Introduction

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

“Act-On provides better analytics on our email campaigns and has improved our ability to nurture leads.”

Challenges

The business challenges that led SKF B.V. to evaluate and ultimately select Act-On:

- Inadequate lead generation (lead volume, quality)
- Disconnected marketing efforts and systems (email, webinars, CRM, etc.)
- Ineffective sales enablement (lead hand-off, prioritization, and follow-up)
- Difficulty in measuring marketing’s impact

Use Case

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

- CRM integration (for lead prioritization, sales enablement, etc.)
- Inbound marketing (forms, landing pages, social media, etc.)
- Outbound marketing (email campaigns, nurture programs, etc.)
- Reporting and analytics
- Act-On’s integration with Siebel CRM

Results

SKF B.V. 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
- Stronger alignment of marketing and sales efforts
- Achieved ROI in 2-3 months.
- Is implementing campaigns 3x faster
- Increased lead generation by more than 10%

Act-On’s customer support and Act-On University enables SKF B.V.’s marketing team to:

- Build and launch campaigns more quickly
- Increase the number of outbound marketing efforts

Source: Ringo van Voorst, Marketing Manager, SKF B.V.

Learn More: 

Company Profile

Company: SKF B.V.
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: 

Research by TechValidate