

FALL '24
Spotlight

GROWTH BLUEPRINT

How high-growth companies are standing out from the competition by strategically leveraging AI, data, and their CRM

WHAT'S COMING UP

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FALL '24
Spotlight

POWER BUSINESS REINVENTION WITH HUBSPOT

To be successful today, growth-minded go-to-market leaders and teams need a solution that's easy, fast, and unified

Marketing Hub and Content Hub are a complete, AI-powered solution that unites the power of content marketing with world-class lead generation and marketing automation tools.

99%

increase in inbound leads at six months.

143%

increase in web traffic after 12 months.

Fuel marketing across the entire customer journey.

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INTRODUCTION

High-growth businesses are data-driven, tech-forward, and customer obsessed

The global business landscape is becoming more competitive. Many industries are in a period of stagnancy, but McKinsey reports that 57% of [technology companies predict a rise in demand](#) for their offerings over the next six months, and 63% expect to see an increase in profits. Only a little over a third of tech businesses, though, expect their headcount to grow.

The phrase that's top of mind these days is that every department is 'doing more with less.' There's a reinvention happening in response to rising inflationary pressures, more accessible technology like artificial intelligence (AI), and leaner core teams. Businesses from all industries are using more efficient tech stacks to streamline operations and improve customer experiences, helping them stand out from the competition.

To better understand the current landscape and what sets high-growth businesses apart, we sat down with nearly 2,000 global marketing leaders to see how they're approaching business reinvention.

What's setting high-growth organizations apart in 2024

- 1 They use data-backed strategies to navigate challenges.
- 2 They embrace AI to streamline and elevate internal workflows.
- 3 They foster deeper customer understanding across departments.
- 4 They invest in better tech stacks and unified CRMs.

Embracing technology and centralized data management tools enable business growth while making the customer experience a little bit better every day.

In this report, we'll explore:

- The most common business and marketing challenges today
- Key differentiators between high-growth and low-growth organizations
- The marketing potential of AI-powered technology
- How unified platforms can breathe new life into marketing tech stacks
- Step-by-step strategies for thinking like a high-growth business leader

The top growth challenges in a competitive business landscape

The top business challenges for leadership teams today relate to the economy, changing team dynamics, and barriers to effective tech adoption. The introduction of AI tools has prompted the need for a mindset shift towards AI curiosity and an “efficiency-first” attitude. We’re seeing that the companies addressing these concerns with an open mind and data-driven lens are able to make sustainable changes.

After running an experiment with AI at HubSpot to improve customer support, CEO Yamini Rangan reflected on some initial learnings.

Let’s explore the top business challenges as reported by marketing leaders, and proven strategies to overcome them.

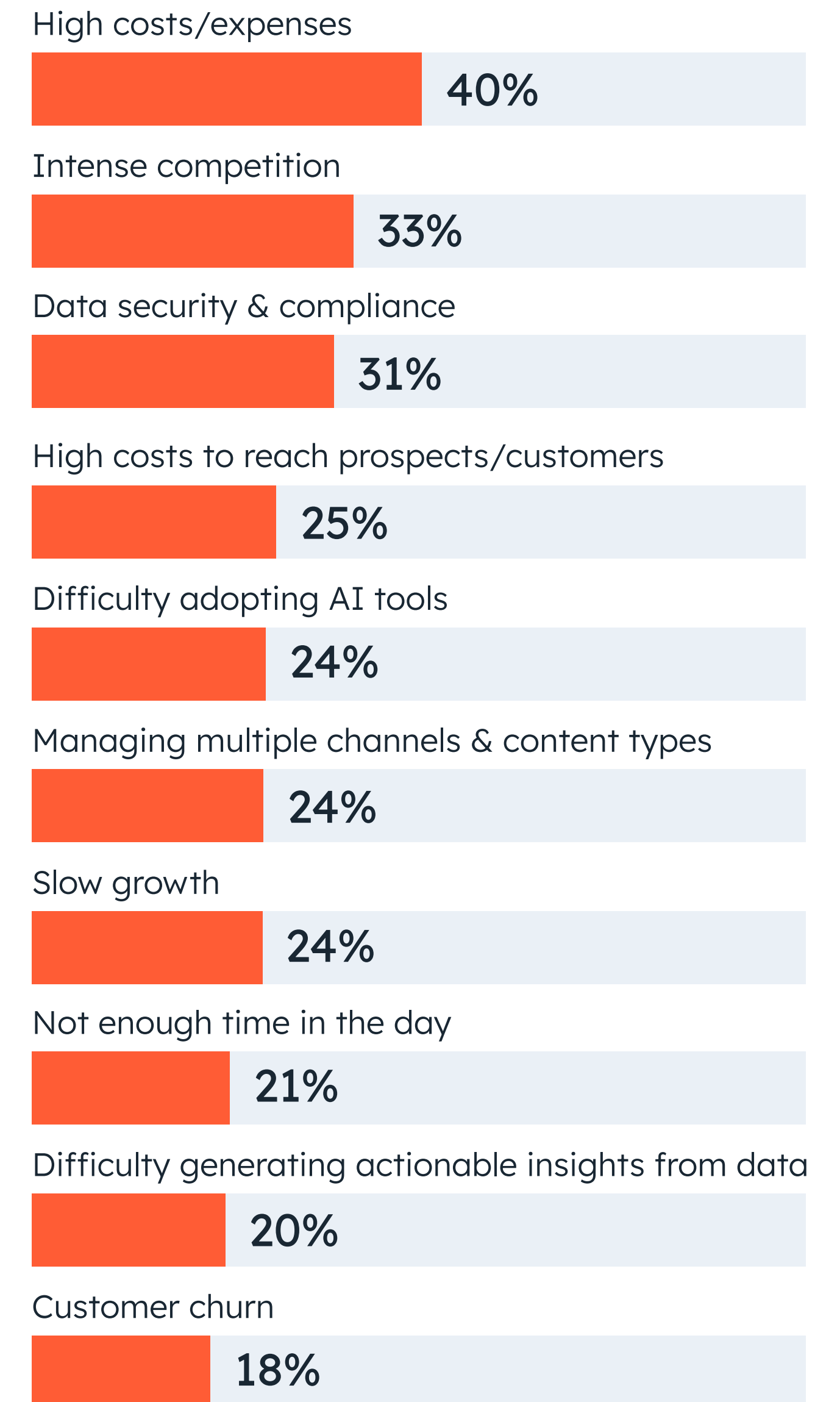


AI resolves typical questions while your team focuses on tricky ones, which may require more time. As your data evolves, customer experience will improve, even if it seems challenging at first. Remember to evolve your KPIs and how you measure success accordingly. Ultimately, AI should be used to elevate your team’s efforts and enhance overall customer service.



