



Real Customers. Remarkable ROI.

Influence the metrics that matter most with HubSpot — and grow better, connected.

HubSpot is a CRM platform that brings everything scaling companies need to deliver a best-in-class customer experience into one place.

A **universal contact record** gives you the insights you need to delight customers, increase alignment across teams, save time, and reduce your total cost of ownership. And that's only the beginning.



Considering **Marketing Hub** or **Sales Hub**?

The real magic happens when you use them together.

After 12 months, HubSpot customers with **Marketing Hub + Sales Hub** see:



508%

Increased Efficiency

A 508% average increase in deals closed, using workflows.¹



109%

Greater Inbound Lead Growth

A 109% increase in inbound leads.²



85%

More Deals Closed

An 85% greater increase in deals closed than customers with Sales Hub alone.³



74%

Better Deal Close Rate

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



18%

Higher Website Traffic

An 18% greater increase in website traffic than customers with Marketing Hub alone.⁵

HubSpot's all-on-one CRM platform has everything you need to connect with your customers, at a better value to your business.

[Calculate your return on investment](#)

Trusted by:

