

**Right time, right place,
right message.**



[Learn more](#)

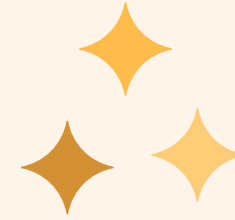


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Market Challenge

Transforming your business? You aren't alone.

What You Needed **Then**

Lead generation, automation, reporting

What You Need **Now**

Ways to create personalized, timely, relevant, and engaging customer experiences — at scale.



Why **Marketing Hub Professional**

Scaling customer experience is hard. Disparate systems create information silos that make it difficult for marketers to surface personalized messaging when buyers are most likely to buy.

To connect with customers — at the right time, in the right place, with the right message — **you need a new way to think about how your customer and marketing engagement data interact.**



Old Way


Under the old way, buyers' journeys are painful, sales processes are slow, and missed opportunities abound:

- Software is either powerful or easy to use (never both)
- Existing setups are too daunting to evolve
- Siloed data makes it nearly impossible to provide seamless customer experiences

New Way

Under the new way, **CRM-powered marketing** makes it possible to:

- Establish a single source of truth for customer data
- Leverage that unified system to create flawless experiences
- Truly measure the return on investment of your marketing effort



Marketing Hub is the only marketing automation platform crafted with a CRM at its center.

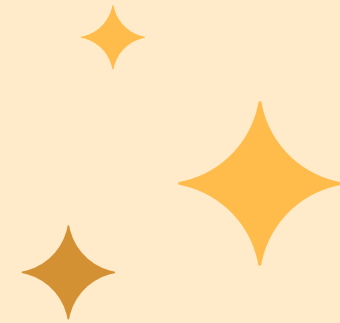
Which means not only are all of your campaign tools in one place — all of your customer data is, too.

CRM Data + Marketing System

= CRM-Powered Marketing

Crafted for Growth

Marketing Hub Professional customers are generally focused on three key objectives:



Building seamless end-to-end customer experiences







Leveraging data to inform campaign strategies



Removing friction in the buying process to fuel faster business growth

From industry to industry, **Marketing Hub Professional** customers are solving complex challenges facing scaling businesses around the world.

Problem	Solution	Business Outcome	How to Get There
<p>While marketers are getting better at reaching their audiences wherever they are... consumers are getting better at tuning out all that hard work.</p>	 <p>Omni-Channel Campaigns + CRM-Powered Marketing</p>	<ul style="list-style-type: none"> • Can't-miss campaigns to help you break through the noise — faster. • A best-in-class customer experience powered by real-time customer data. • Hyper-personalized messages to help you win in an attention economy. 	<ul style="list-style-type: none"> • HubSpot Workflows • Seamless CRM Integration (with HubSpot's CRM or a top third-party CRM) • HubSpot's Partner Network
<p>When Sales and Marketing aren't on the same page, customer experience suffers.</p>	 <p>Sales and Marketing Alignment — via Account-Based Marketing</p>	<ul style="list-style-type: none"> • A new, collective North Star: To deepen customer relationships with account-based marketing. • Seamless buying experiences for your highest value accounts. 	<ul style="list-style-type: none"> • HubSpot's Collaborative, Intuitive ABM Tools • Timeline Views • List Segmentation • Workflows • Reporting
<p>Marketing leaders need access to data to guide their teams and hit their goals.</p> <p>But most data visualization tools are built for analysts, leaving the rest of the org waiting in line.</p>	 <p>Custom Reporting</p>	<ul style="list-style-type: none"> • Every interaction is tied to revenue. • A powerful reporting engine intuitive enough to empower everyone on your team to unlock insights they need. • Smarter, data-backed decisions. 	<ul style="list-style-type: none"> • Custom Report Builder • Web Traffic Analytics • Dashboards • Contact Create Attribution
<p>To create targeted and personalized campaigns, marketers often have to pull customer data from multiple systems and tools.</p>	 <p>Campaign Orchestration</p>	<ul style="list-style-type: none"> • No more siloed campaigns. • No more disjointed messages from marketing and sales. • Personalized messages across channels. • Happier customers. 	<ul style="list-style-type: none"> • HubSpot Campaigns • Workflows

Workflows

What you can do:

Power personalized, automated campaigns at every stage of the customer journey — in minutes, without code.

