



2024

ROI Report



- ◆ **228,000+** customers in over 135 countries have grown their businesses with HubSpot.
- ◆ Learn how HubSpot's **easy, fast, and unified** customer platform can create value for your business.

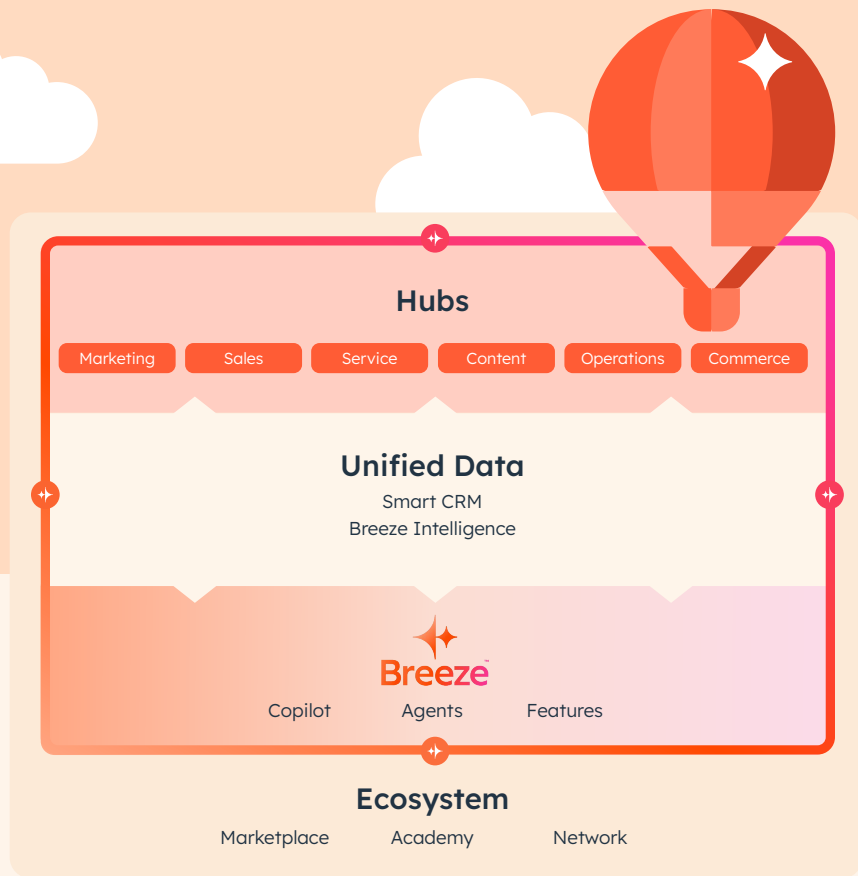
What is HubSpot?

HubSpot is a customer platform that's **easy to use, fast to deliver value, and unifies your customer data**. Everything on the customer platform works seamlessly together to help businesses grow.



Teams with a unified customer platform are **1.5x more likely** to have outperformed their goals in 2024.¹

1. Based on a survey of 1,474 CRM users across the globe in August 2024.



What makes HubSpot Different?



Easy

with efficient
and intuitive tools



79% of users say HubSpot
is **easy to use**.¹



Fast

delivering value in
weeks instead of
months or years



The average time to fully
operationalize a HubSpot
product is **just 6 weeks**.²



Unified

bringing together all of
the data and tools you
need to connect and grow
together



79% of HubSpot users say it helps
them **centralize their data all
in one place**.¹

1. Based on a survey of 1,474 CRM users across the globe in August 2024.

2. Based on the time between the date of purchase and the date the customer completed the required action that defines activation. The sample includes customers who purchased any plan of Sales Hub (n=89,440), Marketing Hub (n=109,711), Service Hub (n=44,755), or Content Hub (n=17,771) between January 2019 and July 2024.

What are

The Benefits of HubSpot



01

Increases adoption



02

Accelerates business results



03

Delivers value fast



04

Lowers costs

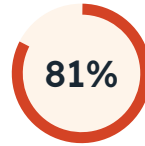
HubSpot Increases Adoption

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With HubSpot, our teams spend **less time worrying about accuracy** and more time strategizing on funnel acceleration and driving stronger customer connections.

