

THE HIDDEN COST OF COBBLED SYSTEMS

For Marketing Leaders

Wrestling with proliferating point solutions, disconnected data, and disjointed customer experiences?

Too many systems may be driving up your total cost of ownership — and slowing your team down, creating friction with Sales, and keeping you from attributing value to your marketing efforts.



THE RESEARCH

On the importance of lead generation:

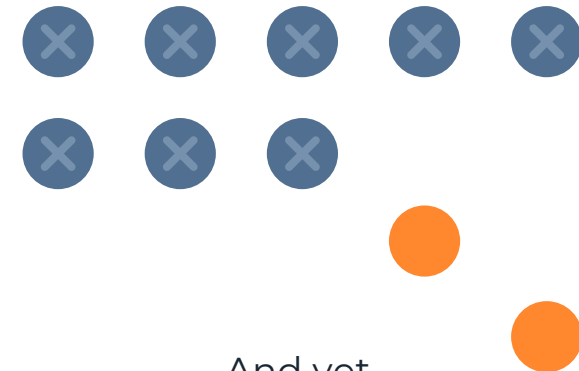
23% of salespeople cited "better quality leads" as the #1 thing they need from Marketing

15% of salespeople would like "more leads" more than anything else

91% of marketers say that lead generation is their most important goal

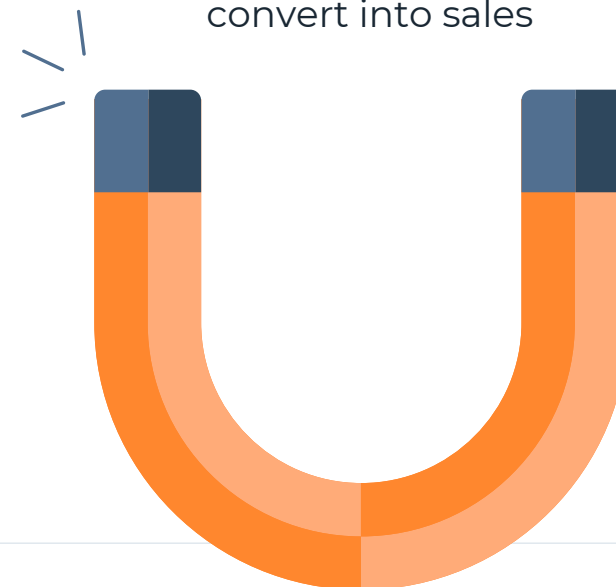
37% of marketers say that generating high quality leads is one of their biggest challenges

53% of marketers spend at least half of their budget on lead generation



79%

of marketing leads never convert into sales



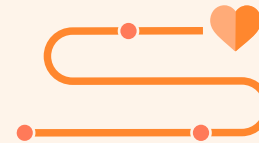
THE RESEARCH

On the importance of alignment:

Businesses with strong sales and marketing alignment:

- ✓ Are 67% more effective at closing deals
- ✓ Achieve up to 38% higher sales win rates
- ✓ Are 58% more effective at retaining customers
- ✓ Drive 208% more revenue as a result of their marketing efforts
- ✓ Achieve 24% faster three-year revenue growth
- ✓ Realize 27% faster three-year profit growth

Still not convinced?



95% of buyers buy from someone who gave them content at each stage of their buying journey...



...but 65% of sales reps say they can't find content to send to prospects



60%–70% of all marketing content remains unused by employees



87% of sales and marketing leaders agree : Collaboration between sales and marketing enables critical business growth

THE RESEARCH

Marketing and Sales both wish they had a streamlined tech stack with clean, connected data.

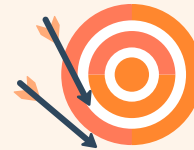
30%



Yearn for Consistency

30% of marketers ranked "consistent use of systems" as their top need from their sales teams

43%



Lack Shared Data

43% of sales reps and marketers cite a lack of accurate/shared data on target accounts and prospects as the biggest challenge when it comes to aligning Sales and Marketing

80%



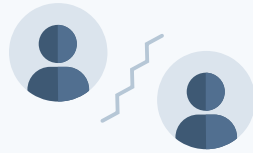
Can't Personalize Content

Although 80% of marketers consider personalization the key to increasing revenue and enhancing customer experiences, more than a quarter can't deliver due to bad, missing, or conflicting customer data across cobbled tech stacks

THE PROBLEM



*Siloed
systems*



*Siloed
teams*



*Questionable
customer data*



*Botched marketing-
to-sales handoffs*



*Missed opportunities
and/or lackluster
customer experiences*



*Lost
revenue*



*No insights
into what is and
isn't working*

THE SOLUTION

With HubSpot, you can spend less time, money, and resources consolidating data and systems and more time building deeper connections.

Marketing Hub and Sales Hub make it possible to:

Align teams around a single source of truth with:

- ✓ A shared view of contacts, company deals, marketing events, and custom objects
- ✓ Omnichannel activity tracking
- ✓ ABM tools
- ✓ Reporting and analytics
- ✓ Conversation intelligence
- ✓ Ads conversion events



Perfect the marketing-to-sales handoff with:

- ✓ Marketing automation for managing lifecycle stages and lead status, lead rotator, sales tasks, and internal notifications
- ✓ Lead scoring
- ✓ Custom Behavioral Events
- ✓ Chatbots and live chat

See what the G2 community has to say:

Marketing Hub:



Sales Hub:



THE RESULTS



- ✓ **More Deals Closed**
Professional customers see a 166% increase in deals-closed won after 12 months.
Enterprise customers see a 331% increase.
- ✓ **Greater Inbound Lead Growth**
Professional and Enterprise customers see an increase in inbound leads 3 (56%), 6 (106%), 9 (123%) and 12 (149%) months after purchase.
- ✓ **Higher Website Traffic**
Professional and Enterprise customers see a 190% increase in website traffic after 12 months.

THE RESULTS



- ✓ **More Deals Closed**
An 85% greater increase in deals closed after 12 months than customers with Sales Hub alone.
- ✓ **Greater Inbound Lead Growth**
A 109% increase in inbound leads after 12 months.
- ✓ **Higher Website Traffic**
An 18% greater increase in website traffic after 12 months than customers with Marketing Hub alone.
- ✓ **Better Deal Close Rate**
A greater increase in deal close rate (74%) after 12 months than customers with Sales Hub alone (57%).
- ✓ **Increased Efficiency**
Customers who use workflows close an average of 508% more deals than those who do not.



Grow Better, Connected

HubSpot's all-on-one CRM platform helps teams grow with tools that are powerful alone, but better together.