YAMINI RANGAN
Chief Executive Officer, HubSpot

Top 10 business challenges in 2024



Challenge

High overall costs and business expenses

[Labor costs continue to grow](#), but companies are unable to increase their prices to accommodate, forcing them to make productivity gains in response. Around one third of business leaders surveyed said that costs have been increasing over the past year, and 40% of businesses are facing challenges with expenses.

To combat cost pressures, business leaders can think about ways to streamline operations and strengthen employee performance. The more efficient and effective every individual employee is able to be, the lower your overhead costs. Incremental improvements over time add up, and directly balance out the network effects of inefficiencies.



Nearly 30%

of business leaders say higher costs have intensified since last year.



Challenge

More intense competition

One in three marketing leaders is experiencing elevated competition in 2024. There are over [14,000 apps in the martech ecosystem](#) — and this grew 28% since 2023.

The barrier to starting a SaaS company is lower than ever, and competition is high. Some potential explanations for the boom include:

Low entry barriers

Because individuals can launch, scale, and manage businesses with little capital or fixed assets, there's a larger volume of businesses to compete with — and more tools coming to the market every day.

Stronger technology

Robust technology solutions help business leaders streamline and automate tasks across their organization. That elevated backend efficiency leads to better frontend experiences for customers, and makes competition feel steeper.

As more competitors enter the market and vie for consumer attention, improving the customer experience with a smart customer relationship management (CRM) platform becomes a non-negotiable. With this approach, you can differentiate yourself from unoptimized competitors who don't have established customer relationships. Consider how you can use your current customer relationships and data to learn more about your audience's needs and make a plan for improvement.

Challenge

Inefficient tech stacks

Year after year, businesses using outdated tech stacks are falling behind. Similarly, the businesses that are scaling quickly are finding that the tools they used to get up and running aren't flexible or sophisticated enough for their growing teams. On the whole, leaders aren't happy with their existing tech stacks. Our recent survey found that most companies have to switch between more than 15 apps just to manage customer interactions. The time savings alone from streamlining these processes and reducing the overall tech burden can [save companies \\$10,000+ per employee per year](#).

Investing in a new tech stack is a major expense and huge undertaking, making it easy to put off until the situation is dire. Instead, many organizations opt for temporary solutions to keep up. But down the road, it requires a higher initial investment to reinvent infrastructure and systems.



Only 21%

of marketing leaders say their current tech stack delivers a high ROI.



Challenge

Rising customer and prospect engagement costs

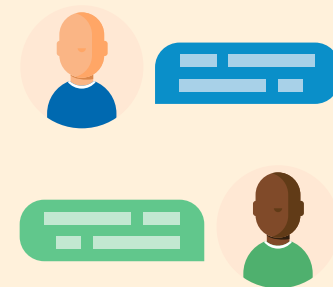
As customer expectations grow across B2B and B2C organizations, the costs to manage customer relationships are rising, too. And customer service is evolving with AI-powered interactions, leaving consumers to expect highly personalized, super fast interactions. But today, most businesses are not prepared with the tools, systems, and processes to strengthen customer and prospect relationships.

Customer service leaders need to sync with marketing and sales leaders and align their strategies — the lines between go-to-market (GTM) teams get blurrier and blurrier every day. By consolidating their tech stacks, sharing data and learnings among teams, and bringing in AI tools to handle less complex interactions, customer service teams can spend more time on the human elements of support.



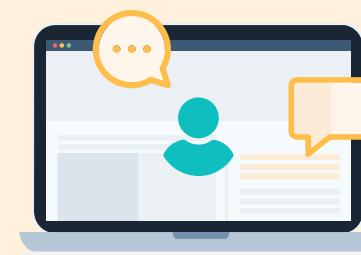
Only 25%

of companies report that their employees strongly understand their customers.



Only 27%

of companies currently have the ability to deepen customer relationships at scale.



15+

The average number of tools employees use to manage customer relationships.

Customer expectations in 2024

- 1 Hyper personalization in service interactions
- 2 Faster response times across service channels, including email and online chat
- 3 Self service opportunities via online Help Centers and how-to guide libraries



We first deployed AI in website and support chat. To mitigate any growing pains, we had a customer rep standing by. We listened, improved, and kept testing. **The more data AI collects, the better it gets.** Today, 83% of the chat on HubSpot's website is AI-managed and our Chatbot is digitally resolving about 30% of incoming tickets.



YAMINI RANGAN

Chief Executive Officer, HubSpot

Challenge

AI adoption obstacles

With the advent of new AI-powered solutions and features, business leaders are still developing policies and procedures as they roll it out across departments and teams. There are a number of hurdles to overcome with AI, including staff onboarding, copyright management for content creation, and understanding the role that data quality plays. For example, only one in five business leaders we spoke to currently use their organization's data to influence their AI solutions. As a result, businesses don't receive optimized outputs — and they don't experience AI's full potential.



Only 21%

of companies are using proprietary data to inform their AI outputs.

Many business leaders say they're actively working through AI adoption challenges — and the outcome may be worth the extra effort. Businesses supporting workflows with AI are streamlining backend operations, analyzing data more effectively, and deepening customer relationships through a better understanding of their needs.

Businesses face a number of challenges today. But they're overcoming them to support long-term, high-growth models that are driving their organizations forward.



What separates today's high-growth and low-growth businesses

After reviewing the most common challenges for businesses today and some of the opportunities to make changes, there are infinite places to start. What's the priority? The answer to this question is important. Make the most strategic choice, grow exponentially. Make the wrong choice, stay squarely in the middle of the pack, or slow down.

In our survey, we identified two types of businesses based on the strategies and tactics they used to scale. Those are **high-growth** and **low-growth** businesses.

High-growth business

An organization reporting strong positive growth patterns over the last 12 months



Low-growth business

An organization reporting stagnant or negative growth patterns over the last 12 months



Consider the state of your business today. Are you more aligned to a high-growth model, or are you working through a low-growth stage? Either way, you can lead your business into a high-growth mentality by adopting strategies that leaders are using to differentiate themselves.

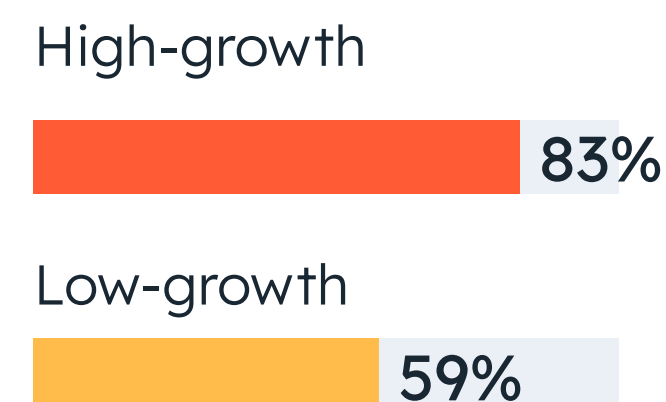
65% of high-growth companies have very strong relationships with their customers.

