# Return on Investment from Inbound Marketing through Implementing HubSpot Software

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HubSpot

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# EXECUTIVE SUMMARY

Buying marketing software is a huge decision – in addition to investing budget for the software itself, your marketing team will need to spend some time and energy getting to know the new tools. So once you're confident that the software will be easy to use, you want to make sure it will support your overall marketing goals and produce tangible results – that's where the HubSpot ROI Report comes into play.

Every year, HubSpot takes a look at real customer data and commissions an MIT Sloan student to crunch the numbers. This report captures the return on investment HubSpot customers have experienced from conducting inbound marketing with HubSpot software. The report's findings are based on analysis from:

1) User Website Data: Information collected from HubSpot customers who have activated the lead tracking application.
2) Customer Survey Data: A voluntary survey sent to customers, consisting of questions about marketing behavior and results they have experienced since using the software.

Through our analysis, we have determined the following key takeaways:

**Visitors**
- Customers reached 1.80 times more visitors per month after 6 months of using HubSpot.
- Customers reached 2.40 times more visitors per month in 1 year.
- Customers reached 3.40 times more visitors per month in 2 years.

**Leads**
- Customers reached 2.69 times more leads per month 6 months after using HubSpot.
- Customers reached 5.99 times more leads per month in 1 year.
- Customers reached 24.69 times more leads per month in 2 years.

**Sales**
- The conversion rate of leads to customers increased for over 73% of all survey respondents.
- 69% of customers saw an increase in sales revenue, 74% of which experienced this increase within 7 months of using HubSpot.

**Additional Benefits of HubSpot and Inbound Marketing**

- 93% of customer respondents agree that HubSpot has helped them meet their marketing goals.
- Over 30% of customers reduced their sales cycle since implementing HubSpot.
- Over 40% of customers saw an increase in their end customer satisfaction since using HubSpot.

**Author Disclosure**

**Tina Yau** is an MBA candidate in the Class of 2015 at the MIT Sloan School of Management. She graduated from the University of California, Berkeley with bachelor degrees in computer science and business administration. Prior to attending MIT Sloan, Tina was a consultant delivering large business and systems transformations. She has prior experience in research and statistical analysis.

# SECTION I: RETURN ON INVESTMENT FROM USING HUBSPOT

## Overview

This section features insights gleaned from analysis of HubSpot customer survey responses and customer web data over a 24-month period for each customer, spanning 2012 and 2013. We focused on three fundamental pieces of the marketing methodology, as you can see in the diagram below:

1) Attracting strangers to become website **visitors**
2) Converting website visitors to **leads**
3) Closing leads into **customers**
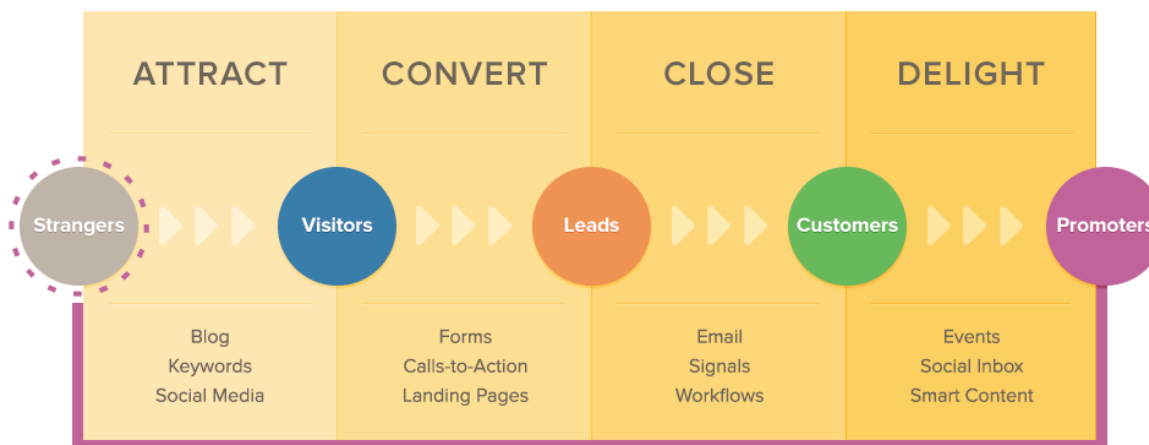


This graphic represents a brief overview of the inbound marketing methodology. Get the details at hubspot.com/inbound-marketing.

## Gains in Attracting Website Visitors

*"In the past five years, [we cut back] our marketing budget and staff. The work we have done through HubSpot has helped us to continue to... attract [visitors] at high rates with less staff for less money."*

*- HubSpot Customer*

Overall, customers saw a continuous increase in the number of website visitors through the 2-year period of analysis. Customers starting with fewer visitors saw comparatively higher month-over-month gains. For example, customers who started with between 1 to 499 visitors gained 2.19 times more visitors per month after 6 months and ultimately 7.45 times more visitors per month after 2 years. To apply this to a specific example, a sample customer starting with 100 visitors would reach 219 visitors after 6 months and 745 visitors after 2 years.

| Customer Group | After active use of HubSpot for | | |
| --- | --- | --- | --- |
| | 6 Months | 1 Year | 2 Years |
| **All** | **1.80x more visitors** | **2.40x more visitors** | **3.40x more visitors** |
| 1 to 499 starting visitors | 2.19 | 4.08 | 7.45 |
| 500 to 2,499 starting visitors | 1.87 | 2.66 | 3.77 |
| 2,500 to 9,999 starting visitors | 1.51 | 2.05 | 2.93 |
| 10,000 to 99,999 starting visitors | 1.45 | 2.01 | 2.81 |
| 100,000+ starting visitors | 1.23 | 1.72 | 2.30 |

**Different Gains in Volume of Visitors Across Different Data Segments**

B2B and B2C customers showed no significant difference in the increase in the volume of visitors over a 2-year period. International customers saw slightly larger increases in the number of monthly leads compared to North American customers. When data was broken down by HubSpot product, customers with the Enterprise version experienced the largest gains (3.74x) in monthly visitors after 2 years of using HubSpot, compared to those with Basic (3.36x) and Professional (3.34x) versions. See Appendix C-1 for a breakdown of data trends.

# Gains in Converting Leads

*"HubSpot has enabled [us] to mainly improve our leads generation [and] management, and [create] stronger consistency and unity of our marketing within and outside the company. Because we have been able to optimize our leads through HubSpot and Salesforce, we have seen an active increase in lead generation every quarter."*

*- Gordon Ching, AIESEC Canada*

In addition to number of visitors, this study also examines the next measure of impact for customers in inbound marketing: moving prospects further down the funnel by converting leads. Here, leads are defined as website visitors whose information and activities are captured by the software's lead tracking tool.

