

SKF

Introduction

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



“Act-On’s detailed analytics help us prove the results of our campaigns and share them with our business units.”

Challenges

The business challenges that led SKF 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 previously used Marketo marketing automation and an Email Service Provider (MailChimp, Constant Contact, etc.)

Use Case

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

- Ease of use
- CRM integration (for lead prioritization, sales enablement, etc.)
- Inbound marketing (forms, landing pages, social media, etc.)
- Reporting and analytics
- Act-On’s native integration with Salesforce

Results

SKF is experiencing the following benefits with Act-On:

- Improved lead nurturing and buyer management
- Time and resource savings
- Greater ability to send targeted campaigns based on segmentation or funnel stage
- Achieved ROI within 6 months
- Implementing campaigns 3x faster with Act-On
- Increased lead generation by more than 30%

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

- Work more efficiently
- Build and launch campaigns more quickly
- Improve the quality of programs

Company Profile

Company:
SKF

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](#)