

SKF Mexico

Introduction

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



“Act-On is user-friendly and has enabled us to design better messages.”

Challenges

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

- Inadequate lead generation (lead volume, quality)
- Overly time-consuming campaign development
- Disconnected marketing efforts and systems (email, webinars, CRM, etc.)

Use Case

Customer support was the most important feature to SKF Mexico in their selection of Act-On.

Results

SKF Mexico is experiencing the following benefits with Act-On.

- Easier to analyze marketing's performance
- Is implementing campaigns 3x faster
- Increased lead generation by more than 30%

Act-On's customer support and Act-On University enables SKF Mexico's marketing teams to work more efficiently.

Company Profile

Company:
SKF Mexico

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](#)