

The slide features a vibrant orange background. A large white circle is positioned on the left side, containing the main title. On the right side, there are two overlapping circles: a smaller yellow one in front of a larger dark blue one. The text is arranged in a clear, hierarchical manner.

# HubSpot Revenue Impact Research

Prepared by Beall Research for HubSpot

# About this Research

The results described in this document are based on a survey conducted from August 24 - September 6, 2022 of more than ~400 HubSpot customers. The survey was commissioned by HubSpot and conducted by Beall Research. While we have made every attempt to ensure the survey was conducted professionally, we have not independently verified any customer results, and therefore we cannot be responsible for their accuracy. All survey results are provided for information purposes only and are "as is", with no guarantee of completeness, accuracy, timeliness, or results obtained from the use of this information, and without warranty of any kind. Please keep in mind that results for individual businesses, including yours and HubSpot's, may differ based on your own markets, customer base, industry, geography, stage, and/or other factors.

# Research Overview

## Why

To understand the key benefits HubSpot customers experience, especially revenue growth, for use in marketing communications

The research answers these questions:

- What increase in revenue do customers experience as a result of implementing HubSpot software?
- How long does it take for customers to grow revenue after implementing HubSpot software?
- What HubSpot products or bundles produce the greatest increase in revenue?
- What other benefits do customers experience from using HubSpot software?
- Do Sales Hub customers see shorter sales cycles after implementing Sales Hub?

## Who

- Use particular HubSpot products or bundles of products
- Have knowledge about the company's revenue
- Been a HubSpot customer for at least 12 months

## How

The survey was conducted online with 428 HubSpot customers, from invitations sent by HubSpot

## Who

Fieldwork was conducted from August 24 – September 26, 2022

# HubSpot Products and Bundles Compared



n = 109



n = 74



n = 157



n = 74

# Executive Summary

# HubSpot Software's Impact on Revenue

Use of HubSpot software results in revenue growth for most customers, often exceeding 10%, and usually soon after implementation

- Overall, three-fourths of HubSpot users experienced **growth in revenue** as a result of implementing the software, with one-third experiencing an increase of **greater than 10%**
- Revenue gains tend to **happen quickly**, with two-thirds of customers seeing growth within the first 6 months, including one-fourth whose revenue **grew more than 10%** during that time
- Similar proportions of customers of the different HubSpot products experience revenue growth, though Sales Hub, Marketing+Sales Hub, and Marketing+Sales+Service Hub customers tend to realize **higher rates of growth** than customers who use Marketing Hub only

% Experienced Revenue Increase / % Experienced Greater Than 10% Increase

|                              | Total     | MH        | SH          | MH+SH      | MH+SH+SvH  |
|------------------------------|-----------|-----------|-------------|------------|------------|
| Overall                      | 73% / 35% | 75% / 25% | 76% / 38%   | 70% / 39%* | 73% / 41%* |
| 6 months after implementing  | 65% / 25% | 60% / 11% | 76%* / 31%* | 64% / 29%* | 64% / 34%* |
| 12 months after implementing | 73% / 31% | 72% / 21% | 80% / 39%*  | 69% / 32%  | 73% / 35%* |
| 2 years after implementing   | 74% / 39% | 74% / 30% | 70% / 40%   | 77% / 41%  | 75% / 46%* |

MH = Marketing Hub, SH = Sales Hub, SvH = Service Hub  
\*Significantly higher than Marketing Hub

# Benefits of Using HubSpot Software

In addition to revenue gains, HubSpot customers experience benefits in efficiency, time savings, marketing, and analytics, though there is some room for improving satisfaction

- Customers most often recognize that HubSpot software has helped their organization become more **efficient** (75%), **save time** (68%), enhance their **marketing** (61%), and improve their **reporting/analytics** (61%). The next most common benefits are increased **sales leads** (42%), improved **relationships with customers** (41%), and higher **revenue** (31%)
- Those using all three products (Marketing+Sales+Service) are more likely to say their **sales leads, relationships** with customers, customer **satisfaction**, and their ability to **resolve complaints** from customers have **improved** as a result of using HubSpot software, than are those using fewer products
- On an unaided basis, customers credit HubSpot software use with helping them identify **sales leads**, improve **tracking**, deepen **customer relationships**, develop better **marketing/email marketing** campaigns, increase **efficiency**, and **streamline** processes (including automation)

# HubSpot Software's Impact on Deal Cycles

Many Sales Hub customers see significantly shorter sales cycles after implementing the software

- Four in 10 (42%) Sales Hub customers report that their business' average sales cycle shortened after implementing HubSpot software, though nearly one-fourth didn't know, so those experiencing shorter sales cycles is likely higher
- On average, sales cycles shortened 26% after software implementation





# Detailed Findings

# Revenue Impact of HubSpot Software

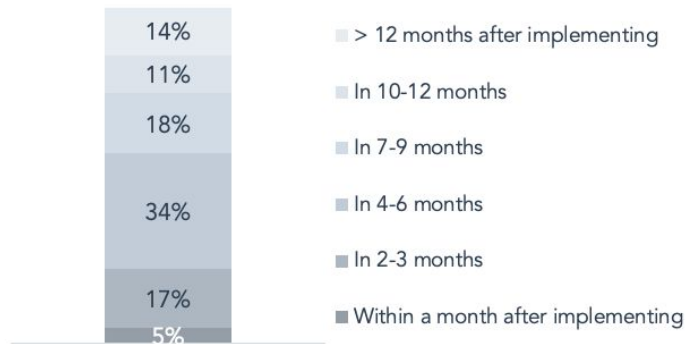
## Revenue Impact of HubSpot Software Over Time

