Return on Investment from Inbound Marketing through Implementing HubSpot Software

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EXECUTIVE SUMMARY

This annual report captures the return on investment HubSpot customers have experienced from conducting inbound marketing with HubSpot software. The report's findings are based on analysis from:
1) <u>User Website Data</u>: Information collected from HubSpot customers who have activated the lead tracking application.
2) <u>Customer Survey Data</u>: A voluntary survey sent to a random sample of customers, consisting of questions about marketing behavior and results they have experienced after using the software.

Through our analysis, we have determined the following key takeaways:

<u>User Website Data:</u>
With regard to traffic increase, after 12 months of active use:
- Customers starting with 1-199 visitors per month experienced 1.9 times more traffic per month.
- Customers starting with 500-1999 visitors experienced 2.2 times more traffic per month.
- Overall, customers experienced 2.7 times more traffic per month.

With regard to lead increase, after 12 months of active use:
- Customers beginning with 1-5 leads per month experienced 27.8 times more leads per month.
- Customers beginning with 100-499 leads experienced 30.6 times more leads per month.
- Overall, on average, customers experienced 30.4 times more leads per month.

<u>Customer Survey[1]:</u>
Since using HubSpot, customers have noted the following changes in their traffic, leads, and sales.

Traffic
- 92.3% of customers have experienced an increase in traffic.
- 29.8% of customers reported an increase of more than 100% of traffic.
- 85.0% of customers that saw a traffic increase noted that it began within 7 months or less, with 64.8% of customers seeing an increase within 4 months.

Leads
- 92.7% of customers have experienced an increase in leads.
- 38.4% of customers reported an increase of more than 100% in their leads.
- 83.9% of customers who saw an increase in leads noticed it within 7 months of using HubSpot, with 65.2% of customers seeing an increase within 4 months.

Sales
- 49.2% of customers experienced a higher lead-to-sales conversion rate, with 29.4% of customers noticing a "Slightly Higher Rate (1-25%)" of conversion. (Respondents said that leads converted to sales 1-25% faster.)
- 49.7% of customers who saw an increase in actual sales noticed it within 7 months.

Shift in Customer Marketing Practices
- Overall, the amount of time and money spent on inbound marketing has been increasing, while the amount of time and money spent on outbound marketing has been decreasing.
- Customers who have used inbound marketing tools have experienced a higher increase in traffic to their websites.

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[1] Please see Appendix for more details on methodology

Product Satisfaction
- 84.32% of customers overall agree that HubSpot has helped them reach their marketing goals, while 32.30% within that group "Strongly Agree" with the statement.
- 85.59% of customers would recommend HubSpot to a friend or colleague, while 2% said they would not, and 12% said they were not sure.

SECTION 1: USER WEB DATA ANALYSIS

Key Findings from User Web Data Analysis

This section features insights gleaned from analysis of HubSpot customer web data over a 12-month period for each customer, spanning 2011 and 2012. We focused on two specific aspects:
1) Visitors to website per month
2) Leads from website per month

To capture the most accurate snapshot of software impact on customers, data from the first two months of each customer's subscription was excluded. This is meant to account for time customers may have needed to fully set up their systems, especially those who are introducing new marketing tools such as a blog. Therefore, each of the following sections draws from customers' use of the software starting from month 3 until month 15 of their subscription. Also, data was removed in situations where website tracking was not properly installed, as well as any outlying data points.

Gains in Volume of Traffic

To best represent actual increase in website visitors for HubSpot's increasingly diverse customer base, analysis was conducted on different segments according to customers' starting number of visitors[2].

Customers in the first segment (starting with 1-199 visitors per month) saw the most significant gain from month 3 to 4, at 23% (Table 1.1). Customers starting with 200 or more website visitors saw steady increase in website traffic all the way through the 12-month period.

Table 1.1

Average % Change of Visitors (Month to Month) by Starting Volume of Traffic												
	Month											
Customer Group	3 to 4	4 to 5	5 to 6	6 to 7	7 to 8	8 to 9	9 to 10	10 to 11	11 to 12	12 to 13	13 to 14	14 to 15
1 to 199 starting visitors	23%	7%	12%	-2%	15%	-9%	5%	12%	2%	21%	-2%	-14%
200 to 499 starting visitors	14%	11%	4%	10%	1%	3%	13%	7%	9%	11%	9%	5%
500 to 1,999 starting visitors	10%	8%	6%	4%	7%	6%	3%	7%	11%	7%	7%	7%
2,000+ starting visitors	3%	3%	5%	2%	4%	7%	5%	4%	1%	5%	3%	8%

Furthermore, according to Table 1.2 below, customers in all four segments experienced an increase in traffic.

Table 1.2[3]

Overall Increase in Visitors by Starting Volume of Traffic per Month		
	After active use for:	
	6 months	12 months
1 to 199 starting visitors	1.5x more traffic	1.9x more traffic
200 to 499 starting visitors	1.5x more traffic	2.5x more traffic
500 to 1,999 starting visitors	1.5x more traffic	2.2x more traffic
2,000+ starting visitors	1.3x more traffic	1.6x more traffic

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[2] In their month 3 of their HubSpot subscriptions, customers included in this study had starting visitors ranging from 1 to 100,000 or more.
[3] The calculations for Tables 1.1 and 1.2 include only customers for whom month 3 of their subscription fall within the designated time period for this study (1/1/11 – 8/31/12).

To help illustrate the impact of using HubSpot software on sample customers, a set of example customer websites are depicted in Table 2.1 below. A number of starting visitors was selected within each segment for each of these example customer websites. For instance, for a website starting with 400 monthly visitors in month 3 of its HubSpot subscription, based on average percent changes, the site would have 683 visitors in month 10.

Table 2.1

Illustration: Number of Visitors each month (Based on Overall Average % Change)													
	Month												
	3	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**	**12**	**13**	**14**	**15**
1 to 199 starting visitors	100	123	131	148	144	166	152	160	179	183	222	217	186
200 to 499 starting visitors	400	457	508	529	584	589	607	683	732	800	886	964	1,013
500 to 1,999 starting visitors	800	881	955	1,009	1,053	1,124	1,191	1,229	1,317	1,456	1,556	1,658	1,777
2,000+ starting visitors	4,000	4,107	4,251	4,443	4,539	4,699	5,019	5,276	5,483	5,557	5,851	6,013	6,489

The graph below depicts the general trend for change in visitors by customer segment. It has been normalized based on the average percentage change from month to month for each segment[4]. Overall, there is a general upward increase in number of visitors for all segments from months 3 to 12 of customer subscriptions[5].
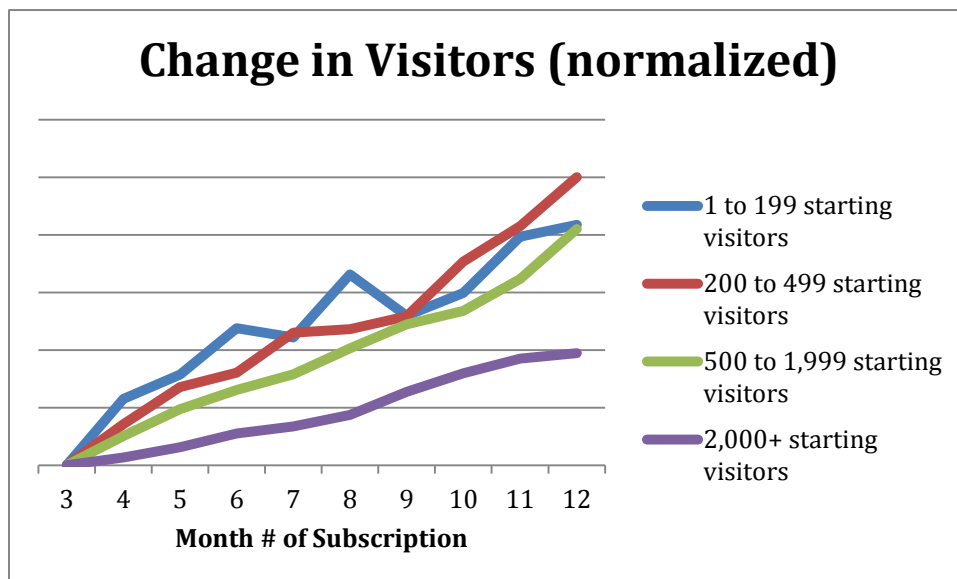

Table 2.2 below includes multiplier values for change in traffic[6]. The multiplier can be used as a tool to estimate an amount of traffic in a given month, if provided a starting value and month. For example, in month 3 for the third segment (500 to 1,999 starting leads), a hypothetical website has 350 visitors; by month 5, there are about 408 visitors (350 visitors multiplied by 1.08 twice—once for month 3 to 4, and once again for month 4 to 5). In the same way, the multiplier can be used to estimate number of visitors for month 6 or any other following month. One could also estimate a number of visitors in a given month with a different starting number of visitors. Based on the user web data, the multiplier is simply meant as a convenient tool with which to roughly project the number of expected visitors in a later month.

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[4] With regard to methodology, the trendlines were created by normalizing all starting numbers to 100 and calculating the remaining values for months 4-12 based on the average percent changes as calculated from the user web data and shown in Table 1.1.
[5] Here, one can see that the general trendline is more volatile for segments with lower starting visitor numbers; this is due to the high relative change in percent change as visitor traffic increases or decreases by even a small amount. Following the same logic, as the number of starting visitors increases for the customer segment, the trendline becomes smoother.
[6] This value is based on the average percentage of change in traffic from month to month (Table 1.1).

Table 2.2

Change in Traffic Multiplier	
1 to 199 starting visitors	1.05
200 to 499 starting visitors	1.08
500 to 1,999 starting visitors	1.07
2,000+ starting visitors	1.04

Overall, customers of all numbers of starting visitors saw an increase in traffic volume (Tables 3.1 and 3.2). Both B2B and B2C companies saw steady increase of website visitors through the 12-month period examined for this study. Overall, all customers saw 4.1 times more traffic per month.

Table 3.1

Average % Change of Visitors (Month to Month)												
	Month											
Customer Group	**3 to 4**	**4 to 5**	**5 to 6**	**6 to 7**	**7 to 8**	**8 to 9**	**9 to 10**	**10 to 11**	**11 to 12**	**12 to 13**	**13 to 14**	**14 to 15**
Overall	14%	14%	14%	11%	12%	12%	14%	14%	13%	12%	12%	9%
B2B Companies	15%	15%	17%	12%	15%	13%	16%	14%	13%	13%	12%	11%
B2C Companies	10%	10%	8%	7%	7%	9%	9%	12%	11%	9%	8%	6%

Table 3.2

Overall Increase in Visitors per Month by Customer Type	
All Companies	After 12 months of active use experienced 4.1x more traffic.
B2B Companies	After 12 months of active use experienced 4.7x more traffic.
B2C Companies	After 12 months of active use experienced 2.7x more traffic.

The calculations in Tables 3.1 and 3.2 include customers for whom month 3 of their subscription occurred prior to the designated time period determined for this part of the study (1/1/11 – 8/31/12). It includes a larger set of customer data that is not included in Table 1.1 and Table 1.2, which specifically examine customer results starting from month 3 of their subscriptions.

Gains in Volume of Leads

In addition to number of visitors, this study also examines the next measure of impact for customers in inbound marketing, moving further down the funnel to leads. Here, leads are defined as website visitors whose information and activities are captured by the software's lead tracking tool.

As with examining traffic, this study accounts for different segments of customer websites that vary widely in number of starting leads[7]. Thus, there are six different segments of customer websites included. Just as with the section on traffic, the data for customer websites without a properly implemented website tracking was removed, as were all outlying data points.

According to the monthly percent changes in leads (Table 4.1), customers in the first segment (1-5 starting leads) saw percentage increase in leads for 22% or more for 11 straight months. Customers with 6-499 starting leads per month (segments 2-5 below) experienced increases each month during the 12-month period, with customers starting with 100-499 leads seeing a 71% in leads between months 14-15.

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[7] The number of starting leads for customers included in this survey range from 1 to over 10,000.

Table 4.1[8]

Average % Change of Leads (Month to Month) by Starting Number of Leads												
	Month											
Customer Group	3 to 4	4 to 5	5 to 6	6 to 7	7 to 8	8 to 9	9 to 10	10 to 11	11 to 12	12 to 13	13 to 14	14 to 15
1 to 5 starting leads	72%	29%	23%	43%	29%	26%	34%	37%	32%	22%	37%	8%
6 to 20 starting leads	24%	28%	27%	31%	21%	20%	32%	29%	17%	38%	26%	18%
21 to 49 starting leads	15%	17%	18%	16%	14%	25%	17%	11%	35%	6%	19%	21%
50 to 99 starting leads	9%	3%	7%	42%	66%	45%	5%	27%	14%	47%	8%	19%
100 to 499 starting leads	3%	40%	36%	36%	6%	32%	53%	22%	8%	59%	49%	71%
More than 500 starting leads	-15%	68%	66%	39%	76%	39%	38%	14%	76%	76%	-1%	24%

Table 4.2[9]

Overall Increase in Leads by Starting Number of Leads per Month		
	After active use for:	
	6 months	12 months
1 to 5 starting leads	6.4x more leads in database	27.8x more leads in database
6 to 20 starting leads	3.8x more leads in database	15.6x more leads in database
21 to 50 starting leads	2.6x more leads in database	7.1x more leads in database
50 to 99 starting leads	4.1x more leads in database	11.7x more leads in database
100 to 499 starting leads	3.7x more leads in database	30.6x more leads in database
More than 500 starting leads	8.0x more leads in database	47.9x more leads in database

Table 5.1 below provides an illustration of change in leads sample customer websites in each of the six segments, based on the average percentage change from Table 4.1. For a sample customer website starting with 10 leads in month 3 of subscription, the site reaches 76 by month 12. Likewise, for a customer with 70 leads in month 3 of subscription, the site reaches 433 leads by month 12

Table 5.1

Illustration: Number of Leads each month (Based on Overall Average % Change)													
	Month												
	3	4	5	6	7	8	9	10	11	12	13	14	15
1 to 5 starting leads	2	3	4	5	8	10	13	17	23	31	38	51	56
6 to 20 starting leads	10	12	16	20	27	32	38	50	65	76	105	133	156
21 to 49 starting leads	30	34	40	48	55	63	79	93	103	139	148	176	213
50 to 99 starting leads	70	76	78	83	118	196	284	300	380	433	638	690	821
100 to 499 starting leads	300	310	433	589	804	852	1,125	1,719	2,097	2,267	3,602	5,362	9,169
More than 500 starting leads	2,000	1,694	2,854	4,733	6,575	11,552	16,033	22,062	25,101	44,130	77,728	76,917	95,716

The graph below shows the general trend for change in leads by customer segment. In order to show this trend, it has been normalized based on the average percentage change from month to month for each segment[10]. Overall, there is a general upward increase in number of leads for all six segments, from months 3 to 12 of customer subscriptions.

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[8] It is important to note that data for the last segment (500+) is statistically significant (n >30) until month 8.
[9] The calculations for Tables 4.1 and 4.2 include only customers for whom month 3 of their subscription fall within the designated time period for this study (1/1/11 – 8/31/12).
[10] With regard to methodology, the trendlines were created by normalizing all starting lead numbers to 2 and calculating the remaining values for months 4-12 based on the average percent changes as calculated from the user web data and shown in Table 4.1.
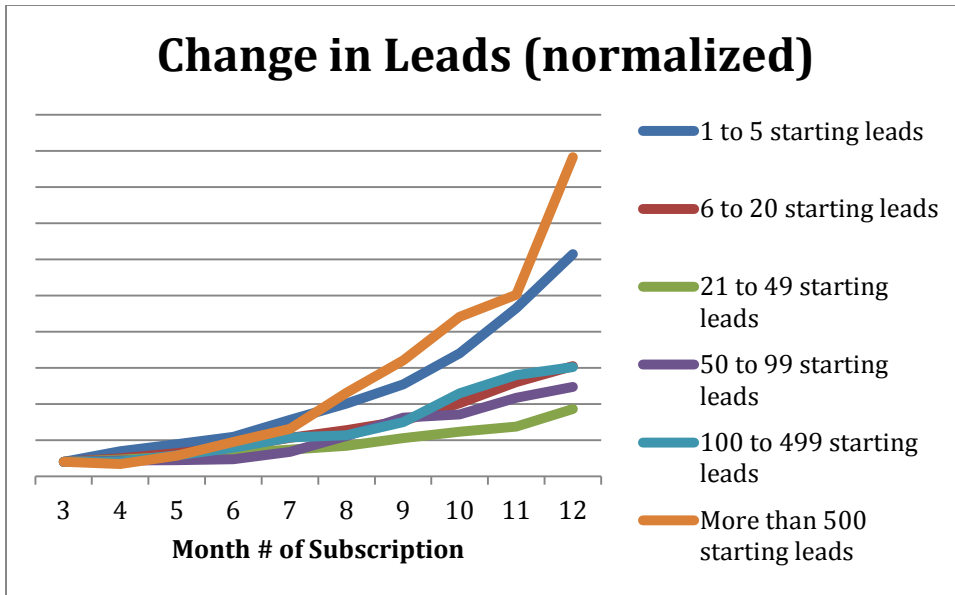
Change in Leads (normalized)

Legend:
- 1 to 5 starting leads
- 6 to 20 starting leads
- 21 to 49 starting leads
- 50 to 99 starting leads
- 100 to 499 starting leads
- More than 500 starting leads

X-axis: **Month # of Subscription** (3, 4, 5, 6, 7, 8, 9, 10, 11, 12)

Table 5.2 below includes multiplier values for change in leads[11]. The multiplier can be used as a tool to estimate a number of leads in a given month, if provided a starting value and month. For example, according to Table 5.1, in month 3 for the second segment (6 to 20 starting leads) there are 10 leads; by month 15, there are 156 leads (10 leads, multiplied by 1.3 12 times for each of 12 following months). In the same way, the multiplier can be used to estimate number of leads for month 6 or any other following month. One could also estimate a number of leads in a given month with a different starting number of leads. Based on the user web data, the multiplier is simply meant as a convenient tool with which to roughly project the number of expected leads in a later month.

Table 5.2

Change in Leads Multiplier	
1 to 5 starting leads	1.3
6 to 20 starting leads	1.3
21 to 49 starting leads	1.2
50 to 99 starting leads	1.2
100 to 499 starting leads	1.3
More than 500 starting leads	1.4

Overall, customers saw increases in leads from each month over the 12-month period designated in this study (Tables 6.1 and 6.2). Both B2B and B2C customers saw comparable average percentage increases in leads to their websites, with B2C companies seeing 30.4 times more leads than they had from month 3 of their HubSpot software subscription.

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[11] This value is based on the average percentage of change in leads from month to month (Table 4.1).

Table 6.1

Average % Change of Leads (Month to Month)												
	Month											
Customer Group	3 to 4	4 to 5	5 to 6	6 to 7	7 to 8	8 to 9	9 to 10	10 to 11	11 to 12	12 to 13	13 to 14	14 to 15
Overall	42%	28%	30%	36%	28%	33%	34%	32%	31%	28%	35%	22%
B2B Companies	41%	23%	31%	33%	28%	30%	34%	33%	28%	28%	36%	20%
B2C Companies	41%	36%	27%	42%	29%	40%	31%	34%	34%	25%	33%	26%

Table 6.2

Overall Increase in Leads per Month by Customer Type	
All Companies	After 12 months of active use experienced 26.8x more leads.
B2B Companies	After 12 months of active use experienced 23.9x more leads.
B2C Companies	After 12 months of active use experienced 30.4x more leads.

As with the section on change in traffic for overall, B2B, and B2C customers, the calculations in Tables 6.1 and 6.2 include customers for whom month 3 of their subscription occurred prior to the designated time period determined for this part of the study (1/1/11 – 8/31/12). It includes a larger set of customer data that is not included in Table 4.1 and Table 4.2, which specifically examine customer results starting from month 3 of their subscriptions.

Summary of User Data Analysis

No matter the starting volume of traffic or leads, this study indicates that each segment of customer experiences a fairly significant average percentage increase in both traffic and leads.

With regard to traffic increase, after 12 months of active use:
- Customers starting with 1-199 visitors per month experienced 1.9 times more traffic per month.
- Customers starting with 500-1999 visitors experienced 2.2 times more traffic.
- Overall, customers experienced 2.7 times more traffic per month.

With regard to lead increase, after 12 months of active use:
- Customers beginning with 1-5 leads per month experienced 27.8 times more leads per month.
- Customers beginning with 100-499 leads experienced 30.6 times more leads per month.
- Overall, on average, customers experienced 30.4 times more leads per month.

SECTION 2: USER SURVEY

Key Findings from User Survey

In addition to the user web data, this report also incorporates direct customer responses through a voluntary survey with 236 respondents, all of whom had been HubSpot customers for at least 3 months.

In particular, the survey asked customers, since they started using HubSpot software:
- How has the amount of traffic to websites changed?
- As a result, how has lead conversion and sales conversion changed?
- If the amount of traffic, leads, and sales increased, how long did it take to see these changes?
- How has customer use of marketing tools shifted before using HubSpot and now having implemented the software?

The survey included both single-answer and open-ended text questions about customers' marketing practices and their reporting of the return on investment from the using the software in terms of impact on traffic, leads, and sales. It also collected information on customer satisfaction with the product and captured demographic information and type of HubSpot software package purchased.

Across HubSpot's diverse base of customers surveyed, as a whole, they reported experiencing increases in traffic, leads, sales, regardless of company category, size, number of employees dedicated to marketing, or other classification.

Traffic Increased for 92% of Customers

Since using HubSpot, 92.3% of customers noted an increase in traffic to their website.
- Of those customers, 29.8% of customers reported an increase of more than 100% of traffic since using HubSpot.

Customers started seeing a significant increase in traffic within a relatively short period of time.
- 85.0% of customers started seeing a traffic increase within 7 months or less.
- 64.8% of customers who experienced an increase in traffic reported starting to see an increase in 4 months or less.
- 16.7% of customers reported noticing a traffic increase in less than 1 month.

