



“Act-On enables us to convey a professional corporate image that makes us appear much bigger than we actually are, at a low dollar spend.”

— **Kari Seas**
Vice President,
Marketing Communications
SwiftKnowledge, LLC.



COMPANY PROFILE

SwiftKnowledge

Global software provider of powerful, patented business intelligence technology

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Act-On Customer Since 2009

One-Person Marketing Department Gets Big-Company Results

SwiftKnowledge Uses Act-On to Power Sophisticated Campaigns

SwiftKnowledge, LLC is a global software provider of powerful, patented business intelligence (BI) technology delivering a breakthrough experience for business users. SwiftKnowledge's easy-to-use cloud-based platform drives strategic metrics and enables better decision-making throughout an organization.

Kari Seas, SwiftKnowledge's Vice President of Marketing communications, is tasked with creating innovative corporate marketing and lead generation campaigns. Previously, Kari led worldwide corporate marketing for Stellent (which was acquired by Oracle), helping to position the company as one of the top enterprise content management vendors in the world.

A DEPARTMENT OF ONE CAN BE VERY EFFECTIVE

At Stellent, Kari ran a 15-person marketing department. At SwiftKnowledge she's a department of one, so it's utterly critical that she have effective, efficient marketing technology to leverage her efforts.

FINDING THE INTEGRATED MARKETING TECHNOLOGY TO MAKE IT HAPPEN

While at Stellent, Kari and her team used Eloqua, WebEx and Salesforce.com to run online marketing campaigns.

“My impression of Eloqua was that it was very expensive and provided quite a bit of advanced functionality we didn't need or use. It also wasn't tightly integrated with WebEx and Salesforce.com,” says Kari.

Since WebEx was a critical application for her team, Eloqua's lack of tight integration resulted in the team having to manually pass information between the applications – a tedious, time-consuming and error-prone process.

Based on her past experience – and knowing she needed to run a professional, sophisticated marketing program on her own at SwiftKnowledge – Kari wanted an online marketing tool that would automate much of the manual work done by her previous team. Her top two selection criteria were cost and tight integrations with WebEx and Salesforce.com.

Her WebEx sales representative suggested she look at Act-On. “It was a brilliant suggestion,” says Kari. “We implemented Act-On, and I've never looked back.”

ACT-ON INTEGRATES WEBEX

Kari's strategy for SwiftKnowledge revolves around heavy use of webinars. She uses Act-On's integrated dashboard to run her WebEx meetings, and also to create and deploy the outbound promotional email blasts that drive prospect participation.

“Using Act-On, we can run a very professional webinar program with customized invites and tracking and reporting. The process is very smooth,” says Kari.

Kari also uses Act-On to create and manage the online forms used on the company’s website. Just as with WebEx programs and email campaigns, the process is managed from Act-On’s clean and simple user interface.

ACT-ON INTEGRATES SALESFORCE.COM

Act-On automatically integrates data into Salesforce.com in real time. This means all prospects and customers within Salesforce.com have their profiles automatically updated based on their responses to the various marketing campaigns and programs SwiftKnowledge executes.

ACT-ON PROVIDES REAL-TIME WEB TRAFFIC INTELLIGENCE

SwiftKnowledge’s executive team and sales development team review Act-On’s web traffic reports every day. The reports provide detailed intelligence about prospects’ actions and interests, thereby enabling sales and marketing staff to be more proactive at leveraging data for follow up and sales efforts.

ACT-ON GROWS WITH YOU

Act-On scales in both size and functionality. Kari reports that she uses Act-On more and more each day, as she discovers new features and as Act-On adds and refines functionality.

“The Act-On team is amazingly responsive and supportive; I look forward to working with them for a long time.”

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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