Customers also saw a steady increase in the number of leads generated month over month through the 2-year period of analysis. Overall, customers reached 2.69 times more leads in 6 months, 5.99 times more leads in 1 year, and 24.69 times more leads in 2 years than their starting number of leads.

| Customer Group | After active use of HubSpot for | | |
| --- | --- | --- | --- |
| | 6 Months | 1 Year | 2 Years |
| **All** | **2.69x more leads** | **5.99x more leads** | **24.69x more leads** |
| Less than 10 starting leads | 3.09 | 9.38 | 45.66 |
| 10 to 49 starting leads | 2.58 | 5.01 | 18.22 |
| 50 to 499 starting leads | 2.08 | 3.97 | 13.56 |
| 500 to 4,999 starting leads | 1.39 | 3.22 | 10.43 |
| 5,000+ starting leads | 1.14 | 2.42 | 6.49 |

**Different Gains in Volume of Leads Across Different Data Segments**

North American customers saw slightly larger increases in the number of monthly leads compared to international customers. Customers with the Basic version of HubSpot software saw the largest increases in the number of monthly leads, followed by those with the Enterprise version.  B2B customers saw slightly larger increases in the number of leads compared to B2C customers.  See Appendix C-2 for a breakdown of data trends.
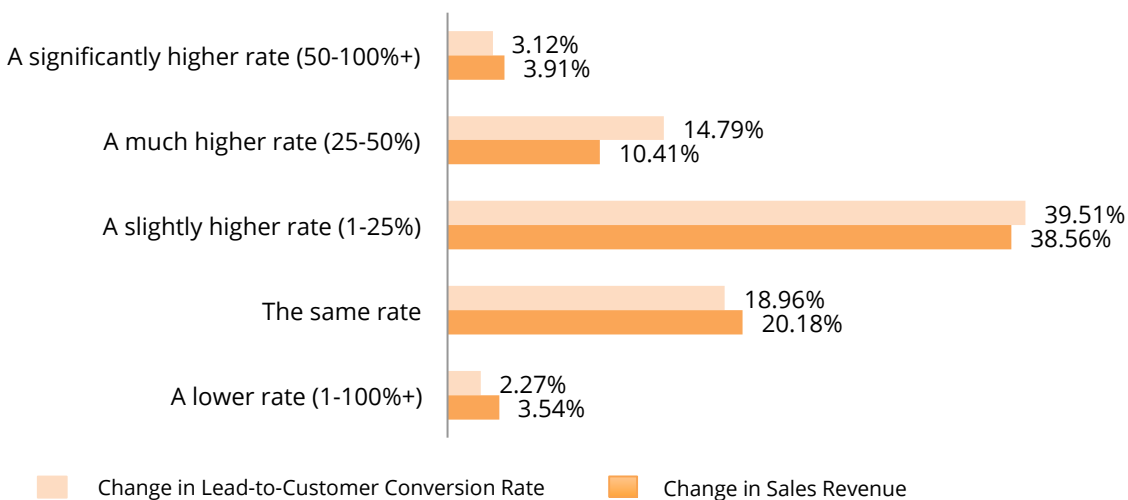
## Gains in Closing Customers

*"We switched from traditional marketing and became a presence on the web. It [increased] sales over 50%."*

*- HubSpot Customer*

Survey findings revealed that with HubSpot, the conversion rate of leads to customers increased for over 73% of all customers who responded. Furthermore, 69% of customers saw an increase in sales revenue since using HubSpot. Out of the customers who saw a revenue increase, 74% saw this increase in 7 months or less after using HubSpot. See Appendix C-3 for the breakdown of associated inbound marketing sales drivers.

**Increases in Lead-to-Customer Conversion Rate and Sales Revenue Since Using HubSpot**



| Category | Change in Lead-to-Customer Conversion Rate | Change in Sales Revenue |
|---|---|---|
| A significantly higher rate (50-100%+) | 3.12% | 3.91% |
| A much higher rate (25-50%) | 14.79% | 10.41% |
| A slightly higher rate (1-25%) | 39.51% | 38.56% |
| The same rate | 18.96% | 20.18% |
| A lower rate (1-100%+) | 2.27% | 3.54% |

Legend: Change in Lead-to-Customer Conversion Rate · Change in Sales Revenue

*The remaining 21% of total respondents were not sure about the change in their lead-to-customer conversion rate since implementing HubSpot. The remaining 24% of total respondents were not sure about the impact of using HubSpot on their sales revenue.

**Similar Sales Increases Across Different Data Segments**

Sales increases over a 2-year period were relatively consistent across a number of different data segments. There was no significant difference between B2B and B2C customers. Likewise, international customers saw similar returns as US & Canada customers. Customers with more extensive HubSpot products (e.g. Enterprise and Pro versions) experienced slightly higher sales conversion rates and sales revenues than average. See Appendix C-3 for additional details.

## Summary and Takeaways

Regardless of the starting volume of visitors or leads, this study indicates that customers across various segments experience a fairly significant increase in not only these upstream metrics, but also sales conversion

and sales revenue. HubSpot's products have consistently provided a quick and high return on investment for a large majority of its customers.

## SECTION II: ADDITIONAL BENEFITS FROM INBOUND MARKETING

## Overview

In addition to the metrics discussed above, HubSpot customers also report improvements in marketing strategies and practices such as better alignment between marketing and sales, reduction in sales cycle, and higher end customer satisfaction. HubSpot helps customers to realize these benefits by providing extensive inbound marketing education and an all-in-one marketing platform.

## Happier Marketers

93% of survey respondents agree that HubSpot has helped achieve their marketing goals.

*"We have far more lead intelligence and are much more capable of tailoring marketing campaigns for a specific persona. Furthermore, our lead nurturing has improved 10-fold. Qualifying leads has become a much smoother process, and for that our sales process has improved exponentially. We're focusing nearly all of our marketing efforts on inbound."*

*- HubSpot Customer*

## Happier Sales Reps

Over 30% of HubSpot customers have shortened their sales cycle since implementing the software. Customers have more visibility and control over their sales pipeline, allowing them to streamline sales activities. In particular, several customers noted that the software has contributed to their ability to effectively track, segment, and nurture leads to enable sales to focus on selling to quality leads and closing deals.

*"Since using HubSpot, [we] understand who our customers are and where they come from, shorten the sales cycle, and lower cost per acquisition."*

*- Zach Cusimano, Bizness Apps*

## Happier Customers

With HubSpot, customers are streamlining interactions with their leads and customers, providing targeted and relevant content, and improving their customers' experience throughout the customer lifecycle. Over 40% of customers who responded have seen an increase in their customers' satisfaction.

*"HubSpot has given us much more automation for things such as emails and social media, so... we have more time to connect with customers vs. spending all our time on administrative tasks!"*

*-    Meg Hartman, Roberts Wesleyan College*

## SECTION III: HOW MARKETING CHANGES FOR CUSTOMERS WHO CHOOSE INBOUND MARKETING AND HUBSPOT

### Overview

Customers are changing the way they approach marketing because of the benefits they have seen with using HubSpot. This section describes the marketing activities customers performed to achieve the return on investment of using HubSpot software. It provides an illustration of expected changes to marketing plans and marketing tools usages to continue seeing gains from choosing inbound marketing.

### Increased Resource Allocation Toward Inbound Marketing

Overall, customers increased the amount of resources allocated to marketing as a whole. In particular, customers are spending proportionally more on inbound marketing, and they believe that doing so will help them better meet their marketing goals.

Budget for marketing has increased for 63% of customers who responded. While there is a trend toward increased time spent on all marketing activities, customers are spending comparatively more time on inbound marketing and less time on outbound marketing.

- 72% of customers spend at least 10 hours per week on all marketing activities since using HubSpot, compared to 54% of customers before using HubSpot.
- The percentage of customers who spend at least 10 hours per week on inbound marketing more than doubled after using HubSpot. Before using HubSpot, 23% of customers spent at least 10 hours per week on inbound marketing compared to 50% of customers since using HubSpot.
- In contrast, the percentage of customers who spend at least 10 hours per week on outbound marketing increased by only 7% since using HubSpot. Before using HubSpot, 32% of customers spend at least 10 hours per week on outbound marketing compared to 39% of customers after starting HubSpot software.