Customers attributed the increase in traffic most to the following tools:
1. Blogging – 25.1%
2. SEO – 18.9%
3. Other inbound marketing (e.g. landing pages, calls to action) – 17.7%

Website traffic since using HubSpot

Category	Percentage
Increased	92.34%
Decreased	2.82%
Don't Know	4.84%

How much has traffic to your website increased?

Category	Percentage
More than 100%	29.84%
75-100%	10.08%
50-75%	6.05%
25-50%	9.27%
1-25%	16.94%
Not sure, but it definitely increased	20.16%
It decreased	2.82%
Don't know	4.84%

When did you first start to see an increase in traffic?

Category	Percentage
Less than 1 month	16.74%
2-4 months	48.02%
5-7 months	20.26%
8-10 months	2.20%
10-12 months	1.76%
More than 12 months	0.88%
Not sure	10.13%

What factors do you attribute to traffic increase?

- SEO — 18.88%
- Blogging — 25.07%
- Social Media (e.g. LinkedIn, Facebook, Twitter) — 16.86%
- Paid Search ads (e.g. PPC, Google AdWords) — 5.62%
- Other Inbound Marketing (e.g. landing pages, calls to action) — 17.72%
- Email Marketing Campaign — 13.54%
- Other — 2.31%

Leads Increased for 93% of Customers

Customers have experienced a significant increase in leads since using HubSpot.
- Overall, 92.7% of customers have experienced some degree of increase in their leads per month.
- 38.4% of customers reported an increase of more than 100% in their leads.

Customers have seen a significant increase in leads within a relatively short period of time.
- 65.2% of customers who saw an increase noticed that they saw it in 4 months or less.
- 19.6% of customers noticed an increase in leads within 1 month of using HubSpot.
- 83.9% of customers noticed an increase in leads within 7 months of using HubSpot.

Customers attributed the increase in leads the most to the following tools:
1) 22.8% – Other Inbound Marketing (e.g. landing pages, calls to action)
2) 21.6% – Blogging
3) 17.3% – SEO

Leads from Website Since Using Hubspot

- Increased — 92.65%
- Decreased — 2.04%
- Don't Know — 5.31%
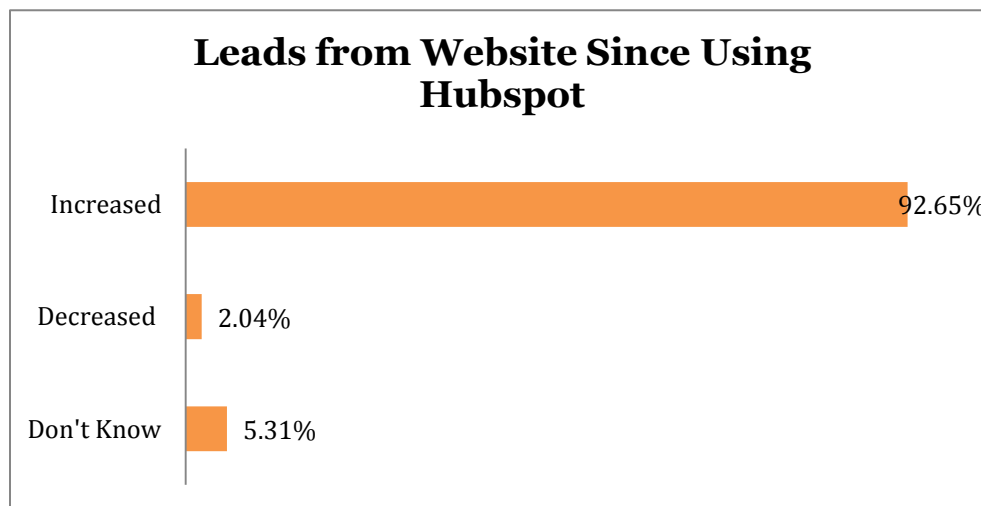
How much have leads from your website increased?

More than 100%	38.37%
75-100%	8.16%
50-75%	9.80%
25-50%	8.57%
1-25%	10.61%
Not sure, but it definitely increased	17.14%
It decreased	2.04%
Don't know	5.31%

When did you first start to see an increase in leads?

Less than 1 month	19.64%
2-4 months	45.54%
5-7 months	18.75%
8-10 months	3.57%
10-12 months	3.57%
More than 12 months	1.79%
Not sure	7.14%
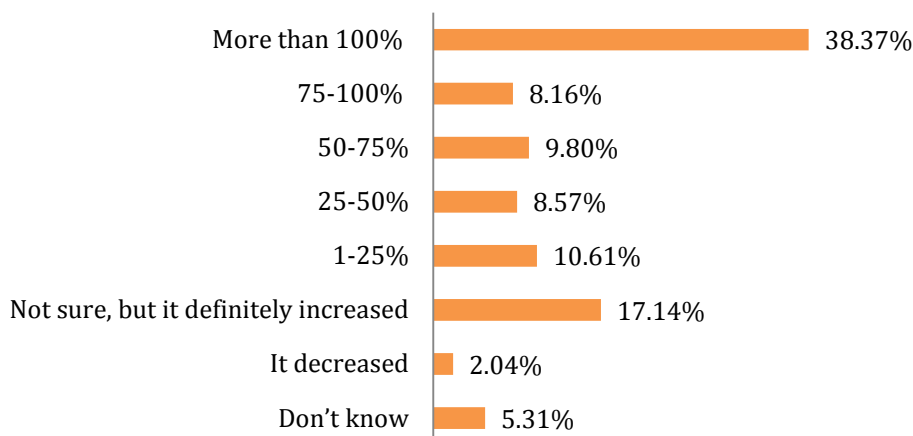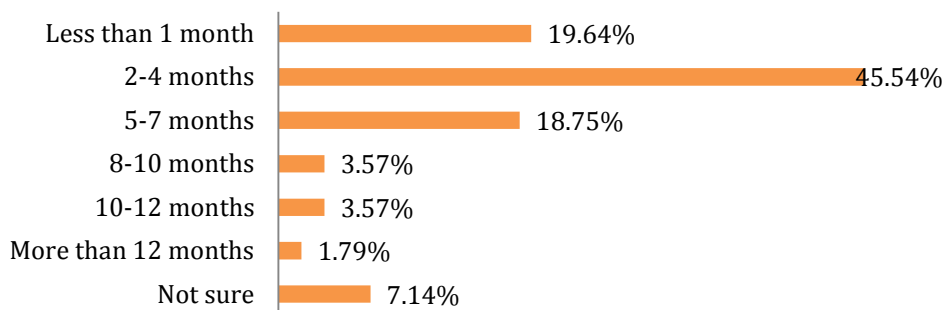
What factors do you attribute to lead increase?

SEO	17.30%
Blogging	21.59%
Social Media (e.g. LinkedIn, Facebook, Twitter)	14.70%
Paid Search ads (e.g. PPC, Google AdWords)	6.74%
Other Inbound Marketing (e.g. landing pages, calls to action)	22.82%
Email Marketing Campaign	14.09%
Other	2.76%
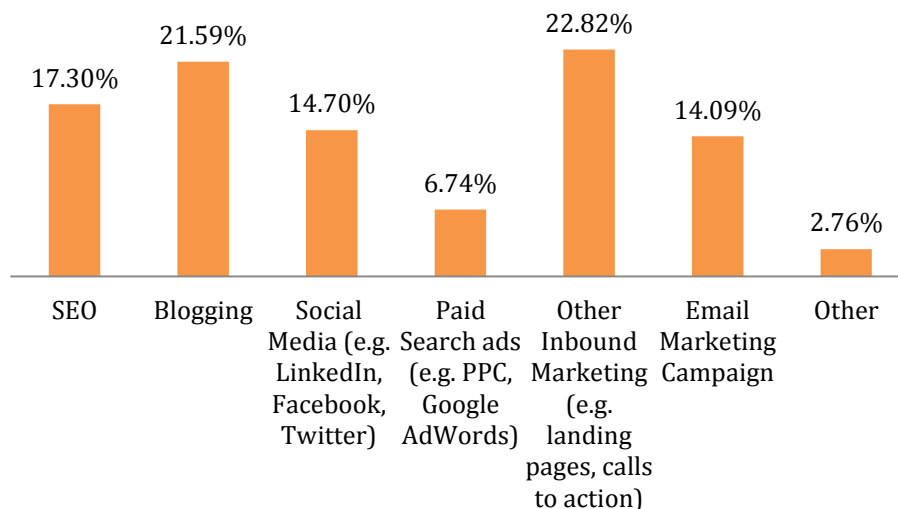
Sales Conversion Rate Increased for 50% of Customers

With HubSpot, the conversion rate of leads to sales has increased for many customers.
- 49.2% of customers noticed a higher leads to sales conversion, with 29.3% of customers noticed a rate of conversion that was "Slightly Higher (1-25%)".
- About 28% of customers believe their sales conversion rate has remained the same.

In addition to the sales conversion rate, the survey also asked customers to report changes in actual sales. Since starting HubSpot, almost half of customers noticed sales increased within 7 months (49.7%).

Customers attributed the following tools to the increase in sales. Customers attribute their success to a somewhat wide range of available tools.
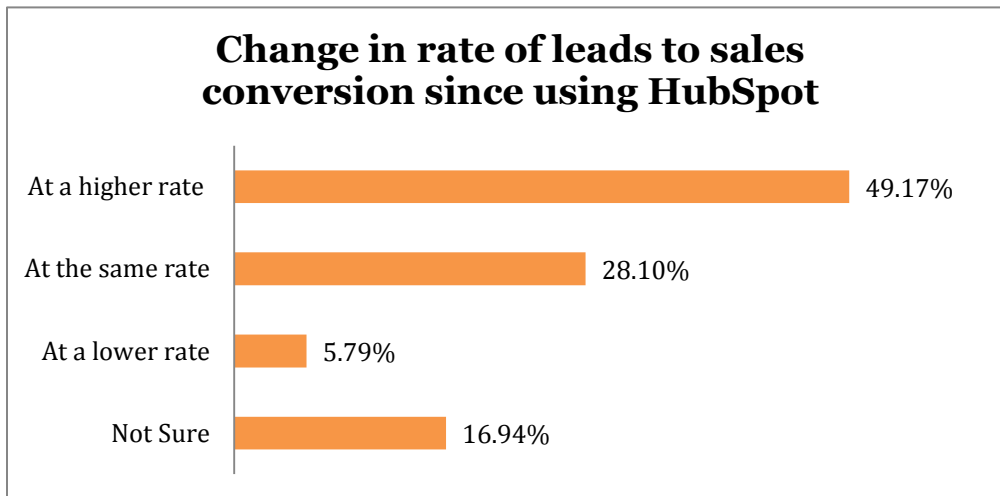1) Other inbound marketing (e.g. landing pages, calls to action) —18.7%
2) Better lead intelligence (e.g. information on lead page views, visits, conversions) — 16.8%
3) Blogging —15.7%

Since using HubSpot, customers noted that the length of their sales cycles either decreased (20.3%) or stayed the same (46.6%).

