

Product	Job	Desired Outcome	Use-Case	Scenario	Steps	Outcome
Data Enrichment	Qualify Inbound Leads Effectively	Increase the conversion rate of qualified leads.	Enrich Lead Data Upon Form Submission	A lead submits a form on the company's website.	<ol style="list-style-type: none"> 1. Lead submits their name and email address. 2. HubSpot's data enrichment automatically enriches the lead data with additional information (e.g., company size, industry, job title). 3. The enriched lead data is sent to your HubSpot Smart CRM. 	Sales team receives a complete profile of the lead, enabling better qualification and prioritization.
Data Enrichment	Qualify Inbound Leads Effectively	Increase the conversion rate of qualified leads.	Automated Lead Scoring	New leads are added to the CRM.	<ol style="list-style-type: none"> 1. HubSpot's data enrichment updates the lead profiles with relevant data. 2. An automated lead scoring system assigns scores based on enriched data (e.g., company size, revenue, job title). 3. Leads with high scores are flagged for immediate follow-up. 	Sales team focuses efforts on high-potential leads, improving conversion rates.
Data Enrichment	Personalize Outreach to Prospects	Improve response rates to sales outreach.	Tailored Email Campaigns	Sales team plans an email outreach campaign.	<ol style="list-style-type: none"> 1. HubSpot's data enrichment provides detailed information about prospects (e.g., recent news, company details). 2. Sales team uses this information to personalize email content. 3. Personalized emails are sent to prospects. 	Higher engagement and response rates due to personalized messaging.
Data Enrichment	Personalize Outreach to Prospects	Improve response rates to sales outreach.	Dynamic Landing Pages	A prospect visits a personalized landing page from an email link.	<ol style="list-style-type: none"> 1. HubSpot's data enrichment identifies the prospect's company and personalizes the landing page content. 2. The landing page dynamically displays relevant case studies, testimonials, and offers. 3. Prospect interacts with the personalized content and fills out a form for more information. 	Increased likelihood of conversion due to a tailored user experience.
Buyer Intent	Identify High-Intent Visitors	Recognize companies with high buying intent based on their website behavior.	Monitor Visits to High-Value Pages	A company wants to track visits to key pages, such as pricing or product details pages.	<ol style="list-style-type: none"> 1. Visitor intent signals identifies and logs visits from anonymous IP addresses. 2. The system maps these IP addresses to companies and tracks their page visits. 3. Marketing and sales teams review dashboard displaying company visits high-value pages multiple times. 	Teams can prioritize outreach to companies showing high intent by visiting key pages multiple times.
Buyer Intent	Enhance Lead Generation and Qualification	Improve lead generation efforts by identifying previously anonymous visitors and qualifying them based on their behavior.	Enrich Anonymous Visitor Data	A marketing team wants to turn anonymous visitors into qualified leads.	<ol style="list-style-type: none"> 1. Visitor intent signals captures anonymous visitor data. 2. The system enriches this data with company information (e.g., company size, industry, location). 3. The enriched data is added to the CRM for further qualification and nurturing. 	Marketing can add high-intent, previously anonymous visitors to their lead nurturing campaigns.
Buyer Intent	Enhance Lead Generation and Qualification	Improve lead generation efforts by identifying previously anonymous visitors and qualifying them based on their behavior.	Prioritize Lead Follow-Up	A sales team wants to prioritize follow-up efforts based on visitor behavior.	<ol style="list-style-type: none"> 1. Visitor intent signals identifies companies visiting the site and logs their activities. 2. The system scores these visitors based on their behavior (e.g., visiting the pricing page multiple times). 3. Leads are prioritized in the CRM based on their score, indicating the level of intent. 	Sales teams focus their efforts on the most promising leads, improving efficiency and conversion rates.
Buyer Intent	Personalize Outreach and Marketing Campaigns	Increase engagement by personalizing outreach and marketing campaigns based on visitor behavior.	Tailor Outreach Emails	A sales team wants to personalize their email outreach based on a visitor's site activity.	<ol style="list-style-type: none"> 1. Visitor intent signals identifies the companies visiting the website. 2. The system tracks the pages visited and the frequency of visits. 3. Sales reps use this information to craft personalized outreach emails addressing the visitor's specific interests. 	Personalized emails result in higher engagement and response rates.
Buyer Intent	Personalize Outreach and Marketing Campaigns	Increase engagement by personalizing outreach and marketing campaigns based on visitor behavior.	Customize Retargeting Ads	A marketing team wants to create targeted ads for companies showing interest.	<ol style="list-style-type: none"> 1. Visitor intent signals identifies companies and their site activities. 2. The system segments visitors based on their behavior (e.g., multiple visits to the pricing page). 3. Marketing uses this segmentation to create customized retargeting ads. 	Targeted ads lead to higher click-through rates and conversions.
Form Shortening	Minimize Speed-to-Lead	Reduce the time it takes to contact new leads, increasing the chances of conversion.	Automated Lead Routing	A new lead is captured through a web form or inbound inquiry.	<ol style="list-style-type: none"> 1. A lead submits their information via a web form or other inbound method. 2. HubSpot's data enrichment immediately enriches the lead data with detailed company and contact information. 3. An automated system assesses the enriched lead data and routes the lead to the appropriate sales representative based on predefined criteria (e.g., territory, industry, lead score). 	Leads are contacted faster, reducing the speed-to-lead metric and improving the likelihood of conversion.
Form Shortening	Optimize Lead Capture	Increase form completion rates by reducing the number of fields.	Dynamic Form Field Display	A visitor fills out a form on the website.	<ol style="list-style-type: none"> 1. Visitor starts filling out the form. 2. Form shortening checks the HubSpot enrichment dataset for existing data. 3. Only fields without existing data are displayed to the visitor. 4. Visitor completes the shortened form. 	Higher form completion rates due to fewer fields, resulting in more leads captured.
Form Shortening	Enhance User Experience	Improve the visitor's experience by minimizing the effort required to fill out forms.	Seamless Form Integration	A company wants to integrate form shortening with their existing HubSpot forms.	<ol style="list-style-type: none"> 1. Company turns on form shortening in HubSpot. 2. HubSpot's enrichment data is used to pre-fill form fields. 3. Only necessary fields are displayed to the visitor. 4. Visitor completes the form quickly and easily. 	Enhanced user experience with streamlined forms, leading to higher engagement and satisfaction.

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Form Shortening	Improve Data Accuracy	Ensure high-quality data collection without redundant fields.	Pre-Filled Form Fields	A visitor's information is partially available in the HubSpot enrichment dataset.	1. Visitor starts filling out the form. 2. Form shortening uses enrichment data to pre-fill known fields. 3. Visitor verifies and completes the remaining fields. 4. Form is submitted with accurate and enriched data.	Accurate data collection with minimized user effort, reducing the chance of data entry errors.
Form Shortening	Increase Lead Generation Efficiency	Capture leads more efficiently by reducing form friction.	Automated Data Enrichment	A company implements form shortening to streamline lead capture.	1. Company turns on form shortening in HubSpot. 2. HubSpot enrichment data is used to automatically fill known fields. 3. Forms require minimal input from visitors, showing only essential fields. 4. Visitors complete forms faster, resulting in more leads.	Increased lead generation efficiency with higher form completion rates and reduced friction.