



Less time evaluating software. More time delighting customers.

Leader in the 2022 Gartner® Magic Quadrant™ for B2B Marketing Automation Platforms

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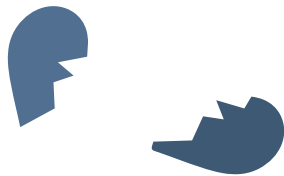
Market Challenge

Ever get a marketing email with [FIRSTNAME] in the body? Felt bombarded by increasingly irrelevant content?

Micro-moments can make or break relationships.



And in a time when marketers must do more with less across more channels than ever, connecting with customers has never been so complicated.



How has the market responded?

With new point solutions that solve individual problems and create more silos. What do those tools have in common?

A tough trade-off:

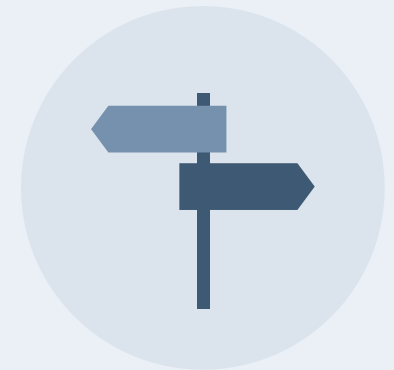
Optimize customer experience and sacrifice time-to-campaign

or

Accept the solution has limitations and compromise customer experience

Needless to say, when it comes to marketing software, growing teams haven't had great options.

Most legacy tools are one of two things: **powerful or easy to use.**



For advanced teams striving to offer advanced experiences, there hasn't been a way to replace **"either/or"** with **"both/and."**

Why Marketing Hub Enterprise

Powerful and easy to use.




Marketing Hub is the all-on-one marketing automation software that marketers adopt easily, use powerfully, and love deeply. It's customizable without being complicated. Empowering, versus overpowering.

No matter how intricate your organization, data, or campaigns, it's never been more possible to power remarkable customer experiences.

Marketing Hub Enterprise is marketing software for scaling teams — without the complexity.

Crafted for Growth

Marketing Hub Enterprise customers are solving complex challenges facing brands across industries.

Problem	Solution	Business Outcome	How to Get There
It's getting harder to connect with customers — channels are saturated and constantly changing.	 <p>Advanced Targeting</p>	Drive revenue with high-quality leads.	<ul style="list-style-type: none"> • Segmentation tools • Dynamic content • Ad management • WhatsApp • Social tools • Custom objects • Custom behavioral events • Salesforce custom object sync
Teams are siloed in an increasingly remote world, making scaling quickly even more of a challenge.	 <p>Advanced Governance</p>	Save time and resources with efficiencies that scale.	<ul style="list-style-type: none"> • Business units (add-on) • Single sign-on • 2-factor authentication (2FA) • Permission sets
The best marketing strategies are rooted in customer data and optimized through reporting, but it's challenging to create those strategies when your data is scattered.	 <p>Advanced Reporting</p>	Optimize marketing investments with strategic reporting.	<ul style="list-style-type: none"> • Custom report builder • Custom behavioral events reporting • Campaign revenue attribution • Multi-touch revenue attribution • Customer journey analytics

Custom Objects and Custom Behavioral Events

What you can do:

Track custom interactions unique to your business that clearly indicate that a customer is ready to take the next step in their buying journey.

With behavioral events baked right into your marketing automation platform, you can take targeting and personalization to another level.

Why it matters:

Without custom objects or custom behavioral events, your team is limited to basic channels to trigger their workflows (think email activity, page views, and form submissions). With more event data, you can tap into more advanced marketing tactics as your strategy matures.

Use cases:

- Have a **web-based application?**
Set up targeted upgrade campaigns (from free to paid) based on app usage. Or run an adoption campaign with customers who haven't logged in within 30 days.

