



“One of the main appealing factors with Act-On was that it delivered all our key requirements and gave us additional tools without additional costs.”

Carter Perez,
Vice President, Sales and Marketing,
HA Advantage

HA Advantage Goes from ‘0 to 60’ Using the Act-On Marketing Platform

RAMP UP QUICKLY

As with any start-up, the key to success is ramping up quickly. HA Advantage’s seasoned marketing group of two, while short on resources, is certainly not short on vision or ideas. They knew it was just a matter of finding the right solution that would enable them to launch their strategies and messages quickly. More importantly, they needed a solution that would give them the ability to immediately start generating inbound responses and leads for the sales team.

“It’s all about creating conversations, and deploying strategies that help keep those conversations alive,” said Aaron Bolshaw, Director of Marketing & Inside Sales, HA Advantage.

From the onset, HA Advantage knew that email marketing was going to be a large component of their marketing mix. However, the key was finding the right platform that could help them not only launch email campaigns, but give them the tools to effectively nurture prospects through the pipeline, including scoring and efficiently distributing qualified leads to sales.

FINDING THAT “ONE-STOP” SOLUTION

“The process of launching and managing campaigns is always very time-intensive. In the past I’ve had to rely on a team of graphic designers, HTML resources, writers, and CRM system integrators just to get a campaign out the door and working correctly,” Bolshaw said.

The typical labor-intensive and expensive model of executing and managing campaigns was never an option for this fast-paced startup. As they quickly short-listed different marketing vendors, they found many solutions that would automate and manage different components of their marketing strategies. But their end goal was to not have to work with multiple systems, platforms and resources as they had done in the past. Simply put, they wanted to find “Something that did everything” – and did it well, with analytics and engagement features.

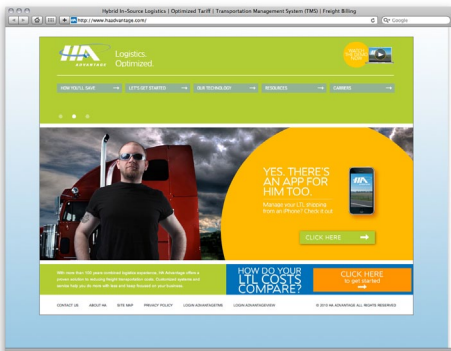
Key requirements included:

- Salesforce integration
- Strong email functionality and proven deliverability
- Lead scoring
- Robust reporting
- Automated nurturing
- Ease of use

With Act-On’s comprehensive marketing platform, not only were HA Advantage’s main requirements satisfied, but **additional functionality – without additional costs** – was pivotal in their decision to move forward with Act-On. Those additional features included:

- **Next-Generation Website Visitor Tracking** – providing essential insight on prospect behavior, interests and activities
- **Twitter Prospector** – built-in, to easily monitor and engage in Twitter conversations

Plus, with **Act-On’s “zero commitment” month-to-month contract**, HA Advantage knew that it had found the right solution.



COMPANY PROFILE

HA Advantage

Using a unique, hybrid IN-sourcing logistics program and independent tariff, HA Advantage gives shippers the right tools, data and processes to cut LTL freight costs by 15-20% while improving control over operations.

HEADQUARTERS

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Act-On customer since 2009



LAUNCHING CAMPAIGNS IN JUST A FEW WEEKS

HA Advantage was able to **set up Act-On quickly** and was **launching campaigns in a matter of weeks**. And while the system is easy to use, the live support helped the company put fundamental processes in place to ensure long-term success.

“The system is very intuitive; still, **having access to a superior support team has made the comfort level of using the tool even that much better**,” said Bolshaw.

KEEPING CONVERSATIONS ALIVE: NURTURE PROSPECTS TO WIN LONG-TERM SALES

“Act-On enables us to use drip campaigns,” said Bolshaw. “We know that about 70% of the folks we initially meet with that don’t take the next step in our sales process aren’t saying ‘No’ – they’re saying ‘Not right now.’ **The key is to stay in front of them, and we do that with drip campaigns.**”

“Here’s a classic example of how we use Act-On to stay in front of a prospect: We originally met with a particular opportunity about a year ago. We got data, put a contract in front of them, showed how our solution provided value, etc. Then – it just went cold. **Because we were able to keep in front of them in a friendly, useful way with emails, white papers and webinars, we’re re-starting discussions,**” said Bolshaw.

RESULTS

HA Advantage is quickly growing its email database, and has more than doubled its sending performance – with over a million sent emails currently projected by the end of 2011. Based on Act-On’s tracking capabilities, HA Advantage has been able to **monitor and tweak its campaigns while they’re in progress**, ultimately improving campaign results.

And while any veteran marketing person knows that “content is king,” having a platform that easily and effectively gets your message out to the market is crucial to any marketing organization’s success.

MOVING FORWARD

As HA Advantage grows, Act-On continues to grow and scale with the company. As an SaaS provider, Act-On continues to roll out new features and functionality regularly.

“From the beginning it’s been clear that **Act-On is a partner in our success**; they listen to us and continue to focus on improving their already best-in-class platform,” said Bolshaw. “Ultimately, my job is to get people to raise their hands, and with Act-On I’m able to effectively do this.”

About Act-On Software

Act-On Software’s Integrated Marketing SaaS Platform is rapidly becoming the foundation for successful marketing departments in organizations of all sizes.

Act-On’s highly intuitive user interface, Instant-On™ database, and complete online marketing tool set have enabled the accelerated adoption of marketing automation technologies by smaller marketing teams without dedicated database maintenance, process analysis and IT support.

Act-On Software is located in Portland, Oregon, and is backed by Trinity Ventures, US Venture Partners, and Voyager Capital.

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