Overall, since implementing HubSpot, a majority of customers have seen increases in less than 7 months:
- in traffic for 85.0% of customers
- in leads for 83.9% of customers
- and in sales for 49.7% of customers

Change in rate of leads to sales conversion since using HubSpot

Category	Percentage
At a higher rate	49.17%
At the same rate	28.10%
At a lower rate	5.79%
Not Sure	16.94%

Since using HubSpot, how much faster do you convert leads to sales?

Response	Percentage
A significantly higher rate (50-100%+)	4.13%
A much higher rate (25-50%)	15.70%
A slightly higher rate (1-25%)	29.34%
The same rate	28.10%
A slightly lower rate (1-25%)	2.89%
A much lower rate (25-50%)	1.65%
A significantly lower rate (50-100%+)	1.24%
Not sure	16.94%

When did you first start to see an increase in sales?

Response	Percentage
Less than 1 month	1.94%
2-4 months	23.23%
5-7 months	24.52%
8-10 months	9.03%
10-12 months	4.52%
More than 12 months	3.87%
Not Sure	32.90%
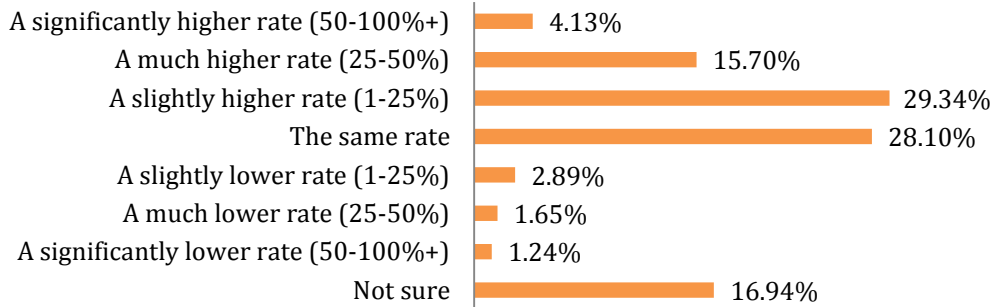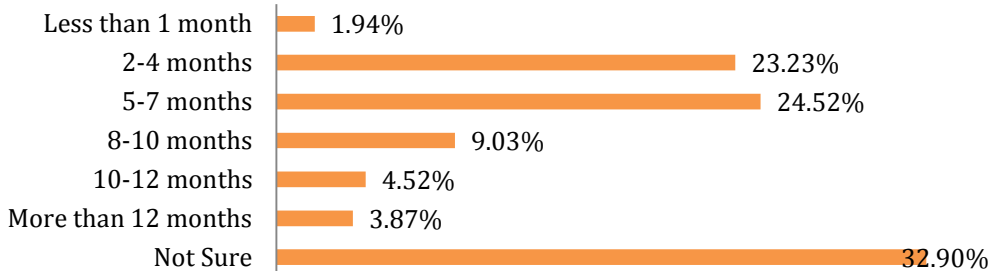
What factors do you attribute to sales increase?

Factor	Percentage
SEO	12.90%
Blogging	15.70%
Social Media (e.g. LinkedIn, Facebook, Twitter)	10.75%
Paid Search ads (e.g. PPC, Google AdWords)	4.73%
Other Inbound Marketing (e.g. landing pages, calls to action)	18.71%
Email Marketing Campaign	15.48%
Better Lead Intelligence	16.77%
Other	4.95%
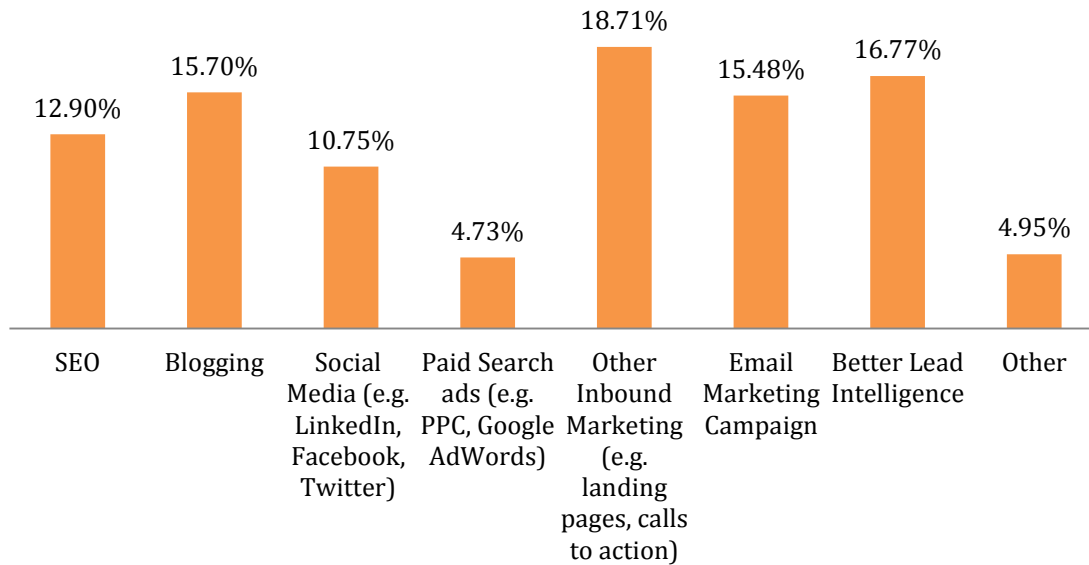
Use of HubSpot has changed sales process for customers

Through their survey responses, customers have remarked on how using HubSpot software has changed the way they conduct marketing and sales practices. In particular, several customers noted that the software has contributed to their ability to maintain relationship with their own customers as part of their sales cycle.

> "By adding HubSpot and a full time Marketing Coordinator, our goal is to reach out to potential clients who may not be routine purchasers of our services. Our sales cycle for a non-institutional client (private business owner/small business) is around 5-7 years. HubSpot will make it easier for us to maintain that contact and relationship until they are ready to spend again."
> — Matt Graves, Strahm, Division of SGI, Inc.

> "We have developed better insight into what marketing collateral we need to produce in order to become more of a resource to our customers – thus, building trust with them. The email campaigns have been a wonderful success, [and] we've already gotten a deal out of one of the recent workflows. Typically, our sales cycle takes a really long time, so time will tell on how well the rest of our workflows work. The reps love using HubSpot to gain insight into their customer's behavior and interests."
> — Kristen Smith, Myriad RBM

Other Segments: Impact on Traffic, Leads, and Sales

The patterns of increase in traffic, leads, and sales for customers overall are consistent across various customer segments. To see additional information on how different customer segments have experienced changes in traffic, leads, and sales, please see Appendices B-D. Information on segments, such as company size, number of employees dedicated to marketing, company classification (e.g. B2B v. B2C, and International, Non-Profit/Education, Value Added Reseller, and E-Commerce), among other breakdowns.

Segmenting & Lead Nurturing Tools Impact Leads & Sales

More customers segment their email lists and calls to action than they did before using HubSpot.

Fewer companies segmented their email lists before using HubSpot compared to after implementing the software
- Only 32.3% of customers segmented its email lists prior to HubSpot.
- Now 72.6% of customers segment their email lists with HubSpot.

Fewer companies segmented their calls to action before using HubSpot compared to what they do now.
- 13.5% segmented before HubSpot
- 56.1% now segment using HubSpot

Of customers surveyed, 62.7% use lead nurturing (marketing automation) tools. Many customer responses note that nurturing leads results in an increase in sales.
- 41.5% of customers noted that they have seen an increase in sales for nurtured leads versus non-nurtured leads.

Use of HubSpot facilitated the shaping of customers' marketing strategy

Several HubSpot customers noted that implementing inbound marketing practices allowed them to gain a stronger understanding of marketing strategies and how to best reach their own desired customer targets.

> "We are definitely starting to get clear on marketing's role and that inbound/content marketing is the way to go, as well as creating marketing generated leads and using marketing automation to nurture them and move them through the pipe."
> — HubSpot Customer

> "We have incorporated a 'full funnel' into our marketing strategies, whereas before we always went straight to the bottom of the funnel."
> — Brittany Sobieski, Sobieski Services, Inc.

> "I believe we are more focused [in our marketing goals]. [We are] learning to develop relationships based on contact needs [and] using lead intelligence more effectively. We are finally thinking about lead nurturing, segmenting our audience and content marketing."
> — Charlia Davis, Inspirus

> "We are much more purposeful and focused when it comes to marketing. We now measure traffic and conversions, we test everything, and we know that traditional 'spray and pray' shout advertising simply doesn't work for us."
> — Dan Moyle, AmeriFirst Home Mortgage

"Quality, not Quantity" Leads

In their survey responses, many customers also noted that use of inbound marketing practices with HubSpot software has improved the quality of their leads.

> "We look more to quality of leads, rather than quantity, when setting goals."
> — Josh Simon, Biocoat, Inc.

> "Our inbound marketing plan is more developed and strategic. We have dismissed some outbound marketing strategies (trade shows) because of the high level of qualified leads we receive through the HubSpot software."
> — Matthew Smith, Health Directions

> "Our goals are more centered on intelligently working our prospect database to unearth leads, as opposed to mindlessly growing our database to no specific end."
> — Chris Advansun, Viafoura

> "We have about a 90% turnaround from Outbound to Inbound. We were doing 6 trade shows a year, and now it is all Internet inbound. [We get] much better quality of leads."
> — Richard Cedrone, TriStar Plastics Corp.

Customer Marketing Behavior Shifted To Content Focus

Using HubSpot has changed the way customers approach marketing and use marketing tools in their businesses. Overall, among customers who have implemented HubSpot software, there is a noticeable increase in the use of marketing tools, primarily with blogging, social media, and email marketing.

For the survey, blogging, social media, and email marketing were selected because they are among the most commonly-used marketing tools.

Blogging

Blogging falls within the top three marketing tools that customers attribute to an increase in traffic, leads, and sales.

After using HubSpot, customers blog more frequently, shifting from blogging infrequently (from once a month to less often than once a month) to "Somewhat Frequently (2-4 times per month)" and "Frequently (2-4 times per week)"[12].
- 98.0% of customers post blogs after implementing HubSpot, compared to 60.1% who did before using HubSpot.
- 81.45% of customers say they blog "Frequently (at least 2-4 times a month)" with HubSpot (compared to 27.82% prior to using HubSpot)

Social Media

After using HubSpot, customers use social media more frequently, showing a general trend shift from "Somewhat Infrequently (several times a month)" to between two categories of frequency (1-4 times a day to 1-4 times a week).
- 98.0% of HubSpot customers now use social media after implementing HubSpot, compared to just 75.4% of customers before using HubSpot.
- After implementing HubSpot, 77.02% of customers report using social media with frequency (at least 1-4 times a week).

