

This is How These  
**Companies Witnessed a  
Boost in Revenues With**



**Marketing Automation**



# Introduction

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HubSpot offers an all-in-one marketing automation tool which helps you to manage everything that your business needs to grow fast and efficiently!

If you're a busy marketer, looking for a marketing automation software for your business, then you're probably considering HubSpot and wondering if your business really needs HubSpot marketing automation. Have a look at these efficacious case studies below showing how some of the leading companies from around the world used HubSpot to boost their ROI. They'll help you get rid of even the slightest of doubt that you might have in your mind before zeroing on HubSpot for your Marketing Automation.

- **Select International**
- **Rezdy Software**
- **Lucid Meetings**
- **ProClinical**
- **Deep Instinct**

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# DEEP INSTINCT BOOSTS LEADS BY 100% IN FOUR MONTHS WITH HUBSPOT

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# About

Founded in 2014 in Tel Aviv, Israel, Deep Instinct is the first company to apply deep learning to cybersecurity. Deep learning is inspired by the brain's ability to learn: once a brain learns to identify an object, its identification becomes second nature. Similarly, as Deep Instinct's artificial brain learns to recognise any type of cyber threat, its prediction capabilities become instinctive. Zero-day exploits and APT attacks are immediately detected and blocked before any harm can happen to an organisation's endpoints, servers and mobile devices.



## Deep Instinct Boosts Leads by 100% in Four Months With HubSpot

Deep Instinct is the first company to apply the concept of deep learning to cybersecurity, and it helps companies to block even the most evasive malware. As a tech startup, it realised that online marketing could be key to its success, but it was struggling with automation software that wasn't producing results. It needed a solution that was easy to use and effective; it found it in the HubSpot Marketing Platform. Since signing up in 2016, Deep Instinct has achieved remarkable results, including a 100% boost to leads.

**100%**

**INCREASE IN LEADS**

**55%**

**INCREASE IN ORGANIC  
TRAFFIC**

**2%**

**CONVERSION RATE**

# A Deeper Dive Into Marketing Automation

Founded in 2014, Deep Instinct is the first company to apply deep learning to cybersecurity. Deep Instinct's artificial brain learns to recognise any type of cyber threat, so that it can immediately block new exploits and attacks.

This fast-growing startup emerged out of stealth mode in November 2015, and began offering its solution to large enterprises in the finance, healthcare, telecommunications, retail and ecommerce sectors. It knew that inbound marketing would be key to reaching these customers; the challenge was to find the best way to do it.

“At the time, we were working with an agency that was using the Act-On software. However, it was taking days, or even weeks, to create a Landing Page, and that didn’t work for us. As a startup, our budget is limited, so we decided to move all our marketing in-house,” says Maya Nix, marketing director with Deep Instinct. Maya and Deep Instinct’s chief marketing officer began to search for an automation platform that was not only effective but easy to use.



“I had used Act-On and Marketo in the past but hadn’t found them that intuitive; they weren’t user-friendly enough for what we wanted to do. However, we were both keen on HubSpot. We were avid readers of its blog, and we had been impressed by calibre of the content and the thought leadership that it provided.”

The next step was to evaluate the HubSpot Marketing Platform.

“We found that the HubSpot software had all the features we needed for success. We would be able to manage every aspect of our inbound strategy ourselves – we could be a ‘one man show’ and still get a lot done.”

Deep Instinct’s management agreed, and the company signed up with HubSpot in 2016.



**“The HubSpot software stood out from the competition and aligned perfectly with our goals.”**

Maya Nix  
Marketing Director  
Deep Instinct



## A Streamlined Route To Success

A vertical image on the left side of the page showing a person's silhouette from the back, with their right arm raised high, set against a warm, orange and yellow sunset or sunrise background.

Deep Instinct was keen to take advantage of all that the HubSpot Marketing Platform had to offer, and the HubSpot support team helped it get off to a flying start.

“They were patient and helpful, and we worked closely with them to hone our strategy. Once we had that foundation of knowledge in place, we knew that we’d be able to set everything up in the right way,” says Maya.

First, the company defined its personas and created content to appeal to them. It put those white-papers, webinars and articles on Landing Pages, and added Calls-to-Action and Forms to encourage website users to engage. It also used the Social Inbox, posting across LinkedIn, Twitter and Facebook, to drive more visitors to its site.

