

# 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](#)