

# Campaign Overview Guide: June Digital Experiences

## Audience:

Marketers and Developers

## Product Focus:

CRM Platform, Marketing & CMS Hub

## Campaign Theme:

### Crafting Tomorrow's Digital Experience, Today.

To deliver the digital experience that your customers have come to expect, it's going to take much more than just a "business card" website. Instead, you'll need a CRM Platform and website that drives business growth, and enables developers, marketers, sales, and service teams to deliver on a delightful customer experience.

## Why it's hard today:

- Customer expectations are at an all time high
- The buyer journey has gotten increasingly more complex
- Businesses are struggling to use their digital content to guide buyers through the journey

## How competitors get it wrong:

- Cobbled together tools lead to issues in your buyers journey
- This causes your website to be separate from the rest of your platform, left stale, and underutilized.
- Messaging is fragmented
- Automation is a chore vs an asset
- Data is siloed and not useable
- Reporting across systems is a full-time job

## Why HubSpot is Better:

The CRM Platform creates a seamless digital experience that helps your business scale.

- Your website is a core part of your platform, creating a 'growth machine'
- Messaging is personalized, timely and consistent across every touchpoint
- Automation is easy to use, and helps you scale without pain
- Data can be leveraged to create personalized, dynamic experiences
- Reporting on and optimizing the experience is simple and intuitive

[Visit the Flywheel Campaign HQ for resources](#)

# Key Data

**2019**

**85% of executives** said that 'digital experiences' are a *'nice to have'*



**2021**

**#1**  
Digital experiences are the top priority for executives looking to improve the overall customer experience

Customers who combine Marketing Hub and CMS Hub see **13% more website traffic** and **80% more organic traffic**

Customers who combine Marketing Hub and CMS Hub together see **51% more form submissions** than those who only use a single hub.

Customers who use both Marketing Hub and CMS Hub together see **121% more contacts** (leads) generated than those who use a single hub.

## The Goal: Easy to Adopt, Align and Adapt

### The Dream

#### Adopt

Tools that make it easy for your entire team to create an amazing digital experience.

A system that makes it easy for every team invested in your CX to work together to build a powerful digital experience for your customers.

### How We Deliver

- Contact records
- Local development
- Flexible themes
- Drag and drop editing
- Behavioral events
- email marketing & automation

#### Align

Your digital strategy around a unified view of the customer experience.

One unified system that aligns your team around a unified view of how customers leverage your content, and what is helping your business grow.

- Dashboards
- Custom Report Builder
- A/B and Adaptive Testing
- Revenue Attribution
- Contact Attribution

#### Adapt

Your digital content to scale your business, and improve your customer's experience across all channels.

A system that allows you to deliver a modern digital experience at scale & share learnings to improve across all customer touchpoints.

- Custom objects
- Dashboards
- Object associations
- Web apps
- Memberships