Lubna Quraishi
Head of Marketing

teamwork.



of HubSpot users say their organization has **high adoption** of HubSpot.¹



of HubSpot customers display **high feature usage**.²

↑ **94%** of Marketing Hub and Content Hub customers display **high feature usage**.³

↑ **87%** of Sales Hub customers display **high feature usage**.⁴



of HubSpot users **use HubSpot daily**.¹

1. Based on a survey of 1,474 CRM users across the globe in August 2024.
2. Based on the percent of Marketing Hub and Content Hub (n=3,050), Sales Hub (n=20,802), and Service Hub Professional and Enterprise (n=6,263) customers with high Hub feature usage.
3. Based on the percent of Marketing Hub and Content Hub Professional and Enterprise (n=3,050) customers with high Marketing Hub feature usage as indicated by activating 67% (6 out of 9) or more of Marketing Hub's core features.
4. Based on the percent of Sales Hub Professional and Enterprise (n=20,802) customers with high Sales Hub feature usage as indicated by activating 64% (7 out of 11) or more of Sales Hub's core features.

HubSpot Accelerates Business Results

“

HubSpot's AI-powered tools and unified data have been crucial for our CX teams. We've automated over 1/3 of our tickets, and **reduced resolution times by over 60%**.

Jennifer Cummings
Sr. Director, Customer Engagement

KAPLAN
RESEARCH PARTNERSHIP

HubSpot customers...



Generate **107%** more leads¹



Close **35%** more deals²



Increase ticket resolution rate by **28%**³

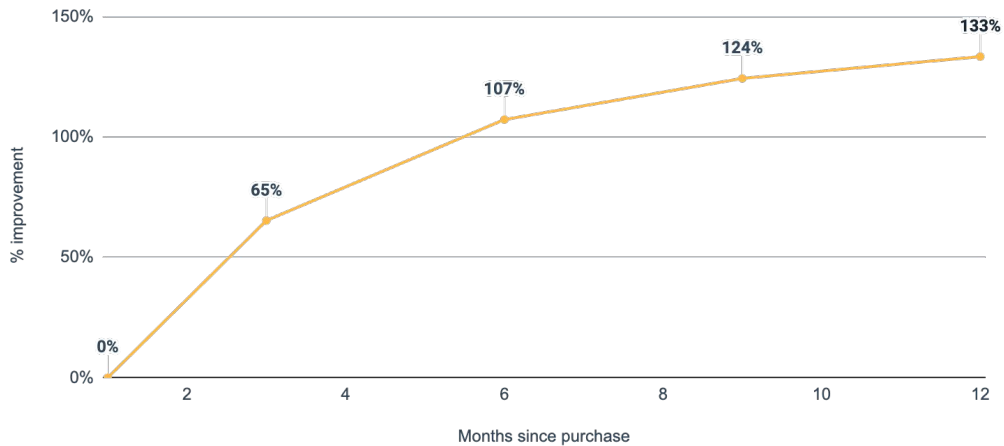
1. Based on monthly form submissions in 6 months for customers (n=67,842) who owned any plan of Marketing Hub for at least 12 months.
2. Based on deals closed monthly in 6 months for customers who owned any Sales Hub plan (n=61,265) for at least 12 months.
3. Based on monthly ticket close rate in 6 months for customers who owned any Service Hub plan (n=10,344) for at least 12 months.



HubSpot Accelerates Business Results by: Generating Leads Faster

Inbound Leads Performance Since Purchase ¹

◆ Customers with Marketing Hub see a **107% increase** in their inbound leads after just 6 months.¹



1. Based on monthly form submissions for customers who owned any Marketing Hub plan (n=67,842) for at least 12 months.
2. Based on a survey of 1,474 CRM users across the globe in August 2024.
3. Based on monthly website traffic for customers who owned any Marketing or Content Hub plan (n=27,548) for at least 12 months.
4. Based on number of form submissions Marketing Hub Professional and Enterprise customers working with a Solutions Partner (n=13,094) compared to those not associated with a partner (n=12,829).



