

Shoshana Technologies

Introduction

This case study of Shoshana Technologies is based on an October 2017 survey of Act-On customers by TechValidate, a 3rd-party research service.



“Act-On’s platform has given us a solid base on which we can build a more efficient marketing machine, and the company pays personal attention to our needs.”

Challenges

The business challenges that led Shoshana Technologies to evaluate and ultimately select Act-On:

- Ineffective sales enablement (lead hand-off, prioritization, & follow-up)
- Difficulty in measuring marketing’s impact

Use Case

Shoshana Technologies previously used:

- HubSpot inbound marketing and sales platform.
- Salesfusion sales and marketing automation platform.

Results

Act-On performs better than Shoshana Technologies’s previous marketing automation platforms in the following ways:

- Improved lead generation (i.e. better approach and/or results)
- Easier campaign development
- Better sales enablement (lead hand-off, prioritization, & follow-up)

Shoshana Technologies achieved ROI in less than 6 months.

Act-On’s Active Contact Pricing Model forced Shoshana Technologies to think about marketing in a new way, in terms of list cleaning and segmentation.

Act-On’s customer support and Act-On University enabled Shoshana Technologies’s marketing team to:

- Work more efficiently
- Build & launch campaigns more quickly
- Increase the number of outbound marketing efforts
- Improve the quality of their programs
- Work more effectively with Sales

Company Profile

Company:
Shoshana Technologies

Company Size:
Small Business

Industry:
Computer Software

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](#)