

EDUCATIONAL SOFTWARE PROVIDER MAXIMIZES MARKETING EFFORTS BY MAKING THE SWITCH TO SALESFUSION



Company Snapshot

Acrobatiq is an educational software provider backed by Carnegie Mellon University (CMU) that unites learning science, data and technology to enable educators and institutions to increase their course completion rates and decrease their costs per completer through evidence-based, personalized learning solutions. Their enterprise platform and services enable institutions to rapidly author, deliver, evaluate and continuously improve outcomes-based learning experiences that adapt to the needs of each learner.

The Story

Before adopting Salesfusion, the Acrobatiq team was a group of sophisticated marketing automation platform (MAP) users but had difficulty getting support from their previous vendor, Marketo, in a timely manner. They sought to partner with a MAP provider who specifically focused on the small to mid-size business category and had a services team willing to invest their time in helping Acrobatiq generate campaigns, landing pages, brand identity and other various marketing initiatives. However, they did not want to lose the landing pages and email templates as well as workflows they had spent three years developing with Marketo.

“In addition to an affordable, easy-to-use platform, Salesfusion set itself apart with a tailored and personalized approach that was not available from our previous provider,” said Alison Pendergast, CMO of Acrobatiq. “We had been using Marketo since day one of Acrobatiq three years ago, but as the level of support we were getting drastically decreased, we knew it was time to make the switch. Salesfusion’s team of experts provided a seamless transition, transferring templates and workflows, and continue to offer unparalleled support by executing campaigns to maximize our marketing efforts.”

THE PROBLEM:

- Lack of support from Marketo
- No SMB focus from MAP provider
- Lack of internal resources to take full advantage of MAP

THE SOLUTION:

- Seamless MAP transition
- Increased support from Salesfusion
- Salesfusion Managed Services team works as an extension of Acrobatiq team

THE RESULTS:

- Customized workflows, forms and templates stayed intact
- *Intro to Acrobatiq webinar series* launched with 150 registrants and nearly 50% attendance rate
- Acrobatiq focuses on strategy and messaging while relying on Salesfusion for execution of campaigns

After switching to Salesfusion, Acrobatiq was still able to keep their customized workflows, forms and templates connected to not only their MAP, but their Salesforce CRM as well. They were also able to work with the Managed Services team at Salesfusion to run their marketing campaigns, including their Intro to Acrobatiq webinar series - including emails, sign-ups, landing pages, etc. - a task the CMO was taking on with very little help in the past.

Since the launch of the Intro to Acrobatiq webinar series and emails, Acrobatiq had nearly a 50% webinar attendance rate. The first webinar in the series had 150 registrants and 71 webinar attendees.

“ I believe that the future of our sales and marketing efforts isn't based strictly on technology alone. By using Salesfusion as an extension of my marketing team to execute campaigns, I have more time to focus on messaging and company strategy to drive overall success. ”

— Alison Pendergast
Chief Marketing Officer,
Acrobatiq