“We saw an uptick in the quantity and quality of our leads almost immediately. As our Contacts Database has expanded, we’ve gotten a much better view on who our potential customers are, and we make sure that they are enrolled into Workflows that suit their interests. Our sales department is benefitting as well, because we’re able to send them leads who are genuinely interested in what we can do for them.”

The marketing team found that the HubSpot software lived up to its reputation for being quick to learn and intuitive to use.



“Other solutions we used in the past were clunky and hard work. The HubSpot Marketing Platform is plug and play; you don’t need to be a graphic designer or a programmer. You can be a small team like us, doing a million and one other things, and still produce something that looks professional and gets great results.”



**“HubSpot has made our lives easier and allowed us to be more successful at what we do.”**

Maya Nix  
Marketing Director  
Deep Instinct



# Results That Grow Month-on-Month

Deep Instinct has achieved some impressive results since it started using the HubSpot software – website traffic has grown by 39%, while organic traffic increased 55%.

“This year, just from January to April, we grew our lead numbers by 100%, and we achieved a 2% conversion rate. We’ve also noticed that certain content items are particularly popular. One of our best performing pieces is a whitepaper on ransomware, which achieved a 26% visitor-to-lead conversion rate. We’re very pleased with that, and it helps us make smarter decisions about the topics we’re going to cover in the future.”

The company has realised that the more it uses the HubSpot software, the better its numbers get; it is now seeing increases across all its important metrics month-on-month. For example, click-through rates from social media rose by 92% from March to April, while click throughs from email marketing increased by incredible 1,340%.

Although Deep Instinct has a long sales process, it has already scheduled meetings and demos with several potential customers.

“The goal is to keep scaling our activity. We’ve got the top of the funnel covered, so we’re going to work more on getting leads through the middle and the bottom of the funnel. The HubSpot software will be a huge part of that.”



**“The HubSpot software has been invaluable to us. If you are a startup that wants to supercharge your marketing, I recommend that you try it out.”**

Maya Nix  
Marketing Director  
Deep Instinct

# **SELECT INTERNATIONAL INCREASES ONLINE REVENUE 101% WITH TARGETED LIFECYCLE STAGE MARKETING AUTOMATION**



# About Select International

Select International provides employee assessment solutions to help organizations identify, select and develop top talent. Their employee selection and development solutions are used across all industries, with a focus on manufacturing, healthcare, safety, customer service and sales.

Founded in 1993, Select International is headquartered in Pittsburgh, PA, and maintains offices throughout North America and around the globe.



## Select International Increases Online Revenue 101% with Targeted Lifecycle Stage Marketing Automation

Like any other great company, Select International's overarching marketing goal is to fully support their sales team with high-quality, pre-qualified leads. However, their website was static and un-engaging to leads and their outbound tactics were falling short of leads goals. As a result, they simply weren't able to produce enough high quality leads.

**101%**

INCREASE IN REVENUE  
FROM WEB LEADS

**416%**

INCREASE IN DOLLAR  
AMOUNT OF SALES  
OPPORTUNITIES

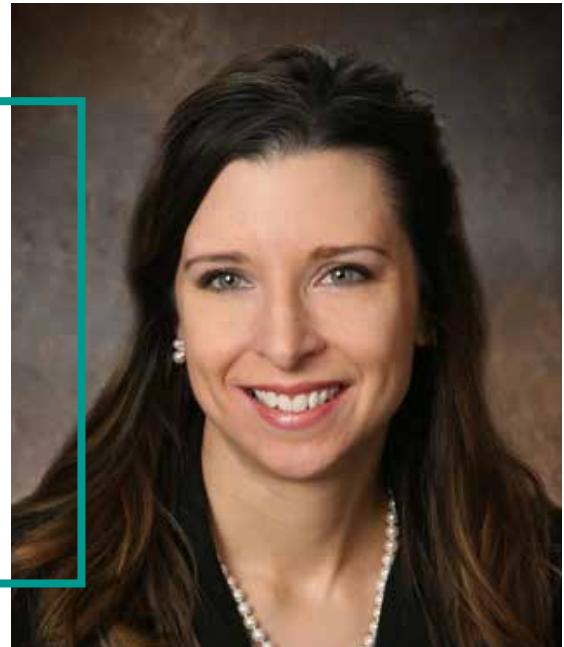
**194%**

INCREASE IN WEB  
LEADS



I HubSpot because engaging with our prospects in a timely, relevant way is our top priority.

Kristin Paxton  
Marketing Manager  
Select International



## Challenges



Like any other great company, Select International's overarching marketing goal is to fully support their sales team with high-quality, pre-qualified leads. However, a number of barriers kept them from doing so.

