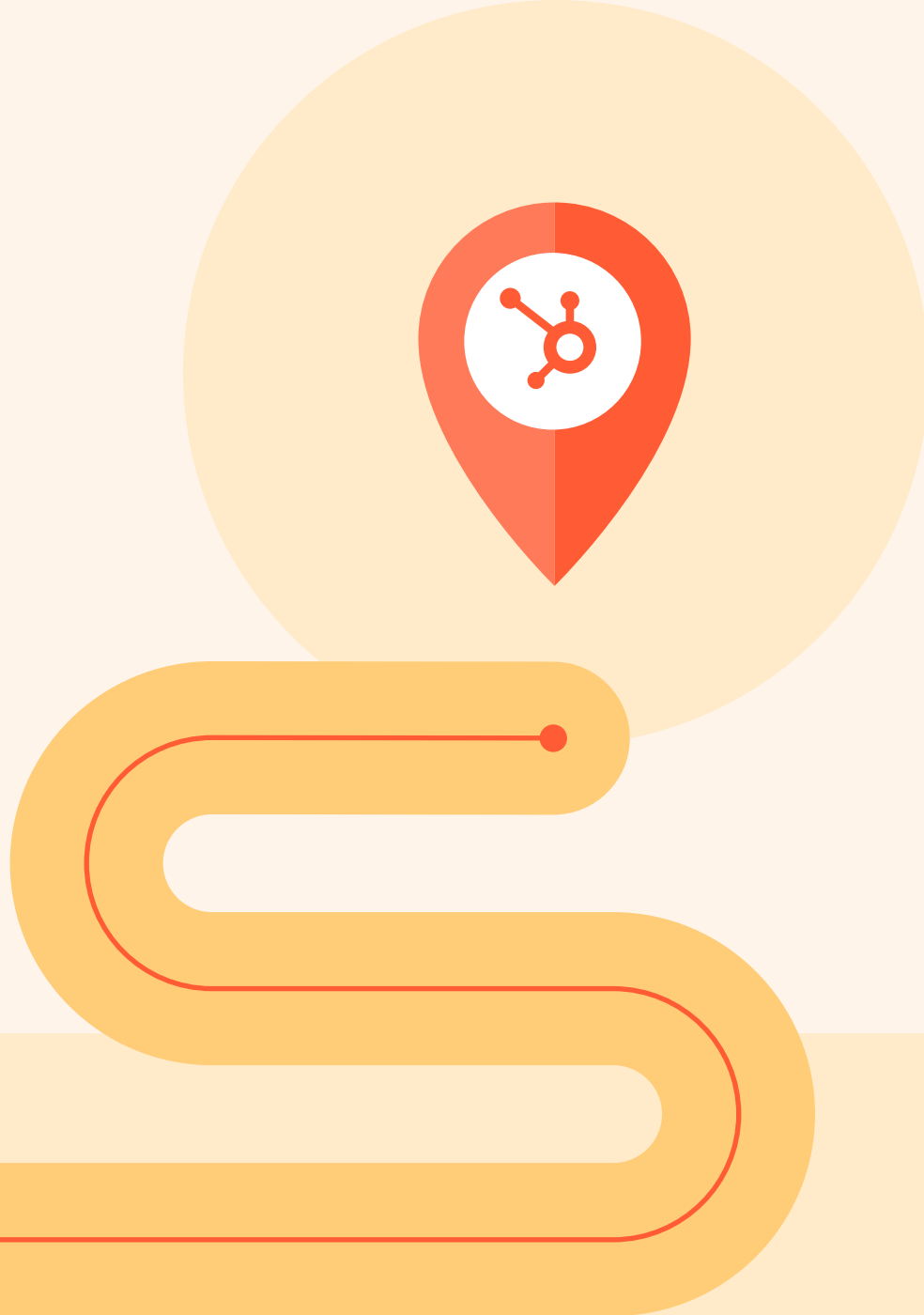
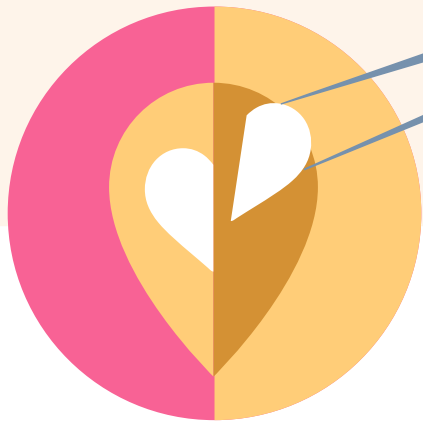