Revenue increased about 8% overall, on average, as a result of using HubSpot software, and most companies experienced an increase within the first 6 months of implementation

Change in Revenue as a Result of Using HubSpot Software



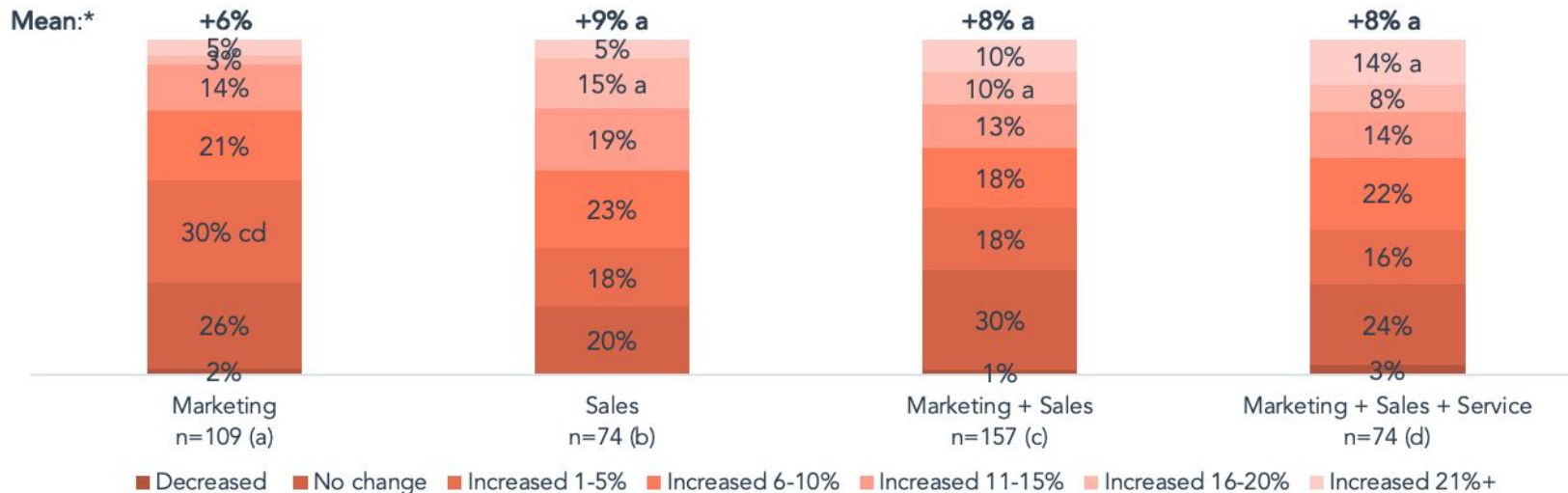
Length of Time to Experience Revenue Increase After Implementing HubSpot



B.1 6 months after implementing HubSpot software, how much had your revenue changed as a result of using HubSpot software (by impacting marketing, sales, customer service, etc.)? B.2 12 months after implementing HubSpot software, how much had your revenue changed as a result of using HubSpot software (by impacting marketing, sales, customer service, etc.)? B.3 2 years after implementing HubSpot software, how much had your revenue changed as a result of using HubSpot software (by impacting marketing, sales, customer service, etc.)? B.5 Overall, how much would you say your revenue has changed as a result of implementing HubSpot software? Base: All respondents n=428; B.4 How long did it take for your business/organization to experience an increase in revenue after implementing HubSpot software? Base: Revenue increased 6 months/12 months/2 years after implementing HubSpot software n=332; \*Mean values are based on midpoints of ranges, not raw values

