

AB SKF

Introduction

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



“Act-On improved our marketing program’s ROI and the ability to see our results.”

Challenges

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

- Disconnected marketing efforts and systems (email, webinars, CRM, etc.)
- Inability to effectively segment and nurture contacts

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

Use Case

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

- CRM integration (for lead prioritization, sales enablement, etc.)
- Reporting and analytics
- Act-On’s integration with Siebel CRM

Results

AB SKF is experiencing the following benefits with Act-On:

- Easier to analyze marketing’s performance
- Greater ability to send targeted campaigns based on segmentation or funnel stage
- Achieved ROI within 4-6 months
- Is implementing campaigns 2x faster
- Increased lead generation by more than 20%

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

Company Profile

Company:
AB SKF

Company Size:
Large Enterprise

Industry:
Manufacturing: Assorted Products

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](#)