Marketing Hub Professional

With Marketing Hub Professional, you can track form entries, page visits, and aggregate website metrics to get an end-to-end view of the customer journey.

vs

Marketing Hub Enterprise

With Marketing Hub Enterprise, you can do all of that and:

- Track specific clicks (ex. someone moved a volume slider above 50 on your webpage and visited from .de)
- Track product usage data (ex: someone logs into your free application, or hits an upgrade point in your application)

- Have an **interactive pricing calculator?**
Create targeted campaigns based on inputs for known contacts.
- Have **long form content on your website?**
Leverage insights about completion level to execute targeted campaigns for known contacts.

Business Units

What you can do:

Effortlessly manage contacts, assets, and settings across multiple brands so that your swimlanes stay crystal clear.

Why it matters:

Keeping assets, teams, and brands aligned and organized is important for your growing teams. Set your teams up for success by allowing them to share some marketing assets while restricting access to others for specific teams.

Use cases:

- Is your brand team constantly being asked for **the same hex codes and logo files**?
With brand kits, you can organize your design assets by business unit so that it's easy to find and carry your individual brand identity across all campaign assets.

Marketing Hub Professional

With Marketing Hub Professional, you can easily configure standard user permissions like access to marketing and website tools. And, you can manage up to 10 teams, grouping users based on region, product line, and more.

This lets you manage what your team members can and can't see or do so that you can keep operations running efficiently.

vs

Marketing Hub Enterprise

With Marketing Hub Enterprise, you get advanced governance without the slow-down.

You can organize users on multiple levels based on team, region, business unit, brand, or any other dimension to suit the way your business works.

You can also give teams custom permissions for your blog posts, site pages, emails, forms, CTAs, lists, or workflows based on role, region, and more, so they can only see and edit content relevant to them.

- Are your **contact preferences** different across multiple brands? It's crucial you get those preferences right. Ensure your subscription types, preference pages, and statuses are independent from each other — all inside the same portal.

Advanced Marketing Reporting

Multi-Touch Revenue Attribution and Customer Journey Analytics

What you can do:

Connect customer interactions to revenue so you can make strategic decisions rooted in business value.

With Marketing Hub Enterprise, our customizable dashboards let you combine both reporting tools and see what matters most to your business — all within HubSpot.

Why it matters:

Ever feel like you're flying blind? Actionable insights are critical for your teams to drive growth and prove the value of your efforts. Empower your marketers with a cost efficient platform that shows what is and isn't driving revenue.

Use cases:

→ **Budget planning?**
Set up **revenue attribution tracking** to fund the top performing channels and refine your playbook for others.

Marketing Hub Professional

With Marketing Hub Professional, you can access top-line metrics — including aggregate traffic, leads, opportunities/ deals, and incoming revenue.

You can also connect your CRM and marketing engagement data with a custom report builder — and align your teams around progress towards shared goals with customizable report dashboards.

vs

Marketing Hub Enterprise

With Marketing Hub Enterprise, you can choose from seven attribution models to recognize your team for creating the moments that matter most in the customer journey — no custom analytics skills required.

Rather than looking at simple reporting (which landing page drove the most leads?), Marketing Hub Enterprise makes it possible to identify end-to-end areas of opportunity. Which drives more revenue: social or pay per click? Which creates more sales hand-offs: website or email content engagement?

Enjoy access to interactions customers have with your brand — whether they happen on your website, in a custom app, or any other marketing channel.

→ Looking to **improve the customer experience?**
Set up **customer journey analytics** to develop a customer journey that drives revenue.

Case Studies

1. Company Name: Momentive Previous Platform: Marketo

Motivations to Make a Change:

- Two new acquisitions
- Benefits to bringing three marketing teams into one powerful platform
- Poor integration with third-party applications
- Slow speed-to-lead times
- A confusing and inefficient legacy system (think 200+ website forms with 120+ form fields and 20 automated lead qualifying “processes,” with inconsistent naming conventions as the cherry on top)

Results with HubSpot:

- ✓ **90%** reduction in lead qualifying processes
- ✓ **90%** fewer website forms and form fields/values
- ✓ **96%** increase in speed-to-lead time

2. Company Name: SANDOW Design Group Previous Platform: Salesforce Marketing Cloud

Motivations to Make a Change:

- Struggled to set up campaigns efficiently
- Lacked robust contact information
- Battled friction between Marketing and Sales
- Couldn't track meaningful metrics (automatically or otherwise)