Email Marketing

Emailing is the tool that was used by the most customers before implementing HubSpot (19.3%).
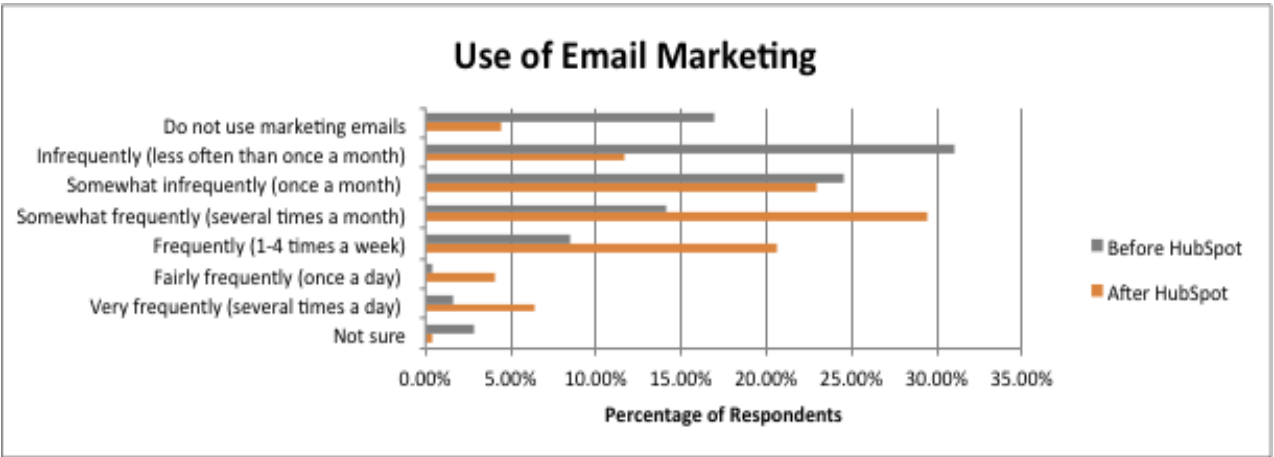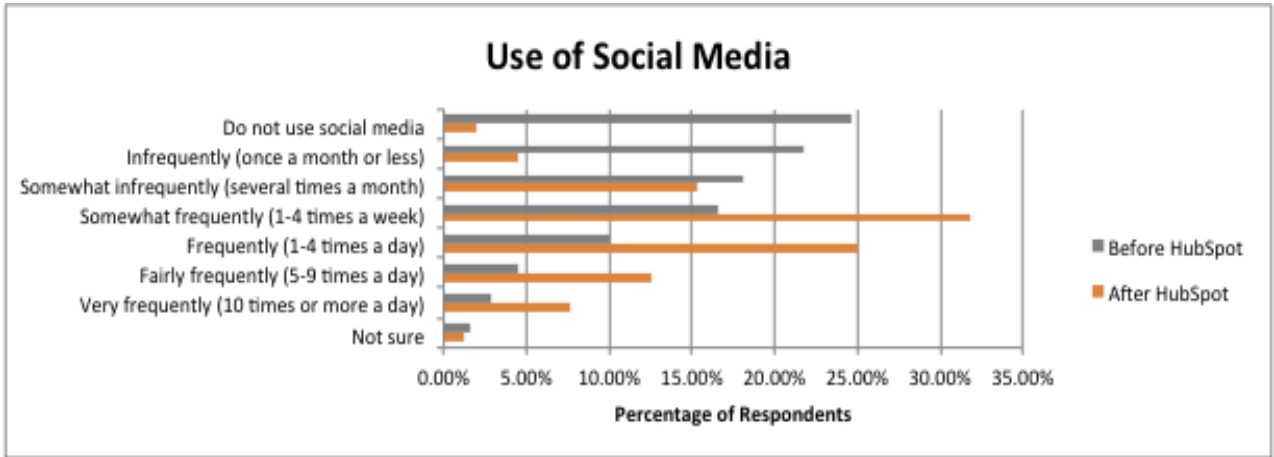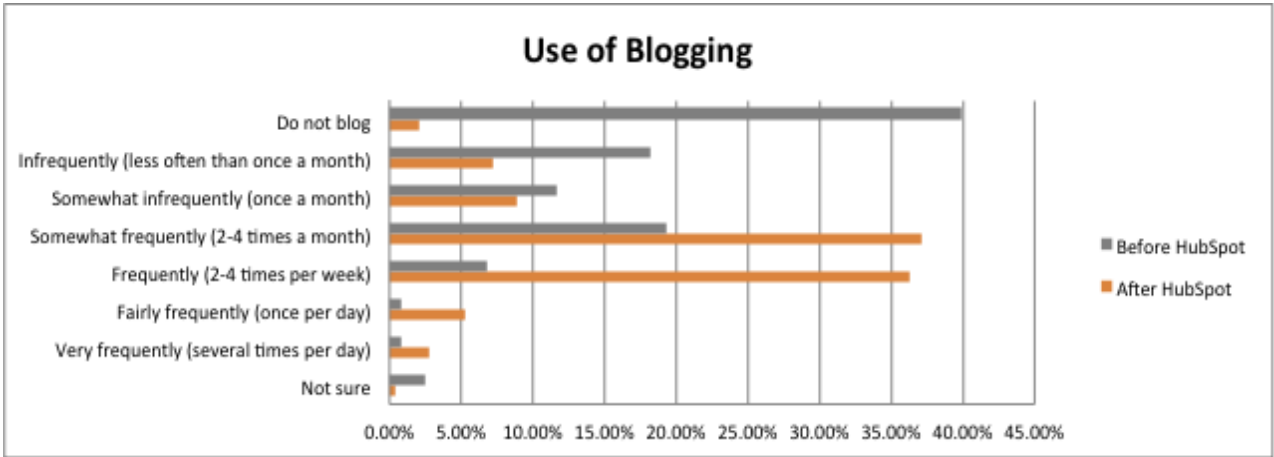
After implementing HubSpot, customers have increased frequency of email marketing (whether one-off email sends or lead nurturing emails).
- 95.6% of customers now use marketing emails after implementing HubSpot, compared to 83.1% of customers before using HubSpot.
- In general, before HubSpot, customers sent emails to customers about once a month or with less frequency.

Now with HubSpot, respondents noted they send emails to their own customers several times a month. 73.0% of respondents now send emails to their own customers with frequency ranging from 1-4 times a week to once a month.

The three graphs below show the trends in customer use of blogging, social media, and email marketing. They illustrate a general shift from less frequent use of these tools prior to implementing HubSpot, to an increased use of each of these tools now as HubSpot customers.

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[12] These phrases within quotes are answer choices from survey questions.

Use of Blogging

(Before HubSpot / After HubSpot)

Categories:
- Do not blog
- Infrequently (less often than once a month)
- Somewhat infrequently (once a month)
- Somewhat frequently (2-4 times a month)
- Frequently (2-4 times per week)
- Fairly frequently (once per day)
- Very frequently (several times per day)
- Not sure

Use of Social Media

(Before HubSpot / After HubSpot)

Categories:
- Do not use social media
- Infrequently (once a month or less)
- Somewhat infrequently (several times a month)
- Somewhat frequently (1-4 times a week)
- Frequently (1-4 times a day)
- Fairly frequently (5-9 times a day)
- Very frequently (10 times or more a day)
- Not sure

Percentage of Respondents

Use of Email Marketing

(Before HubSpot / After HubSpot)

Categories:
- Do not use marketing emails
- Infrequently (less often than once a month)
- Somewhat infrequently (once a month)
- Somewhat frequently (several times a month)
- Frequently (1-4 times a week)
- Fairly frequently (once a day)
- Very frequently (several times a day)
- Not sure

Percentage of Respondents

19

Other inbound marketing such as landing pages and calls to action fall within the top three marketing tools that customers associate with an increase in traffic, leads, and sales.

According to the survey, overall, customers see SEO as the second top driver of traffic to their websites (as noted by 18.9% of customers), and as they move down the funnel, SEO becomes less associated with closing a sale. It ranks as the third factor most associated with an increase in leads, and fifth factor most associated with an increase in sales.

Most used marketing activities used by customers before implementing HubSpot:
1) Email Marketing — 19.3%
2) SEO — 16.9%
3) Social Media — 15.7%
4) Blogging — 11.6%

Within the survey responses, several customers mentioned specific aspects of content in their marketing practices that have impacted their businesses.

> "[Since using HubSpot] we have more collateral available due to blogs. We are getting leads from a larger geographic area than before. We are putting a new tool in place to alter our sales process substantially to support our better online presence. We have shifted the bulk of our marketing to inbound focus."
> — Lee Kirkby, Leppert Business Systems Inc.

> "Although most of our business comes from personal and professional referrals, we use inbound marketing to attract top of the funnel leads and subscribers to our blog. We use content creation as a way to establish credibility for leads that we generate off-line."
> — Todd Hockenberry, Top Line Results

> "Originally, we wanted to attract more visitors to the website; now, we are more focused on improving the visitor's experience on our website."
> — HubSpot Customer

Increased Resource Allocation Toward Inbound Marketing

Overall, the amount of time spent on inbound marketing has increased, while the amount of time spent on outbound marketing has decreased.

Customers are spending more time and money on inbound marketing, and they believe that doing so will help them better meet their marketing goals.

For a majority of customers (77.8%), their budget for inbound marketing has increased.
- 25.4% of customers reported that their budgets have "Increased Significantly (50-100%)". Very few customers (3.6%) have noted a decrease in their inbound marketing budgets.
- 88.3% of customers noted that they felt if they spent more time or money on inbound marketing, they would achieve better results in their goals.
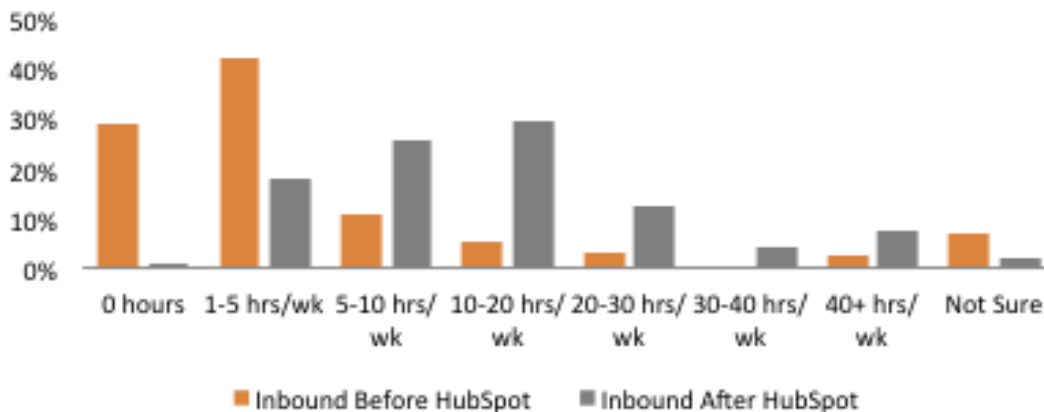
In general, customers are investing less time and money in outbound marketing.