**Total Time Spent on Marketing**
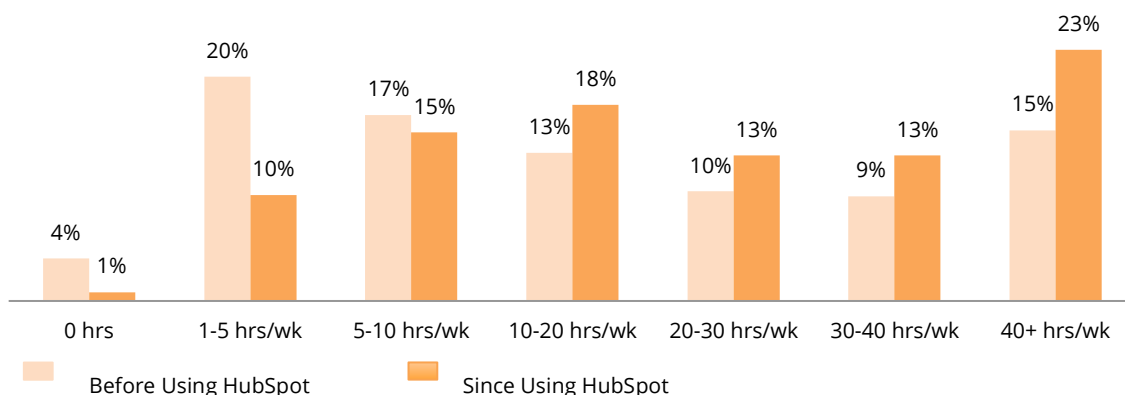


Before Using HubSpot          Since Using HubSpot

*The remaining 12% of total respondents were not sure about the amount of time spent on marketing before HubSpot. 8% of respondents were not sure about the amount of time spent on marketing since HubSpot.

*"We've embraced inbound and made it our primary form of marketing. Outbound is still in the mix, but less time is put towards it. More time is spent creating content that customer/prospect enjoy and get useful information from."*

*- Phil Fassnacht, Hurco*

*"Our goals have changed to revolve exclusively around inbound marketing tactics. We no longer spend money or time pursuing many outbound activities and look to generate educational content on a regular basis. We focus a lot of our attention on content creation."*

*- Samantha Hornby, Blue Link Associates*

## The Shift To More and Better Marketing

Using HubSpot has changed the way customers use marketing tools in their businesses. Among customers who have implemented HubSpot software, there is a noticeable increase in the use of a variety of marketing tools, primarily landing pages, calls to action, and marketing automation.

**Marketing Activities Performed**
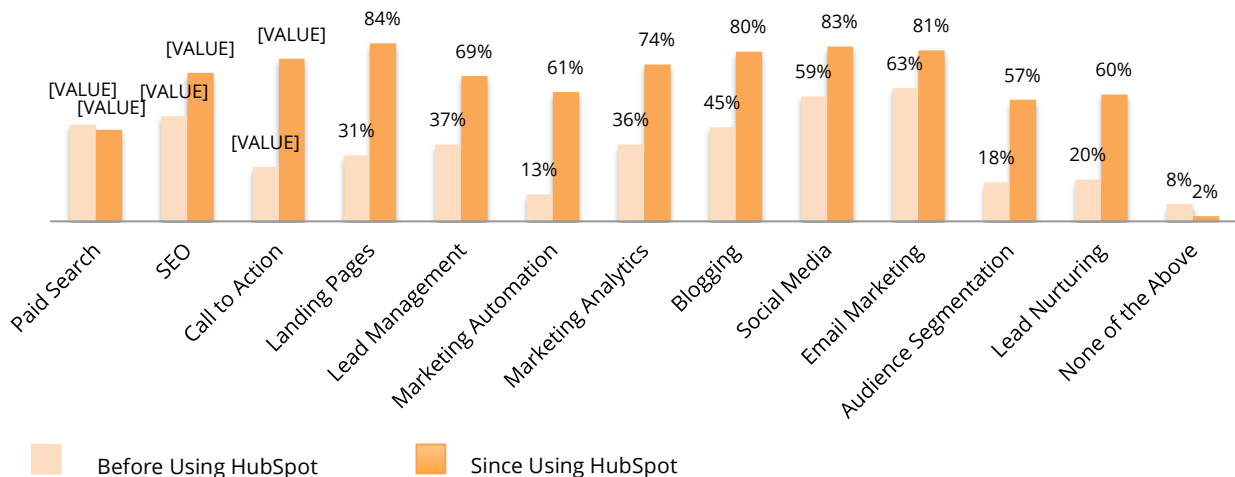


The survey collected additional data around blogging, social media, and email marketing because they are among the most commonly used marketing tools. Responses illustrate a general shift from less frequent use of these tools prior to implementing HubSpot to an increased use of these tools as HubSpot customers. Specific percentages reflecting the usage of these three marketing tools differ from the general statistics above due to survey respondent discrepancies.

**Blogging**

Blogging is one of the most used marketing tools. Since implementing HubSpot, customers have increased the frequency of blog posts.
- 94% of customers who responded post blogs after implementing HubSpot, compared to 65% who did before using HubSpot.

- 75% of customers say they blog at least 2-4 times a month with HubSpot, compared to only 35% prior to using HubSpot.

### Social Media

Since customers started using HubSpot, they use social media with increased frequency.
- 98% of HubSpot customers now use social media after implementing HubSpot, compared to 83% of customers before using HubSpot.
- 73% of customers say they generate social media posts at least 1-4 times a week since using HubSpot, compared to only 41% prior to using HubSpot.

### Email Marketing

After implementing HubSpot, customers have used email marketing with increased frequency.
- 96% of customers now use marketing emails since implementing HubSpot, a 10% increase.
- A large majority of customers (86%) now send marketing emails at least several times a month.

## HubSpot's Most Valuable Features Through the Lens of Customers

The survey provided an opportunity for customers to note what they felt was the "most valuable" aspect of their HubSpot experience. Responses fell into the following natural buckets.

### 1. HubSpot Inbound Marketing Education

*"The educational aspect – all the strategies that we learned from our consultants, HubSpot Academy, blogs, etc."*
*- Cynthia Dunlop, Parasoft*

*"[HubSpot has] awesome tools. What goes beyond the tools though is... the education on how to use the tools properly. I don't know another company that provides such a powerful learning experience. It is like going to university to obtain an Inbound Marketing degree (but better)."*
*- Drew De Grado, Electric Light Interactive*

*"Excellent website with tutorials available on nearly any subject users have a question about. I also enjoy and look forward to all of HubSpot's blog posts and webinar series. The information is always very timely and appropriate."*
*- Lori Gandelman, California Surveying & Drafting Supply*

### 2. Usability of HubSpot Tools

*"Integrated nature of the experience, with the many tools and capabilities HubSpot brings."*
*- Doug Ruhlin, Resource Management Associates*

*"Ease of use, easy to access everything at your fingertips."*

- *Alex Marshall, IDRsolutions*

### 3. Autonomy

*"Reliability and flexibility of the HubSpot interface. We have been able to do a lot without a high level of IT expertise. We have been very pleased with HubSpot as a long time customer."*

*- Mark Severns, Rapid Micro Biosystems*

*"The ability to make changes to my web site and inbound marketing campaigns on the fly without having to be technical or hire a full time technical person (web master)."*

*- Dan Fisher, Menemsha Group, Inc.*

### 4. Service and Support

*"The customer service HubSpot offers over the phone is exceptional. Every time I've gotten off the line from receiving customer support, I proclaim to my boss how glad I am that we have a website through HubSpot. It has been only a pleasure to work with [HubSpot,] and knowing that [HubSpot] has our backs is all the security we need!"*

*- Shana  Meshbesher, Viroqua Food Cooperative*

## Summary and Takeaways

The customer survey findings indicate that implementing HubSpot has caused a shift in marketing behavior toward greater investment of time and money in inbound practices. It is significant to note the benefits – in addition to visitors, leads, and sales increases – resulting from the change in customer behavior following the use of HubSpot.
- 93% of customers agree that HubSpot has helped achieve their marketing goals.
- Over 30% of HubSpot customers have shortened their sales cycle since implementing the software.
- Over 40% of customers have seen an increase in their customers' satisfaction because marketing automation has allowed them more time to focus on customer interactions and better ways to target more specific content to their customers.

