

## EDUCATIONAL SOFTWARE PROVIDER MAXIMIZES MARKETING EFFORTS BY TRANSITIONING TO SALESFUSION AFTER SEEKING BETTER SUPPORT

### 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 improve outcomes-based learning experiences that adapt to the needs of each learner.

### GOALS

The Acrobatiq team was a group of sophisticated marketing automation platform (MAP) users, but were dissatisfied in Marketo's service and support experiences. They sought a solution specifically focused on the mid-sized market that had a services team willing to invest their time into helping Acrobatiq generate campaigns, build landing pages and develop their brand identity as well as assist with other various marketing initiatives. Acrobatiq aimed to find a solution that would transition their marketing assets, such as their landing pages and email templates, which they'd spent three years developing while using Marketo.

### RESULTS

Acrobatiq was able to transition their marketing assets while customizing workflows and optimizing processes. Moreover, the team is now able to focus their time on strategy and messaging while Salesfusion works behind the scenes to automate campaigns and execute tasks. Unlike their past experience with Marketo, Acrobatiq is pleased with the level of support Salesfusion offers, beginning with their transition from Marketo to Salesfusion and onward. "We had been using Marketo since day one of Acrobatiq, 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," stated Alison Pendergast, CMO of Acrobatiq.



"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."

—Alison Pendergast,  
Chief Marketing Officer

#### Customer

Acrobatiq

#### Industry

Educational Software

#### Headquarters

Pittsburgh, PA

#### Why Salesfusion

Needed better support

#### Switched From

Marketo

### ABOUT SALESFUSION

Salesfusion is the all-you-need marketing automation solution built to work for you. With a curated toolset that includes highly intuitive campaign builders, advanced automations and superior reporting, we focus on what matters most to marketers—streamlining campaign creation, understanding engagement, improving conversion and driving more revenue.