

HubSpot Upmarket Ideal Customer Profile

2024 | NAM/EMEA



About Me

	The Champion	The Decision Maker(s)
Age Group	40 y/o	50-56 y/o
Job Title	Head of team, End-user	C-Suite (most common), VP
Role	Talks up HubSpot across the org to garner interest. Drives comins, keeps HS informed, progresses deal stages and manages onboarding.	Approves pricing & terms.

About My Company

Company size	150+ employees
Industry	Computer Software Information Technology Financial Services
Annual Revenue	\$100 mil. - \$500 mil.
Current Tech (competitors)	SF and Pardot, Marketo, Microsoft, Home-grown CRM

Deal Trends

ASP	Conversion Rate	Deal Length	Purchased Hubs
<ul style="list-style-type: none"> • \$4.6K monthly average. • Notes: Pricing transparency big differentiator against competitors. 	<ul style="list-style-type: none"> • 25% monthly average. • Notes: willing to engage in larger and longer deal terms for Enterprise level product that will solve all their needs at once. 	<ul style="list-style-type: none"> • 75-90 Days • Notes: larger buying groups of 4+ contacts plus RFP review period. 	<ul style="list-style-type: none"> • 2 Hubs • Notes: Highest deal composition include product bundles. MH + SH being the most popular mix, suggesting the value integrated solutions that cover multiple needs.
Needs tech to...	Struggles with...	Looking at...	The Partner

Why did they choose HubSpot?

The Champion

- Accurately route lead management
- Speed processes through automation
- Improved tech functionality

The Decision Maker

- Not interested in a complete overview but assurance that their specific requirements will be met.

The Champion

- Reporting and forecasting
- Customer journey (CDP)
- Gen AI implementation

The Decision Maker

- Tech stack vendor consolidation. Understands that no single vendor can satisfy all their needs.
- Tech implementation and user adoption.
- Partner relationship management (PRM).

- Company ranking /records.
- Review websites - top Gartner and G2
- Champion and decision maker previous experience w/ software.
- First hub eval is successful, indicates motivate to adopt HS widely across org.
- Generation challenges (emerging trends, next generation of leaders).

Partner selection:

- Regional affinity (e.g. customer support in India).
- Industry vertical expertise.
- Implementation expertise (e.g. ISO, GDPR, SSO, SO).

Role

- Roadmap support for change resourcing.
- Migration and portal build out
- Data architecture.

Deal Journey