### **Unpersonalized Marketing Communications**

Before joining HubSpot in 2011, Select International's main forms of outreach were direct mailings to purchased lists, and a bi-monthly newsletter blast to their leads. Marketing Manager Kristin Paxton says, "Everybody got the same message, whether they wanted it or not. And based on the high number of unsubscribes and bounces, many of them didn't."

## A Website Built for Design, not Leads and Metrics

In addition to an email strategy that didn't work to begin an actual conversation with their contacts, Select International's website also struggled to engage or convert prospects. It was designed to be aesthetically pleasing, not to deliver rich people-centric metrics and data like who was visiting, what pages they were viewing, and what efforts were working to move them towards taking further action.

## No Funnel Strategy

Most importantly, these factors added up to an inconvenient truth: they weren't generating quality leads. Their various marketing efforts weren't integrated together or based on a strategic approach. "It seemed like we were always pushing our information on people who weren't ready or even interested in our services," said Kristin.

# Building a Content Strategy around Lifecycle Stages

Select International began at the beginning and asked--what kind of content should we be creating? They adopted HubSpot's Lifecycle Stages to better understand the various pieces of their funnel and what types of content they should be creating for each. Their HubSpot consultant helped them to understand that a new Subscriber at the top of the funnel won't respond to the same content as a Marketing Qualified Lead who is further down the funnel. They broke down their content across corresponding lifecycle stages, saw where they had gaps, and focused their strategy on filling those gaps with relevant content.

They created more top-of-the-funnel offers like a free whitepaper download with interviewing tips to couple with their bottom-of-the-funnel free trials. Then, they attracted visitors to their site by Blogging about the topics their target audience was searching for, and optimized their blog posts with the integrated SEO tools, an effort that has resulted in a 192% increase in website visitors. Finally, they attached corresponding Calls-to-Action at the bottom of the posts drawing them towards a Landing Page where they could download the relevant offer and enter the HubSpot Lead Management database. These lead generation efforts increased Select International's online leads 194% in the past year, with a visitor-to-contact conversion rate that has boosted from .94% to 2.62%.

**Call-to-Action Name**

**Button Type**

**Button Style**

**Font Size**  **Font**

**Button Color**   **Font Color**

**Button Size**  Set automatically **Width**  **Height**

**Call-to-Action Text**

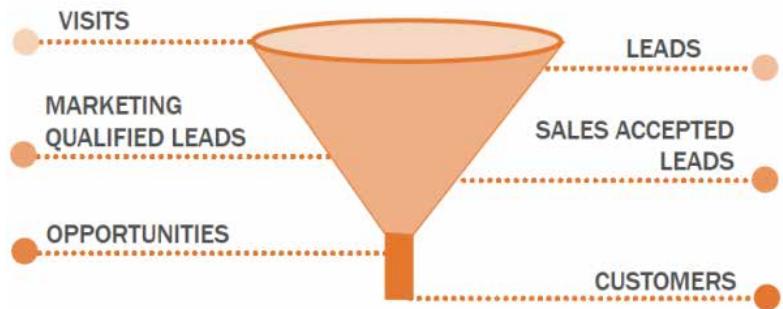
Download the Free Guide

**Download the Free Guide**

Width: 327px Height: 50px

Need some inspiration?

Select International truly adheres to the inbound marketing methodology and the belief that you shouldn't beat your entire audience over the head with the same message or offering that's irrelevant to their needs. Instead of leading with and reiterating their in-depth, interactive online training program as a free offer, they began offering these bottom-of-the-funnel opportunities for conversion after a lead had already taken an interest in their company by watching a video about their products or downloading a whitepaper. "We began looking at things from the prospect's view, and said 'let's not hit them with the free trial in the beginning. Let's get them familiar, establish some credibility, get them somewhat knowledgeable about our program, and then start with the bottom of the funnel offers once they've engaged with us a bit."





**I love that we can slice and dice our Contacts by any type of criteria.**

Kristin Paxton  
Marketing Manager  
Select International

## Utilizing Marketing Automation for their Marketing and Sales Teams



### How they Personalized Marketing for a Diverse Product Offering and Audience

In order to create the most helpful experience for their leads and deliver the highest quality leads for their sales team, Select International utilizes the volumes of data HubSpot collects about a lead with the Marketing Automation tool Workflows to develop a path down their funnel that ensures their leads are engaged with the right content for them at the right time. “Because of the lead intelligence we have now, it’s easy to send relevant follow-up to our contacts.”