From Marketo to HubSpot

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 Marketo? 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](#)

An End-to-End Process to Boost MQLs 9X with HubSpot



Why HubSpot?

To build an advanced, end-to-end process for boosting lead generation and sales and meet its aggressive growth goals, Ceros needed a streamlined, all-on-one CRM platform — without any hidden costs.

| | | | |
|---|------------------------------------|---|---|
| Previous Platforms: Marketo, Salesforce | Time on HubSpot: 7 Years | Industry: Professional Services | Hubs: Marketing Hub Enterprise Sales Hub Professional |
|---|------------------------------------|---|---|

Ceros is an interactive content creation platform that empowers marketers and designers to create rich, engaging content without any coding.

| | |
|-------------------------|-----------------------------|
| Location: NAM | Employees: 25-200 |
|-------------------------|-----------------------------|

Challenge:

With Marketo and Salesforce:

- Lack of contact engagement insights
- Difficulty replicating marketing campaigns
- Time-consuming data entry
- Dubious understanding of leads

Solution:

By switching to HubSpot, Ceros:

- Gained full-funnel visibility into contact engagement
- Centralized their lead management process
- Aligned Sales and Marketing
- Obtained more actionable customer insights for deeper, more lasting connections

Results:



9X

Increase in MQLs year-over-year



4X

Increase in SQLs year-over-year



7X

Increase in monthly prospect meetings

[View full case study](#)

Quick Evaluation Guide

Marketo

✘ Point Solution

Marketo is a single tool that provides email nurturing and automation and requires costly integrations or other tools to help with marketing, sales, and customer success. To get the most out of a single email automation tool, you'll need deep integration with a CRM (and a commitment to ongoing maintenance from your team).

✘ ABM Paid Add-On

Marketo's ABM features are unlocked with a paid add-on to your instance, and individual licenses are issued to users who require access. To align Sales and Marketing, you'll need to ensure your various admins are coordinating closely on integrations and all users understand how both systems function.

✘ Centralized Control

With Marketo, leaders need to entrust a handful of individuals with control over their tech stack. Instead of democratizing access to maximize effectiveness, your future growth is pinned to the skill, initiative, and availability of technical gatekeepers. Linking marketing initiatives to sales or service data becomes a chore rather than an essential function.

HubSpot

✔ All-On-One CRM Platform

HubSpot's powerful suite of tools is deeply integrated with your customer data and offers everything you need to create automated inbound marketing campaigns that consistently grow your business - integrated CRM included.

✔ Integrated ABM Tools

With HubSpot, you can set up your ABM strategy with ease. Tools to help identify target accounts, attract key accounts, engage and deepen relationships, communicate across Marketing and Sales, and measure performance of your powerful ABM program are all available in Sales Hub and Marketing Hub Professional/Enterprise at no additional cost.

✔ Democratized Growth

HubSpot comes with all the tools you need to build your growth machine, create a connected customer experience, and drive results for your business. Combining HubSpot's Marketing Automation platform, CMS, and CRM into one easy-to-use platform unifies and aligns internal teams to report across systems, use data to better target customers, and manage your website.

VS



HubSpot has empowered Ceros to stop wasting time on integration challenges and focus on building an advanced, end-to-end process to boost lead generation and sales.

Despite their best efforts, Marketo didn't provide the full-funnel visibility Ceros' marketing team needed. Without clear visibility into contacts' engagement activity on their website and social media channels, they found it difficult to measure exactly which content and campaigns were actually appealing to their target audience. With HubSpot, Ceros can replicate successful campaigns in order to maximize their overall marketing activities.

[Learn more](#)

