

Draycir

Introduction

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

“Act-On has provided us with more leads by identifying previously unknown web visitors. The platform has also given us a useful way to automatically alert sales about inbound leads.”

Challenges

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

- Inadequate lead generation (lead volume, quality)

Use Case

The features and functionalities that were most important to Draycir 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.)
- Customer support
- Act-On's native integration with Microsoft Dynamics

Results

Draycir is experiencing the following benefits with Act-On:

- Time and resource savings
- An increase in revenue
- Achieved ROI within 4-6 months
- Is able to implement campaigns 2x faster
- Increased lead generation by more than 30%

Act-On's customer support and Act-On University enabled Draycir's marketing team to:

- Expand the number of members who are able to use the platform
- Increase the number of outbound marketing efforts

Company Profile

Company:
Draycir

Company Size:
Small Business

Industry:
Technology: Software & Programming

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](#)