## Revenue Impact of HubSpot Software 12 Months After Implementing, By Product

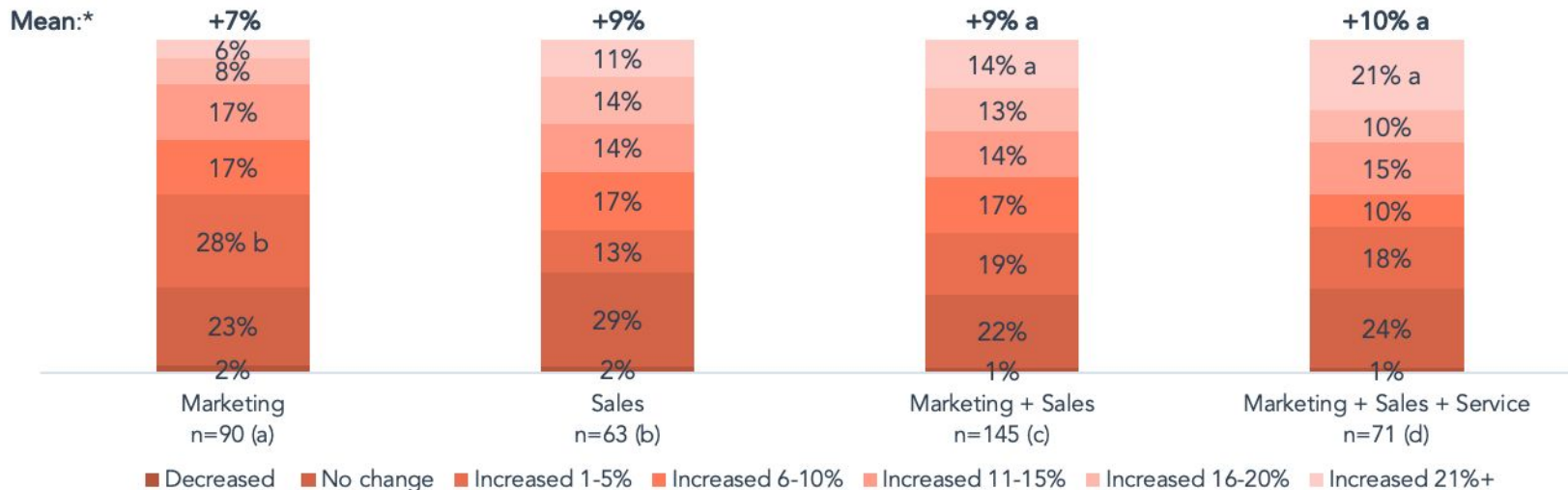
Similarly, the increase in revenue for customers of Marketing Hub alone was smaller than for customers of other software products, 12 months after implementing HubSpot software



B.2 12 months after implementing HubSpot software, how much had your revenue changed as a result of using HubSpot software (by impacting marketing, sales, customer service, etc.)? Base: All respondents; Letter indicates that group's number is significantly higher than other group corresponding to letter at 95% confidence level; \*Mean values are based on midpoints of ranges, not raw values

## Revenue Impact of HubSpot Software 2 Years After Implementing, By Product

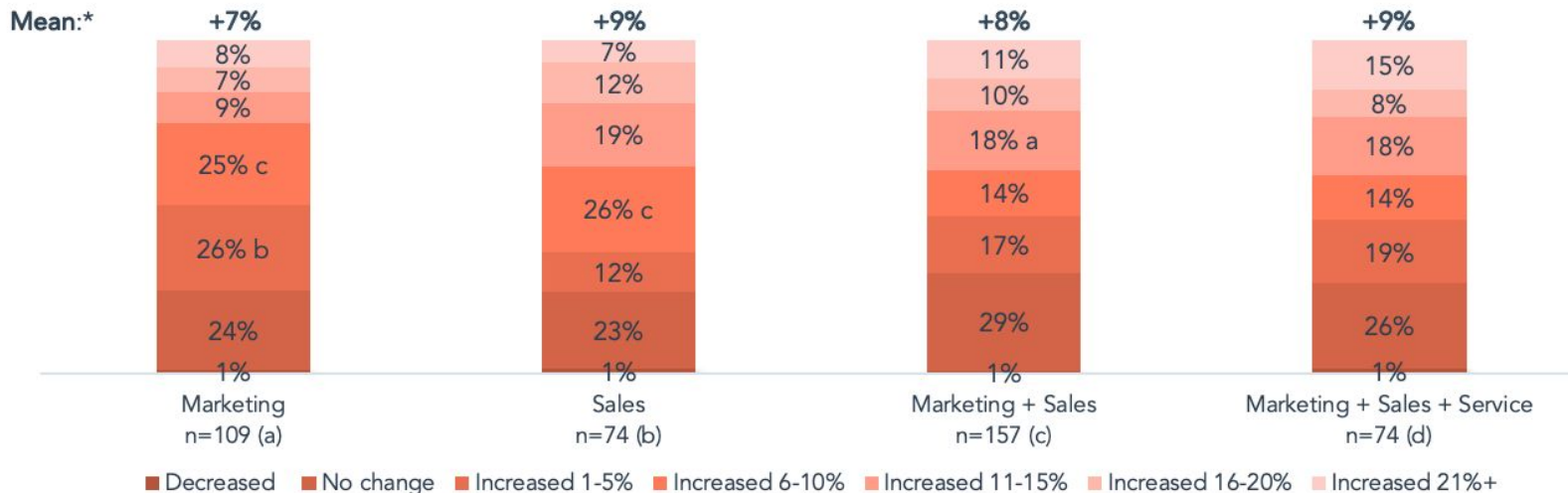
Two years after implementing the software, three-fourths of customers experienced revenue growth. Growth was directionally highest among Marketing+Sales+Service Hub users



B.3 2 years after implementing HubSpot software, how much had your revenue changed as a result of using HubSpot software (by impacting marketing, sales, customer service, etc.)? Base: Using software 2+ years; Letter indicates that group's number is significantly higher than other group corresponding to letter at 95% confidence level; \*Mean values are based on midpoints of ranges, not raw values

## Revenue Impact of HubSpot Software Overall, By Product

Overall, revenue increased more than 10% for one-fourth of Marketing Hub users and for 4 in 10 Sales Hub, Marketing+Sales Hub, and Marketing+Sales+Service Hub customers