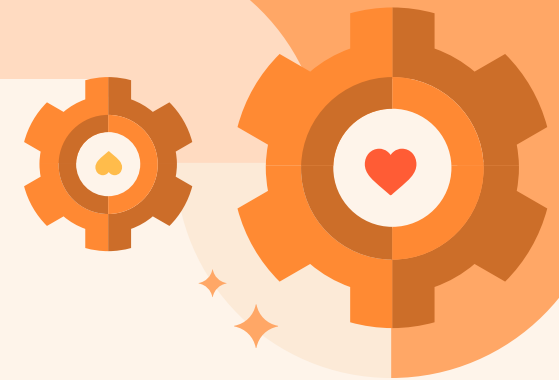
- Keep your CRM data clean with automated property updates.
- Reduce time spent on manual, repetitive tasks.
- Increase time spent on scaling your business.

Why it matters:

Powerful automation is often locked behind technical barriers, forcing marketers to manually execute routine tasks while waiting for a technical team to help automate their processes. Our visual, no code builder lets you **build powerful, complex campaigns without writing a line of code.**

Many companies rely on individual sales reps or marketers to update CRM properties as a deal moves from one stage to the next, resulting in dirty data and unreliable reporting. With automated CRM property updates, you can leverage trustworthy data to understand channel and rep performance.

It's easy to lose track of opportunities as you scale, especially when leads are handed off manually. With Workflows, you can reduce missed opportunities, ease friction across teams, and improve customer experience.



Use cases:

Faster time to first touch:

Marketers across industries face a common challenge: rotating leads to sales and ensuring reps reach out before the leads go sale. [Data shows](#) that purchasers respond to the first inquiry they get 78% of the time, proving that time is of the essence.

By building an automated workflow that assigns a task or sends a notification to sales reps whenever a lead is assigned in their name, you can architect smooth handoffs between marketing and sales and lower your time to first touch.

Optimized outreach:

By building omni-channel marketing campaigns that leverage user behavior, you can perfectly time marketing messages and follow-ups across channels to meet customers where they are.

Custom Report Builder

What you can do:

- View CRM contact, company, deal, and marketing engagement data in one place — without bouncing between spreadsheets.
- Answer key questions that measure business performance and drive business growth.

Why it matters:

Your business is unique — and so is your data. The Custom Report Builder gives you access to powerful reporting that's easy to build and share, with the flexibility to answer nuanced and/or one-off questions.

Your time is valuable. With the Custom Report Builder, **there's no need to wait for an analyst to help you unlock your data.**

Use cases:

A marketing manager wants to report on the full funnel in HubSpot by combining contact sources and customer data. Before the Custom Report Builder, she would have had to download her contact data and customer data from HubSpot, and create a pivot table in Excel to report on them. With the **Custom Report Builder**, she can easily create a custom report to cut the data and tell the story by the numbers.

Contact Create Attribution

What you can do:

- Tie customer interactions to specific conversions.
- Ensure your team gets credit for top performing channels.
- Access the data you need to make more strategic decisions moving forward.

Why it matters:

With Contact Create Attribution, you get deep insight into which strategies are bringing leads in the door, so you can repeat your most successful plays and **make your lead generation strategy even stronger.**

Use cases:

Revenue attribution gets most of the hype, but it's not the only attribution report in town. If you run a lead generation strategy, you probably care less about revenue and more about which assets and channels are driving top of funnel performance.

Contact Create Attribution helps you understand and refine lead generation tactics, and is invaluable for modern marketing teams.

Case in point: Say your contact and social marketing teams want to understand their impact on overall lead generation. With Contact Create Attribution, they could measure the number of contacts that first engaged with their specific channel early on in the buying process — and get credit for their impact.