Select International offers assessment solutions of various depths, across multiple industries, so it’s important for them to segment their communications. They don’t want to be following up with someone who is interested in learning how to hire better salespeople with the same content as someone who is researching how to hire safer manufacturing employees, and vice versa. Kristin uses Workflows with the integrated Email tool and Contacts Database powered Smart Lists to avoid this problem, “The new Email tool makes it simple to craft a targeted, nice-looking message, and the Lists tool helps to ensure I’m sending the message to only the relevant people. I love that we can slice and dice our Contacts by any type of criteria.”

The result of this targeted Marketing Automation has done much more than save Select International's Marketing team time, though Kristin does say, "I love the idea that it's all automated, and the steps that I outline are happening automatically." The Select International Sales team has also become much more efficient since the implementation of personalized Marketing Automation. Before ever getting on a phone call, the lead has already been nurtured with marketing efforts that have worked best to produce warm leads. "Our sales team appreciates the lead nurturing that is taking place before they need to take any action."

### **How they Aligned Sales and Marketing with Lead Scoring**

The Marketing Team now regularly sits down with the Sales Team to establish which content, follow-ups, and campaigns work the best to produce actual leads and customers. They use this information in HubSpot's custom Lead Scoring to establish a score that takes into account every touch point a lead has across web and email analytics, such as what brought a visitor to their site in the first place, which pages they've viewed, offers they've downloaded, and more. This kind of alignment isn't something they do once and leave in place. They re-visit this process with the Analytics and Reporting to address what's actually worked, what hasn't, and what needs to change.

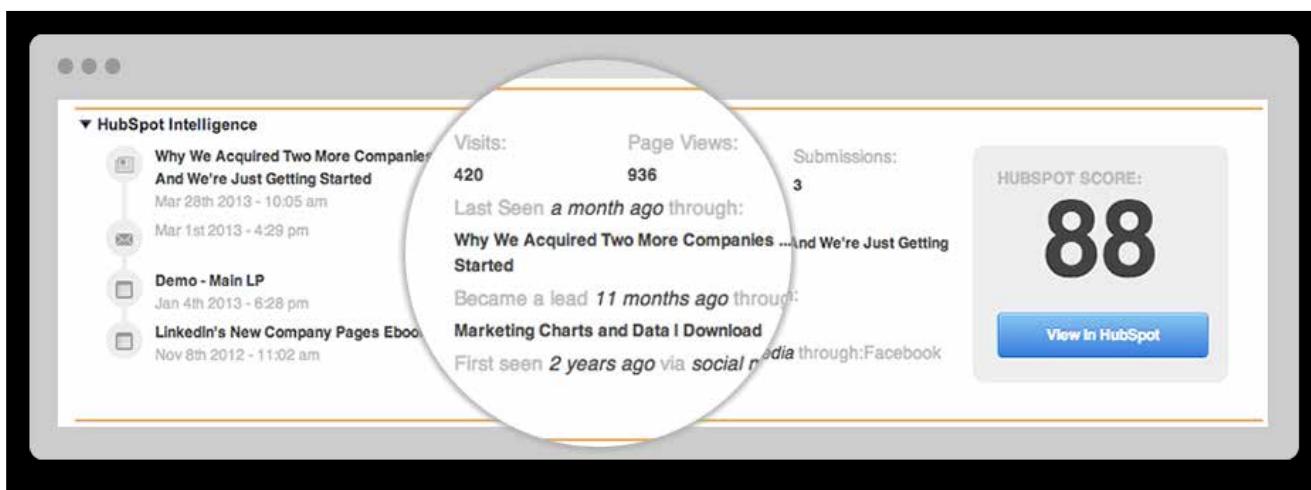
When a lead reaches the lead score based on the criteria Sales has helped to lay out, the rep is automatically notified by an email with other vital information about that lead such as their last conversion event and first touch source. Of her Sales team, Kristin says, "They like that leads are graded according to criteria that we established together, helping them prioritize their follow-up."



# A Native Salesforce Integration to Increase Efficiency

By using HubSpot's native Salesforce Integration, the rep can go into Salesforce once they've received a lead notification email and see a history of that lead's activity with Select International in the HubSpot Lead Intelligence Record, located conveniently inside of their Salesforce Contact Record. From there, the rep has all the information they need to personalize their call to the lead's specific needs. "The lead intelligence from that snapshot in Salesforce has been invaluable in helping sales with their follow up calls."