82%

of Marketers say HubSpot increased their lead generation.²



134%

Marketing customers see a **134%** increase in their website traffic.³



↑ 53%

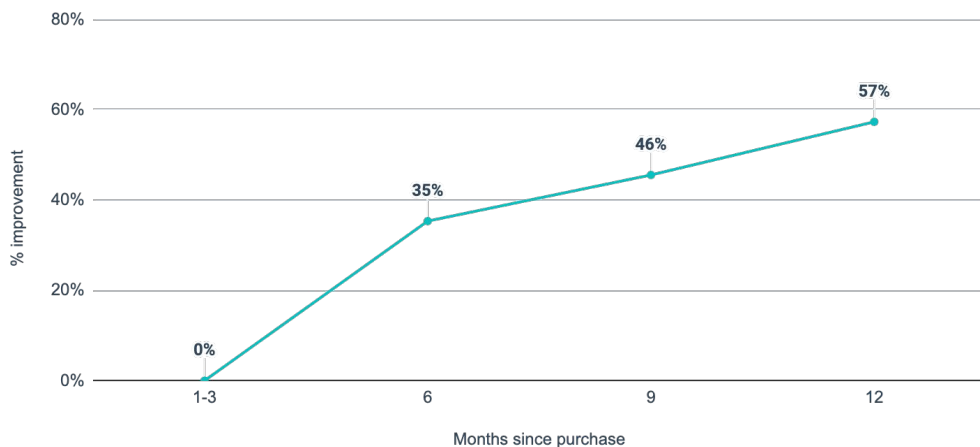
Customers working with partners see **53% more inbound leads** than those without partners.⁴



HubSpot Accelerates Business Results by: Helping Close More Deals Faster

Deals Closed Performance Since Purchase ¹

◆ Customers with Sales Hub see a **35% increase** in their deals closed after just 6 months.¹



1. Based on deals closed monthly for customers who owned any Sales Hub plan (n=61,265) for at least 12 months.
2. Based on a survey of 1,474 CRM users across the globe in August 2024.
3. Based on the average time to close for customers who have activated Conversation Summarization (n=163) versus those who did not (n=48,178) from May 2024 through July 2024.
4. Based on number of deals closed for Sales Hub Professional and Enterprise customers working with a partner (n=12,264) compared compared to those not associated with a partner (n=18,633).



76%

of Sales professionals say HubSpot increased their **win rate**.²



167% less time

Sales Hub customers with AI conversation summarization **spend 167% less time closing deals** compared to those without.³



3x

Customers working with partners see **3x more deals closed** than those without partners.⁴

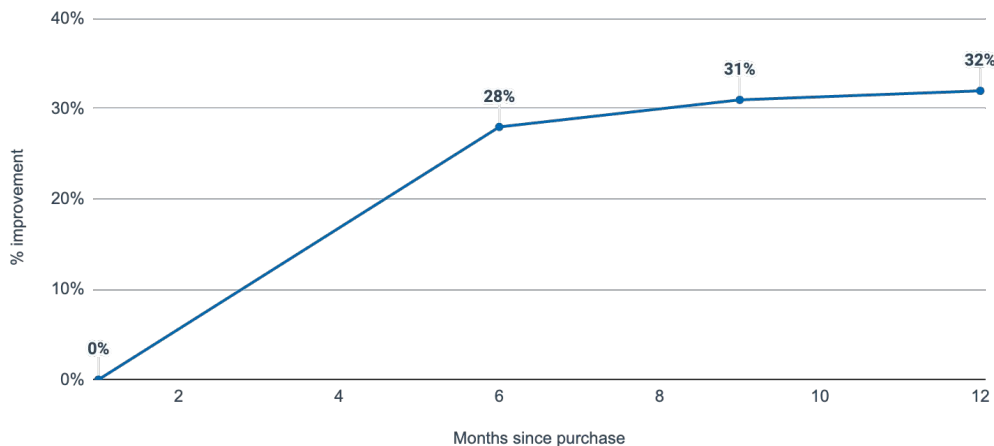


HubSpot Accelerates Business Results by:

Leading to Faster Ticket Resolution

Ticket Close Rate Performance Since Purchase ¹

◆ Customers with Service Hub see a **28% increase** in their ticket close rate after just 6 months.¹



1. Based on monthly ticket close rate for customers (n=10,344) who owned any Service Hub plan for at least 12 months.
2. Global survey of 1,537 customer service leaders in March 2024.
3. Based on Service Hub Professional and Enterprise customers who had activated Content Assistant Knowledge Base (n=1,031) compared to those who had not activated it (n= 2,209) between May 2024 through July 2024.