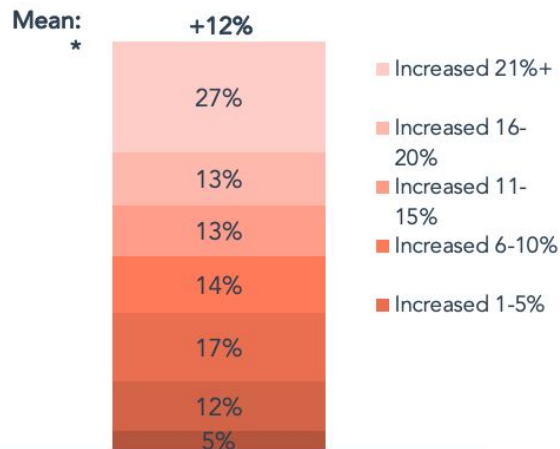


B.5 Overall, how much would you say your revenue has changed as a result of implementing HubSpot software? Base: All respondents; Letter indicates that group's number is significantly higher than other group corresponding to letter at 95% confidence level; \*Mean values are based on midpoints of ranges, not raw values

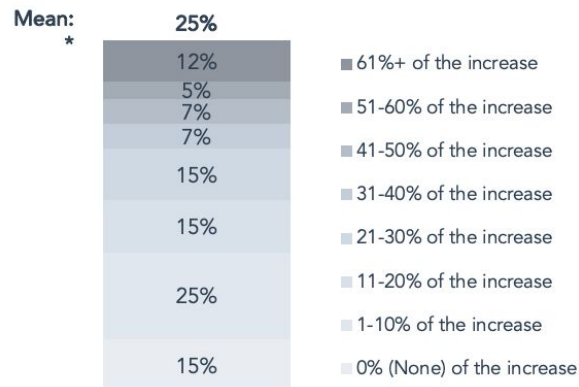
## Revenue Impact From 12 Months Ago

Within the past year, over half of customers experienced revenue growth of more than 10%. Customers attribute 25% (average) of their increase in revenue to their use of HubSpot software

### Change in Revenue From 12 Months Ago



### Amount of Revenue Increase From 12 Months Ago Resulted From HubSpot Software Use



C.1 How much has your revenue changed from 12 months ago? Base: All respondents n=428; C.2 How much of the revenue increase you experienced from 12 months ago would you say resulted from your use of HubSpot software (by improving marketing, sales, customer service, etc.)? Base: Revenue increased from 12 months ago n=356; \*Mean values are based on midpoints of ranges, not raw values

## Revenue Impact From 12 Months Ago By Product

Marketing+Sales Hub customers experienced the directionally strongest growth in revenue, followed by Sales, then Marketing+Sales+Service, then Marketing customers

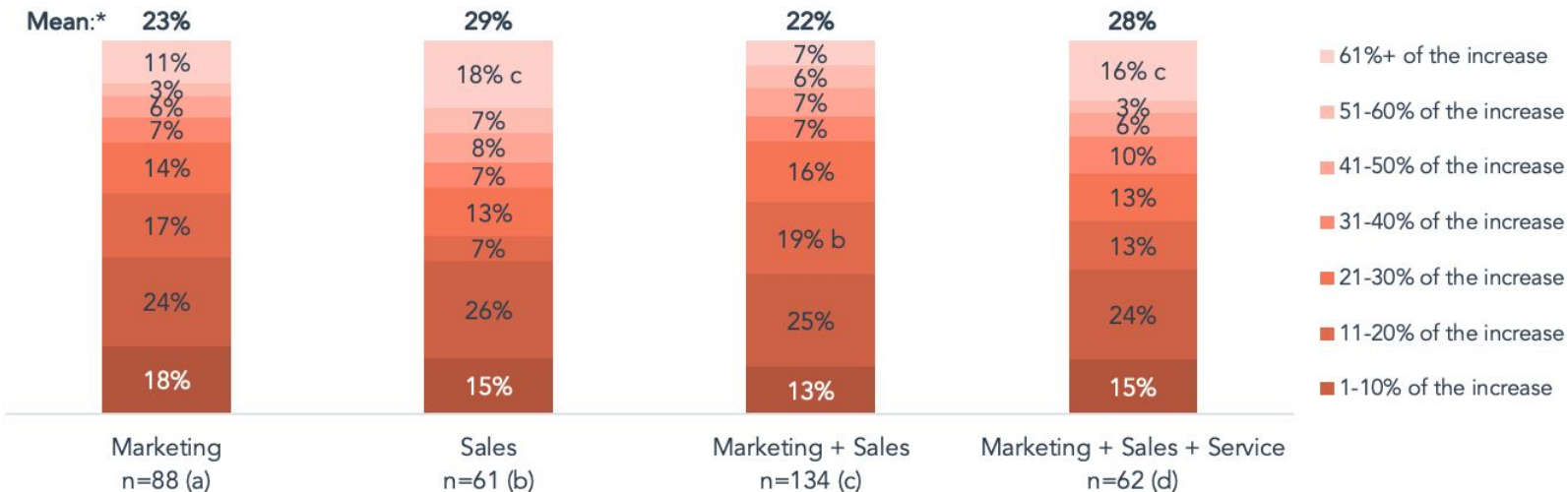


C.1 How much has your revenue changed from 12 months ago? Base: All respondents; Letter indicates that group's number is significantly higher than other group corresponding to letter at 95% confidence level \*Mean values are based on midpoints of ranges, not raw values



