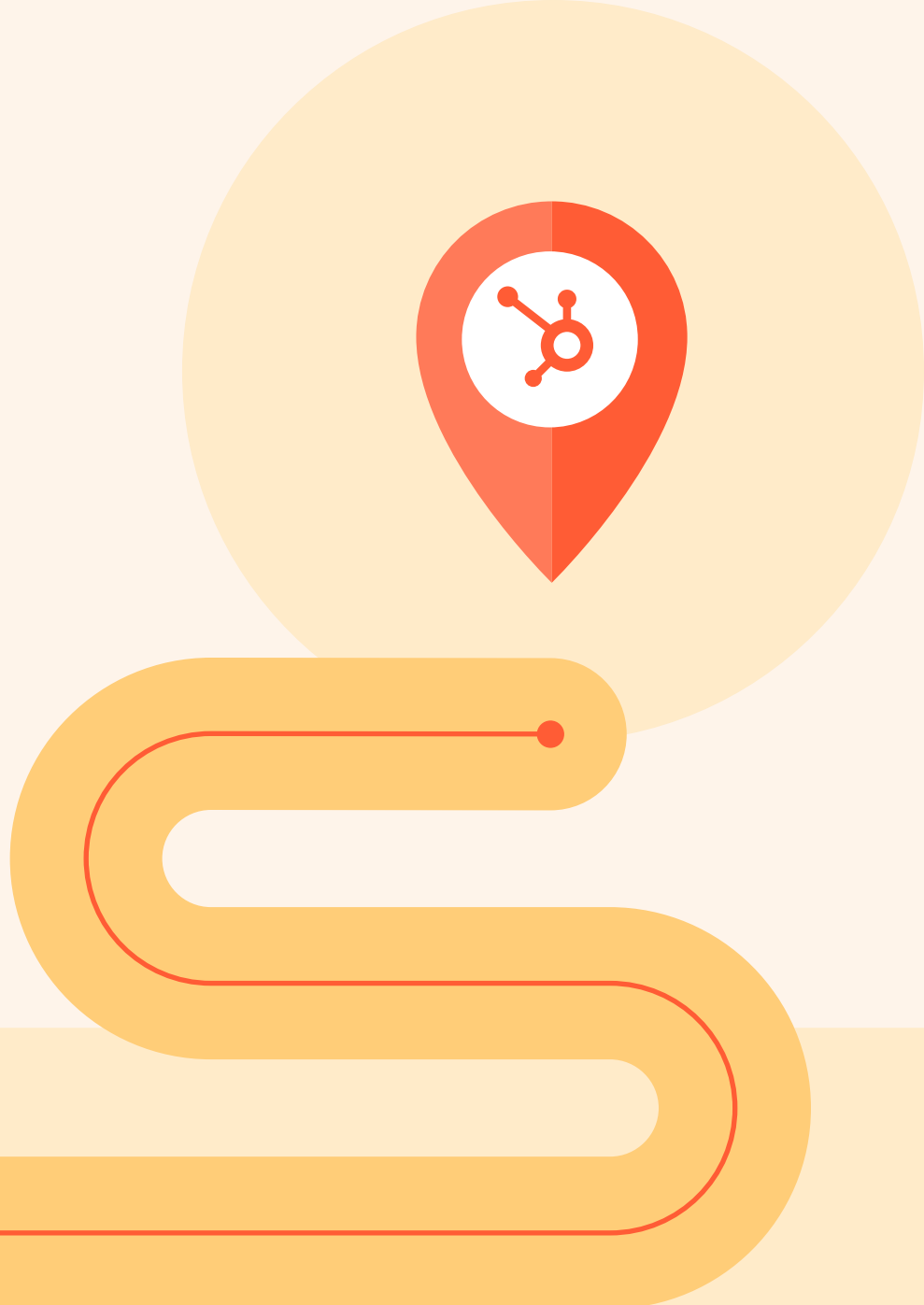
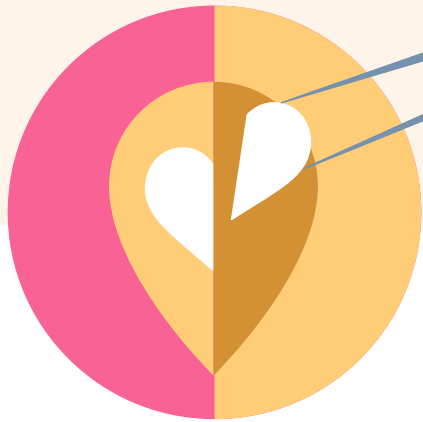


From ActiveCampaign to HubSpot

The Road to Marketing Hub Enterprise





We often hear that the pain of switching marketing platforms outweighs the benefits made by the switch.

At HubSpot, we love debunking that notion.

Our team moves public companies, tech unicorns, B2C brands, and companies in regulated industries from legacy software to HubSpot every day, with minimal disruption to their businesses.

That said, we know migrating away from a legacy platform can feel a little like undergoing open-heart surgery...while you're awake.

