

Meon

Introduction

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



“Act-On’s native integration with NetSuite and the templates available for campaign production are great benefits.”

Challenges

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

- Inadequate lead generation (lead volume, quality)
- Disconnected marketing efforts and systems (email, webinars, CRM, etc.)

Use Case

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

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

Results

Meon is experiencing the following benefits with Act-On:

- An improvement to lead nurturing and buyer management
- Easier to analyze marketing’s performance
- Greater ability to send targeted campaigns based on segmentation or funnel stage
- Is implementing campaigns 4x faster
- Increased lead generation by more than 40%

Act-On’s customer support and Act-On University enables marketing teams to:

- Work more efficiently
- Build and launch campaigns more quickly
- Increase the number of outbound marketing efforts
- Work more effectively with Sales

Company Profile

Company:
Meon

Company Size:
Small Business

Industry:
Infrastructure and Engineering

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](#)