Act-On is a software-as-a-service product aimed at the automation of B2B and B2C marketing campaigns. It includes tools which make marketing quicker and simpler, reducing the labour and time intensiveness of landing-pages, lead management, social media prospecting, CRM integration, email marketing, webinar management and analytics among other things.

Act-On pushes the boundaries of marketing automation, delivering a Twitter Prospector in 2010, a responsive email composer and a mobile app in 2014, a Google Chrome application (‘Act-On Anywhere’) which allows users access to data and functionality across all web browsers in 2015, as well as many more innovations.

Competing in a crowded marketplace is tough, even when your services are as good as Act-On’s, but here at Click Consult we were able to deliver everything they were looking for and more.

Through intensive competitor and market research using our suite of company built, industry leading software, we were able to develop a deep and well characterised marketing persona before embarking on a PPC campaign which was aimed at adding a real third dimension to the company’s interaction with their target market, increasing relevance and personalisation to really speak to their potential customers, making them aware of the great services Act-On could offer them.
“WE HAVE DONE TOO WELL IN OUR LEAD GEN EFFORTS THIS QUARTER AND HAVE PRODUCED MORE LEADS THAN OUR SALES TEAM CAN HANDLE!”

LINDA WEST, DIRECTOR OF MARKETING, ACT-ON

THE RESULTS SO FAR

Since we began working with Act-On the results have been truly impressive:

- **50.3%** REDUCTION IN COST PER CLICK
- **2.3%** REDUCTION IN COST PER ACQUISITION
- **55.9%** CONVERSIONS INCREASED BY
- **206.6%** CLICKS INCREASED BY