

# SKF B.V.

## 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 o 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

### 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:

[Act-On](#)

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

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Research by TechValidate