

SKF Industrie

Introduction

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



“Act-On adds a vast amount of functionality to Oracle CRM and has improved our ability to leverage customer data. ”

Challenges

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

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

SKF Industrie previously used ExactTarget email marketing software.

Use Case

The features and functionalities that were most important to SKF Industrie 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.)

Results

SKF Industrie is experiencing the following benefits with Act-On:

- Greater ability to send targeted campaigns based on segmentation or funnel stage
- Stronger alignment of marketing and sales efforts
- Achieved ROI in less than 2 months.
- Is implementing campaigns 2x faster

Company Profile

Company:
SKF Industrie

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](#)