



Act-On

Case Study



]webbula[

The Most Comprehensive
Data Quality Solution on Earth.

Industry: Marketing Automation Software

About Act-On

Act-On Software provides the leading sales and marketing engagement platform for the 21st century business. Act-On's cloud solution powers over 3,000 companies in their engagement efforts across all stages of the customer life-cycle - attract, capture, nurture, convert, and expand. Act-On customers range from large global enterprises to small businesses, covering all verticals and markets.

Customer Goals:

Act-On sends 200+ million emails every month and has always been concerned with customer email cleanliness, email deliverability, and sender reputation. While a valid email address is an important asset for most marketing campaigns, many customers are unaware of the threats that exist in their email marketing strategy. Spam traps, bounces, disposable domains, fraudsters, bots, and moles all pose an extreme risk to the email marketer's sender reputation and campaign performance. In an effort to minimize email marketing threats in the industry and better serve customer objectives, Act-On sought the assistance from a comprehensive email hygiene and verification provider, providing continuous campaign metric improvement.

Webbula Solution

Act-On implemented the Webbula CloudHygiene platform within its email and automation platform to clean and validate email lists for customers. Because of Webbula's accuracy, customer service, detailed reporting, and follow-through, the integration proved beneficial for Act-On customers like Kings III. Kings III, an emergency phone communications solution provider, utilized the Webbula CloudHygiene within Act-On before sending to their email list. Webbula hygiene identified 90% of the email list as good-to-go, and removed all threats. Once hygiene was complete, the hygiene good-to-go list was processed through verification, identifying invalid and unknown email addresses to eliminate bounces. Verification identified 34% as valid and ready to send, resulting in a 62.6% increase in deliverability.

Why Webbula?

By utilizing the Webbula CloudHygiene platform, Act-On improved deliverability and response time for customers with a comprehensive hygiene and verification provider. Act-on also found the Webbula Hygiene Report more intuitive for customers, generating detailed email and data intelligence, unfound by other providers.

In addition, Webbula offered bundled volume pricing, speed and accuracy. Webbula's exclusive relationship with the largest Honey Pot purveyor, in-house data technology, reliable 24/7 service, and API access allowed Webbula to become a preferred Act-On partner. Many Act-On customers have realized higher conversion rates, increased open rates, and improved campaign ROI because of Act-On's integration with Webbula.

Today, Webbula's CloudHygiene solution is fully integrated into the Act-On platform. When an Act-On customer uploads a file, Webbula's scrubber reacts in less than a second to provide industry-leading hygiene and verification.



CloudHygiene

Our CloudHygiene platform identifies harmful active emails like moles, trackers, disposable domains, and over 189+ MM traps, via our exclusive relationship with the world's largest Honey Pot purveyor. Our email verification identifies inactive emails such as bounces and greylistings. By combining hygiene and verification, Webbula is safeguarding brands, mailing resources, and campaign ROI every second of every day. Webbula is the most comprehensive email quality platform, providing both industry-leading email hygiene and verification.

Act-On Customer Spotlight: Kings III



percent increase in deliverability



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