



Harness the power of HubSpot's CMS Hub + Marketing Hub on top of the CRM platform to create a website that drives business growth and delivers a delightful customer experience.

## The Opportunity

Customer expectations are at an all-time high, and the buyer journey is increasingly complex. But many businesses have fragmented tech stacks that leave their system of record, engagement, and content in silos – passing on their fragmented experience to the customer. With HubSpot's unified software, including CMS Hub and Marketing Hub built on top of our CRM platform, businesses unlock a unified view of the customer. Finally they can see how their content impacts the customer experience, helping them optimize the digital experience and scale their business.

## The Goal

Digital experiences that exceed modern expectations:

- ✓ Can be personalized for every visitor
- ✓ Built efficiently through developers and marketers working together
- ✓ Has engagements that are timely, relevant, and consistent
- ✓ Scales through automation
- ✓ Continuously improves through comprehensive reporting

## How HubSpot Delivers

### Personalized experiences

Your website isn't a business card – it's a business tool. By leveraging CRM data, not only can you personalize your content but also deepen your customer's digital experience.

- Create [gated content](#) behind a login.
- Deliver different content to your site visitors based on ads they've interacted with.
- Create [dynamic content](#) using CRM objects directly in your emails or on your website.

[Media Bridge](#) | [Behavioral Events](#) | [Programmable Email](#) | [Memberships](#) | [Smart Content](#)

### Efficient content creation

With HubSpot's CRM Platform, developers can create a content system using the tools and workflows they're familiar with. Marketers can then operate freely within this content system, allowing them to act quickly while letting developers focus on strategic business problems.

[Themes](#) | [Local Development](#) | [Drag-and-Drop Page Editing](#) | [HubDB/Dynamic Content](#) | [Web Apps](#)



## Automation that scales

As businesses scale and become more complex, the chance for automation errors increases. You need a platform that can handle advanced automation and seamlessly works across your entire digital experience. HubSpot's automation ensures you never have to worry about missing opportunities to connect with customers.

- Ensure that actions taken on your website are acted upon by your team.
- Keep your system of content in sync with your system of record.

### [Workflows](#)



## Timely, relevant, consistent messaging

As you iterate on your customer's experience, you need every engagement they have with your business to be timely, relevant, and consistent across channels. HubSpot's CRM Platform gives you all the tools you need to ensure that:

- Relevant follow-up steps are taken when a customer takes an action.
- Messaging is personalized based on what you already know about your customers.
- Messaging is consistent – from your website to your ads and email campaigns.

### [CRM Objects](#) | [Adaptive Testing](#)



## Continuous improvement through reporting

As business complexity increases, so does reporting. HubSpot's CRM Platform provides reporting and optimization tools that scale as your business scales and help you understand what efforts are driving impact. Share these learnings with all teams to enhance the customer experience across marketing, sales, and customer success.

### [Custom Reporting](#) | [Web Traffic Analytics](#)

## Resources

### Customer-facing

- [Product / Feature Page](#)
- [CMS Hub Overview Page](#)
- [Dynamic Content Page](#)
- [CMS Hub Enterprise Page](#)
- [The Ultimate Digital Experience Audit Workbook](#)
- [Why Data Driven Digital Experiences Win](#)
- [Case Studies] [SPOC Automation, Handled](#), and [Crunch Fitness](#)
- [App Partner] [Media Bridge Integration](#)

### Internal

- [Competitive Intelligence]
  - [WordPress Comparison Card](#)
  - [Drupal/Acquia Comparison Card](#)
  - [Sitecore Comparison Card](#)
  - [HubSpot vs Wordpress One-Pager](#)
- [Solutions] [Unified Marketer Pitch Deck](#)
- [Creative] [Unified Marketing Video](#)