

# NuGrowth Sees 3x Increase in Leads with Act-On



NuGrowth Solutions, a leading provider of sales and marketing services “as a service,” uses Act-On Software as its exclusive marketing automation platform, not only internally but across all client accounts as well. Within the first six months of replacing its former marketing automation system with Act-On, NuGrowth has seen explosive growth. In tracking prospect engagement statistics over the first six months, across NuGrowth and its affiliate, Strategic Insurance Software (SIS). NuGrowth was able to identify a combined 34 percent increase in open rates; a combined Click-to-Open Ratio that more than doubled; and a combined increase in leads of 192 percent - nearly tripling the benchmark number prior to its Act-On implementation.



**ROI for us is also about Return on Impression – meaning the insights we gain that we would not have had otherwise. Our account executives are able to have more targeted conversations from the start and even if the prospect is not ready to evaluate or purchase, we’ve gained valuable information about their current situation, timing, and areas of interest.**

**MICHAEL DORAN**  
EVP of Marketing and Sales  
NuGrowth

## An Extensive Wish List/ A Powerful Solution

In the summer of 2012, NuGrowth was becoming increasingly dissatisfied with its former marketing automation system and compiled a list of “must-haves” for its new solution. Among them: integration with its Salesforce database, ease of use, robust reporting capability, drip marketing functionality, lead scoring, and real time visibility into prospect behavior. On every requirement, Act-On delivered. Not only did Act-On provide the full toolkit of features and seamless integration NuGrowth was seeking, it offered the additional benefit of a low-cost pricing model. NuGrowth knew it had found its new partner in marketing automation.

## Return on Impression – Beyond ROI

Since implementing Act-On in fall 2012, NuGrowth has had the opportunity to evaluate its ROI, not just in the traditional sense of Return on Investment, but in terms of what the company calls “Return on Impression” as well. “Like others, we use a financial formula to measure how many new opportunities are generated as a result of email marketing,” said Michael Doran, EVP of Marketing and Sales. “ROI for us means two things: Return on Investment and Return on Impression. One is a financial formula and the other an insight measurement, but both are equally important to our long consultative sales cycle. Act-On has proven its value for both, and provided us with intelligence that we would not have been able to garner otherwise. Today we can watch the quantity and frequency of impressions, learn who is paying attention to our content and increase the timeliness of the outreach – putting us in a better position to earn a prospect’s business.”

Kate Gluck, Director of Marketing at the company adds, “Because most of what we are selling requires a long consultative sales cycle, the monetary results are not always immediately apparent. What is apparent is the higher level of prospect interaction. We have higher click rates, higher download rates and higher direct response rates with Act-On.” All that leads to more conversations and, eventually, to more sales, she says.

NuGrowth Manager of Sales and Marketing Automation, Chuck Rue, also points out that the value of Act-On’s ROI is beyond the overtly financial. “As a marketing team, we are more efficient and can complete more projects with less staff,” he said. “Our clients are seeing more interaction from us, which means more leads and, ultimately, more closes. Act-On has made it possible to onboard new clients without incurring large overhead. The lifetime value of those clients is significant.”

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**KATE GLUCK**  
Director of Marketing,  
NuGrowth

## Distilling a Universe of Possibilities Into Qualified Opportunities

Since the adoption of Act-On, NuGrowth has gained the ability to execute on enhanced segmentation to deliver results to its sales teams immediately. Additionally, it can automate follow-up to prospects interacting with its campaigns and track and compare results more effectively than it did prior to the Act-On implementation.

Gluck points out that the company has learned that education-based content drives more interactions than sales-based content. "We have been able to leverage this and drive more people to our websites," she said. "That makes a positive brand impression, creating a warmer conversation environment for our sales reps and it helps us to score leads so that our reps can prioritize their outbound calling."

"We are taking a universe of possibilities and turning them into a solid batch of qualified opportunities," said Gluck.

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### **KATE GLUCK**

Director of Marketing,  
NuGrowth

## 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.

Connect with us to learn more

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