## Revenue Increase Attributed to HubSpot By Product

Customers attribute an average of about 20-30% of recent revenue increases to their use of HubSpot software, depending on the product(s) used

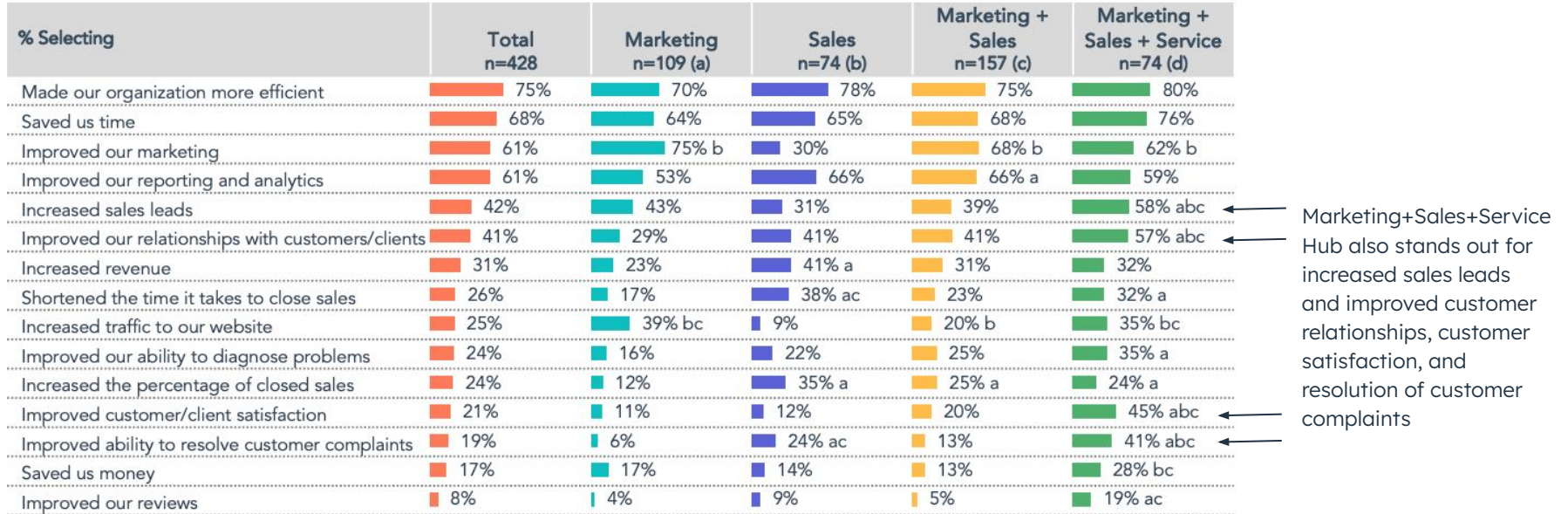


C.2 How much of the revenue increase you experienced from 12 months ago would you say resulted from your use of HubSpot software (by improving marketing, sales, customer service, etc.)? Base: Revenue increased from 12 months ago; Letter indicates that group's number is significantly higher than other group corresponding to letter at 95% confidence level; \*Mean values are based on midpoints of ranges, not raw values

# Benefits of Using HubSpot Software

## How HubSpot Software Products Have Helped

The top benefits of HubSpot software products include increased efficiency, saved time, improved marketing, and improved reporting and analytics



A.2 How have the HubSpot software products you are using helped your business/organization? Base: All respondents; Letter indicates that group's number is significantly higher than other group corresponding to letter at 95% confidence level

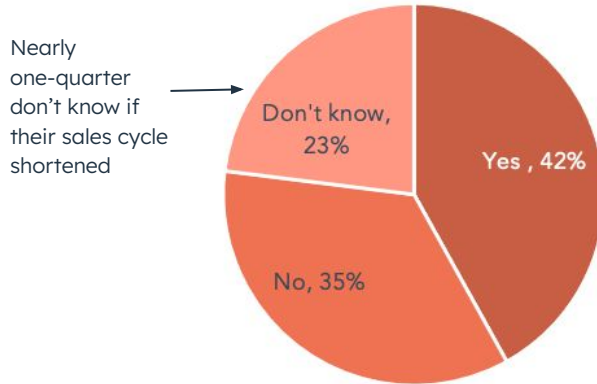


# Impact of Sales Hub on Deal Cycles

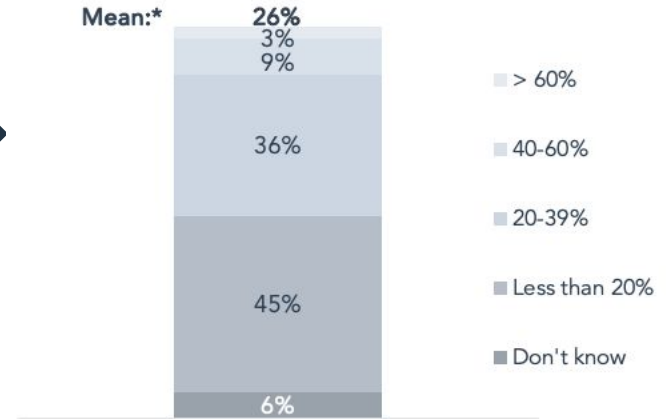
## Revenue Impact of HubSpot Software Over Time