For a majority of customers (36.7%), their budget for outbound marketing remained the same. For 39.5% customers, their outbound marketing budgets have decreased.
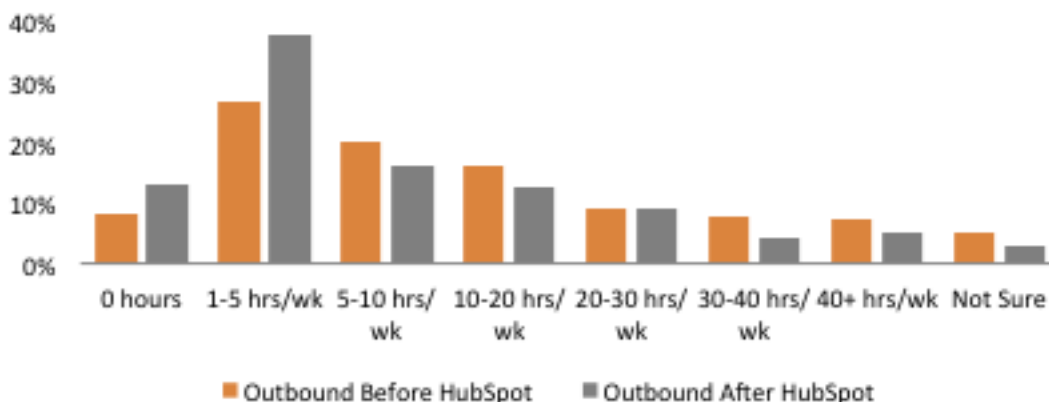
Change in Budget for Inbound & Outbound Marketing Since Using HubSpot
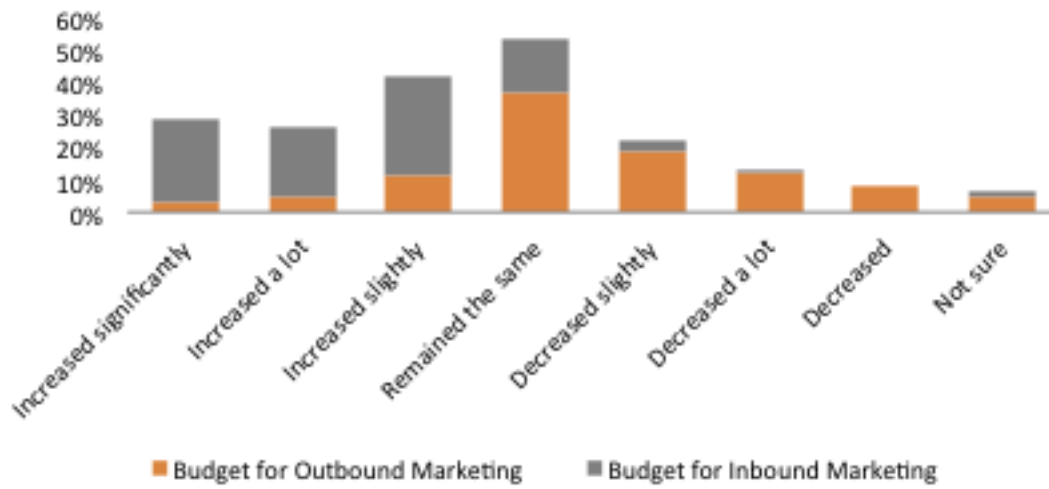
Time Spent Using Inbound Marketing

Time Spent Using Outbound Marketing

When asked how they felt their marketing activities or goals have changed since using HubSpot, overall customers noted that HubSpot has increased their investment in inbound marketing, with some customers starting new marketing departments entirely.

Reduced cost of implementing inbound vs. outbound marketing

Several customers remarked that their increase in inbound marketing efforts has allowed them to be more cost-effective than using outbound marketing.

> "Hubspot has allowed us to market big on a tiny budget."
> — Chris Fell, g2n Solutions

> "We used to spend a lot of money on Google AdWords, [and] we do not spend any money there anymore because our organic traffic sky rocketed after signing up with HubSpot. We use the money now for branding and [on] other marketing activities that work a lot better than Google AdWords did."
> — Cathie Briggette, NSK Inc.

> "We can do much more [with marketing now with HubSpot], so we have goals surrounding email marketing, creating new free downloads, and we have completely stopped using paid advertising via Google ads."
> — Aimee Pearlman, mbaMission

Measurability of results with inbound marketing

For some customers, the increase in focus on inbound marketing practices is due to the measurability of using those methods with HubSpot.

> "My company will dedicate 20 to 40 hours per week on inbound optimization and web ads. We plan to increase resources dedicated to inbound marketing because results are measurable and show the biggest return."
> — Marty Higgins, SilcoTek

Regained sense of control in marketing practices

Customers have also noted that using inbound marketing has also helped them feel like they have a sense of control in their businesses.

> "Our goals are much higher now. I feel like we are in control of our marketing instead of hoping to be found."
> — Mike Wolfe, WAM Enterprises LLC

> "I'm very involved in our presence and feel that I can control that image so much more. With everything being managed in one place, it's become so easy to see multiple forms of analysis and set those goals to make us more successful."
> — Janelle Iaccino, Rose Pest Solutions

Results associated with degree of investment in inbound marketing

Many customers have noted mostly positive impact on their businesses through implementing inbound marketing practices with HubSpot. For instance, 88.3% of customers noted that they felt if they spent more time or money on inbound marketing, they would achieve better results in their goals. However, many note that they have yet to reap the full benefits of the HubSpot software through investing more time using the tools or working to influence a change in marketing approaches internally.

> "We did not see the best ROI until over 12 months of actively blogging. Blogging is the key."
> — Rick Canale, Exotic Flowers

> "Unfortunately, the more time you put in the more you get out. Problem is there is little time to put in as a sole proprietor business."
> — HubSpot Customer

> "We need to spend more time on content creation and re-purposing content we already have in the way of ebooks, guides, videos, webinars, etc."
> — Tina Behnke Spencer, AirPac

> "We're just getting started, and it's taking some time to change the culture of our company regarding marketing."
> — HubSpot Customer

> "More content creation would equal better results."
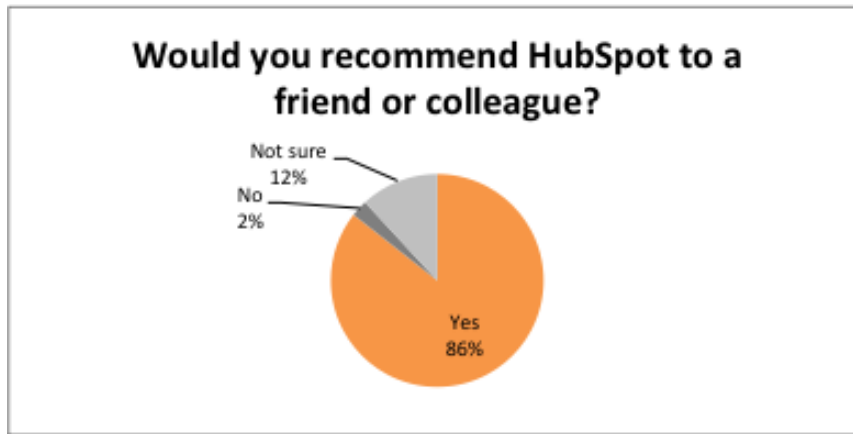> — Rachel Gogar, SEERhealth

Majority of Customers Report Satisfaction with Product

The survey asked customers whether they believed that HubSpot has helped them reach their marketing goals.
- 84.3% overall agree, with 32.3% strongly agreeing with the statement

Overall, 85.6% of customers would recommend HubSpot to a friend or colleague, while 2.5% said they would not recommend the software, and 11.9% said they were not sure.

Please respond to the following statement: HubSpot has helped you meet your marketing goals

Strongly agree	Agree	Disagree	Strongly disagree	Not sure
32.20%	52.12%	6.78%	2.97%	5.93%

HubSpot helped frame marketing goals and measure data-driven progress

According to survey responses, some customers noted that through implementing HubSpot, they have created marketing goals for the first time and measure progress through quantifiable results.

> "We actually have goals. Before HubSpot we were definitely in project mode. Now there is so much data and analytics behind everything we do now. We are definitely a data-driven marketing team since we have been customers of HubSpot. We are tracking and measuring the right activities and seeing extreme success."
> — Erin Wasson, UrbanBound

> "Because we're now able to pull such detailed metrics, we have set much more specific and aggressive goals. Our activities have become much more coordinated and we now set strategic goals, not just individual tasks. Being able to measure our goals so accurately has also helped us define our goals better than we ever could before. It's gratifying to see such positive results from our efforts."
> — Kristin Paxton, Select International

Use of HubSpot software led to efficiencies within customers' businesses

> "We have found HubSpot to be an effective tool to measure the success of our marketing campaigns. Having the 'whole picture' helps us determine what products and services we are going to launch next, and which ones we should spend more time developing."
> -- Adam Noll, Training & eTracking Solutions LLC

> "Before Hubspot we had a passive inbound marketing strategy and many inquiries that were unrelated to our business. Now our inquiries are more qualified and we waste less time on leads that are of no value."
> — Dennis Ogawa, Liquidmetal Technologies

Customer testimonials on HubSpot "most valuable" aspects

The survey also provided an opportunity for customers to note what they felt was the "most valuable" aspect of their HubSpot experience and asked them to evaluate their marketing goals in terms of inbound marketing practices and use of HubSpot software.

1. HubSpot inbound marketing education and consulting

"The consultants and educational content have been excellent. It has helped us craft a vision of how to manage a successful shift to inbound marketing. We also got practical, tactical advice to get us going."
— John Hibel, Contact Solutions

"Learning much more about inbound marketing [has been most valuable to us]. Although HubSpot's product is better geared for smaller companies, it still has benefits for larger ones like ours."
— Josh Chang, Wellesley Toyota

"Training about running a business [has been valuable], not just doing marketing work."
— Lynne McNamee, Always Visible Signs

"We are shifting the change from our digital ads from 'Click here to learn more' to more specific, information driven CTA's (ex: "Click here to download our white paper to see how it can change your life..."). Our [HubSpot] account rep Will Kavenaugh suggested we create a new button on our site 'Speak to a Scientist', [and] this has shown tremendous success. We've seen an almost 100% conversion rate with these leads! The CTA was less 'salesy' and intimidating to scientists, so they were more likely to reach out to us about their projects. Thanks Will! Overall, we see this as a really valuable tool. Our inside sales rep has been inundated with 'hot' leads after we implemented lead scoring— another wonderful tool that we use every day to initiate sales calls."
— Kristen Smith, Myriad RBM

2. Usability of HubSpot tools

"Landing Page and White Paper usage for sure [have been the most valuable aspects of Hubspot]. The white paper accomplishes so much and with a great landing page we can get the information we know our customer needs in front of them. That white paper acts like another 15 employees for us!"
— Steve Jaeger, Hammerhead Fitness

"HubSpot's provides a kind of 'brain dump' for the busy marketer. I don't have to remember everything, because HubSpot keeps it all right in my dashboard for me. And having a method to keep coming back to means I stay focused on the right things."
— Evan Elizabeth Harder, Metal Cutting Corporation

"We have more robust analytics on the people visiting the site and what they are searching for to find our company/product. The ability to easily add calls-to-action buttons and landing pages without going through development [have been most valuable]."
— HubSpot Customer

3. Autonomy

"Being autonomous [has been valuable]. Since we're using HubSpot, we don't need IT or designers to make a new landing page or generate a list."
— Marcela Ureta, MaxSea International

"The two things I like about HubSpot are: 1) The analytics. You can immediately see results from your actions. 2) The ease of maintaining a website. We don't need to hire a programmer to maintain the appearance and content of our site. We are doing this work with someone with no education or experience in writing code."
— Matt Graves, Strahm, Division of SGI, Inc.