What high-growth business leaders are prioritizing

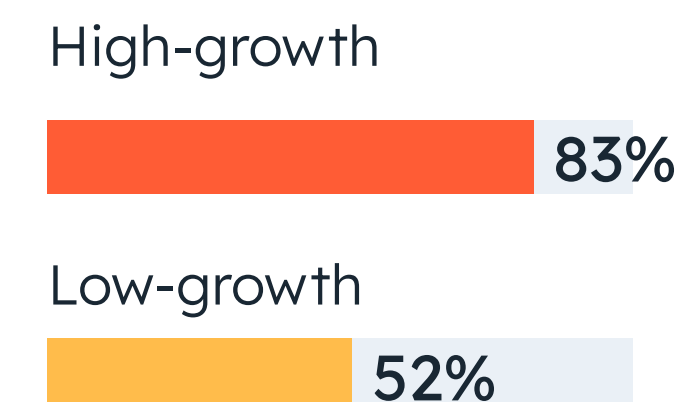
- ✓ Streamlining internal tasks
- ✓ Conducting strategic planning
- ✓ Adopting unified platforms
- ✓ Deepening customer understanding
- ✓ Investing in top-down CRM

Future-focused technology plans at businesses today

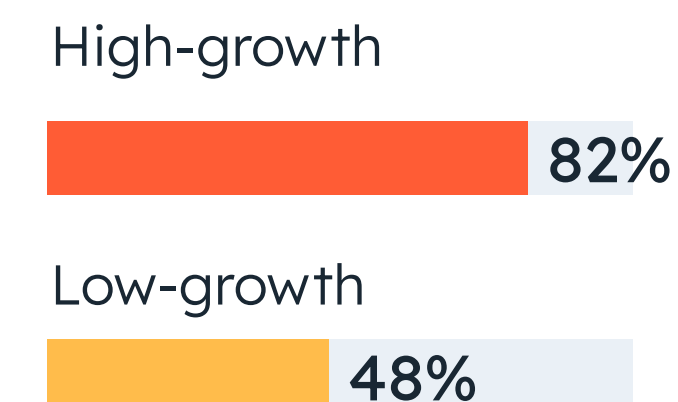
ROI measurement



AI-powered customer data analysis



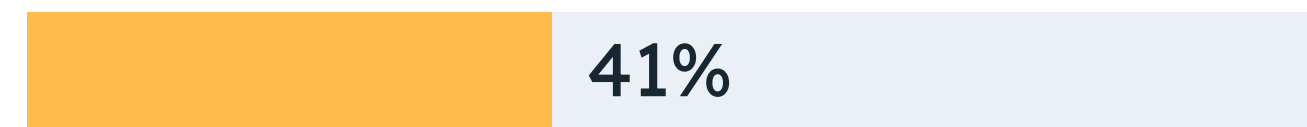
AI-powered CRM optimization



How high-growth and low-growth companies use technology differently

● High positive growth ● Low/no growth

Data enrichment/intent



CRM



Data management/operations



Customer service/support



Sales automation



Content marketing/management



Payments/commerce



Marketing automation



Streamlining internal tasks and automating data enrichment

The majority of high-growth companies — 80% — use software to manage their data and streamline operations. Over the past decade or so, automation has completely changed the way that companies work. And today, there are newer ways to remove manual processes. Among our surveyed businesses, 84% use data enrichment software to fill gaps in their organization’s data — a task that can take hundreds of hours of manual work.



84%

of high-growth companies use data enrichment software.

Only 41%

of low-growth companies do.

A strong, data-oriented approach can empower more strategic, customer-centric decision making on a faster timeline. Software that both collects data and includes AI tools to analyze it and pull out meaningful insights can help companies see improvements in marketing, customer success, and sales more quickly.

Conducting strategic planning

High-growth organizations strategize with the future in mind. That’s because they have an internal workflow that can support daily operations, put out occasional fires, and handle routine tasks, freeing up leadership’s time to keep their focus ahead.

When it comes to technology, high-growth leaders prioritize careful step-by-step planning to predict roadblocks ahead of time — and make contingency plans for moving past them. Another majority — 85% — of high-growth leaders indicated that they had already planned roadmaps for integrating AI at their businesses, positioning them for a future-proofed strategy with a powerful solution as their reward. On the other side, only 47% of low-growth companies used the same approach.

Companies with AI integration roadmaps

High-growth



Low-growth



By automating routine tasks, prioritizing long-term business goals, and conducting careful strategic planning, high-growth business leaders are able to move more quickly and readily identify barriers to growth.

Adopting unified platforms and aligning GTM teams

Among the high-growth leaders we surveyed, three-quarters said that their organization was already using software that prioritized speed and efficiency. With this emphasis on fast, accurate turnarounds, high-growth businesses are promoting streamlined end-to-end processes — and better data visibility.



76%

of high-growth companies report using software that delivers fast results.

All customer-facing teams can benefit from real-time data, especially data that's shared between teams. Marketing teams can pull common objections from sales calls for advertising campaigns. Customer service teams can direct customers to new educational content and research from marketing. And sales teams can learn from customer service tickets to understand the most in-demand features for certain industries or prospects.

If data platforms don't talk to each other, you're limiting their reach and cutting off cross-team collaboration. Like AI tools, the more data, the better quality outputs. If your teams are operating in silos, they're less likely to have visibility into company data and customer data, leading to less informed decision making overall.

Consider how adopting a unified platform can help you unite teams through better data visibility, end-to-end streamlining, and more informed customer interactions.



54%

of high-growth companies report having high quality data.

Only 10%

of low-growth companies do.

Getting to know your customers more deeply

High-growth business leaders depend on their customers to propel their organization forward. They understand that by taking the time to visualize what their customers need and want, they have a better grasp on the factors that drive loyalty — and churn. Fostering this deep understanding of customers on the individual level is where customer engagement comes into play — and it's another area that low-growth companies didn't prioritize.

Investing in top-down customer relationship management

To better understand customers, drive retention, and even inform lead generation tactics, companies need to invest in their customer management. In fact, 80% of the top-growth leaders we surveyed used software to support stronger customer relationships. Compared to only 69% of low-growth businesses who followed the same tactics, it's clear that the CRM you choose plays a key role in supporting long-term viability.

So, what technology solutions are top-growth leaders using to differentiate themselves from the competition? One common denominator uniting the majority of them is software that's powered by AI.



Artificial intelligence, real competitive advantages

As of 2024, it's been [two years since OpenAI launched ChatGPT](#) and changed the business world overnight. Some leaders immediately understood the cataclysmic disruption that was about to happen to businesses. Others took time to see how things panned out. And today, there are very few holdouts who still haven't brought on AI in some way.