4 in 10 Sales Hub customers report that their business' sales cycle shortened after implementing HubSpot software, by 26% on average

### Average Sales Cycle Shortened After Implementing HubSpot Software



### Amount Average Sales Cycle Shortened After Implementing HubSpot Software

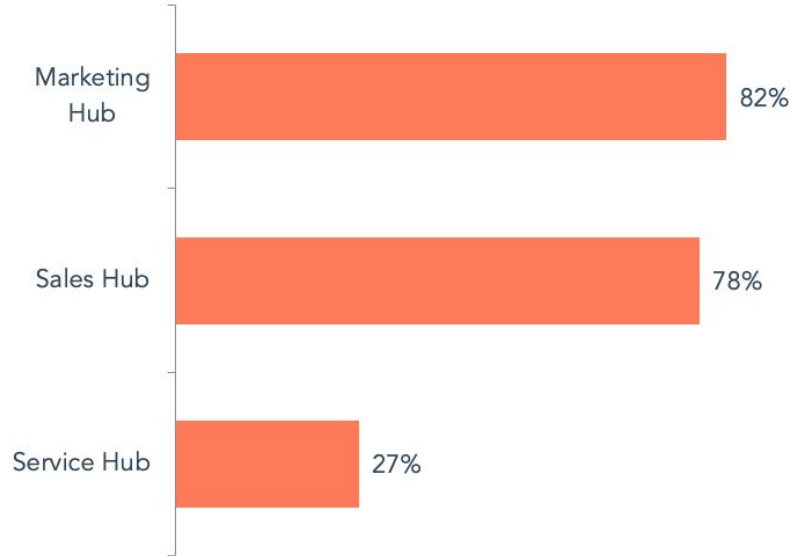


B.7 Did your business'/organization's average sales cycle length shorten after implementing HubSpot software? Base: Currently use Sales Hub n=332; B.8 By how much did your business'/organization's average sales cycle length shorten after implementing HubSpot software? Base: Currently use Sales Hub and average sales cycle length shortened n=139; \*Mean values are based on midpoints of ranges, not raw values

# Appendix

## HubSpot Software Currently Using

Marketing Hub followed by Sales Hub are the primary types of HubSpot software currently used by study participants' businesses

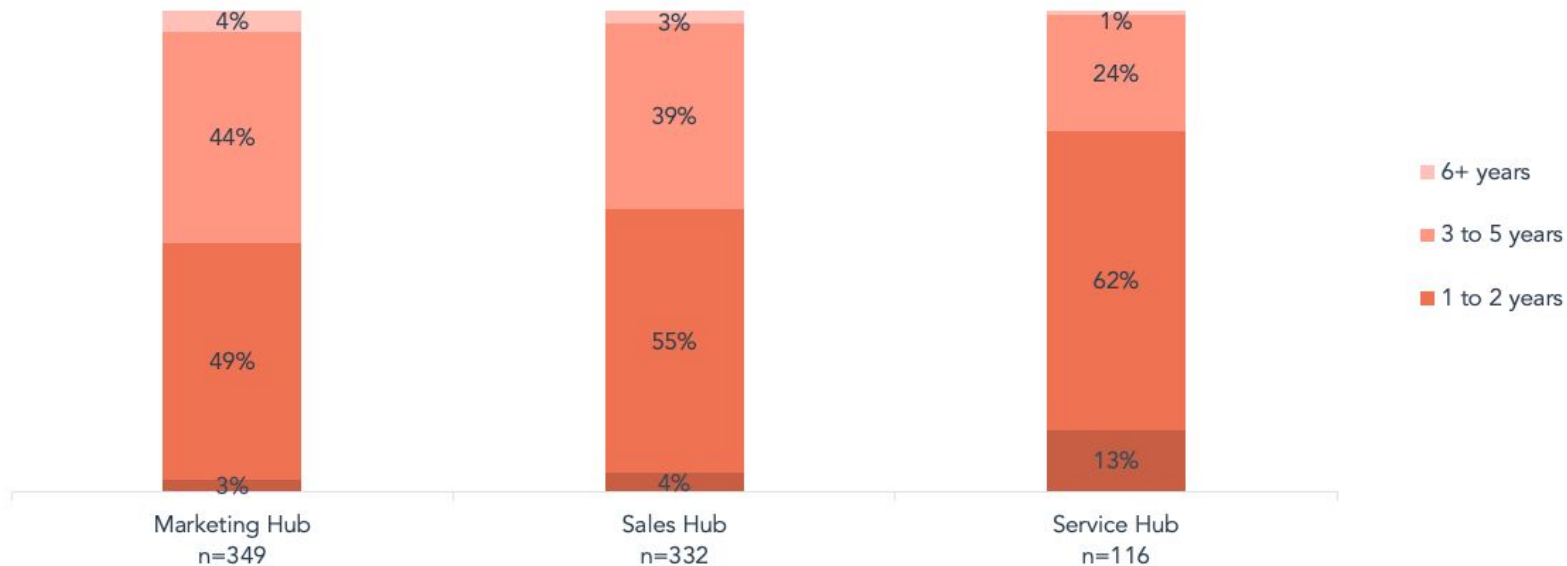


S.6 Which of the following types of software/products does HubSpot currently provide to your business/organization? Base: All respondents n=428