With this newfound alignment of Sales and Marketing efforts, it's not only much easier for the Sales team to prioritize their leads, but the leads they get have been much higher quality than they were before. In the past year alone, the dollar amount of Sales Opportunities created has increased 416%. Inbound generated leads coming through HubSpot are worth so much, the Select International Sales team has made them their top priority. And thanks to the lead intelligence they get from HubSpot, their follow-up is even more effective.



**The lead intelligence from [the HubSpot] snapshot in Salesforce has been invaluable in helping sales with their follow up calls.**

Kristin Paxton

## It's the people of HubSpot that make it stand out.

Because of this heavy emphasis on quality personnel that runs through not only Select International's business model but also their solutions, it's no surprise that the people at HubSpot were a huge reason why Kristin's team decided to join, and stay with, the HubSpot family. "Even before we spoke with anyone, just reading the blog posts - the personalities came through and we could tell it was a group with whom we'd enjoy working."



## Why Should a Business Use HubSpot?

"A business should get HubSpot because it's an effective, easy-to-learn system that helps companies target, generate and manage quality inbound leads. There aren't enough hours in the day for marketers to accomplish all that they want/need to do. The automation and process flows that HubSpot provides helps its customers work efficiently and accomplish so much more in the hours that we do have."

# PROCLINICAL DOUBLES ITS YEAR-ON-YEAR REVENUE WITH HUBSPOT



# About

Founded in 2005, ProClinical is a global recruitment company that operates exclusively within the life sciences industry. It provides highly skilled candidates for roles across the entire drug or product lifecycle, from research and development, compliance and manufacturing through to commercialisation. It has filled thousands of vacancies at pharma, biotech and medical device companies throughout Europe, Asia and the US. ProClinical is supported by local teams of recruitment consultants in London, Basel, Munich, Paris, Amsterdam, New York and Singapore.



## ProClinical Doubles Its Year-On-Year Revenue With HubSpot

ProClinical is a life sciences recruitment company, founded in the UK in 2005. It has grown significantly over the years and now has offices in eight locations worldwide. However, as ProClinical expanded, it found that the ad-hoc marketing solutions it was using were no longer fit for purpose. It wanted to get more traffic to its website and to segment and nurture those leads more effectively. It found its answer with HubSpot. Since then, it has increased leads by 15X and doubled marketing associated revenue year-on-year.

**2X**

**INCREASE IN  
REVENUE**

**15X**

**INCREASE IN  
LEADS**

**14X**

**INCREASE IN WEBSITE  
TRAFFIC**

# From Fragmented Tools to a Complete Inbound Solution

Life sciences recruitment company ProClinical had grown from two employees to over 100 in ten years, and filled thousands of highly-skilled vacancies at companies around the world. However, its marketing activities had not kept up with the pace, according to Peter Hogg, global marketing manager with the company.

“We had a fragmented set of point solutions that weren’t working well together. For example, we used Dotmailer to send job notification emails to people in our database, but tailoring emails for different segments was a laborious process. We were using Google Analytics on our website, but it wasn’t giving us enough information on who our users were. We couldn’t tell on an individual basis if they had come to us through organic search or PPC advertising, which made proving the ROI of our activities difficult.”

The ProClinical sales team were using traditional methods, such as cold calling and networking, to attract the high-value candidates they needed to fill positions.

“We did not get a lot of inbound candidates coming to our website, and the ones we did lacked the skills and experience for our clients’ needs. The employers we deal with want people with specialised expertise – we work in a niche, highly skilled segment. We needed to find a way to get more qualified candidates onto our website.”

ProClinical began its search for an integrated marketing solution that would allow it to target, segment and nurture candidates, as well as employers more effectively. When a keynote speaker at a marketing seminar recommended the HubSpot Marketing Platform, Peter was intrigued.

“We did our research and found that HubSpot had everything we needed, from email marketing to analytics to SEO, all in the one place. Each element worked together, which would allow us to build a progressive profile of our visitors and move them down the funnel quickly and easily. Then, with HubSpot Sales, our recruitment consultants could save time and have more informed conversations with their prospects.”

The decision, says Peter, was an easy one. ProClinical signed up to become a HubSpot growth stack customer, using both HubSpot Marketing and Sales, in 2013.



**From automation to analytics, the HubSpot software had everything we needed to supercharge our inbound marketing.**



Peter Hogg  
Global Marketing Manager  
ProClinical

## Getting Personal With the HubSpot Growth Stack

Peter got started with the HubSpot Marketing Platform by creating personas for ProClinical's different types of visitors.