72%

of Service leaders say HubSpot **sped up** ticket resolution time.²



↑ 11%

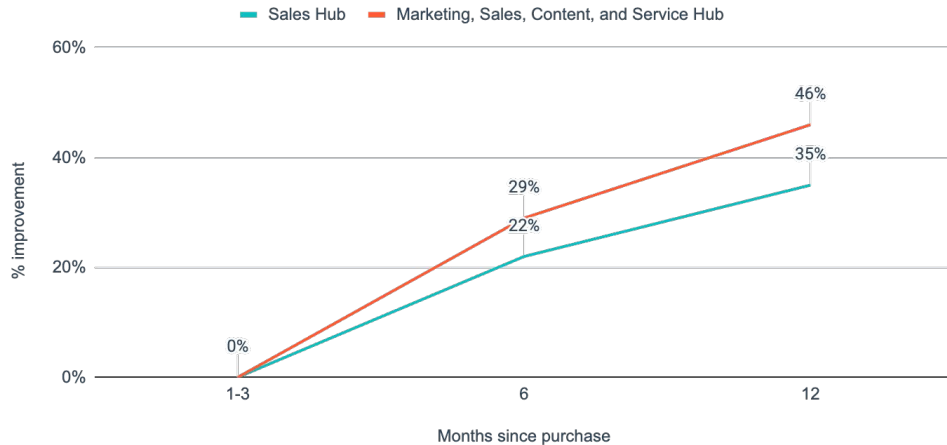
Service Hub Customers with **AI Content Assistant Knowledge Base** see an **11% increase in ticket close rate** compared to those without.³



HubSpot Accelerates Business Results by: Connecting Your Tools

Deals Closed Performance Since Purchase ¹

◆ HubSpot platform customers see **31% more deals closed** than those who just own Sales Hub.¹



1. Based on number of deals closed monthly for customers who owned Marketing, Sales, Service, and Content Hub across all plans for at least 12 months (n=19,668); 12 month post-purchase comparison to customers with Sales Hub only (n=18,794).
2. Based on a survey of 1,474 CRM users across the globe in August 2024.
3. Based on the percent of Sales, Marketing, and Service Hub customers with integrations (n=47,027) versus those who do not use integrations (n=1,231) from May 2024 through July 2024.



72%

say integrating their data with HubSpot is easy ²



8x

Customers who use **integrations close 8x more deals** compared to those who do not use integrations.³

HubSpot Delivers Value Fast



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Overall, HubSpot has helped us drive revenue growth and improve operational efficiency, and we're excited to continue leveraging their platform to **drive our business forward**.

Abbey Heimensen
VP of Marketing

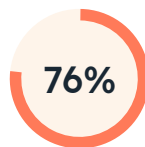


of HubSpot users saw an increase in **productivity**.¹ Out of these...

↑ **72%** saw an increase within 3 weeks.¹



of HubSpot users say it increased the amount of **revenue their company generates**.¹



of HubSpot customers saw a **Return on Investment**.¹ Out of these...

↑ **64%** saw it in 4 weeks or sooner.¹

1. Based on a survey of 1,474 CRM users across the globe in August 2024.

HubSpot Increases Value Across your Business

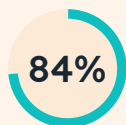


Calculate your ROI with

[HubSpot ROI Calculator](#)



76%
of Marketers said HubSpot
increased their **conversion
rate**.¹



84%
of Sales pros say HubSpot
improved their **lead
quality**.¹



77%
of Service leaders say
HubSpot increased their
company's CLTV.²



1. Based on a survey of 1,474 CRM users across the globe in August 2024.

2. Global survey of 1,537 customer service leaders in March 2024.

HubSpot Lowers Costs

In the first year, most HubSpot customers pay no additional costs, which equates to an average savings of over \$100K in the first two years.¹