In our research, only a select group of attuned organizations are using this technology to its fullest potential. Among the high-growth leaders we spoke to, an impressive 90% said that AI was an integral tool to their daily routine. Less than half of leaders in low-growth companies indicated that AI was being used to streamline production, personalize customer service, or support data analysis.



90%

of high-growth company leaders use AI tools to support their work.

It's important to note that low-growth businesses are, in fact, using AI — they're just using it much less frequently than their high-growth competitors.

While high-growth and low-growth businesses alike are exploring best practices for using AI in the workforce, we noticed four commonalities in high-growth business approaches to AI.

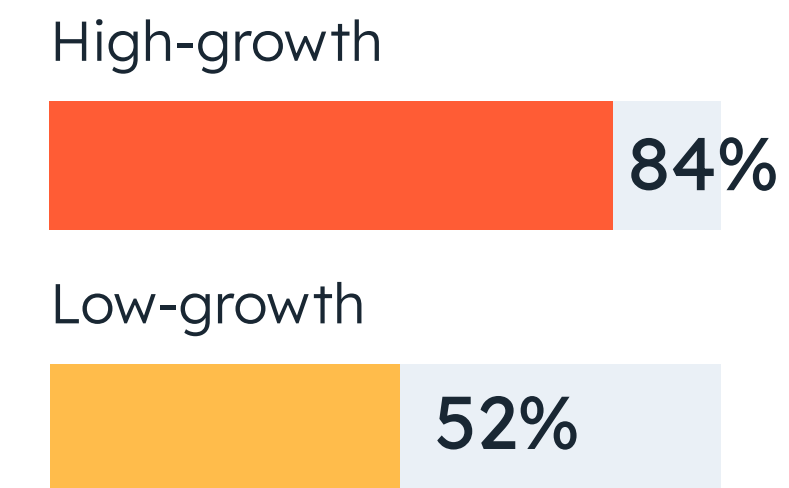
At high-growth businesses, AI is strengthening...

- ✓ Data analytics
- ✓ Decision making
- ✓ Customer understanding
- ✓ Holistic business performance

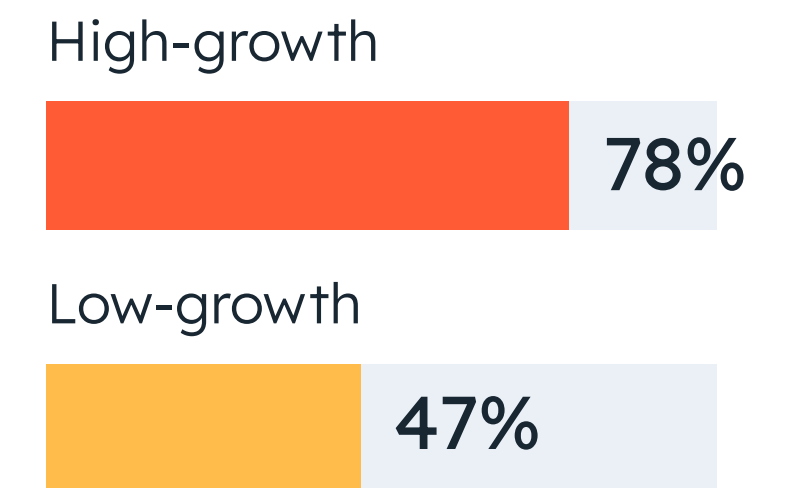
AI is a powerful tool to streamline backend production — but business leaders shouldn't overlook its potential to support better marketing tactics, stronger audience segmentation, and deeper understanding of what's important to customers.

How companies use AI in customer relationship management

Automating customer segmentation and targeting



Customer behavior and preference prediction



AI-powered data analytics

Across customer service, marketing, and sales, high-growth businesses use AI to support more streamlined workflows. Nearly half of the leaders we surveyed said that their organization used AI solutions to help automate customer service interactions and manage social media production.

For customer service, AI can serve two roles: it can act as a stand-in for service reps working through complex tickets, or it can serve as a companion for service reps looking to offer more personalized interactions at scale. And, with marketing, AI can offer curated content suggestions on a routine cadence — allowing your marketing team to deliver posts and ads that generate better results.

AI-powered software can compile insights from past customer interactions, social media engagement, and performance metrics to offer actionable insights that high-growth leaders can — and do — use to support stronger decisions.