4. Service

"The customer service team is dependable and reliable. I don't have to get transferred to an overseas vendor and try to walk myself through a troubleshooting menu. The onboarding process was also very helpful and has helped us to take a closer look at our overall online marketing strategy. We still feel that there is much we are not fully implementing and are excited about continuing to leverage the platform to boost our online marketing efforts."
— Adam Noll, Training & eTracking Solutions LLC

5. Miscellaneous

"There are so many aspects that make HubSpot truly invaluable. Everything works so closely together and is so vital to the success of our Marketing Departments. I would say the education is honestly one of my favorite parts and extremely valuable. Being a HubSpot customer has infinitely made me a better marketer and has truly ignited my love for marketing. The innovation that happens within the walls of HubSpot is incredible. Every time I think, 'I wish I could do something', HubSpot already has it in the works and is building it 10x better than I could have ever imagined. Their customer support and customer relations also exceed all of my expectations. If I have an issue, I can call and talk to someone who not only instantly solves the problem, [but] is so friendly and pleasant to interactive with during the process. The product team always asks for my feedback and makes me feel like I'm part of building the platform. It is truly unlike any other company/product I have interacted with. Needless to say, I love all things HubSpot and look forward to being a life-long client."
—Erin Wasson, UrbanBound

"The customer service is great. Good value. I like that they re-skin my pages for free. The educational webinars are top notch! Most of all, it allows me to have some control over the content and landing pages whereas before I relied on a marketing agency or our internal developers. It's definitely sped up my ability to execute campaigns and measure results."
— Greg Messler, Ultrivia, Inc.

Summary of User Survey Results

The Customer Survey findings indicate that overall, active use of HubSpot software produces increases in traffic and leads, as well as a higher rate of sales conversion. It also illustrates that implementing of HubSpot has caused a shift in marketing behavior toward a greater investment of time and money in inbound practices. In contrast, on average, customer investment in outbound marketing practices has decreased in both time and money.

Traffic
- 92.3% of customers have experienced an increase in traffic.
- 29.8% of customers reported an increase of more than 100% of traffic.
- 85.0% of customers that saw a traffic increase noted that it began within 7 months or less, with 64.8% of customers seeing an increase within 4 months.

Leads
- 92.7% of customers have experienced an increase in leads.
- 38.4% of customers reported an increase of more than 100% in their leads.

- 83.9% of customers who saw an increase in leads noticed it within 7 months of using HubSpot, with 65.2% of customers seeing an increase within 4 months.

Sales
- 49.2% of customers experienced a higher lead-to-sales conversion rate, with 29.4% of customers noticing a "Slightly Higher Rate (1-25%)" of conversion. (Respondents said that leads converted to sales 1-25% faster.)
- 49.7% of customers who saw an increase in actual sales noticed it within 7 months.

Change in Customer Marketing Behavior
- Overall, the amount of time and money spent on inbound marketing has been increasing, while the amount of time and money spent on outbound marketing has been decreasing.
- Customers who have used inbound marketing tools have experienced a higher increase in traffic to their websites.

Furthermore, it is significant to note the change in customer behavior before and after implementing HubSpot. For instance, one salient snapshot is the percentage of customers that use three major marketing tools (blogs, social media, and marketing emails) before and after HubSpot:
- 98.0% of customers post blogs after implementing HubSpot, compared to 60.1% who did before using HubSpot.
- 98.0% of HubSpot customers now use social media after implementing HubSpot, compared to just 75.4% of customers before using HubSpot.
- 95.6% of customers now use marketing emails after implementing HubSpot, compared to 83.1% of customers before using HubSpot.
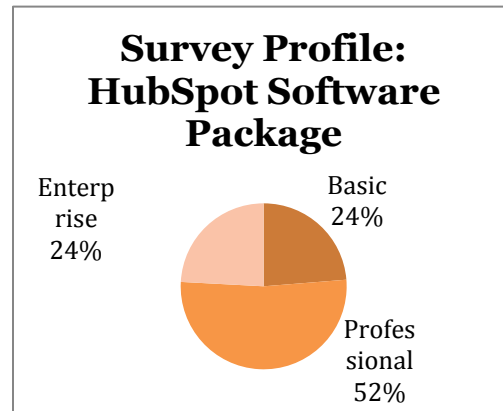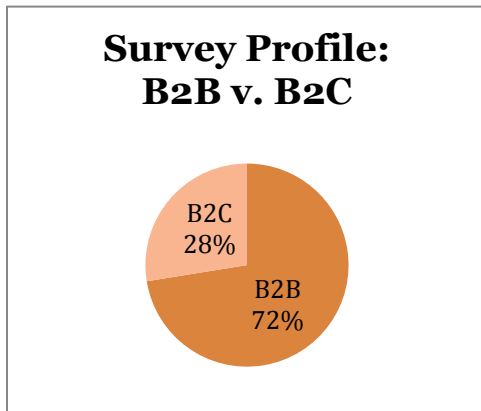
Product Satisfaction
- 84.32% of customers overall agree that HubSpot has helped them reach their marketing goals, while 32.30% within that group "Strongly Agree" with the statement.
- 85.59% of customers would recommend HubSpot to a friend or colleague, while 2% said they would not, and 12% said they were not sure.
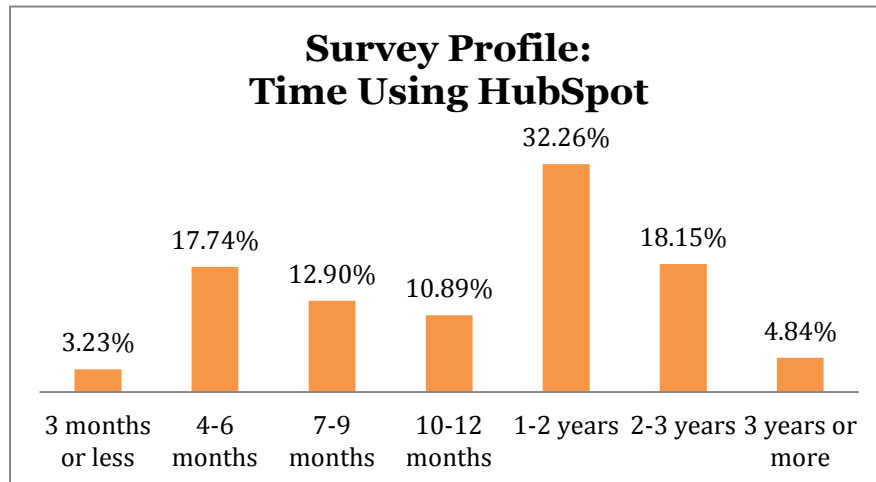
APPENDICES

Appendix A: Customer Survey Profile

The survey respondents represent a diverse spread of HubSpot's customer base in terms of company classifications (B2B v. B2C), time using HubSpot, number of employees, and type of software package purchased. As the fourth ROI report, this year's account records additional information on HubSpot's customer base, including its gradually maturing customer base as well as additional segmentation with International, Non-profit/Education, Value Added Partner (VAR), and E-commerce categories.
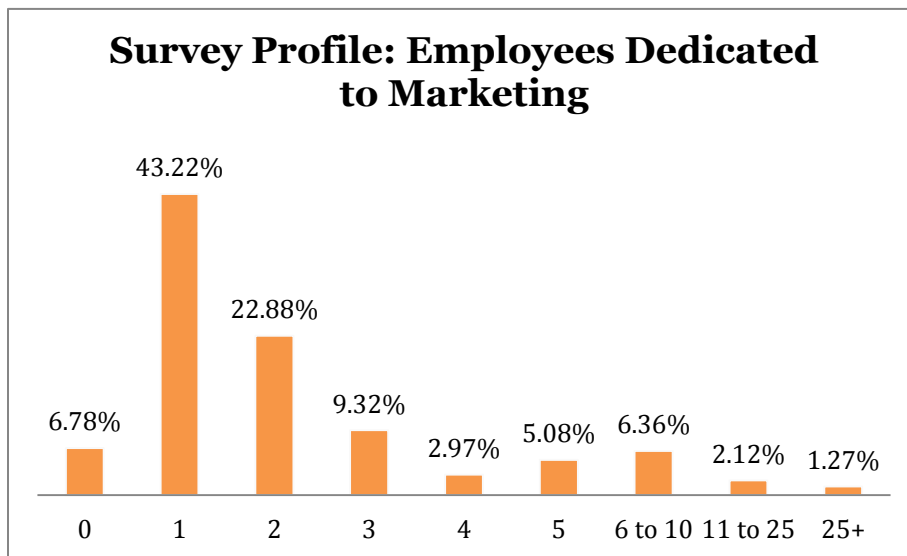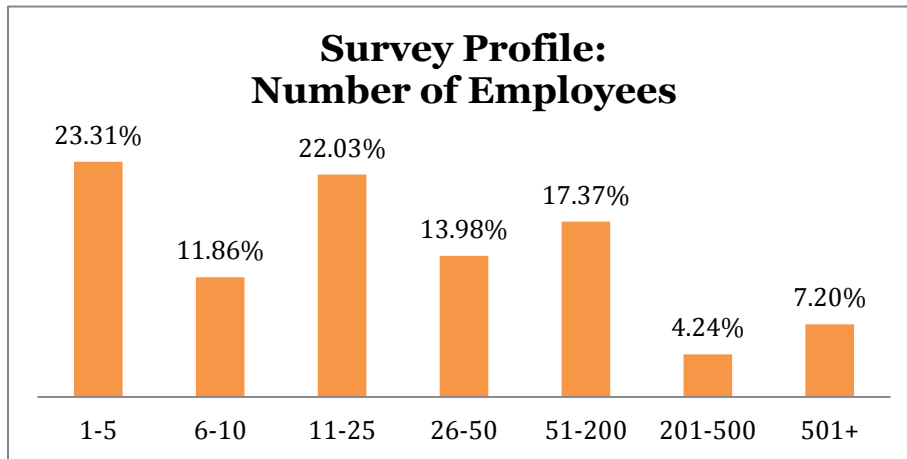
- The respondents are fairly evenly spread between being customers 1 year or less (44.8%) and 1 year or more (55.24%).
- The largest group of respondents is customers with 1-5 employees (23.3%), with customers with 50 or fewer employees forming 71.2% of respondents.
- The largest group of respondents has only 1 employee dedicated to marketing (43.22%)
  - 1-2 employees dedicated to marketing forms 66.1% of respondents
  - 0 employees dedicated to marketing forms 6.78% of respondents
- The majority of customer respondents have the "Professional[13]" software package (52%)

Survey Profile: B2B v. B2C

B2C 28%
B2B 72%

Survey Profile: HubSpot Software Package

Enterprise 24%
Basic 24%
Professional 52%

*The "Basic" package was previously known as the "Small" or "HubSpot Owner" package. The "Professional" package was formerly known as the "Medium" or "HubSpot Marketer" package, and the "Enterprise" package was known as the "Large" software package.

