Marketing Hub™   **Sales Hub™**

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.

HubSpot

The Research

On the importance of **lead generation**:

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

15% of salespeople would like "more leads" more than anything else[2]

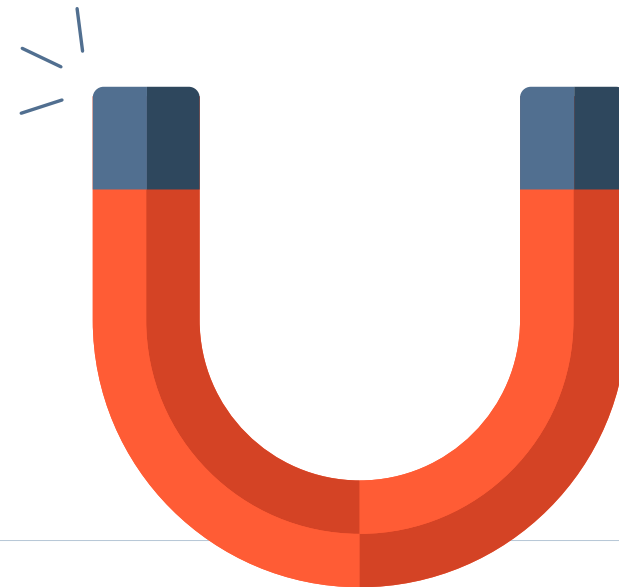**91%** of marketers say that lead generation is their most important goal[3]

37% of marketers say that generating high quality leads is one of their biggest challenges[4]

53% of marketers spend at least half of their budget on lead generation[5]

And yet...
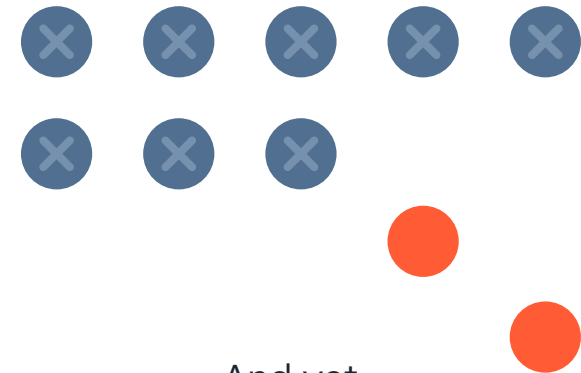
79%

of marketing leads never convert into sales[6]

The Research

On the importance of **alignment**:

Businesses with strong sales and marketing alignment:

- ✓ Are **67%** more effective at closing deals[1]

- ✓ Achieve up to **38%** higher sales win rates[2]

- ✓ Are **58%** more effective at retaining customers[3]

- ✓ Drive **208%** more revenue as a result of their marketing efforts[4]

- ✓ Achieve **24%** faster three-year revenue growth[5]

- ✓ Realize **27%** faster three-year profit growth[6]

Still not convinced?
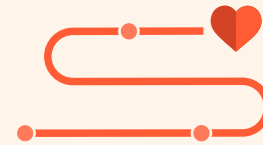
95% of buyers buy from someone who gave them content at each stage of their buying journey...

...but **65%** of sales reps say they can't find content to send to prospects[7]

60%–70% of all marketing content remains unused by employees[8]

87% of sales and marketing leaders agree: **Collaboration between sales and marketing enables critical business growth**[9]

The Research

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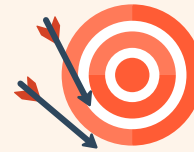**a streamlined tech stack** with clean, connected data.

30%

Yearn for Consistency

30% of marketers ranked "consistent use of systems" as their top need from their sales teams[1]