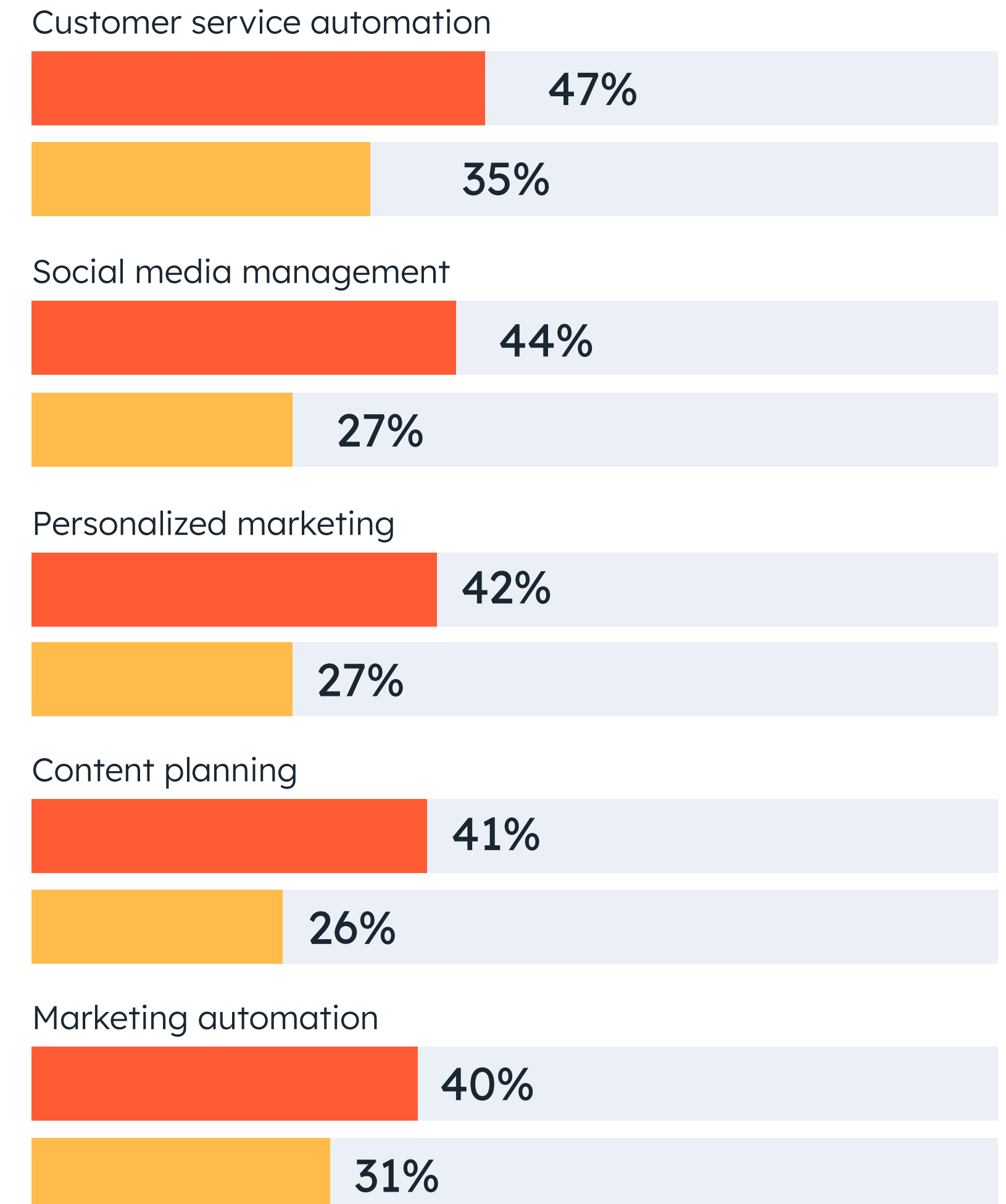
Intuitive decision making

As a result of readily available, easy-to-digest data analytics, high-growth business leaders are better equipped to make decisions that drive results. Compared to low-growth competitors who, on average, use AI 10–20% less, high-growth businesses have a competitive advantage with powerful technology capable of supporting more agile business practices.



Tasks that high and low-growth companies use AI to streamline

● High positive growth ● Low/no growth



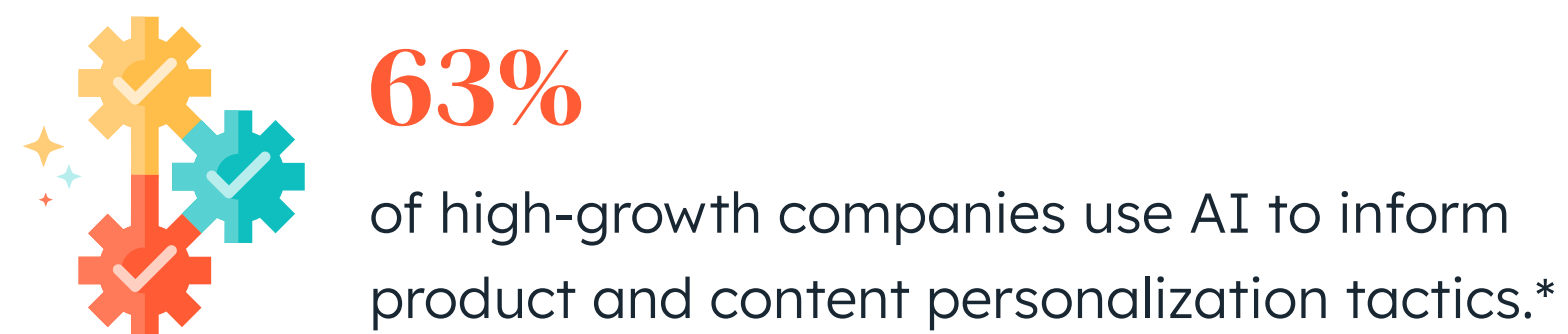
Data-backed customer understanding

As business leaders worldwide hone in on ways to use AI at their organization, many are recognizing the potential to unlock deep customer understanding at scale. Around half of both the high-growth and low-growth leaders we spoke to use AI to predict customer behavior.

Companies using AI to predict customer behavior



Business leaders know that AI is a game-changer in delivering better customer experiences, which is setting successful brands apart across industries, locations, and sizes. When companies understand their customers' motivations and what motivates them to move through the sales process, they can appeal to them at every step in their journey. Personalized messaging that resonates makes customers feel valued and can be set up with little technical knowledge. With 63% of high-growth businesses using AI to personalize their content and product descriptions to meet customer expectations, this is a powerful — and popular — strategy for strengthening the sales funnel.



Consider how you can use AI-powered software to analyze customer data, make informed decisions, and personalize your marketing based on a deeper understanding of what's important to your audience. You may support better customer satisfaction — and higher retention — as a result.

Building customer satisfaction into your organization

How can AI affect your bottom line? At a glance, AI can power efficiency and help your teams create more engaging content to attract customers. But getting started is only half the battle. What about retaining customers? How can AI help you transition from a low-growth model to a high-growth future?

Specific strategies depend on your industry and the size of your business. But one powerful area every business can strengthen with AI is the department responsible for ongoing relationships with customers: your customer management team.



Supercharging your CRM with AI

Take a moment to visualize your customer journey. How do prospects typically find out about you? Did your sales team reach out to make the connection? Did powerful SEO place your business's website in the top of the search results? Or did they discover you via word of mouth after their colleague recommended your personal customer service?

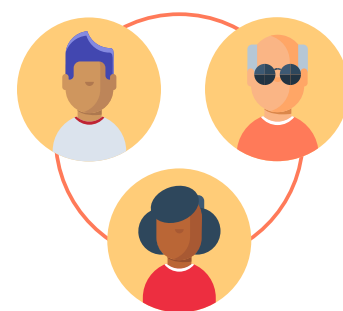
However your business most often generates leads, you'll need to build stronger relationships with your customers — and offer more compelling messaging — to boost retention in today's competitive landscape.

High-growth businesses are using analytical tactics, like funnel analysis, to determine when and where they're encountering qualified customers — and how they can tweak their product messaging to deepen those relationships. As a result, they're turning to AI to automate this work, and drive even higher results. From churn prediction to trend forecasting, at least half of high-growth businesses are using AI to power better customer engagement. They're also relying on AI to power stronger audience segmentation and behavioral predictions, helping them identify the best channels and strategies to connect with customers.

Where high-growth companies use AI to optimize customer engagement*

- 1 Customer touchpoints (62%)
- 2 Future trend forecasting (61%)
- 3 Customer sentiments and theme analysis (58%)
- 4 Cross-sell and upsell opportunities (56%)
- 5 Churn prediction (50%)

Low-growth companies, on the other hand, don't use AI-powered solutions as often. In fact, only one third of low-growth leaders shared that they used AI to understand how valuable their customers are.



Only 31%

of low-growth companies use AI to calculate customer lifetime value (LTV).*

*Based on companies who are using AI for data analysis and insights

Ways to use AI to optimize your customer's experience

1

Expand top-of-funnel touchpoints

Use AI to analyze social performance, then suggest new platforms, formats, or ads to improve discoverability.

2

Create personalized messaging

Feed past customer service tickets and emails into AI software for analysis and individualized recommendations.

