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

Source: Gary Spencer, Owner, Meon
Research by TechValidate