Customers have voiced the key role HubSpot has played in helping them transform marketing and sales.

# APPENDICES

## Appendix A: Methodology

Data supporting this report was gathered from user data analytics and a customer survey. In analyzing both sources, we included data from current customers who satisfied the following criteria:
- Customer for at least 3 months
- Active within the last 30 days
- Installed lead tracking application
- More than 10 total leads generated since starting a subscription

User Data Analytics was based on information from 5741 customers. Information was pulled from monthly reports dating from January 1, 2012 to December 31, 2013. To capture the most accurate snapshot of software impact on customers, data from the first two months of each customer's subscription was excluded. This is meant to account for time customers may have needed to fully set up their systems, especially those who are introducing new marketing tools such as a blog. Therefore, data shown throughout this report reflects customers' use of the software starting from month 3 until month 27 of their subscription. Also, data was removed in situations where website tracking was not properly installed, as well as any outlying data points.
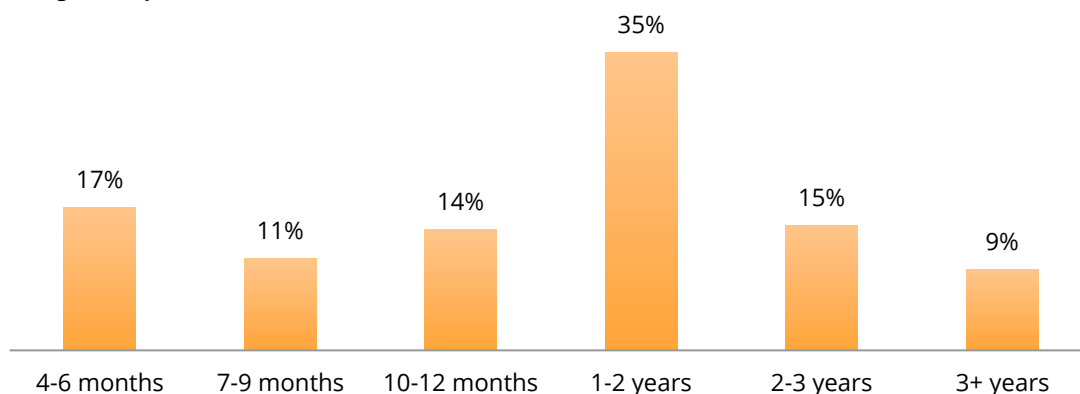
The Customer Survey was composed by the author and sent to all current customer contacts. Of the 66,000 contacts approached, 2590 completed the survey for a 4% response rate. The first 200 survey participants received a $20 Amazon gift card. In the cases where multiple contacts from the same company completed the survey, quantitative responses from the primary contact of the company was selected to represent that company. Removing these duplicates resulted in the set of 1893 responses analyzed. All survey questions mandated a response. Figures noted in the report reflect the percentage of customers who provided a valid response (i.e. did not mark "Not Sure") for survey questions.

## Appendix B: Customer Survey Profile

The survey respondents represent a diverse spread of HubSpot's customer base.
- 41% of respondents have been using HubSpot for less than one year, 35% for between one and two years, and 24% for over two years.
- The majority of respondents have less than 50 employees in their company, with a marketing team of less than 5 members.
- The majority of customer respondents (50%) use the Professional software package.

**Time Using HubSpot**

| Category | Value |
|----------|-------|
| 4-6 months | 17% |
| 7-9 months | 11% |
| 10-12 months | 14% |
| 1-2 years | 35% |
| 2-3 years | 15% |
| 3+ years | 9% |

**Total Employees**



| 1-5 | 6-10 | 11-25 | 26-50 | 51-200 | 201-500 | 501+ |
| 12% | 12% | 21% | 18% | 23% | 8% | 7% |
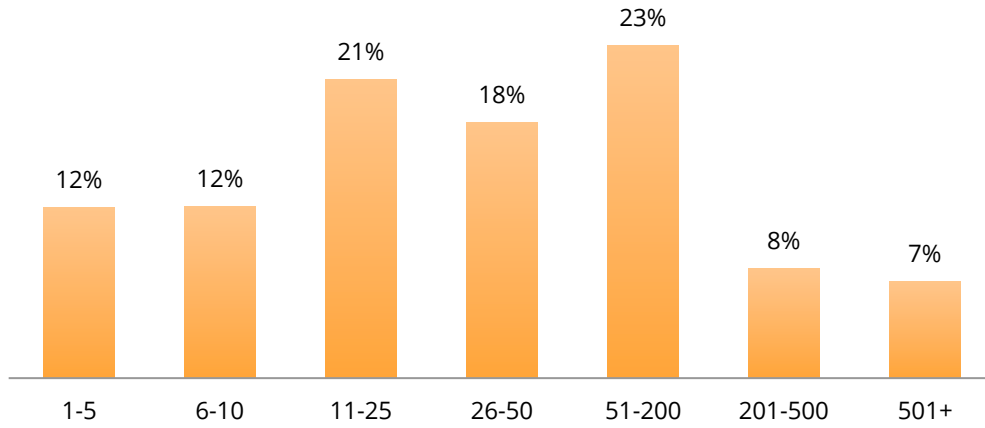
**Employees Dedicated to Marketing**



| 0 | 1 | 2 | 3 | 4 | 5 | 6-10 | 11-25 |
| 8% | 25% | 23% | 14% | 8% | 7% | 10% | 4% |