3

Offer upsell recommendations

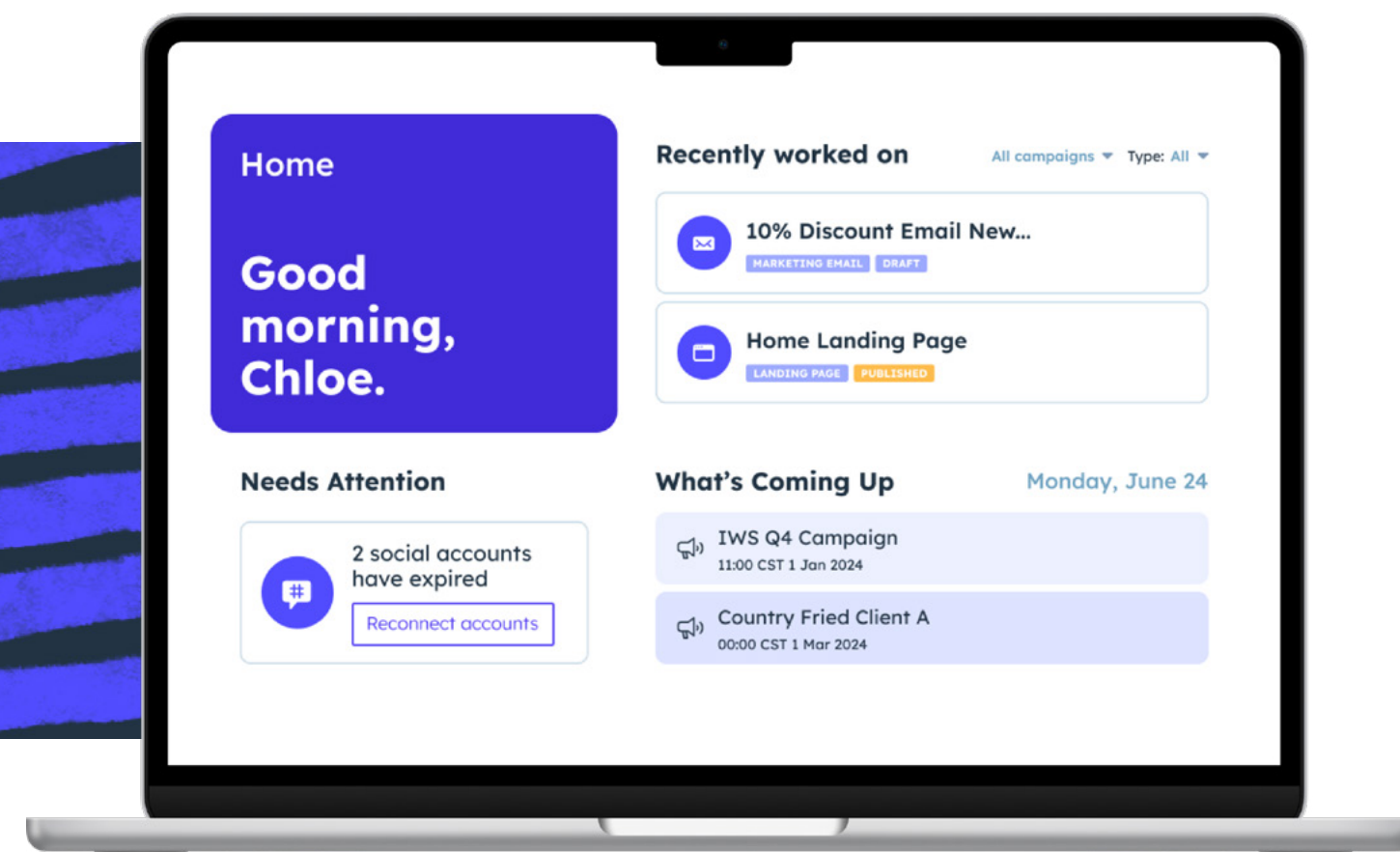
Use AI to determine which products or services a customer will be most likely to purchase and make tailored suggestions.

The power of unified platforms + data

High-growth businesses have realized the importance of connected platforms and unified data. When product usage data, for example, is available to marketers, they can offer more personalized recommendations based on cohorts of users and their in-app behaviors.

A unified platform refers to data management software that streamlines end-to-end analysis throughout an organization's various departments.

Unified platforms allow sales, marketing, and customer service teams to access a singular contact record and understand the journey that a customer has been on. This helps organizations that depend on automation to improve customer experiences, target messages to the most engaged audiences, and avoid over-communication.



How unified platforms help high-growth businesses

Demonstrating ROI with clear metrics

Identifying plans for tech stack improvements

Facilitating collaboration between internal teams

Offering personalization at scale with tailored product recommendations

Deepening relationships with customers through multichannel support

Analyzing data for predictive decision making

Top ways unified platforms drive results

- ✓ Tech stack ROI (46%)
- ✓ Predictive analytics (46%)
- ✓ Tailored customer experiences (46%)
- ✓ Personalized product recommendations (43%)
- ✓ Consistent omnichannel customer experiences (41%)

Using unified platforms to offer world-class customer experiences

High-growth businesses are using unified platforms to offer better customer experiences (CX). By analyzing data from a variety of customer touchpoints, including previous purchases, service tickets, and even social media, a unified platform consolidates a customer's history into a dashboard and provides high-level customer insights. With this detailed user-level data, customer-facing teams can have better conversations and deepen their relationships, leading to higher customer satisfaction and lifetime value (LTV).



56%

of companies with unified platforms reported high positive growth.

On the operations side, unified platforms can help streamline at scale. Businesses currently using 15+ CRM tools, for example, may find that consolidating their tech stack into a unified platform with key integrations helps reduce costs and increase employee productivity.

As a result, employers can:

- ✓ Reduce employee frustration with tool switching
- ✓ Promote accuracy with simplified processes
- ✓ Increase interdepartmental data visibility
- ✓ Encourage collaboration at every department—and every level

Not all solutions are suited to every business's needs. If it's time to make a switch or refresh your tech stack, explore multiple platforms and make a decision that will help your employees get time back.

Look for unified marketing platforms that offer:

- ✓ Pane of glass formats that compile data into a single view
- ✓ Free trial periods to test yourself — or with your team
- ✓ Add-on solutions that support a scalable, high-growth mentality

BECOME A HIGH-GROWTH LEADER WITH HUBSPOT

CRM is the secret weapon for high-growth business leaders worldwide. When you activate better CRM, you take the next step to unlocking personalized messaging for your customers on a worldwide scale. Do it with a marketing partner who knows CRM best.

HubSpot equips everyone on your team with the tools they need to foster valuable customer relationships—from service to sales and beyond.

[Try HubSpot for free](#)

With HubSpot, you get:

- ✓ Real-time lead generation with email and pipeline management
- ✓ Data-backed personalization tactics that nurture leads at scale
- ✓ Seamless service ticket management and productivity reports
- ✓ User-friendly interfaces and reporting dashboards
- ✓ Ads, email, and prospect management for fully connected teams

53%

of companies currently use HubSpot AI.

