ACT-ON CUSTOMER SUCCESS SNAPSHOT

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:

Source: Noel Garcia, Marketing Professional, BCA España

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