**Company Type**



| International | Non-profit / Education | E-commerce | HubSpot Value Added Reseller (VAR) | None of the above |
| 11% | 11% | 13% | 4% | 65% |
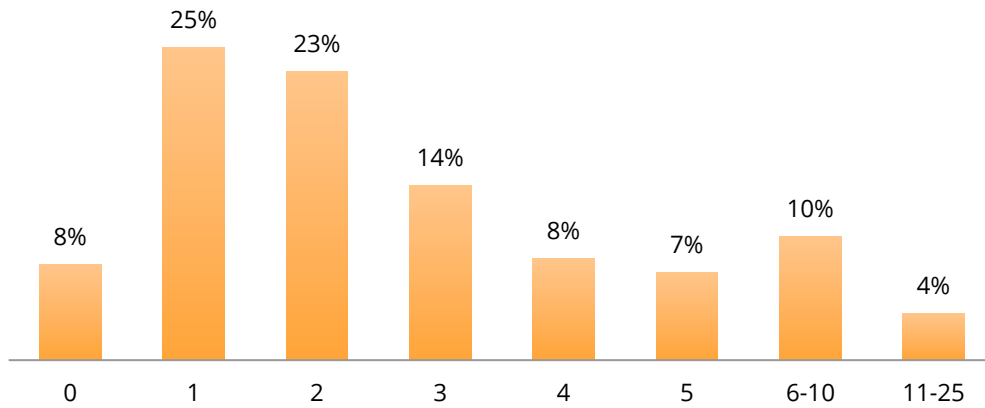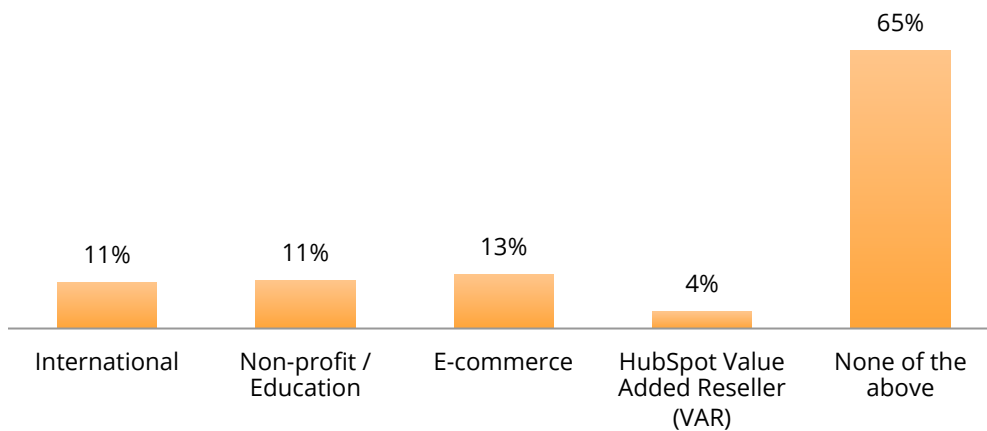
**Company Classification**
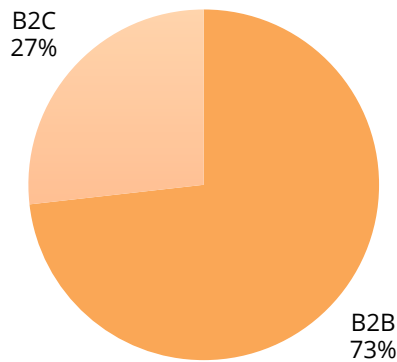


**HubSpot Product Used**
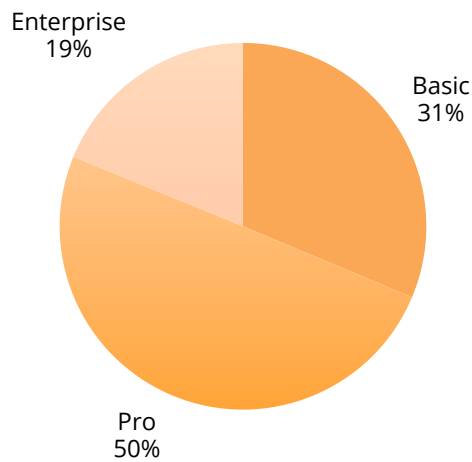


# Appendix C: Detailed Data Results – ROI of HubSpot

## *Section C-1: Supporting Figures for Gains in Attracting Website Visitors*

**Table 1.1 Average % Change in Visitors (Month over Month) by Starting Number of Visitors for All Customers**

| | | 3 to 4 | 4 to 5 | 5 to 6 | 6 to 7 | 7 to 8 | 8 to 9 | 9 to 10 | 10 to 11 | 11 to 12 | 12 to 13 | 13 to 14 | 14 to 15 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Month over Month | | 29% | 10% | 7% | 7% | 8% | 2% | 2% | 11% | 10% | 7% | 3% | 3% |
| | | 15 to 16 | 16 to 17 | 17 to 18 | 18 to 19 | 19 to 20 | 20 to 21 | 21 to 22 | 22 to 23 | 23 to 24 | 24 to 25 | 25 to 26 | 26 to 27 |
| | | 22%% | 1% | 1% | 5% | 1% | 3% | 3% | 3% | 4% | 2% | 2% | 2% |

**Table 1.2 Gains in Volume of Visitors by Customer Classification**

| Customer Segment | After active use of HubSpot for | | |
| --- | --- | --- | --- |
| | 6 Months | 1 Year | 2 Years |
| **All** | **1.80x more visitors** | **2.40x more visitors** | **3.40x more visitors** |
| B2B | 1.78 | 2.40 | 3.46 |
| B2C | 1.83 | 2.38 | 3.24 |

**Table 1.3 Gains in Volume of Visitors by HubSpot Product**

| Customer Segment | After active use of HubSpot for | | |
| --- | --- | --- | --- |
| | 6 Months | 1 Year | 2 Years |
| **All** | **1.80x more visitors** | **2.40x more visitors** | **3.40x more visitors** |
| Basic | 1.82 | 2.35 | 3.36 |
| Pro | 1.74 | 2.42 | 3.34 |
| Enterprise | 1.87 | 2.46 | 3.74 |

**Table 1.4 Gains in Volume of Visitors by Region**

| Customer Segment | After active use of HubSpot for | | |
| --- | --- | --- | --- |
| | 6 Months | 1 Year | 2 Years |
| **All** | **1.80x more visitors** | **2.40x more visitors** | **3.40x more visitors** |
| US & Canada | 1.78 | 2.35 | 3.29 |
| International | 2.10 | 3.10 | 5.53 |

## Section C-2: Supporting Figures for Gains in Converting Leads

**Table 2.1 Average % Change in Leads (Month over Month) by Starting Number of Leads for All Customers**

| | 3 to 4 | 4 to 5 | 5 to 6 | 6 to 7 | 7 to 8 | 8 to 9 | 9 to 10 | 10 to 11 | 11 to 12 | 12 to 13 | 13 to 14 | 14 to 15 |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Month over Month | 32% | 19% | 14% | 14% | 16% | 14% | 17% | 14% | 16% | 16% | 14% | 9% |
| | 15 to 16 | 16 to 17 | 17 to 18 | 18 to 19 | 19 to 20 | 20 to 21 | 21 to 22 | 22 to 23 | 23 to 24 | 24 to 25 | 25 to 26 | 26 to 27 |
| | 34% | 14% | 12% | 12% | 12% | 13% | 15% | 9% | 22% | 11% | 2% | 2% |

**Table 2.2 Gains in Volume of Leads by Customer Classification**

| Customer Segment | After active use of HubSpot for | | |
| --- | --- | --- | --- |
| | 6 Months | 1 Year | 2 Years |
| **All** | **2.69x more leads** | **5.99x more leads** | **24.69x more leads** |

| | 2.63 | 6.12 | 28.46 |
|---|---|---|---|
| B2B | 2.63 | 6.12 | 28.46 |
| B2C | 2.84 | 5.66 | 17.57 |

**Table 2.3 Gains in Volume of Leads by HubSpot Product**

| | After active use of HubSpot for | | |
|---|---|---|---|
| Customer Segment | 6 Months | 1 Year | 2 Years |
| **All** | **2.69x more leads** | **5.99x more leads** | **24.69x more leads** |
| Basic | 2.79 | 6.37 | 27.99 |
| Pro | 2.61 | 5.77 | 20.78 |
| Enterprise | 2.65 | 5.61 | 26.70 |

