

US Fleet Tracking Nets 30K Out of the Gate with First Ever Act-On Marketing Campaign

As a savvy marketer, US Fleet Tracking's Sam Sims knows the value of capturing actionable data for targeted lead generation. But as he began searching for a marketing automation solution, he knew he would have to find a product that could not only track information, but also communicate across multiple systems in widespread markets. In Act-On, he found the answer. The Black Friday campaign he designed and implemented using Act-On proved a resounding success, earning \$30,000 from a single campaign. "Act-On more than paid for itself right off the bat," said Sims, US Fleet Tracking's director of public relations and marketing. "It paid for service; it paid for time – and we still made additional money."

Sims couldn't be more impressed with the streamlined simplicity of Act-On's point-to-click integrations or the way it delivers the required communications across multiple systems. He refers to Act-On as "the technology backbone that ties together the company's sales and marketing teams with the accounting, and technology teams." Because the solution is accessible from both desktop and mobile devices, Sims says the company is able to respond directly and quickly to its client base, with clear communication among teams. "We're able to pull more triggers more quickly. With Act-On we're more nimble."

Finding the Best Match

After reviewing competitive technologies, US Fleet Tracking narrowed its choices down to two. He says the decision to select Act-On was clear after talking to Act-On representatives and finding they listened carefully to his business objectives, asked questions that revealed a "partners in the solution"

USFleetTracking

A leader in the asset and vehicle tracking industry, US Fleet Tracking is a GPS tracking manufacturer providing Internet-based access to vehicle tracking and asset management.

Having instant insight into the location of vehicles and assets at all times enables a host of benefits, including decrease in fuel costs, increases in efficiencies in the fleet, increased service technician productivity and more effective route management.

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Director of Public Relations and Marketing,
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approach and brainstormed solutions optimized for US Fleet Tracking, rather than standard, off-the-shelf designs. Sims also likes Act-On's month-to-month service model, which is similar to US Fleet Tracking's. "Act-On's service stands on its own merits, like ours," said Sims.

Immediate Success

Sims said he was surprised at how quickly the Black Friday campaign showed results. In real time, within the Act-On dashboard, he was able to see which clients received the email he sent, whether they clicked on it, and whether they went to the website to research the products in the promotion. He was even able to see whether clients did research on similar products. "I was able to track what clients were doing from product to product. That insight has led me to additional marketing campaigns – all because Act-On showed me this data," he said.

At every level, the campaign was a success, according to Sims, who launched the promotion on the Wednesday before Thanksgiving. Not only was the response from clients enthusiastic, but an estimated 25% of the clients who participated in the campaign filled out a call-back form that enabled enhanced data capture and alerts for his sales team.

Speaking the Same Language and Delivering Quantifiable Data

One of US Fleet Tracking's biggest problems prior to implementing Act-On was a lack of transparency and integration between software solutions in different departments. This caused a disconnect, making people unable or reluctant to read or understand the data marketing provided. Now, Act-On ties marketing directly to the Salesforce system used by the sales team, providing information in the exact format with which they

We are now tailoring our message based on our clients' needs as identified through Act-On. Act-On gathers the information for us more efficiently than a cold call team would be able to, freeing our representatives to spend their time responding to qualified leads.

SAM SIMS

are already familiar. As a result, the sales team sees immediate benefits of getting information into the Salesforce database: potential and current clients can be included in marketing promotions. Integration was so seamless that sales and marketing communication has been streamlined and strengthened without additional effort or training.

Communication with accounting is also simpler and more effective with Act-On. After deploying Act-On, Sims was able to generate reports that provided measurements and analysis of campaign performance. He sent those reports to the accounting team, so the two departments can compare numbers. Further, Sims is now able to furnish quantifiable results that demonstrate how marketing programs impact the bottom line. "With Act-On, I'm able to show directly that this software and its integration into our systems makes us money. I'm able to show the accounting and executive teams the exact amount."

About Act-On Software

Act-On Software is a marketing automation company delivering innovation that empowers marketers to do the best work of their careers. Act-On is the only integrated workspace to address the needs of the customer experience, from brand awareness and demand generation, to retention and loyalty. With Act-On, marketers can drive better business outcomes and see higher customer lifetime value. The Act-On platform provides marketers with power they can actually use, without the need for a dedicated IT resource.

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