

Xoomworks LTD

Introduction

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



“Act-On seamlessly integrates with SugarCRM and provides insight into our digital engagements. It’s helped us stay top of mind with our buyers, and proved to the board that lead generation and sales development are critical parts of the business.”

Challenges

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

- Disconnected marketing efforts and systems (email, webinars, CRM, etc.)
- Inability to effectively segment and nurture contacts
- Difficulty in measuring marketing’s impact

Xoomworks previously used an email service provider (MailChimp, Constant Contact, etc.).

Use Case

The features and functionalities that were most important to Xoomworks 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 Sugar

Results

Xoomworks is experiencing the following benefits with Act-On:

- An improvement to lead nurturing and buyer management
- Easier to analyze marketing’s performance
- Faster sales cycle
- Greater ability to send targeted campaigns based on segmentation or funnel stage
- Stronger alignment of marketing and sales efforts
- Is implementing campaigns more than 4x faster with Act-On.
- Increased lead generation by more than 30%

Act-On’s customer support and Act-On University enables Xoomworks’ marketing team to improve the quality of their programs.

Company Profile

Company:
Xoomworks

Company Size:
Medium Enterprise

Industry:
Business Services

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](#)