**Table 2.4 Gains in Volume of Leads by Region**

| | After active use of HubSpot for | | |
|---|---|---|---|
| Customer Segment | 6 Months | 1 Year | 2 Years |
| **All** | **2.69x more leads** | **5.99x more leads** | **24.69x more leads** |
| US & Canada | 2.71 | 6.10 | 24.67 |
| International | 2.48 | 5.29 | 26.39 |

## Section C-3: Supporting Figures for Gains in Closing Customers

**Chart 3.1 Factors Attributed to Sales Increases**



Bar chart values: SEO 13%, Blogging 15%, Social Media 13%, Paid Search Ads 7%, Email Marketing Campaign 15%, Better Lead Intelligence 14%, Other Inbound Marketing 17%, Other* 6%
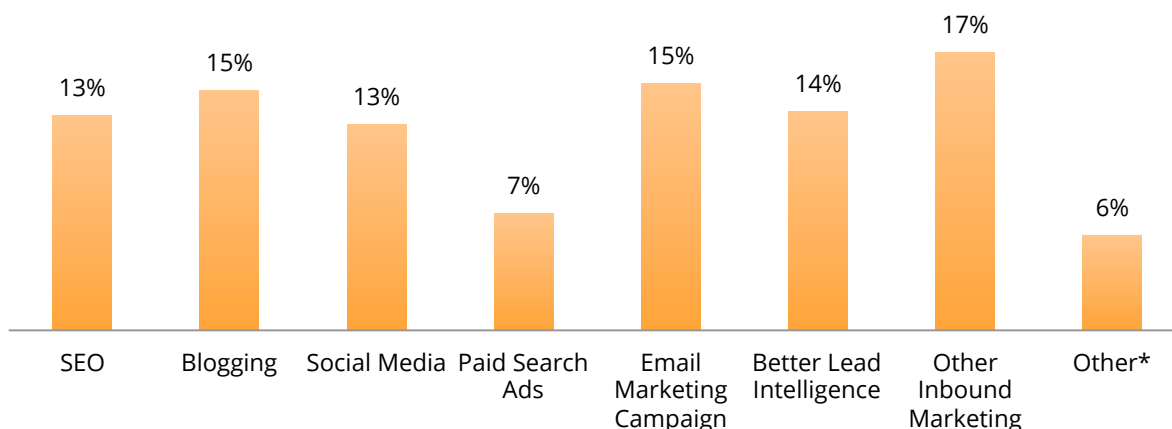
*Other includes increased sales effort and personnel, market demand, new products, and personal networking.

**Sales Increases Across HubSpot Products**

More customers with either Pro or Enterprise versions of HubSpot experienced increases in their sales conversion rate and sales revenue. 68% of customers with the Basic package saw a higher rate of leads

converted to customers, compared to 75% of customers with the Pro package, and 76% of customers with the Enterprise version. 65% of customers with the Basic package, 72% of customers with the Pro package, and 71% of customers with the Enterprise package saw sales revenue increase at a higher rate. The distribution of customers who experienced different magnitudes of sales increases was similar across the three HubSpot products.

**Sales Increases Across B2B and B2C Companies**

There was no statistically significant difference in sales increases between B2B and B2C customers. Both customer types had approximately 73% of customers report a higher sales conversion rate. 69% of B2B customers and 71% of B2C customers reported that their sales revenue increased at a higher rate after implementing HubSpot. The distribution of customers who experienced different magnitudes of sales increases was similar across B2B and B2C companies.

**Sales Increases Across Geographies**

From survey findings, a similar percentage of North American and international customers saw sales increases. Namely, 75% of international customers experienced an increase in their lead-to-customer conversion rate, compared to 73% of customers in the US and Canada. 66% of international customers saw an increase in sales revenue since implementing HubSpot, compared to 70% of customers in the US and Canada.

Data represents 204 international customers, or 11% of survey respondents. An international customer is defined as a company headquartered outside the US or Canada.

# Appendix D: Detailed Data Results – Additional Benefits of HubSpot

**Chart 4.1 HubSpot Helped Achieve Marketing Goals**



| | |
|---|---|
| Strongly agree | 19.49% |
| Agree | 62.28% |
| Disagree | 4.81% |
| Strongly disagree | 1.16% |
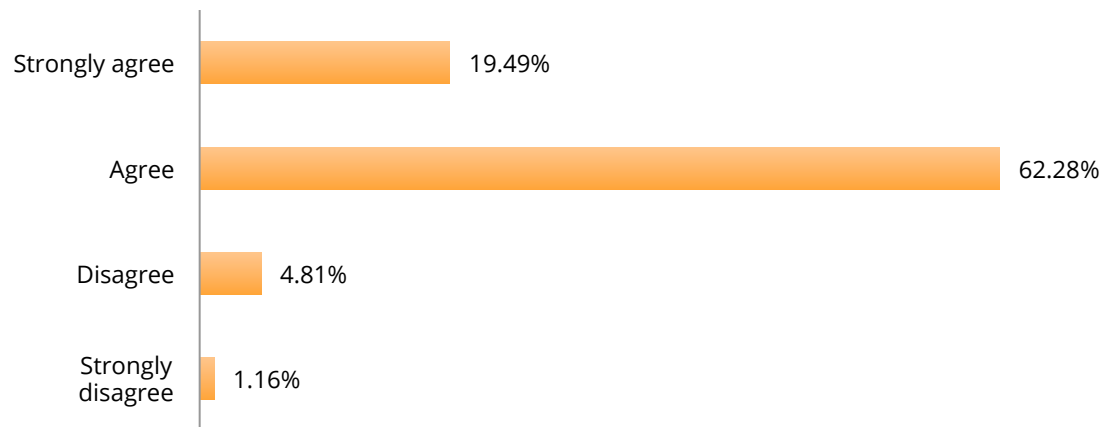
*The remaining 12% of total respondents were not sure if HubSpot has helped them achieve their marketing goals.

**Chart 4.2 Change in Sales Cycle**



| | |
|---|---|
| Decreased significantly (50-100%) | 0.58% |
| Decreased a lot (25-50%) | 3.49% |
| Decreased slightly (1-25%) | 17.64% |
| Remained the same | 36.77% |
| Increased slightly (1-25%) | 9.24% |
| Increased a lot (25-50%) | 2.22% |
| Increased significantly (50-100%) | 0.26% |
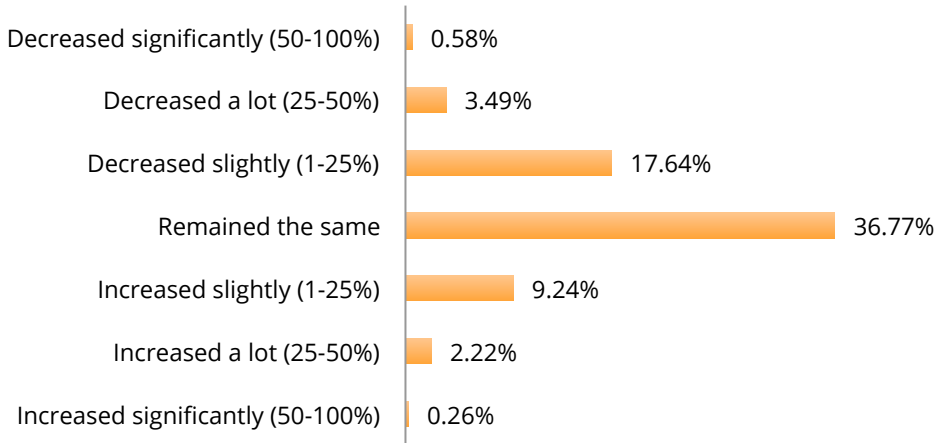
*The remaining 30% of total respondents were not sure if there was a change in their sales cycle.