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[2]
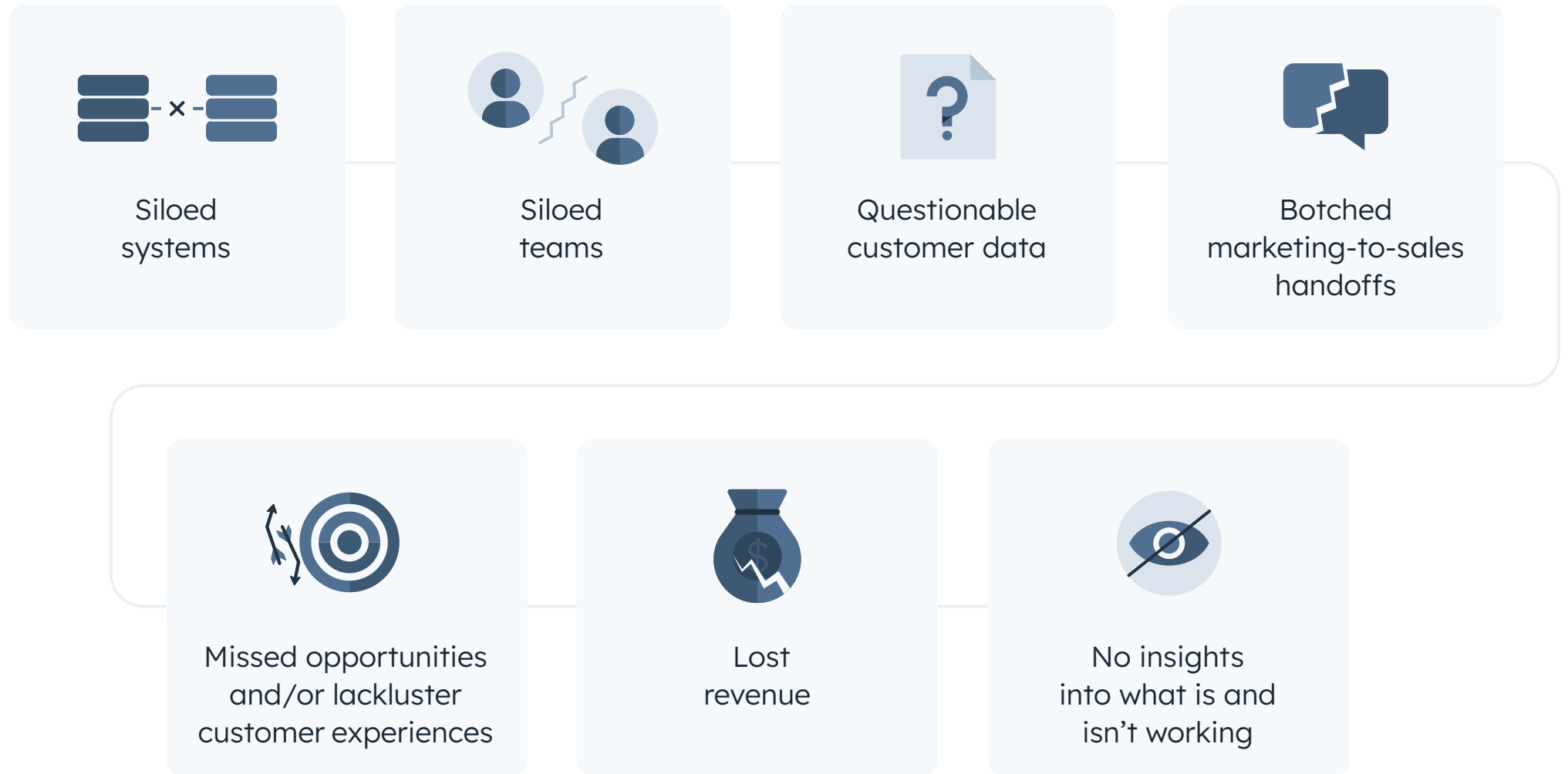
80%

Can't Personalize Content

Although 80% of marketers[3] consider personalization the key to increasing revenue and enhancing customer experiences, more than a quarter[4] 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

+
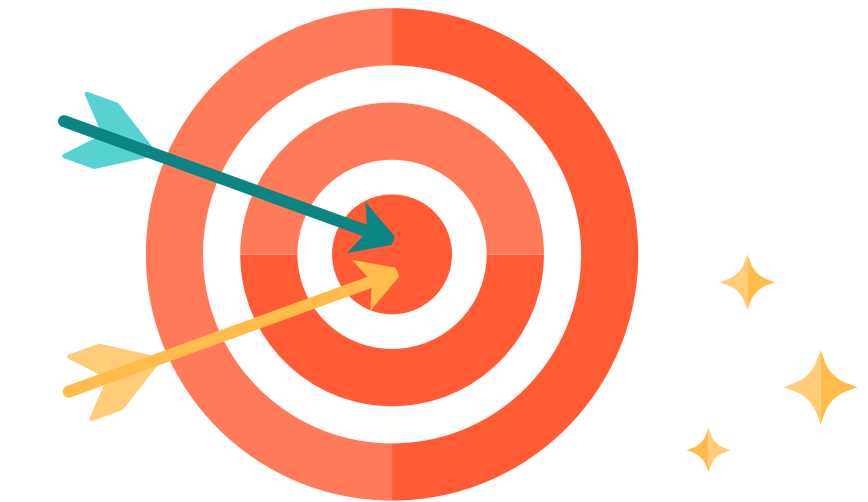
Perfect the marketing-to-sales handoff with:

- ✅ 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:

Best Results — Enterprise — SPRING 2022
Best Support — Enterprise — SPRING 2022
Best Relationship — Enterprise — SPRING 2022
Easiest Admin — Enterprise — SPRING 2022
Best Usability — Enterprise — SPRING 2022
Leader — Enterprise — SPRING 2022
Momentum Leader — SPRING 2022
Leader — SPRING 2022

Sales Hub:

Best Results — SPRING 2022
Most Implementable — SPRING 2022
Best Relationship — SPRING 2022
Easiest To Do Business With — Enterprise — SPRING 2022
Best Usability — SPRING 2022
Leader — Enterprise — SPRING 2022
Momentum Leader — SPRING 2022
Leader — SPRING 2022

The Results

With
Marketing Hub
alone

✓ **More Deals Closed**

Professional customers see a 166% increase in deals-closed won after 12 months.[1] Enterprise customers see a 331% increase.[2]

✓ **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.[3]

✓ **Higher Website Traffic**

Professional and Enterprise customers see a 190% increase in website traffic after 12 months.[4]

Calculate your return on investment

The Results

With
**Marketing Hub
+ Sales Hub**
together

✅ **More Deals Closed**

An 85% greater increase in deals closed after 12 months than customers with Sales Hub alone.[1]

✅ **Greater Inbound Lead Growth**

A 109% increase in inbound leads after 12 months.[2]

✅ **Higher Website Traffic**

An 18% greater increase in website traffic after 12 months than customers with Marketing Hub alone.[3]

✅ **Better Deal Close Rate**

A greater increase in deal close rate (74%) after 12 months than customers with Sales Hub alone (57%).[4]

✅ **Increased Efficiency**

Customers who use workflows close an average of 508% more deals than those who do not.[5]

Grow Better, Connected

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

Learn more