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—Michael Malmrose
Vice President, Marketing
MedQuest Solutions



COMPANY PROFILE

MedQuest Solutions

Provides products and services for the healthy aging market.

HEADQUARTERS

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Act-On Customer Since 2010

Act-On Tames Marketing Fragmentation, Increases Lead Quality for MedQuest

Marketing Automation supports Lead Generation and Nurturing

MedQuest Solutions is focused on the healthy aging market. The company provides physicians and patients with pharmaceutical services and lab work, and designs and manufactures supplements. Its physician services include CME-accredited courses and a software system with electronic medical records. MedQuest is built on a foundation of uncompromising insistence on high quality and consistent, dependable service. The company has earned a stellar reputation in the medical community and has grown exponentially year after year.

Michael Malmrose, MedQuest’s VP of Marketing, is responsible for creating and implementing strategies for promoting and selling products and services to achieve MedQuest’s financial objectives.

FIGHTING MARKETING FRAGMENTATION

When Michael took over MedQuest marketing, he found a system riddled with challenges. He noted, “The biggest ones were: Not having all of our customers and leads in one system. Not being able to see data about email campaigns. Not having one master location for web form submittal. Not having the capability to set up some kind of automated drip campaign.”

CHOOSING ACT-ON

“The choice was really between Act-On and Marketo,” said Michael. “I chose Act-On because it fit my key criteria – cost, ease of implementation, capabilities – more precisely. The deal closer was that Act-On can do drip campaigns based on time and behavior. The big bonus is that it’s turned out to be so easy to use. I’m very satisfied with Act-On and the support I’ve received.”

ACT-ON MANAGES MARKETING BASICS

“Act-On has solved several of our problems already. We can consolidate customers and leads in one system, and profile them easily. We can add columns to further categorize the leads. There’s a quick reporting tool so we can see how many leads are in which stages of the sales process, and we like the statistics Act-On provides.”

NURTURING LEADS

“It’s very useful to be able to send follow-up emails to a prospect based on that prospect’s unique set of behaviors. The opportunity to cultivate prospects through the sales funnel should help us keep from losing leads that might be slow-moving. Right now we generate lists for the sales team to let them know who’s hot, but we’re planning to integrate with Salesforce.com so the reps can just log in and see that data.”



INTEGRATING ACT-ON WITH OTHER PLATFORMS IS “A BREEZE”

“We have only done one webinar to date, but I plan to step that up to one or more per month. Getting a WebEx event set up and running in Act-On was a breeze,” said Michael.

“We also use Authorize.Net as our payment solution, and it was easy to integrate with the Act-On forms.”

AUTOMATION MAKES IT EASY TO HANDLE MORE LEADS

“Our leads come from all over: SEO, PPC, mailers, trade shows, and so on. Act-ON automates what happens after forms are submitted, which makes things much easier. As we increase our efforts and our ad spend, we see more leads; thanks to Act-On, we can manage a higher volume of leads effectively.”

BETTER DATA = BETTER FOLLOW-UP; BETTER FOLLOW-UP = MORE SALES

“Act-On allows us to better qualify the leads that come in. We determine the quality of a lead based upon how many actions they take, and with Act-On we have a very good picture of those actions. Better follow-up, because of better data about a lead, is helping us close more sales.”

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, Voyager Capital and Cisco.

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