

# BCA España

## Introduction

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



“Act-On’s analytics has given us greater visibility into our marketing efforts.”

## Challenges

The business challenge that led BCA España to evaluate and ultimately select Act-On was inadequate lead generation (lead volume, quality).

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

## Use Case

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

- CRM integration (for lead prioritization, sales enablement, etc.)
- Outbound marketing (email campaigns, nurture programs, etc.)
- Act-On’s native integration with Salesforce

## Results

BCA España 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 in 4-6 months.
- Is implementing campaigns 2x faster

### Company Profile

Company:  
**BCA España**

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](#)

Source: Noel Garcia, Marketing Professional, BCA España

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Research by TechValidate