

BCA Autoauktionen

Introduction

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



“Act-On has saved us time and enabled us to upload lists faster. The platform’s analytics also have improved visibility into our marketing efforts.”

Challenges

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

- Overly time-consuming campaign development
- Difficulty in measuring marketing’s impact

BCA Autoauktionen previously used an email service provider (MailChimp, Constant Contact, etc.) and Contao.

Use Case

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

- Ease of use
- 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

BCA Autoauktionen is experiencing the following benefits with Act-On:

- Easier to analyze marketing’s performance
- Is implementing campaigns 2x faster

Company Profile

Company:
BCA Autoauktionen

Company Size:
Large Enterprise

Industry:
Transportation

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](#)