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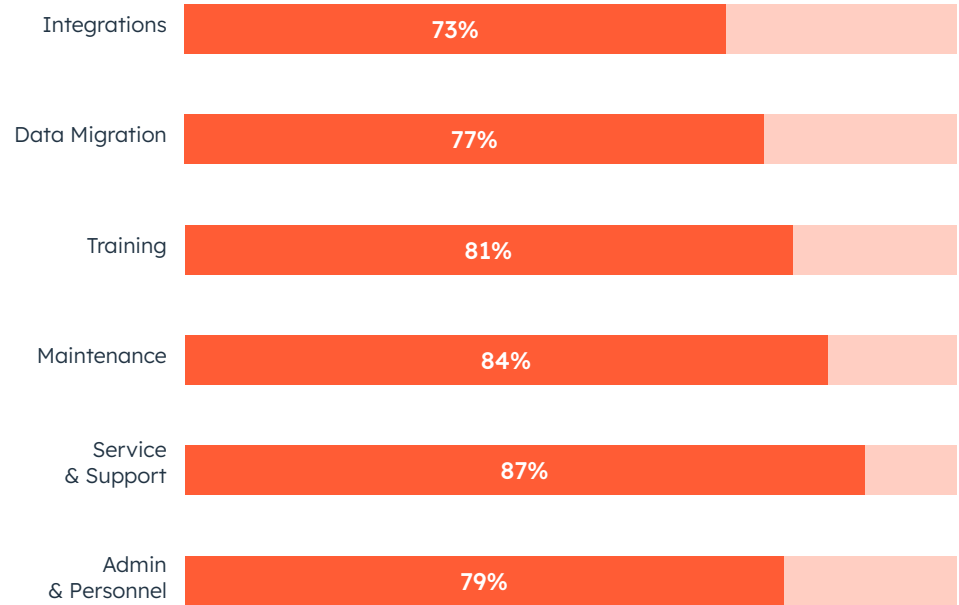
Don't let the perceived cost of transition put you off - the cost of management and total cost of ownership is **absolutely worth it**.

Adam Pisk
Chief Revenue Officer

Case Study: [How BruntWork Streamlined Operations and Achieved More Than \\$5M MRR with HubSpot](#)



% of HubSpot customers paying no additional costs



1. Based on surveys of HubSpot customers who owned either Marketing Hub (n=131), Sales Hub (n=172), or Service Hub (n=68).

Conclusion

Customers that leverage HubSpot's **easy, fast, and unified customer platform** are driving growth across the metrics they care about most.



Want to learn more about how HubSpot can transform your business?

[Contact Sales](#)

Or check out these free tools:

[HubSpot ROI Calculator](#)

[Growth Grader](#)

[HubSpot Total Cost of Ownership Calculator](#)

Data Methodology



How does HubSpot collect the customer data used in this report?

We obtain customer data by collecting information from customers who interact with us through our websites or use HubSpot's subscription services. The details of what we collect, how we use the information, how we share it, and how customers can manage their data are all outlined in our [Privacy Policy](#).

Our customer experience data is derived from aggregating information from thousands of HubSpot customers. For specific sample sizes and details regarding the criteria used to include customers in each chart or statistic, please refer to the corresponding chart description or statistic footnote.

What types of customer data is included in this report?

The data presented in this report can be categorized into three types:

- a. **Personal Data:** This refers to the information defined in our [Customer Data Processing Agreement](#). We collect data when customers fill out web forms, interact with our websites, subscribe to a HubSpot blog, sign up for a webinar, request customer support, create or modify user information, set preferences, or provide any other relevant information to access or use our Subscription Service.
- b. **Usage data:** This includes metrics and information about how customers use and interact with the Subscription Service. It encompasses details such as the most frequently used product features, the creation and closure of objects (e.g., deals), and the frequency of triggering certain features (e.g., workflows) in their account.
- c. **Research Data:** This refers to customers who have given their consent and taken part in a market research study conducted by HubSpot. In these studies, the data has been collected by asking customers using the product questions related to their business's performance, such as time saved, revenue growth, and other relevant metrics.

Where can I learn more about the data used in this report?

For more information about the data used in this report, please visit [HubSpot Customer Experience Data](#). On this page, you will find frequently asked questions that can help you gain a better understanding of how performance is calculated, how accuracy is maintained, and how metrics are defined.