



Build a Company Customers Love With Tools Teams Love

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

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Marketing Hub Enterprise

It's a hard time to grow. Businesses are struggling with:

- Saturated channels
- Commoditized strategies
- Changing access to customer data
- Disconnected point solutions that scatter data
- Rising buyer expectations
- Siloed teams

Marketers are feeling the pressure to do more with less.

And to execute on that, they need more than software. They need a solution that improves connection.

Marketing Hub is the connected way to market:

it's an all-on-one marketing automation software that marketers adopt easily, use powerfully, and love deeply.

The proof is the ROI

129% Marketing Hub customers **see an average increase of 129%** in inbound leads after 12 months.¹

1.6x Marketing Hub customers who use campaigns have a **1.6x higher deal close rate** than those who don't.²

33% Marketing Hub customers see a **33% increase in deals closed-won after 12 months.**³

2.8x Marketing Hub customers who use workflows have a **2.8x higher deal close rate** than those who don't.⁴

9x Marketing Hub customers see **9x more inbound leads** when using Marketing Hub reporting.⁵

Marketing Hub Enterprise helps you drive revenue with high-quality leads, save time and resources with efficiencies that scale, and measure and optimize your marketing investments.

Drive Revenue

Marketing Hub Enterprise helps you better understand and nurture your customers with deep, contextual data using features like custom objects.

This means you can create hyper-relevant customer experiences, deliver authenticity and empathy at scale, and drive revenue with high-quality leads that turn into captivated customers.



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
for Monday.com



Why It Matters:

71%

of consumers expect companies to deliver personalized interactions.¹

76%

of consumers get frustrated when personalization doesn't happen.²

Doubling Revenue and Increasing Leads by 69X with HubSpot

Why HubSpot?

Roadblocks and inefficiencies with Eloqua surfaced what SNP really needed: a simple, powerful software that could create integrated marketing campaigns and nurture prospects throughout the pipeline.

Hubs: **Marketing Hub Enterprise**



SNP helps organizations transform business models and roll out new technologies.

- Employees: 200+
- Location: EMEA-DACH
- Time on HubSpot: 6 Years
- Previous Platform: Eloqua

Challenge

SNP was wrestling with:

- Time lost while manually following up with leads
- The inability to automate and personalize touchpoints
- Frustration with an overly complicated marketing automation platform

Solution

After implementing HubSpot, SNP was able to:

- Automate its marketing pipeline
- Create campaigns tailored to different buyer personas
- Assess their content strategy
- Improve lead quality

Result



2X

Increase in revenue



69X

Increase in leads



10X

Increase in organic traffic

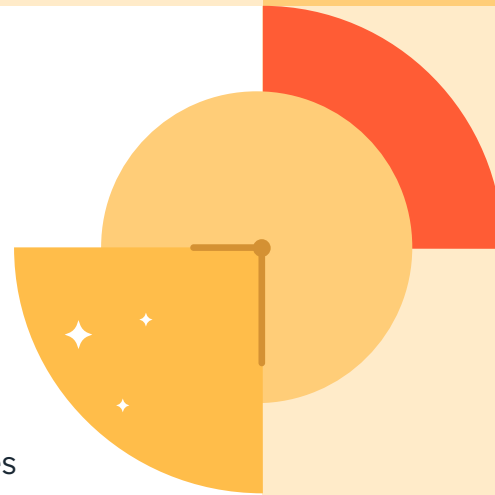
Save Time and Resources

Think back to your last purchase. Were marketing messages and sales outreach perfectly timed across each stage of your buying journey? **Marketing Hub Enterprise** helps you align your operations and stay in control at scale. And when you're operating efficiently, your customers feel it, too — you get more done with less, and they get a timely, consistent experience.



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 of Marketing
Operations for Momentive



Why It Matters:

78%

of customers purchase from the first company to respond to their inquiry.¹

Increasing Speed-to-Lead Time by 96% with HubSpot

Why HubSpot?

Two new acquisitions prompted Momentive to retire its confusing and inefficient legacy marketing system, consolidate two marketing processes, and bring three marketing teams into one powerful platform.

Hubs: [HubSpot CRM Platform](#) · [Marketing Hub Enterprise](#)



Momentive is a leader in agile experience management, delivering powerful, purpose-built solutions to redefine AI.

- Employees: 200+
- Location: NAM
- Time on HubSpot: 1 Year
- Previous Platform: Marketo

Challenge




- 200+ website forms with 120+ form fields
- 20 automated lead qualifying processes
- Inconsistent naming conventions
- Poor integration with third-party applications
- Slow speed-to-lead times

Solution

By scaling with HubSpot, Momentive:

- Cut lead qualifying processes from 20 to two
- Connected six key apps
- Eliminated the need for a marketing system admin
- Aligned widespread teams

Results

-  **90%** Reduction in lead qualifying processes
-  **90%** Fewer website forms and fields
-  **96%** Increased speed-to-lead times

Optimize Investments

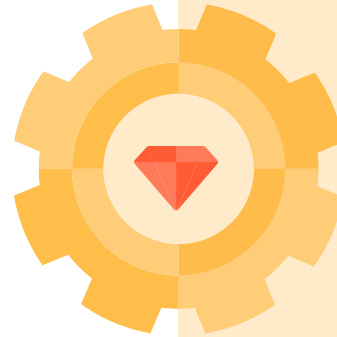
Customers are constantly searching for information that will help them make and validate a purchasing decision. More often than not, marketing assets or sales demos don't address their questions or solve for their needs. And if that's the case, you need to know it.

Marketing Hub Enterprise gives you reporting tools like multi-touch revenue attribution and customer journey analytics to help you optimize the customer experience — and in turn, your investment in creating those experiences.



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
for Katapult



Why It Matters:

79%

of decision makers say the top negative business effect of not optimizing the buying experience is poor customer retention.¹

From Eloqua to HubSpot: A 562% Increase in Website Traffic

Why HubSpot?

More customizable. More powerful. More straightforward. Eloqua's lackluster support and inability to integrate with their CRM prompted Insights to pursue a user-friendly alternative with rapid time-to-ramp.

Hubs: **Marketing Hub Enterprise**



As a people development company, Insights helps companies get the very best from their people at work.

- Employees: 200+
- Location: EMEA
- Time on HubSpot: 6 Years
- Previous Platform: Eloqua

Challenge:

- Ad-hoc approach to marketing; virtually impossible to prove ROI
- Wide-ranging skill sets on the team; need for self-serve and real-time resources
- Compatibility with Microsoft Dynamics with CRM

Solution:

Switching to HubSpot meant:

- Shifting to account-based sales
- Targeting specific people at specific companies
- Richer marketing analytics
- Attributing revenue spikes to marketing campaigns

Results



18%

Increase in revenue



5X

Increase in leads



157%

Increase in organic traffic



Marketing Hub™

[Learn more](#)