## Length of Time Using HubSpot Software Types

Most study participants' businesses have been using HubSpot software for 1 to 5 years



S.7 How long has your business/organization been using the following types of software from HubSpot? Base: Currently use HubSpot software type

## Demographics/Firmographics

|  | Total<br>n=428 | MH<br>n=109 (a) | SH<br>n=74 (b) | MH + SH<br>n=157 (c) | MH + SH + SvH<br>n=74 (d) |
|--|----------------|-----------------|----------------|----------------------|---------------------------|
| <b>Age</b>   |                |                 |                |                      |                           |
| 18-29 years  | 22%            | 20%             | 23%            | 22%                  | 24%                       |
| 30-39 years  | 40%            | 41%             | 39%            | 38%                  | 42%                       |
| 40-49 years  | 22%            | 22%             | 24%            | 23%                  | 20%                       |
| 50-59 years  | 12%            | 13%             | 11%            | 15%                  | 8%                        |
| 60 years or older                                    | 3%             | 4%              | 3%             | 2%                   | 5%                        |
| <b>Years with Business/Organization</b>              |                |                 |                |                      |                           |
| 1 to 3 years   | 46%            | 42%             | 50%            | 45%                  | 45%                       |
| 4 to 6 years   | 33%            | 39% d           | 28%            | 38% d                | 24%                       |
| 7 to 10 years  | 13%            | 11%             | 9%             | 11%                  | 22% bc                    |
| 11 to 15 years                                       | 5%             | 6%              | 8%             | 3%                   | 4%                        |
| 16 to 20 years                                       | 2%             | 2%              | 1%             | 1%                   | 1%                        |
| More than 20 years                                   | 2%             | 1%              | 3%             | 2%                   | 4%                        |
| <b>Software Decision-Maker</b>                       |                |                 |                |                      |                           |
| Myself, primarily                                    | 21%            | 21%             | 26% d          | 24% d                | 11%                       |
| Myself and other employee(s) equally                 | 36%            | 35%             | 28%            | 39%                  | 38%                       |
| A cross-functional committee, of which I am a member | 32%            | 32%             | 31%            | 29%                  | 39%                       |
| Other  | 11%            | 12%             | 15%            | 8%                   | 12%                       |

S.1 What is your age? S.4 How long have you been with this business/organization? S.9 Who is responsible for deciding what Marketing, Sales, CMS, and/or Customer Service software your business/organization purchases and uses? Base: All respondents; Letter indicates that group's number is significantly higher than other group corresponding to letter at 95% confidence level

## Demographics/Firmographics (continued)

|                                | Total<br>n=428 | MH<br>n=109 (a) | SH<br>n=74 (b) | MH + SH<br>n=157 (c) | MH + SH + SvH<br>n=74 (d) |
|--------------------------------|----------------|-----------------|----------------|----------------------|---------------------------|
| <b>Work Role</b>               |                |                 |                |                      |                           |
| Director                       | 26%            | 24%             | 24%            | 30%                  | 20%                       |
| Manager                        | 21%            | 26%             | 24%            | 17%                  | 19%                       |
| C-Suite                        | 19%            | 12%             | 19%            | 22% a                | 22%                       |
| Marketer                       | 12%            | 22% bc          | 3%             | 10%                  | 14% b                     |
| VP/SVP                         | 11%            | 11%             | 12%            | 12%                  | 11%                       |
| Other                          | 10%            | 6%              | 18% a          | 9%                   | 15% a                     |
| <b>Dept/Job Classification</b> |                |                 |                |                      |                           |
| Marketing                      | 38%            | 68% bcd         | 9%             | 36% b                | 31% b                     |
| Sales                          | 26%            | 9%              | 49% acd        | 29% a                | 22% a                     |
| Operations                     | 12%            | 9%              | 12%            | 15%                  | 9%                        |
| Information and Technology     | 6%             | 2%              | 8% a           | 6%                   | 9% a                      |
| Customer Service/Support       | 6%             | 2%              | 7%             | 2%                   | 16% ac                    |
| Engineering                    | 2%             | 1%              | 3%             | 3%                   | 3%                        |
| Finance                        | 1%             | 1%              | -              | 1%                   | 4%                        |
| Human Resources                | 0%             | -               | 1%             | 1%                   | -                         |
| Other                          | 8%             | 8%              | 11%            | 8%                   | 5%                        |

Z.2 What is your work role at your business/organization? Z.3 What is your department/job classification at your business/organization? Base: All respondents; Letter indicates that group's number is significantly higher than other group corresponding to letter at 95% confidence level

