



# Measuring HubSpot Partnership ROI

How to evaluate revenue potential and retention for your business



# Introduction

## Purpose

To provide Technology Partners with ROI measurement frameworks and recommendations to make it easier to measure partnership success

## Audience

Technology Partner leadership, partner managers, and GTM executives

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# What's the HubSpot partnership opportunity?

## HubSpot is growing, creating a can't-miss opportunity for partners

**\$36B**  
By 2029

HubSpot's ecosystem will nearly triple in size, from \$13.7B in 2025 to \$36B in 2029<sup>1</sup>

**\$15B**  
By 2029

AI-powered solutions will expand from \$4B in 2025 to more than \$15B by 2029<sup>1</sup>

**278K+**

HubSpot customers, in 135+ countries

## The integration sales advantage

By building a HubSpot integration, you have the potential to achieve these results

- ✓ **3x higher close rates** when targeting HubSpot customers
- ✓ **40% shorter sales cycles** (customers already understand integration value)
- ✓ **2x larger deal sizes** (selling to entire HubSpot-using teams)
- ✓ **Lower objection rates** (trust transfer from HubSpot platform)
- ✓ **Higher customer LTV** (integrated solutions have better retention)



# Drive business growth with HubSpot Technology Partner benefits

Increase your customer acquisition and revenue retention by investing in the ecosystem

## All partners

- ✓ Free, dedicated listing on HubSpot Marketplace with leads and intent data
- ✓ Partner Growth Accelerator (PGA) eligibility
- ✓ HubSpot Developer Platform with analytics
- ✓ Featuring Trending Apps eligibility



## Top-tier partners

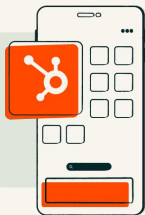
- ✓ Joint marketing
- ✓ Increased marketplace discoverability
- ✓ Event sponsorship discounts
- ✓ Priority beta access to new features
- ✓ Technical and product consulting
- ✓ Co-sell opportunities





# Review your sales pipeline:

## Get a better understanding of your revenue opportunity



**Leverage technographic tools** like ClearBit, Apollo, ZoomInfo, Breeze AI, etc. to identify which of your leads/prospects use HubSpot. **Analyze call recordings, emails, and CRM data** to see how many prospects are mentioning HubSpot.

### Key questions to answer

- Who in your sales pipeline uses HubSpot? How much more revenue can you acquire with a great integration and better-together sales approach?
- How many of your existing customers use HubSpot? How much revenue can you make stickier and provide better customer experiences with a great integration?
- How many companies in your closed lost deals use HubSpot that you could have won with a great integration and better-together sales approach?



# Check listing analytics:

## Are you understanding and following up on your leads?



Review [HubSpot Marketplace listing analytics](#) for page view, click data, and company domains viewing your page



Use the [HubSpot Developer CRM portal](#) to view contacts who have interacted with your HubSpot Marketplace listing

- In the HubSpot developer account associated with your app, navigate to **CRM > Segments**.
- Click the segment named “**Marketplace - [App Name]**.”

**Note:** The developer account must be using HubSpot’s free tools. This feature is only available for accounts building apps on the [latest version](#) of the developer platform.

# Check listing analytics:

## Are you understanding and following up on your leads?

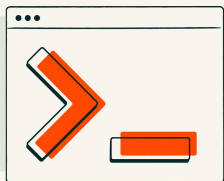
### Key questions to answer

- Who is viewing your listing on HubSpot Marketplace?
- Do they match your ideal customer profile (ICP)?
- Who is considering your solution and might be a potential lead?
- Who are cold leads you could re-engage?
- What is the revenue potential driven by this channel?
- What does that revenue potential look like via this channel, month-over-month, or on a quarterly basis?



# Analyze active installs:

## Gather installation data



**Inspect HubSpot OAuth tokens** to see everyone who's installed your app, and gain key information about end users

### How to inspect OAuth tokens

When an app is installed in a HubSpot customer's account, the integrator can inspect the OAuth access and refresh tokens generated during the OAuth install flow for additional HubSpot account and user details.

Inspect the OAuth tokens using the following Managing tokens endpoints:

- GET /oauth/v1/access-tokens/{token}
- GET /oauth/v1/refresh-tokens/{token}






# Tie active installs to revenue:

## How much revenue is your app helping you retain?

### Key questions to answer

- How much higher is revenue retention for accounts using the integration?
- How much expansion revenue are you gaining after integration adoption?
- How does the win rate for customers that leverage the integration compare to customers that don't?
- How does the deal size and customer fit for customers that leverage the integration compare to customers that don't?

### Key success metrics

-  **Revenue retention:** Revenue retained among customers who use your integration compared to those that don't
-  **Expansion revenue:** Net new revenue from existing customers after integration adoption (upsells, seat expansion, add-ons)
-  **Win rate:** Win rate for customers that leverage the integration, compared to those that don't
-  **Deal size:** Size of deals for customers that leverage the integration, compared to those that don't
-  **Ideal customer profile (ICP):** Customer fit for customers that leverage the integration, compared to those that don't



# Additional resources



## Technology Partner resources

- [HubSpot Technology Partner Resource Center](#)



## Technology Partner success stories

- [CallRail](#)
- [Aircall](#)
- [QuotaPath](#)

