

SKF Estonia OÜ

Introduction

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

“Act-On is a very comprehensive tool and has given us a better overview of our campaigns and how they perform. Creating forms is easy, and we can segment our audience into different groups based on what would appeal to them.”

Challenges

The business challenges that led SKF Estonia OÜ to evaluate and ultimately select Act-On:

- Inability to effectively segment and nurture contacts
- Ineffective sales enablement (lead hand-off, prioritization, and follow-up)
- Difficulty in measuring marketing's impact

SKF Estonia OÜ previously used ExactTarget email marketing solution.

Use Case

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

- Inbound marketing (forms, landing pages, social media, etc.)
- Outbound marketing (email campaigns, nurture programs, etc.)
- Reporting and analytics

Results

SKF Estonia OÜ is experiencing the following benefits with Act-On:

- Easier to analyze marketing's performance
- Time and resource savings
- Greater ability to send targeted campaigns based on segmentation or funnel stage
- Stronger alignment of marketing and sales efforts
- Is implementing campaigns 2x faster
- Increased lead generation by more than 20%

Act-On's customer support and Act-On University enables SKF Estonia OÜ's marketing team to:

- Build and launch campaigns more quickly
- Expand the number of members who are able to use the platform
- Improve the quality of their programs
- Work more effectively with Sales

Company Profile

Company:
SKF Estonia OÜ

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](#)

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Validated Published: Mar. 13, 2018 TVID: 1FE-EAA-6C4

Research by  TechValidate