## Demographics/Firmographics (continued)

|                                 | Total<br>n=428 | MH<br>n=109 (a) | SH<br>n=74 (b) | MH + SH<br>n=157 (c) | MH + SH + SvH<br>n=74 (d) |
|---------------------------------|----------------|-----------------|----------------|----------------------|---------------------------|
| <b>Number of Employees</b>      |                |                 |                |                      |                           |
| 10 or less                      | 19%            | 15%             | 19%            | 21%                  | 18%                       |
| 11-25                           | 21%            | 10%             | 22% a          | 21% a                | 36% abc                   |
| 26-50                           | 18%            | 14%             | 24%            | 17%                  | 18%                       |
| 51-100                          | 18%            | 20%             | 18%            | 18%                  | 12%                       |
| 101-250                         | 13%            | 16%             | 12%            | 13%                  | 7%                        |
| 251+                            | 13%            | 26% bcd         | 5%             | 9%                   | 9%                        |
| <b>Location</b>                 |                |                 |                |                      |                           |
| Northern Americas               | 59%            | 66%             | 59%            | 57%                  | 54%                       |
| Europe                          | 31%            | 28%             | 24%            | 38% b                | 30%                       |
| Asia                            | 4%             | 1%              | 8% ac          | 1%                   | 8% ac                     |
| Oceania                         | 3%             | 2%              | 4%             | 3%                   | 3%                        |
| Africa                          | 2%             | 2%              | 1%             | 1%                   | 3%                        |
| Latin America and the Caribbean | 1%             | 1%              | 3% c           | -                    | 3% c                      |

S.10 Including you, how many employees are there in your business/organization? Z.1 Where is your business/organization located? Base: All respondents; Letter indicates that group's number is significantly higher than other group corresponding to letter at 95% confidence level

## Demographics/Firmographics (continued)

|                                      | Total<br>n=428 | MH<br>n=109 (a) | SH<br>n=74 (b) | MH + SH<br>n=157 (c) | MH + SH + SvH<br>n=74 (d) |
|--------------------------------------|----------------|-----------------|----------------|----------------------|---------------------------|
| <b>Industry</b>                      |                |                 |                |                      |                           |
| Information and Technology           | 32%            | 30%             | 31%            | 36%                  | 30%                       |
| Professional and Business Services   | 19%            | 12%             | 19%            | 24% a                | 23% a                     |
| Education and Health Services        | 9%             | 17% bc          | 5%             | 4%                   | 7%                        |
| Manufacturing                        | 8%             | 11%             | 8%             | 6%                   | 5%                        |
| Financial Activities                 | 7%             | 7%              | 5%             | 6%                   | 8%                        |
| Construction                         | 4%             | 4%              | 4%             | 4%                   | 3%                        |
| Trade, Transportation, and Utilities | 2%             | 1%              | 4%             | 3%                   | 3%                        |
| Leisure and Hospitality              | 2%             | 3%              | 3%             | 3%                   | -                         |
| Other Services & Public Admin        | 2%             | -               | 1%             | 1%                   | 7% ac                     |
| <b>Years in Operation</b>            |                |                 |                |                      |                           |
| 1 to 3 years                         | 11%            | 7%              | 11%            | 10%                  | 16%                       |
| 4 to 6 years                         | 30%            | 19%             | 39% a          | 32% a                | 27%                       |
| 7 to 10 years                        | 18%            | 14%             | 22%            | 17%                  | 19%                       |
| 11 to 15 years                       | 12%            | 12%             | 5%             | 15% b                | 16% b                     |
| 16 to 20 years                       | 5%             | 6%              | 3%             | 6%                   | 5%                        |
| More than 20 years                   | 24%            | 41% bcd         | 20%            | 19%                  | 16%                       |

Z.4 Which of the following best describes the industry of your business/organization? Z.5 How many years has your business/organization been in operation? Base: All respondents; Letter indicates that group's number is significantly higher than other group corresponding to letter at 95% confidence level

## Demographics/Firmographics (continued)

|                              | Total<br>n=428 | MH<br>n=109 (a) | SH<br>n=74 (b) | MH + SH<br>n=157 (c) | MH + SH + SvH<br>n=74 (d) |
|------------------------------|----------------|-----------------|----------------|----------------------|---------------------------|
| <b>Revenue</b>               |                |                 |                |                      |                           |
| Up to \$100,000              | 5%             | 5%              | 4%             | 6%                   | 5%                        |
| \$100,001 to \$500,000       | 11%            | 5%              | 11%            | 12% a                | 16% a                     |
| \$500,001 to \$1,000,000     | 8%             | 6%              | 11%            | 6%                   | 9%                        |
| \$1,000,001 to \$5,000,000   | 27%            | 20%             | 30%            | 29%                  | 31%                       |
| \$5,000,001 to \$10,000,000  | 9%             | 10%             | 9%             | 10%                  | 5%                        |
| \$10,000,001 to \$15,000,000 | 5%             | 8%              | 3%             | 5%                   | 3%                        |
| \$15,000,001 to \$20,000,000 | 4%             | 2%              | 3%             | 5%                   | 5%                        |
| More than \$20,000,000       | 11%            | 19% cd          | 9%             | 8%                   | 4%                        |

Z.6 Which of the following ranges includes your business'/organization's gross annual revenue last year? Base: All respondents; Letter indicates that group's number is significantly higher than other group corresponding to letter at 95% confidence level