**Chart 4.3 Change in Customer Satisfaction**



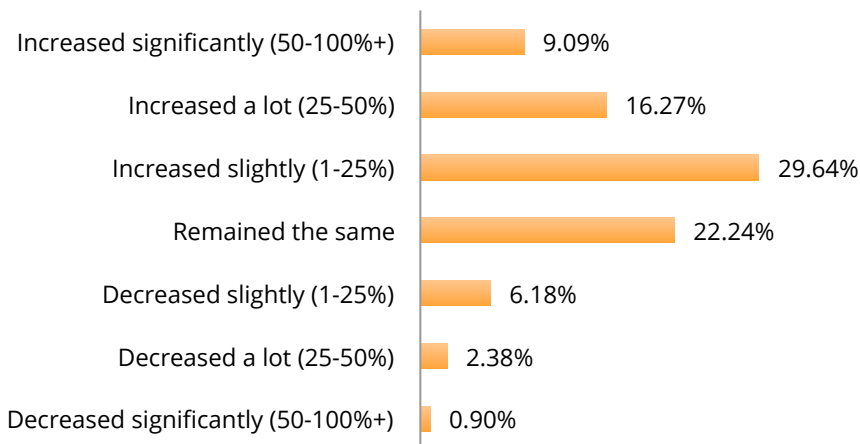| | |
|---|---|
| Decreased | 0.63% |
| Remained the same | 40.04% |
| Increased | 28.10% |
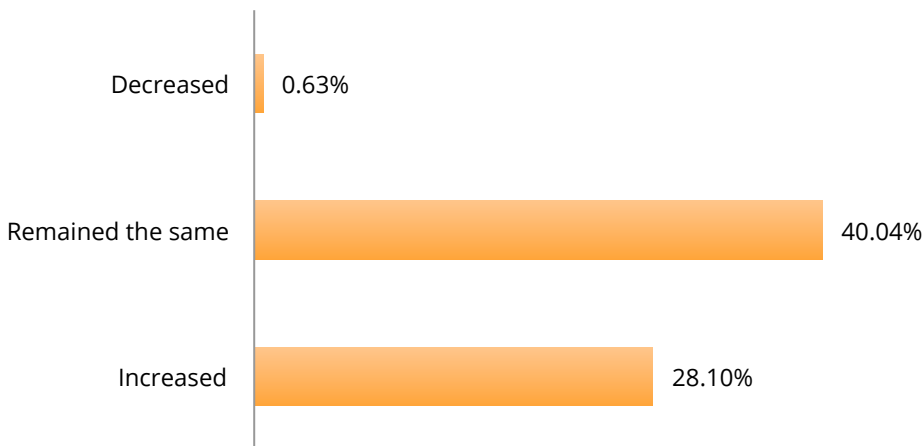
*The remaining 31% of total respondents were not sure of changes to their customers' satisfaction.

# Appendix E: Detailed Data Results – Shift in Marketing Behavior

**Chart 5.1 Change in Marketing Budget**

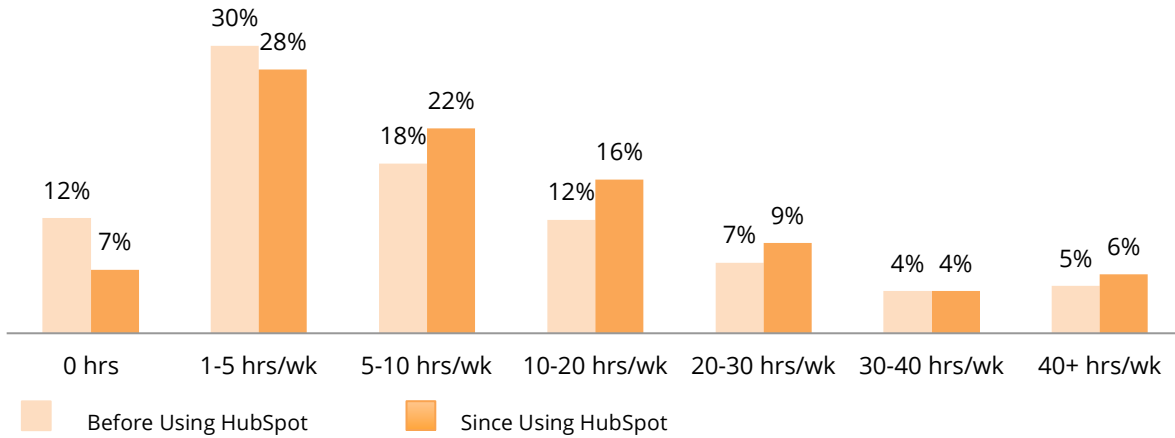| | |
|---|---|
| Increased significantly (50-100%+) | 9.09% |
| Increased a lot (25-50%) | 16.27% |
| Increased slightly (1-25%) | 29.64% |
| Remained the same | 22.24% |
| Decreased slightly (1-25%) | 6.18% |
| Decreased a lot (25-50%) | 2.38% |
| Decreased significantly (50-100%+) | 0.90% |

*The remaining 13% of total respondents were not sure about the change in their marketing budget since implementing HubSpot.

**Chart 5.2 Time Spent on Inbound Marketing**
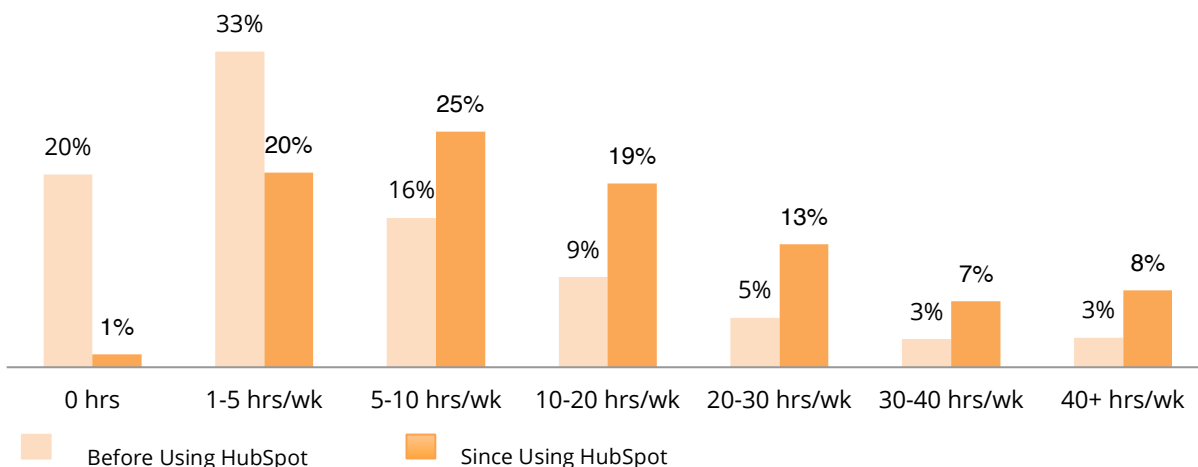
| | 0 hrs | 1-5 hrs/wk | 5-10 hrs/wk | 10-20 hrs/wk | 20-30 hrs/wk | 30-40 hrs/wk | 40+ hrs/wk |
|---|---|---|---|---|---|---|---|
| Before Using HubSpot | 20% | 33% | 16% | 9% | 5% | 3% | 3% |
| Since Using HubSpot | 1% | 20% | 25% | 19% | 13% | 7% | 8% |

*The remaining 10% of total respondents were not sure about the amount of time spent on inbound marketing before HubSpot. 6% of respondents were not sure about the amount of time spent on inbound marketing since HubSpot.

