



## CUSTOMER CASE STUDY

# Support Amplified: Acrobatiq's Strategic Shift to SugarCRM



Acrobatiq by VitalSource is an educational software provider founded in 2012 and 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 completion 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.

As their company started to grow and scale, Acrobatiq began to hit the ceiling regarding the current capabilities of their existing marketing automation solution. Alison Pendergast, CMO of Acrobatiq, and her department knew that they could no longer grow within their current platform and needed to make a switch, and a fast one at that!

### Industry ///

Educational Software

### Location ///

Pittsburgh, Pennsylvania

### Website ///

[get.vitalsource.com/  
what-we-offer/  
acrobatiq](https://get.vitalsource.com/what-we-offer/acrobatiq)

## Acrobatiq's Quest for a Mid-Sized Market Solution to Elevate Campaigns and Brand Identity

While the Acrobatiq team was a group of sophisticated marketing automation platform (MAP) users, they began to grow disappointed with Marketo's level of service and support they were receiving. "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," said Alison. They sought a solution specifically focused on the mid-sized market with 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 to help transition their marketing assets, such as their landing pages and email.

### From Unmet Marketing Goals to Astonishing Results

With SugarCRM, Acrobatiq was not only able to transition its marketing assets but also customize workflows and optimize processes along the way. Moreover, the team can now focus on strategy and messaging while Sugar Market works behind the scenes to automate campaigns and execute tasks.

Unlike their experience with Marketo, Acrobatiq is pleased with the level of support Sugar Market offers, beginning with their transition from Marketo to Sugar Market and onward.

"Sugar Market'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, Sugar Market set itself apart with a tailored and personalized approach that was unavailable from our previous provider.

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**—ALISON P.**  
Chief Marketing Officer,  
Acrobatiq

## About SugarCRM

SugarCRM is a CRM software that helps marketing, sales, and service teams reach peak efficiency through better automation, data, and intelligence so they can achieve a real-time, reliable view of each customer. Sugar's platform provides leading technology in the sales automation, marketing automation, and customer service fields with one goal in mind: to make the hard things easier. Thousands of companies in over 120 countries rely on Sugar by letting the platform do the work. Headquartered in the San Francisco Bay Area, Sugar is backed by Accel-KKR.

For more information about SugarCRM, visit [www.sugarcrm.com](http://www.sugarcrm.com).