Nearly 55%

of companies using HubSpot say they have good ROI from their current tech stack.

Nearly 84%

of companies using HubSpot report good or excellent data unification.

Data-backed strategies for transforming into a high-growth business

Businesses today are separated into two main groups — those who are scaling rapidly by embracing new technology and those who are growing slowly with outdated strategies. If you're looking to move into the first group, start with an audit of your current business expenditures, growth channels, and strategies. Then, begin the change management process by aligning executives and leadership teams around your high-growth transformation plan.

Growth doesn't always require new product lines, new service tiers, or international expansion. Sometimes, growth can mean increasing annual recurring revenue (ARR), growing your customer base, or optimizing backend workflows to save on overhead. Whether your growth plan involves ambitious expansion or incremental gains over time, you can look to high-growth businesses for their strategies and adopt them for your own organization.

We've identified five strategies for supporting scalable growth in a competitive business landscape. These data-supported tips will help you identify and achieve your goals as you lead your business into a high-growth mentality.

Five strategies for becoming a high-growth business

- 1 Conduct a SWOT analysis
- 2 Revisit your tech stack
- 3 Unify data with an intuitive platform
- 4 Prioritize customer relationships
- 5 Embrace unpredictability



Strategy 01

Conduct a SWOT analysis

Before you arrange an all-hands meeting or start exploring AI-powered software, take a step back and analyze your business from a big picture perspective. A SWOT analysis (strengths, weaknesses, opportunities, threats) can help you identify how your team is performing against other businesses in the market. Using the data in this report is a good start, but consider diving deeper into your industry to get a better understanding of your unique competitive landscape and market position.

Next, set up some conversations with employees and customers. Ask them about their experience with your business. What do they feel is working well? What would they like to see improved? In a perfect world, what would your business offer them?

SWOT analyses provide a holistic view of your business and help you hone in on the highest priority tasks. As you gain insights, focus on repeatable steps that will help you maintain steady growth.

Strategy 02

Revisit your tech stack

High-growth businesses are finding ways to breathe new life into their tech stacks. But if you're running a small business or tech investments aren't in your quarterly budget, there are ways to make small adjustments to your tech stack that have a big impact.

Take a close look at your business's current technology. If you have an IT department, schedule a call to go over their limitations, and what they see as opportunities. Collect data on your current capabilities and product usage, then consider how you can adopt new solutions that streamline older hardware.

AI-powered software, for example, can help speed up manual processes exponentially. Businesses deploying AI software often find it delivers a high ROI, as well, since it uses low manual resources to produce valuable suggestions or analysis. Seek out ways for AI to help you get more from your tech stack and keep pace with other businesses in your industry.

Here are some ways to rethink your tech stack.

Tech stack optimization checklist

- ✓ Utilization %
- ✓ Duplicate features
- ✓ Integrations
- ✓ Analytics + dashboards
- ✓ Security
- ✓ Cloud capabilities
- ✓ Product roadmap
- ✓ AI tools and features
- ✓ User limits
- ✓ Customer support
- ✓ Data or storage limits
- ✓ Automation capabilities

Strategy 03

Unify data with an intuitive platform

How you collect, analyze, and share customer and product data with your teams impacts your business for the long-term. Customer data has become one of the most valuable assets an organization has, and can guide a business to exponential growth.

To manage data between teams and integrate your systems, choose a primary source of truth like your CRM. If you don't already use a unified platform, take notes from competitors in your industry — and see how you can integrate one with your current tech stack.

Strategy 04

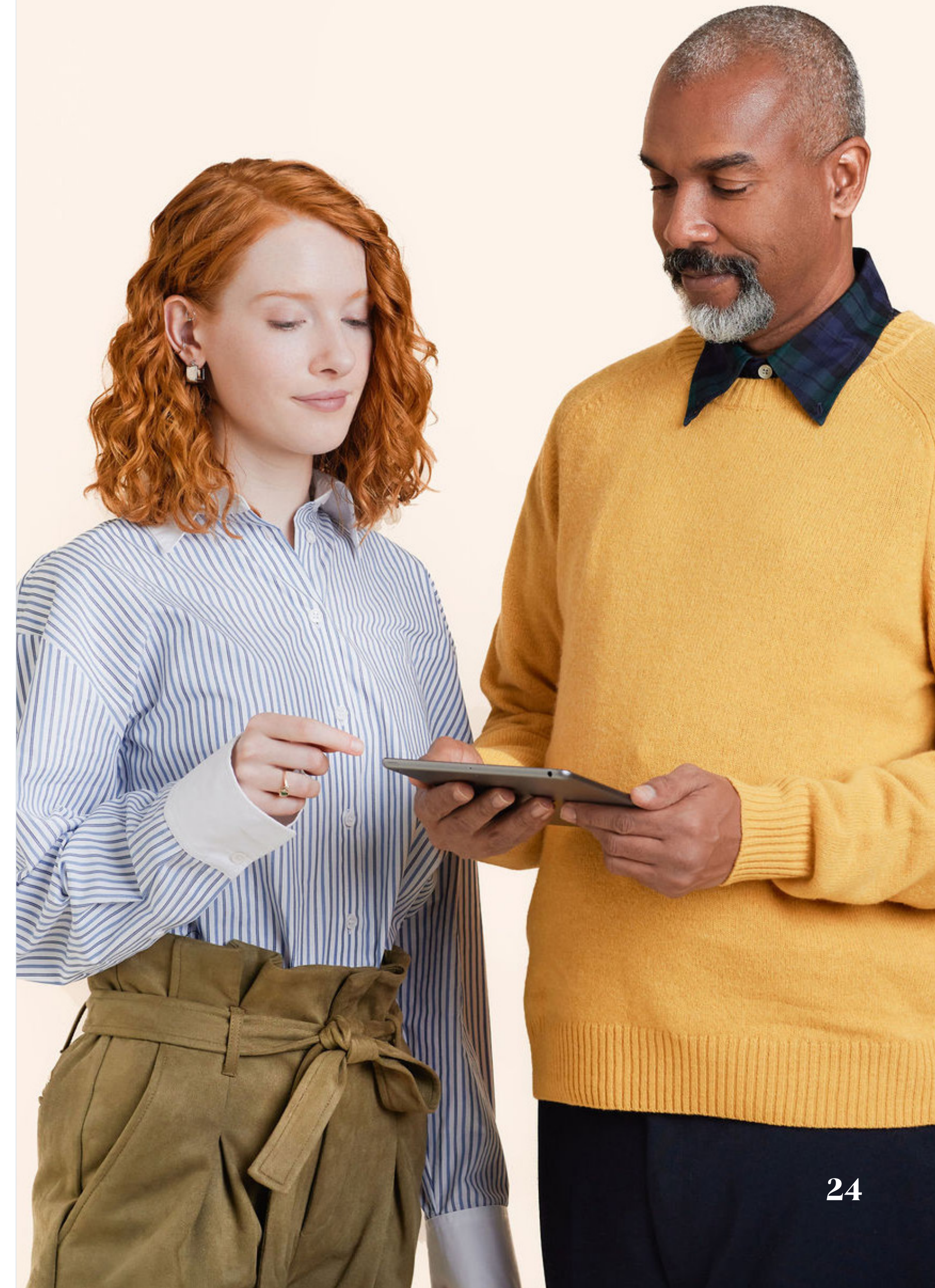
Prioritize customer relationships

Customer relationships are the biggest competitive advantage your organization has. Strong customer relationships and organized customer data support revenue, referrals, marketing, and product development. And they rely on tools built for the customer experience. Assign a team or individual dedicated to customer engagement and consistently look at the data on what's most important to your customers. Then, share these insights with all customer-facing teams across the stages of the funnel and work to foster loyalty among your customers.

