**REDK JOINS ACT-ON AS A STRATEGIC PARTNER FOR MARKETING AUTOMATION IN THE UK**

***redk helps companies to maximise the effectiveness of their marketing strategies by partnering with Act-On, a leading provider of marketing automation software.***

**LONDON, April 27th, 2017** – [redk](http://uk.redk.net/), the CRM Solutions Company, announces today its collaboration with [Act-On Software, Inc](https://www.act-on.com/)., to deliver Act-On’s Marketing Automation software to companies across industries. redk will provide consulting services to assist companies in the UK and Spain with the deployment of Act-On's marketing automation platform.

By incorporating Act-On into its offering, redk is uniquely positioned to solve its clients´ most complex marketing needs and personalise the customer relationship management process. redk is also focused on developing new capabilities to connect Act-On and CRM platforms in order to deliver a solution that closes the loop between marketing and sales. As a result, companies will be able to integrate their complex marketing and sales activities, making them more efficient and optimised.

redk is a leading IT partner in the EMEA region and a key partner for the implementation and management of CRM, Marketing Automation and Service Transformation solutions. redk works to make companies’ IT infrastructure a profitable part of their business, generating an excellent customer experience by putting in place processes and tools as well as improving productivity and efficiency using technology.

Act-On's partnership gives redk’s clients access to an integrated marketing workspace designed to address today's CMO and marketing departments needs: increase demand generation, expand customer relationships, deliver personalised interactions, and enrich customer experiences across the entire customer life cycle.

**About redk:**

redk is a partner and integrator of IT solutions for businesses. Specialising in delivering Customer Relationship Management solutions, redk is focused on reducing the gap between business and IT. Our tailored technology solutions provide the tactical capabilities to enable companies to execute their customer strategies effectively and efficiently. The redk team offers a broad customer relationship management expertise and broad technology knowledge to help you deliver an extraordinary customer experience. Get clear strategic recommendations for continued growth and business process optimisation. From a strategic implementation to support, we make sure you get the best value out of Act-On. We help you define your digital transformation strategy including different channels, goals, and metrics for success.

For more information visit this [product page](http://uk.redk.net/our-technologies/act-on-marketing-automation-software/).

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