

REGION FOCUS: WORLDWIDE

Business Value of HubSpot Marketing Hub

HubSpot customers are realizing **significant value** by leveraging HubSpot Marketing Hub’s services to support their marketing operations. This would result in a **three-year ROI of 505%**.

Key Results

505%
3-year ROI

73%
more productive
marketing teams

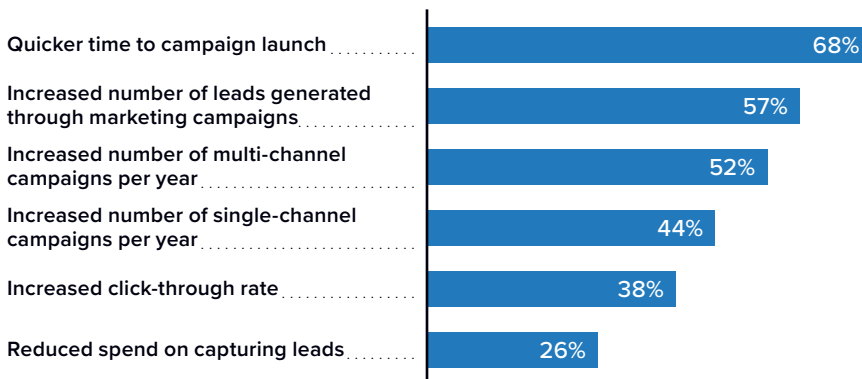
4 months
to payback on
investment

CUSTOMER QUOTE:

“The marketing team can use the one tool to knock everything out of the park from a single place. They spend less time logging in and out of different solutions, and more time building exceptional marketing campaigns.”

Marketing KPIs

(Percentage improvement)



Marketing and Sales Efficiencies

- ↑ **68%** quicker time to launch marketing campaigns
- ↑ **39%** improved customer satisfaction
- ↑ **52%** more productive sales team
- ↑ **19%** more deals won

CUSTOMER QUOTE:

“(HubSpot Marketing Hub) definitely has improved the quality. Our chief client officer comments on this all the time. He says, “back in the day, whenever you’d get a lead from marketing, it was terrible. But now we’re getting really good quality leads, we’re following up on them, we’re winning deals.”

Business Benefits

↓ **20%** reduction in marketing solutions cost

↑ **\$1.18 million** total new revenue gained per year

↑ **59%** quicker ability to coordinate global launches