ACT-ON CUSTOMER SUCCESS SNAPSHOT

RSA Insurance

Introduction

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

"Act-On enables us to have better-targeted campaigns resulting in stronger lead generation. We can provide performance and effect on sales to the business."

Challenges

The business challenges that RSA Insurance 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)
- Difficulty in measuring marketing’s impact

RSA Insurance previously used Enabler email marketing software.

Use Case

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

- Ease of use
- Inbound marketing (forms, landing pages, social media, etc.)
- Outbound marketing (email campaigns, nurture programs, etc.)
- Act-On’s native integration with Salesforce

Results

RSA Insurance is experiencing the following benefits with Act-On:

- Easier to analyze marketing’s performance
- 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 RSA Insurance’s marketing team to:

- Work more efficiently
- Build and launch campaigns more quickly
- Improve the quality of their programs

Company Profile

Company: RSA Insurance
Company Size: Large Enterprise
Industry: Insurance

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

Source: Nicola Harris, Campaign Manager, RSA Insurance