Results with HubSpot:

- ✓ **20-30** lead nurturing workflows and hands-off lead scoring
- ✓ **175%** increase in website
- ✓ **5X** increase in conversions from organic search

[Learn more →](#)

[Learn more →](#)

Case Studies

3. Company Name: Quadrotech Previous Platform: ActiveCampaign

Motivations to Make a Change:

- Struggled to set up campaigns efficiently
- Lacked robust contact information
- Battled friction between Marketing and Sales
- Couldn't track meaningful metrics (automatically or otherwise)

Results with HubSpot:

- ✓ **20-30 lead** nurturing workflows and hands-off lead scoring
- ✓ **175% increase** in website
- ✓ **5X** increase in conversions from organic search

[Learn more →](#)

4. Company Name: Allied Wire and Cable Previous Platform: Pardot

Motivations to Make a Change:

- Needed Pardot + five additional marketing tools
- Impossible to track campaign performance across systems
- Couldn't effectively launch and optimize campaigns – or nurture leads
- Wanted to boost its sales with timely and personalized content

Results with HubSpot:

- ✓ **50%** increase in customer satisfaction
- ✓ **6X** increase in email open rates
- ✓ **9X** increase in marketing attributed revenue

[Learn more →](#)

Case Studies

5. **Company Name: SNP** Previous Platform: Eloqua

Motivations to Make a Change:

- Overly complicated marketing automation platform
- Significant time lost to manual follow-up with leads
- Unable to automate and personalize touchpoints (and nurture prospects throughout the pipeline)

Results with HubSpot:

- ✓ **2X** increase in revenue
- ✓ **69X** increase in leads
- ✓ **10X** increase in organic traffic

6. **Company Name: Sandler Training** Previous Platform: A “Frankensystem” of six separate tools

Motivations to Make a Change:

- Resistance to activity logging
- Poor user adoption
- Incomplete data
- Limited insights
- Uninformed decision-making
- Inability to deliver on their own promise to operate at the highest level

Results with HubSpot:

- ✓ **40%** increase in user logging
- ✓ **One** full-time employee freed up for other responsibilities
- ✓ **1/3** of the time to implement Marketing Hub Enterprise vs. legacy tools

[Learn more →](#)

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Customer Testimonials



HubSpot [plays] a key role in helping us scale, grow, and continue to provide an excellent experience for our customers.

“More than 335,000 organizations rely on Momentive (previously SurveyMonkey) products and enterprise solutions. As we continue to sell into the world’s top enterprises, we need a streamlined tech stack that makes it easy for Sales and Marketing to do their best work. HubSpot’s Marketing Hub Enterprise enables seamless cross-functional collaboration from one easy-to-use platform, allowing us to launch global campaigns quickly, run sophisticated workflows, and continually optimize performance. It’s powerful. It’s easy to use. And it will help us enable organizations around the world to turn feedback into action.”

Leela Srinivasan
Chief Marketing Officer,
Momentive



“Monday.com is the work operating system of choice by more than 100,000 organizations worldwide. HubSpot is a key foundation of our massive scale, enabling us to nurture our customers and prospects with great content that’s segmented by and personalized to industry and persona.”

Oren Ezra
Head of Enterprise Marketing,
Monday.com



“HubSpot [plays] a key role in helping us scale, grow, and continue to provide an excellent experience for our customers. The visibility we now have into where the company’s revenue is coming from will help define our marketing strategy for years to come.”

Pete Cooke
CMO, Software2



“Moving to Marketing Hub Enterprise brought all of our legacy and acquired marketing operations teams into one system, as one organization, with the same processes and data flow. It didn’t just get us on the same technology page; it got us on the same page, period.”

Elizabeth Archer
Senior Manager, Marketing
Operations, Momentive



“Our marketing department has always been segmented into the standard roles. We have a design team, an SEO team, content writers, marketing strategists, and PPC specialists. But with HubSpot, everybody has turned into a well-rounded marketer. A campaign that used to take four different team members and six web-based tools can be done by one person with HubSpot. That operational efficiency just scales incredibly. I love being able to open the HubSpot dashboard and see that our automation has run and we’ve sent out 50 different emails to 50,000 people without lifting a finger. Whereas with Pardot, I’d open the dashboard and only see what went wrong.”