The good news? We've put together a pretty stellar team of surgeons.

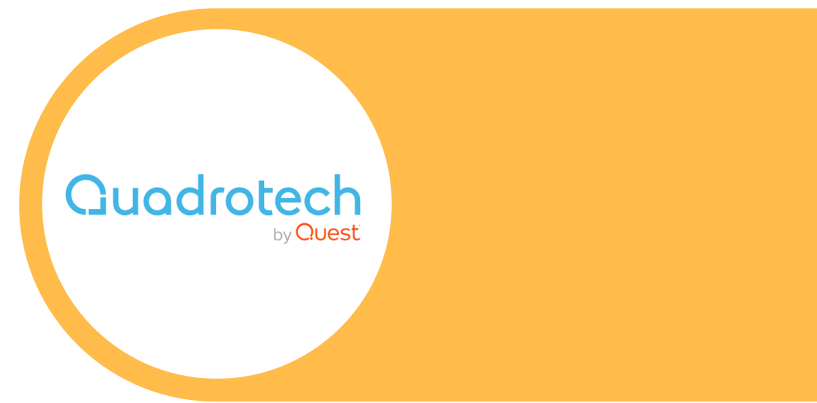
We've done this more than a few times in the last 15 years. Not just with Salesforce, but also with Marketo, ActiveCampaign, Pardot, Eloqua, and — increasingly — a cobbled collection of tools.

Currently using ActiveCampaign? Since there's no substitute for social proof, let's hear from a HubSpot customer who made the switch (and lived to tell the tale, with tangible returns on investment).

Discover where “deeply powerful” meets “easy to use” with **Marketing Hub Enterprise**.

[Learn more](#)

Driving 65% Year-on-Year Growth in Marketing-Sourced Pipeline



Why HubSpot?

Until 2018, Quadrotech used three marketing and sales tools that didn't integrate and were frustrating to use. Their goal? To shift all marketing and sales processes to a streamlined, all-on-one CRM platform and quickly scale.

Quadrotech specializes in powerful, highly scalable Microsoft Office 365 migration and management solutions, with offices and customers worldwide.

Previous Platforms:

**ActiveCampaign,
Microsoft Dynamics,
Unbounce**

Time on HubSpot:

3 Years

Industry:

Software

Hubs:

**Marketing Hub Enterprise
Sales Hub Enterprise**

Location:

EMEA

Employees:

25-200

Challenge:

Before HubSpot, Quadrotech:

- Struggled to set up campaigns efficiently
- Lacked robust contact information
- Had friction between Marketing and Sales
- Tracked limited metrics

Solution:

With HubSpot, Quadrotech has:

- Implemented 20-30 lead nurturing workflows and hands-off lead scoring
- Unified Sales and Marketing and introduced account-based marketing
- Automated reporting

Results:



175%

Increase in website conversions



5X

Increase in conversions from organic search



65%

Year-on-year growth in marketing-sourced pipeline

[View full case study](#)

Quick Evaluation Guide

ActiveCampaign

✘ Point Solution

ActiveCampaign offers one product with additional add-on specialty sales and service features.

✘ Basic Reporting

ActiveCampaign also offers out-of-the-box reporting and a custom report builder. However, you will still need to address the underlying data issues, and consider how, when, and how accurately your various sources of data are syncing. ActiveCampaign does not have key features like native web traffic analytics and sales forecasting.

✘ Limited

ActiveCampaign's offering is limited to basic marketing and sales automation, and they do not have robust website management, SEO tools, video hosting and management, hierarchical teams, meeting booking tools, ticket automation, sales playbooks, customer feedback tools, and helpdesk tools.

HubSpot

✔ All-On-One CRM Platform

HubSpot is a CRM platform with products focused on marketing, sales, content management, RevOps, and customer service. Built from the ground up as a single system, each Hub connects to a single database, whether you leverage just one or the whole suite.

✔ CRM-Powered Insights

HubSpot's CRM platform brings all of your data together in one central place to help you easily answer key business questions and empower your whole team. Give everyone access to the data they need to do their jobs, without waiting for help from an analyst or spending hours merging data in spreadsheets.

✔ Scalable

HubSpot is so much more than just email and marketing automation. With live chat, a managed CMS, SEO tools, social media and ads tools, and more, HubSpot has everything you need to get your marketing strategy started, with advanced features that you can grow into. Add your sales and service teams to HubSpot too, and discover how team and tool alignment reduces friction in your customer's end-to-end experience.

VS



Without Marketing Hub workflows, we wouldn't have the same volume of highly qualified leads.

I have a motto: if it's not in HubSpot, it didn't happen. Everything we do from a marketing perspective happens in or through HubSpot. The move was worth it because everything now lives in HubSpot, including landing pages, emails, forms, ads, and nurturing workflows for early-stage leads.

By automatically adding leads into workflows and passing them to Sales when our lead scoring deems them qualified enough for a conversation, we've introduced a completely hands-off process.

Shelley Bougnague

Marketing Operations Manager, Quadrotech

[Learn more](#)