Case Studies

Mid-Market (25-200 Employees)

Industry: Manufacturing
Company: WyreStorm

Motivations to Make a Change:

Three key drivers:

- Paying almost six figures for Salesforce
- Only 30% of the sales team was using Salesforce regularly
- Learned they could tie Sales, Marketing, AND Service together at a sustainable price point

Results with HubSpot:

- ✓ **\$300K** average increase in monthly revenue
- ✓ **75%** cost savings
- ✓ **95%** user adoption rate

[Learn more](#)

Industry: Financial Services
Company: Checkwriters

Motivations to Make a Change:

After 15 years with Salesforce:

- Information silos
- No unified CRM
- Limited help from customer service
- High cost to implement across the entire organization

Results with HubSpot:

- ✓ **20%** increase in revenue
- ✓ **25%** decrease in cancelled meetings

[Learn more](#)

Industry: Consumer Services
Company: Piaggio Fast Forward

Motivations to Make a Change:

Found Salesforce:

- Cobbled together, clunky, and expensive
- Siloed operations
- Didn't integrate seamlessly
- Lacked needed features

Results with HubSpot:

- ✓ **69%** increase in deal creation
- ✓ **173%** increase in prospects conversion
- ✓ **180%** increase in meetings booked
- ✓ **\$7,000** annual savings

[Learn more](#)

Mid-Market (25-200 Employees)

Industry: Software/Tech

Company Name: AAXIS

Motivations to Make a Change:

Five concerns with Salesforce and Pardot:

- Cost
- Implementation
- Disruption
- Ease of use and user adoption
- Integration with existing tech stack

Results with HubSpot:

- ✓ **\$250K** in estimated annual savings
- ✓ **2,750%** increase in call-to-action clicks
- ✓ **25%** increase in sales qualified leads

[Learn more](#)

Industry: Software/Tech

Company: Software2

Motivations to Make a Change:

Three major problems:

- Wasted time transferring data between tools (MailChimp and ActiveCampaign for email marketing and automation, GoToWebinar for webinars, a separate landing page tool, and standalone content and customer relationship management systems)
- Inability to report on key company data and correlate activity and performance
- Lack of visibility into leads

Results with HubSpot:

- ✓ **25%** revenue growth
- ✓ **33%** increase in leads
- ✓ **180%** increase in sales activity

[Learn more](#)

Industry: Professional Services

Company: Cloud Technology

Motivations to Make a Change:

Realities with Pardot:

- Incomplete data
- Ineffectively nurtured contact lists
- Lower quality leads
- Guesswork vs. data-driven decisions
- Lack of an overarching inbound strategy

Results with HubSpot:

- ✓ **Migrated 20K** contacts and dozens of workflows/ email templates in 3 weeks
- ✓ **11%** increase in conversion rate
- ✓ **33%** increase in leads
- ✓ **83%** increase in website traffic

Most successful year to date revenue-wise

[Learn more](#)



With HubSpot, you get more features for less money.

“HubSpot is by far the easiest, most intuitive CRM platform for marketers that I have used. It’s lightyears ahead of Pardot and Marketo. If you’re working on demand and lead generation, this platform is essential for running campaigns at scale and tracking your success.”

Mid-Market Customer Review
[G2 Crowd](#), October 2020



“[Our marketing, sales, customer service and CRM software] all live under one roof now, and all share the same database. As soon as we migrated to HubSpot, we had a 360-degree view of all our data.”

Josh Cramoy
Director of Business Operations,
Piaggio Fast Forward



“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.”

Peter Cooke
Chief Marketing Officer,
Software2



“With HubSpot, you get more features for less money. There’s nothing we could do in Salesforce that we can’t do in HubSpot.”

Torin Lippma

Technical Support Manager,
Wyrestorm



“Some people think you have to move to Salesforce once you reach a certain maturity, but that’s not the case. HubSpot can do everything you want to do in Salesforce and more.”

Andy Wagner

Executive Director,
AAXIS Digital



“Hubspot Marketing Hub covers all the bases for our marketing automation, content creation, social media promotion, email marketing, web site management and hosting, marketing contacts management... you name it. There is simply no other marketing platform available that provides more functionality and capability in one package. The consistency of design across the platform is terrific — clean and easy to use, but powerful as well.”