Strategy 05

Be adaptable

Even the best business growth plans can go sideways when the market changes. There's no way to reliably predict when the market will shift, or when you'll suddenly face headwinds in your growth journey. When unexpected blockers turn up, stay confident and think critically — you'll need a data-driven approach and decision-making framework to stay competitive in this changing landscape.

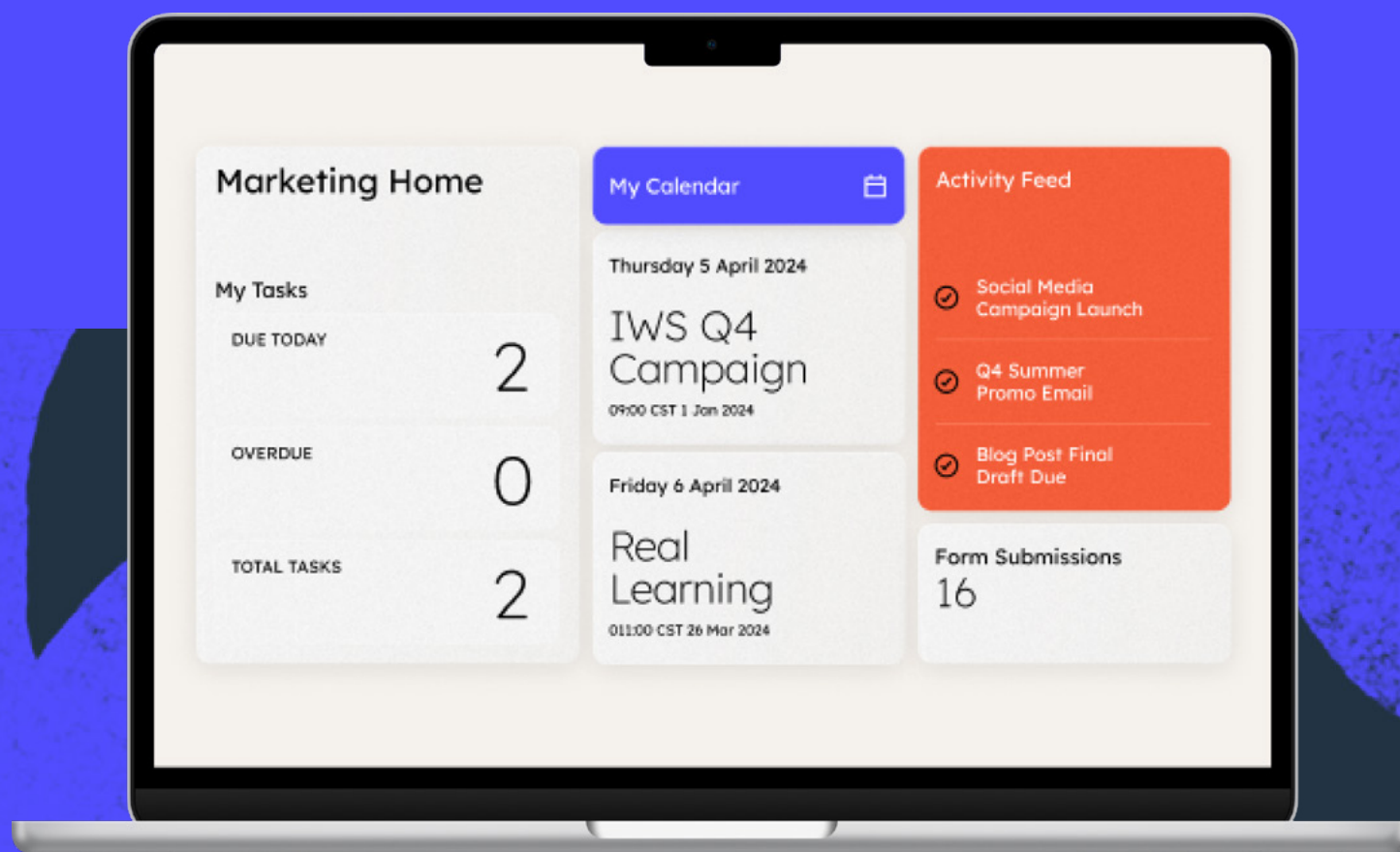


CLOSING

Business solutions for the future of growth

By using these strategies from high-growth businesses, you can start to visualize a stronger, more predictable future for your organization. As the competition heats up and new businesses enter the market, every aspect of operations, marketing, sales, and service that impact the customer experience will be determining factors for buyer decisions.

Ahead, explore solutions to power your customer-centric growth blueprint.



Business Solution Showcase for 2024 + beyond

Ready to embrace a high-growth mentality? Equip your team with innovative solutions that consistently deliver results. Inbound 2024 Spotlight is this year's exclusive showcase of HubSpot products designed to boost efficiency across your business.

Find something for everyone on your team, including:

- ✓ Leadership
- ✓ Marketing
- ✓ Sales
- ✓ Accounting
- ✓ Customer service
- ✓ CRM

As an all-in-one business partner driven by data-backed strategies, we're always looking for the next big thing in business growth — so you can look forward to more exciting products like HubSpot AI that will redefine the business landscape worldwide. We'll help you differentiate yourself in a competitive market, understand your customers at scale, and use the power of data to grow your company. **And that's just the beginning.**

Join the ranks of leading businesses around the world who have already discovered the potential of HubSpot products from our 2024 Inbound.

[Step into the Spotlight](#)

HubSpot

Methodology

Data within this report originates from our survey of 1,893 business leaders who are responsible for setting strategy, defining go-to-market approaches, and outlining key objectives for their organizations. The survey was conducted from **June to July 2024**. Data was collected from respondents located in the United States, Australia, Brazil, Canada, France, Germany, Japan, Mexico, the Netherlands, Singapore, and the United Kingdom.

Report created in collaboration with CXD Studio.

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