Chris Gefvert
Director of Marketing and eCommerce,
Allied Wire and Cable



“HubSpot isn’t just a marketing tool. It’s a platform that can change your business by putting your customer at the center of sales, marketing, and customer service. That’s what they do — and why I love HubSpot.”

Mark McCarthy
Director of Marketing,
Katapult



**A platform that can change
your business.**



Return on Investment

From HubSpot's 2022 CRM Platform ROI Report →

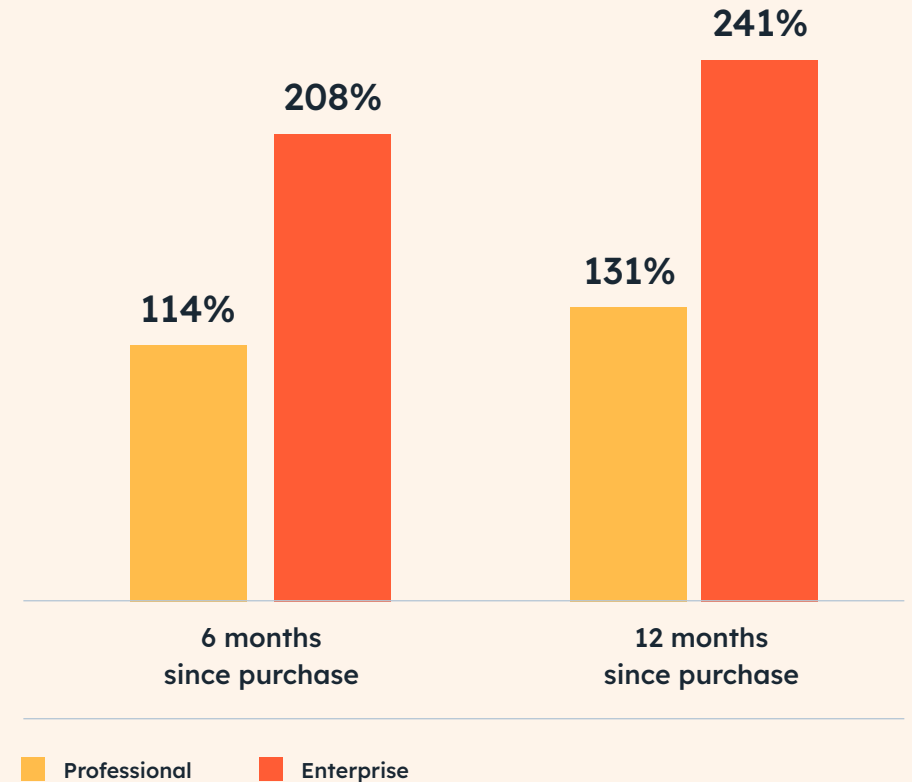
Inbound Leads by Product

Marketing Hub

Marketing Hub customers see an increase in inbound leads one year after purchase, with **Enterprise customers seeing a 241% improvement**.



Inbound Leads Comparison



Note: These insights are based on the total monthly volume of form submissions for HubSpot customers who owned Marketing Hub Starter (n=17,467), Professional (n=13,121), or Enterprise (n=1,825) for at least 12 months between January 2019 and August 2022. The chart displays the number of inbound leads at month 12 post-purchase for each product, using Marketing Hub Starter as a baseline. For example, if the number of inbound leads for Starter customers is 100, the number of inbound leads for Professional customers would be 490.

Deals Closed Performance Since Purchase¹

Marketing Hub Professional and Enterprise Customers

Marketing Hub Professional and Enterprise customers see a 20% increase in deals closed after just 6 months and a 30% increase after 12 months.

Note: These insights are based on the number of deals marked closed-won in HubSpot CRM by customers who owned Marketing Hub Professional or Enterprise (n=11,645) for at least 12 months between January 2019 and October 2022 compared to the average set in the first 3 months after purchase.



Deals Closed Compared to Benchmark





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

Learn more

Trusted by

