- Disconnected marketing efforts and systems (email, webinars, CRM, etc.)
- Inability to effectively segment and nurture contacts

Orbit Group previously used Pardot marketing automation and an email service provider (MailChimp, Constant Contact, etc.)

## Use Case

The features and functionalities of Act-On that were most important to Orbit Group 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
- Act-On's native integration with Microsoft Dynamics

## Results

Orbit Group is experiencing the following benefits with Act-On:

- Greater ability to send targeted campaigns based on segmentation or funnel stage
- Stronger alignment of marketing and sales efforts
- Is implementing campaigns 3x 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
- Increase the number of outbound marketing efforts
- Work more effectively with Sales

### Organization Profile

Organization:  
**Orbit Group**

Industry:  
**Non-profit**

### 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](#)