Mid-Market Customer Review

G2 Crowd, October 2020



Trusted By



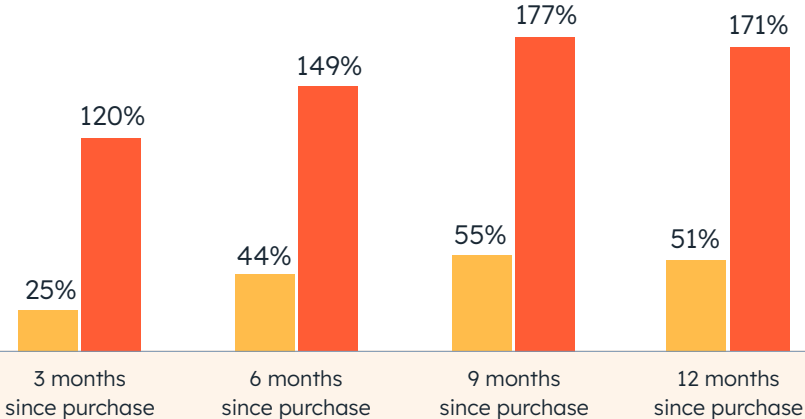
Return on Investment

From HubSpot's CRM Platform ROI Report

Web Traffic Performance by Product Marketing Hub

All Marketing Hub customers see over **50%** growth in traffic a year after purchase, with Professional customers driving **120%** more traffic than Starter customers.

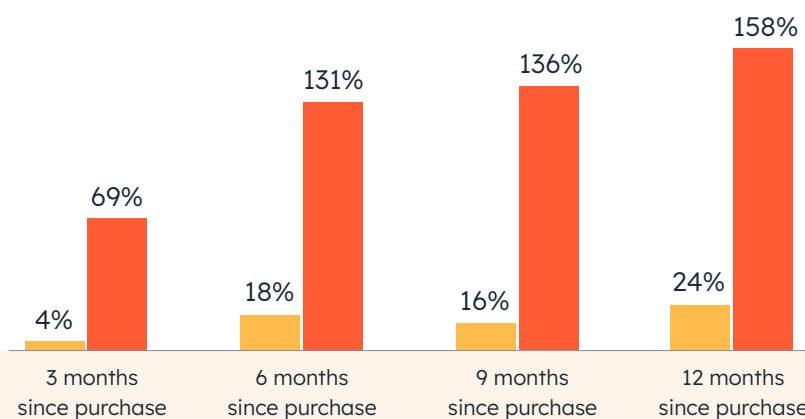
Web Traffic Comparison



Inbound Leads by Product Marketing Hub

All Marketing Hub customers see an uptick in inbound leads a year after purchase, with Professional customers experiencing **134%** more leads than Starter customers.

Inbound Leads Comparison



Starter Professional

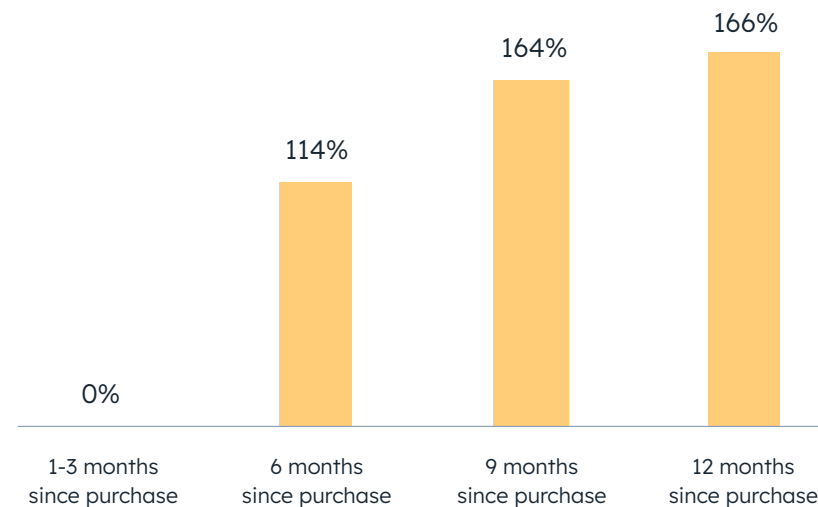
Deals Closed Performance Since Purchase Marketing Hub Professional Customers

HubSpot Marketing Hub Professional customers see an increase in deals closed-won after 6 (**114%**), 9 (**164%**), and 12 (**166%**) months.*

These insights reflect the number of deals marked closed-won in HubSpot CRM by our customers who owned Marketing Hub Professional (n=6,566) for at least 12 months between January 2019 and December 2021.

*Source: Customer outcomes data, July 2021

Deals Closed Compared to Benchmark



Break through the noise with Marketing Hub Professional.

[Learn more](#)