Survey Profile: Time Using HubSpot

3 months or less	3.23%
4-6 months	17.74%
7-9 months	12.90%
10-12 months	10.89%
1-2 years	32.26%
2-3 years	18.15%
3 years or more	4.84%

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[13] Formerly known called the "Medium" or "HubSpot Marketer" package.

Survey Profile: Number of Employees

Category	Percentage
1-5	23.31%
6-10	11.86%
11-25	22.03%
26-50	13.98%
51-200	17.37%
201-500	4.24%
501+	7.20%

Survey Profile: Employees Dedicated to Marketing

Category	Percentage
0	6.78%
1	43.22%
2	22.88%
3	9.32%
4	2.97%
5	5.08%
6 to 10	6.36%
11 to 25	2.12%
25+	1.27%

Appendix B: Additional Survey Results by Company Size

	% Respondents with An Increase In:		% Respondents Experiencing a Higher Rate of:
Company Size	Traffic	Leads	Sales
1-5	98%	87%	44%
6-10	93%	93%	64%
11-25	94%	96%	54%
26-50	94%	91%	61%
51-200	88%	93%	41%
201-500	100%	100%	60%
501+	71%	94%	18%
Average	91%	93%	49%

	% Respondents with an Increase in:		% Respondents Experiencing a Higher Rate of:
# Employees Dedicated to Marketing	**Traffic**	**Leads**	**Sales**
0	100%	94%	50%
1	94%	92%	44%
2	94%	93%	67%
3	91%	91%	64%
4	86%	86%	43%
5	100%	100%	50%
6-10	80%	93%	20%
11-25	40%	80%	20%
25+	100%	100%	0%
Average	**87%**	**92%**	**40%**

Appendix C: Additional Survey Results by B2B & B2C Companies

Traffic: Change in Traffic Since Implementing HubSpot			
Increased By:	**B2B**	**B2C**	**Overall**
1-25%	16%	20%	18%
25-50%	11%	8%	9%
50-75%	7%	5%	6%
75-100%	11%	11%	11%
Don't know	4%	6%	5%
It decreased	2%	5%	3%
More than 100%	32%	22%	27%
Not sure, but it definitely increased	18%	25%	21%

Leads: Change in Leads Since Implementing HubSpot			
Increased By:	**B2B**	**B2C**	**Overall**
1-25%	11%	11%	11%
25-50%	9%	9%	9%
50-75%	12%	6%	9%
75-100%	6%	9%	8%
Don't know	4%	11%	7%
It decreased	2%	2%	2%
More than 100%	41%	31%	36%
Not sure, but it definitely increased	15%	22%	18%

Sales: Change in Sales Conversion Rate Since Implementing HubSpot			
Increased By:	**B2B**	**B2C**	**Overall**
1-25%	16%	14%	15%
25-50%	2%	2%	2%
50-75%	4%	3%	4%
75-100%	2%	0%	1%
Don't know	33%	22%	27%
It decreased	2%	6%	4%
More than 100%	13%	26%	20%
Not sure, but it definitely increased	29%	28%	28%

Appendix D: Additional Survey Results by Company Type

Customer Classification: International (headquarters not in U.S. or Canada)			
Increased By:	**% Respondents with an Increase in:**		**% Respondents with a Rate Increase In:**
	Traffic	**Leads**	**Sales**
1-25%	17%	10%	17%
25-50%	7%	17%	0%
50-75%	17%	10%	43%
75-100%	10%	13%	3%
More than 100%	30%	37%	3%
Not sure, but it definitely increased	10%	13%	3%
Don't know	7%	0%	13%
It decreased	3%	0%	17%

*Calculations are based on a statistically significant sample size of 30.

Comments from International Customers

International customer respondents had the following remarks regarding their experience as HubSpot customers.

"Now we have a lot more active and dynamic approaches to all our marketing activities that lead to [my] feeling and learning how the market reacts to different messages. Goals are changing and [we are aiming high]."
          — Fernando Lopes, Nível Horizontal

 "[We have] added an objective of collecting a marketing list of 10,000 contacts. Before HubSpot no such target existed."
          — Jari Juslén, Akatemia 24/7 Oy

"We do a lot more inbound marketing, we measure everything, and we now act on the results. We have the ability to see what's working and what's not. We count visits, leads and customers and see the correlation between a well-written targeted blog article, a targeted CTA and a converting landing page. Now we are doing lead nurturing and see the positive effect it has on both leads and internal staff. We love the fact that HubSpot is evolving continuing to offer state of the art inbound marketing software and services."
          — Are Stegane, Left Brain Marketing AS

"Hubspot would not be Hubspot if you would not have the support team you have. It rocks!"
— Sebastian Cadenas, RESULTS.com

"Marketing Automation allows us to keep in touch with leads and customers and opens new communication possibilities. Since using HubSpot, we're focusing much more in one-to-one actions and segmenting our database."
— Marcela Ureta, MaxSea International

"The continual and personal consultation sessions as well as the very knowledgeable support team—anytime we run into an issue, they're always able to help (and we've had some complicated ones). We are very happy with our investment in HubSpot, and, on a personal level, I find the HubSpot blog and other resources to always be very valuable and educational."
— Mike Sotiriadis, Schwartz MSL

"Being able to do everything in one place [has been the most valuable aspect of HubSpot]. When a blog article goes live, it can automatically be sent to Facebook and Twitter. [Fewer] steps are better for a small marketing team who doesn't have all the time in the world."
— Larissa Place, Ludlum Measurements, Inc.

Customer Classification: Non-Profit/Education			
Increased By:	% Respondents with an Increase in:		% Respondents with a Rate Increase In:
	Traffic	Leads	Sales
1-25%	19%	5%	5%
25-50%	5%	5%	5%
50-75%	0%	14%	38%
75-100%	10%	5%	0%
More than 100%	14%	38%	0%
Not sure, but it definitely increased	43%	24%	0%
Don't know	5%	10%	38%
It decreased	5%	0%	14%

*Calculations are based on a sample size of 21, which may not be statistically significant.

Comments from Non-Profit/Education Customers

Customer respondents who self-identified as "Non-Profit/Education" in the survey had the following remarks regarding their experience as HubSpot customers.

"Workload for sales staff and recruiters have diminished since they have much more power to contact their leads rather than organizing them all the time…[and our marketing goal] is now to double enrollment in 4 years."
— Scott Warner, Western Michigan University-College of Aviation

"We're able to justify spending money on the website & inbound marketing campaigns, show the marketing value of our site, and better recruit students. We're improving every day…[and HubSpot is] helping us change the culture of our institution."
— Jil Wright, Hinds Community College

"[Since using HubSpot], we are now dedicated to creating great content to help solidify us as a credible leader in our industry. We are focused more on our SEO and keyword rankings. Our blog, landing pages etc. are more strategic."
    — Carrie Gibori, Chicago Academic

"We are a non-profit, so we [measure] the time a donor donates to the next time they donate. We've seen the number of donors and the frequency of donations increase slightly since using HubSpot."
    — Eric Allen, The Urban Alternative

"HubSpot is fabulous! [It has] dramatically changed and improved how we market."
    — Elyse Meyer, Thunderbird School of Global Management

Customer Classification: Value Added Reseller			
Increased By:	**% Respondents with an Increase in:**		**% Respondents with a Rate Increase In:**
	Traffic	**Leads**	**Sales**
1-25%	11%	14%	23%
25-50%	11%	3%	9%
50-75%	3%	6%	31%
75-100%	11%	6%	0%
More than 100%	57%	69%	3%
Not sure, but it definitely increased	6%	0%	6%
Don't know	0%	0%	6%
It decreased	0%	3%	23%

*Calculations are based on a statistically significant sample size of 35.

Comments from Value Added Reseller (VAR) Customers

Customer respondents who self-identified as "Value Added Reseller (VAR)" in the survey had the following remarks regarding their experience as HubSpot customers.

"We only call leads who have qualified themselves and have asked for sales follow up. No more cold calling…We are hiring. We are growing. We had our best year ever in 2012."
    — Kevin Jorgensen, IMR

"[Since using HubSpot] we've gone into a growth mode. [We're] hiring qualified staff, contracting support internationally, refusing cheap clients, [and] focusing on 3-star clients."
    — Randy Milanovic, Kayak Creative

"Dan MacAdam has been a great resource for us. We have been able to generate leads and manage our website with ease. We have also been able to introduce other companies to this... it's helped us become a better marketing company."
    — Mike Wolfe, WAM Enterprises LLC

"We basically do zero networking or associations [since using HubSpot]. All the opportunity we need come to us with very limited effort."
    — Nathan Yerian, Adhere Creative

"As we've seen success, it's gotten us excited to continue to throw more fuel on the fire. We're excited to keep growing, learning, and adding to our efforts."
    — Josh Miles, Miles Design

"[Since using HubSpot] we now sell direct to clients as opposed to waiting for RFPs. We also offer new services focused around inbound marketing."
    — Chris Seek, Solimar International

Customer Classification: E-Commerce			
Increased By:	% Respondents with an Increase in:		% Respondents with a Rate Increase In:
	Traffic	Leads	Sales
1-25%	31%	13%	6%
25-50%	13%	6%	6%
50-75%	13%	6%	25%
75-100%	6%	13%	6%
More than 100%	13%	19%	0%
Not sure, but it definitely increased	25%	13%	6%
Don't know	0%	25%	19%
It decreased	0%	6%	31%

*Calculations are based on a sample size of 16, which may not be statistically significant.

Comments from E-Commerce Customers

Customer respondents who self-identified as "E-Commerce" in the survey had the following remarks regarding their experience as HubSpot customers.

"Sales reps obtain much more information and intelligence before calling the prospect...[and it has led to] increased activity [and] more strategic decisions."
    — Sean Royer, SyneCore

"I have the faith in HubSpot to eventually build the software that they are marketing (that [HubSpot] will fulfill the promise of [their] demo—and that system performance will stabilize so that I can be sure I am not losing leads because of system downtime and bugs)."
    — Douglas Arrison, dasolar.com

"Initially, [what I found most valuable about HubSpot] was the ability to do [marketing] on my own with a low budget. During my experience, the platform has continued to evolve and keep pace with my needs."
    — James Reid, Rockpoint Logistics

Appendix E: Methodology

For both the user data analytics and the customer survey, we selected customers based on the following criteria:
1) Current customers
2) Customers for 3 months or more
3) Active within the last 30 days
4) Installed lead tracking application
5) More than 10 total leads generated since starting a subscription

The User Data Analytics component of this report is based on information from 5048 customers, and the information was pulled from reports dating from 1/1/11 until 8/31/12.

The Customer Survey was composed by the author, and its findings are based on the responses from a random sample of HubSpot customers that fit the above criteria. Of the 1543 customers approached, there were 236 completed responses for a response rate of 15.3%. All participants received a $20 Amazon gift card.

Appendix F: Author Disclosure

Annie Hung is currently an MBA candidate for the Class of 2014 at the MIT Sloan School of Management. She has experience in market research, marketing, and statistical analysis.

— Annie Hung, January 2013