**Chart 5.3 Time Spent on Outbound Marketing**



0 hrs: 12% / 7%
1-5 hrs/wk: 30% / 28%
5-10 hrs/wk: 18% / 22%
10-20 hrs/wk: 12% / 16%
20-30 hrs/wk: 7% / 9%
30-40 hrs/wk: 4% / 4%
40+ hrs/wk: 5% / 6%

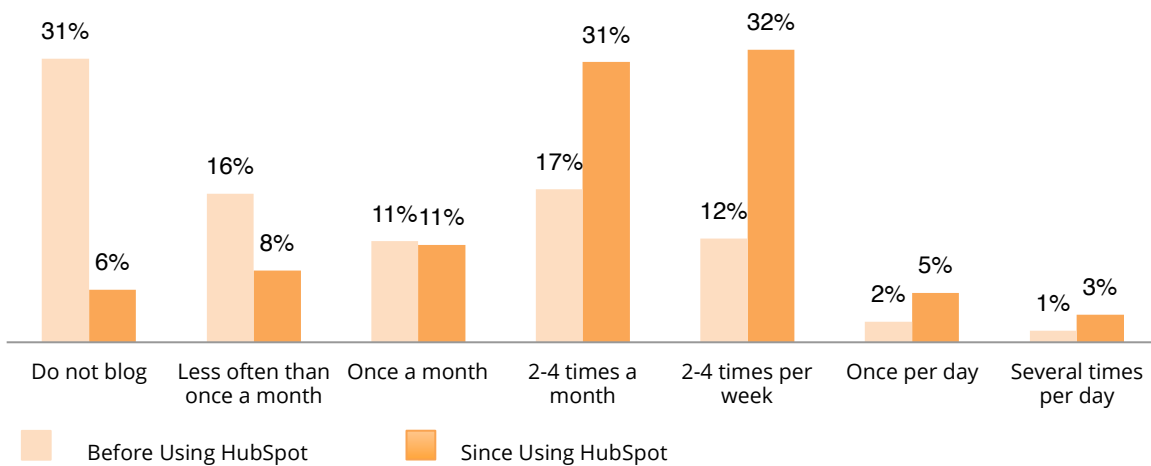Before Using HubSpot    Since Using HubSpot

*The remaining 11% of total respondents were not sure about the amount of time spent on outbound marketing before HubSpot. 8% of respondents were not sure about the amount of time spent on outbound marketing since HubSpot.
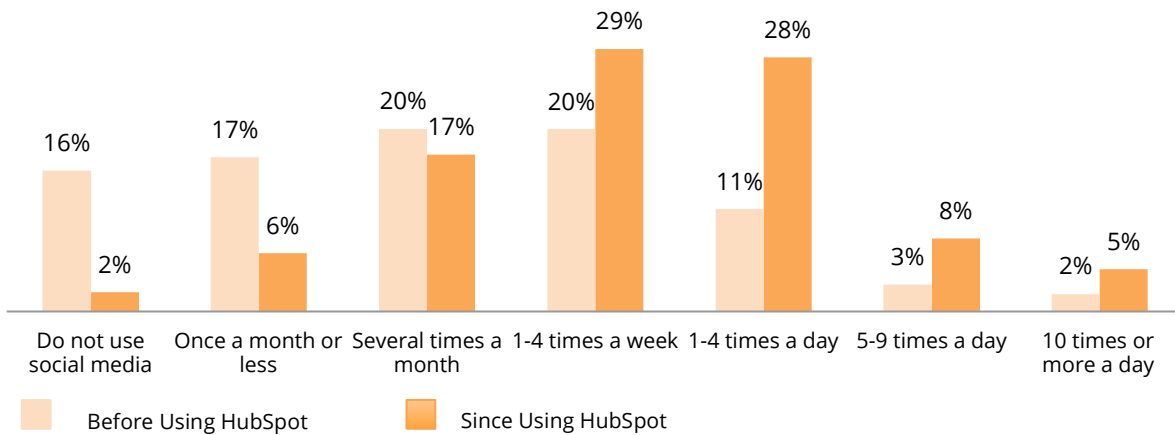
**Chart 5.4 Blog Post Frequency**



Do not blog: 31% / 6%
Less often than once a month: 16% / 8%
Once a month: 11% / 11%
2-4 times a month: 17% / 31%
2-4 times per week: 12% / 32%
Once per day: 2% / 5%
Several times per day: 1% / 3%

Before Using HubSpot    Since Using HubSpot

*The remaining 8% of total respondents were not sure how often they blogged before using HubSpot. 3% of total respondents were not sure how often they blogged since using HubSpot.
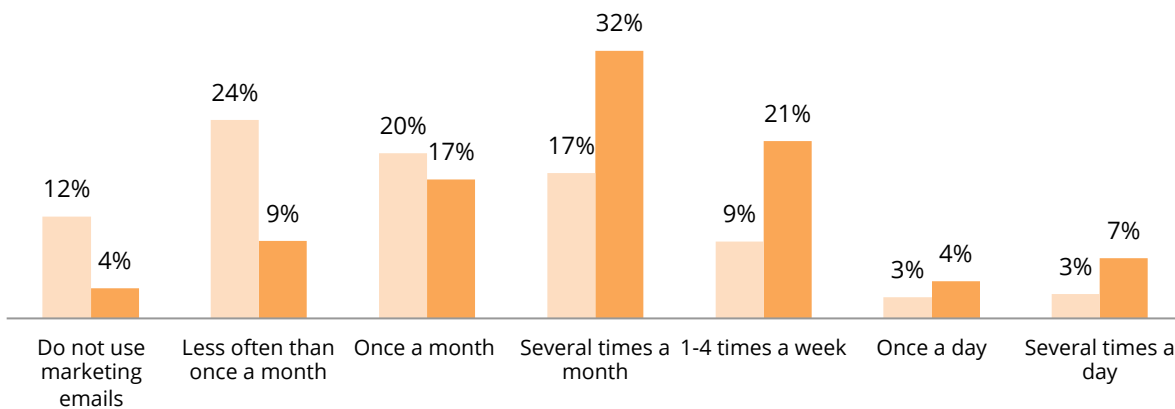
**Chart 5.5 Social Media Post Frequency**



16% 2% | 17% 6% | 20% 17% | 20% 29% | 11% 28% | 3% 8% | 2% 5%

Do not use social media | Once a month or less | Several times a month | 1-4 times a week | 1-4 times a day | 5-9 times a day | 10 times or more a day

Before Using HubSpot    Since Using HubSpot

*The remaining 10% of total respondents were not sure how often they used social media before HubSpot. 4% of total respondents were not sure how often they use social media since implementing HubSpot.

**Chart 5.6 Marketing Email Frequency**



12% 4% | 24% 9% | 20% 17% | 17% 32% | 9% 21% | 3% 4% | 3% 7%

Do not use marketing emails | Less often than once a month | Once a month | Several times a month | 1-4 times a week | Once a day | Several times a day

*The remaining 12% of total respondents were not sure how often they sent marketing emails before using HubSpot. 6% of total respondents were not sure how often they sent marketing emails since using HubSpot.