"We set up two different candidate personas – the first is a person looking for a permanent position and the second is someone who wants a contract job. On the client side, we have a line manager persona and a HR manager persona, because actually their roles are very different."

These personas became the hooks that would drive ProClinical's content and marketing strategy. Peter set up Blogs to cater to their different interests and used the Social Inbox to promote his posts across social media.

"The ability to post to multiple social media accounts at the same time has been really useful for us. Our recruitment consultants are connected to hundreds of people each on platforms like LinkedIn. By setting up automatic posts to their profiles, rather than just to our own followers, we are reaching a massive network of people. We've had a lot of success with that – one of the blog posts we shared brought 40,000 visitors to our site in just one month."

ProClinical set up Landing Pages with Smart Content that adapts to the visitor's location and stage in the funnel, and it uses Smart CTAs and Smart Forms across its entire website. Contacts are then entered into various Smart Lists, based on their behaviour and characteristics.

"We use the lists to schedule automated Email campaigns, which are much more targeted and personalised than they were before. For example, we'll address a prospect in Singapore slightly differently to the way we address a UK prospect, and we'll send them both emails that correspond to their time zones. These little tweaks would take hours to do manually, but with the HubSpot software, we can do it with a couple of clicks."

As a recruitment business, ProClinical uses an applicant tracking system, Bullhorn, to store data about potential candidates. It has integrated this with the HubSpot software, so information can be shared between the two systems. This means that the ProClinical now has full view on every piece of information that it has collected on each prospect, all in the one place.



**"Thanks to the HubSpot growth stack, we're saving time and getting the kind of results we always wanted. It's been invaluable to our business."**

Peter Hogg  
Global Marketing Manager  
ProClinical



# Big Changes Bring Big Results

Since becoming a HubSpot growth stack customer, ProClinical has increased its website traffic by 14X, going from 5,000 visitors per month to an average of 70,000.

“We’re seeing a lot more visitors from the US – they make up about a third of our total traffic now. The HubSpot software is helping us to reach a much larger audience,” says Peter.

ProClinical’s leads are up by 15X – from 80 a month to 1,200 – and it has also reduced its spend on PPC advertising.

“Now we only use PPC if we want to run a very targeted campaign – we find that the SEO features and the Blog are enough on their own.”

That sought-after ROI has materialised as well – revenue is up 2X year-on-year. Peter says that the company’s long-term plans are centred around international expansion.

“The US market is a particular area of focus for us. We have two offices on the East Coast, and HubSpot has already helped us to build brand awareness and generate leads. So really, we are going to continue to use it to do more of the same. The plan is to expand even further, grow even bigger, and become a leader in that territory.”



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# LUCID MEETINGS USES HUBSPOT TO INCREASE WEBSITE TRAFFIC 7.6X IN 6 MONTHS

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# About

Lucid Meetings helps groups pursue their goals through online meetings that are more productive, more efficient, and more rewarding. The conferencing firm combines productivity, collaboration, and web conferencing software to support professional meeting preparation, a collaborative in-meeting experience, and effortless follow-through on meeting results.



## Lucid Meetings Uses HubSpot to Increase Website Traffic 7.6X in 6 Months

Lucid Meetings is a unique player in the web conferencing realm. An unfunded start-up, the company had relied on a number of different systems to support its marketing efforts. The systems were not integrated and made it difficult to evaluate the effectiveness of Lucid's marketing efforts. The company adopted HubSpot marketing software to gain real-time insights into campaign performance and generate more relevant content to boost engagement, trials, and paid subscriptions.

**7.6X**

INCREASE IN ORGANIC  
TRAFFIC  
WITHIN 6 MONTHS

**40%**

INCREASE IN CONVERSIONS  
OF TOP PERFORMING ASSET

**226%**

INCREASE IN TRIAL USERS  
WITHIN 6 MONTHS

# Playing with the Big Boys

As the new kid on the web conferencing block, Lucid Meetings has faced an uphill battle since launching in 2010. The company bravely entered a market with a superior product but a mere fraction of the resources of its deep-pocketed competitors.



To compete, the firm relied on a number of low-cost software services to create content, promote its brand, and monitor progress. However, business growth was slower than expected and since none of their software stack was integrated, it was tough to understand why.

Using a bunch of separate software made it easy to see what was happening in each channel—email marketing, social media, and site traffic—but impossible to get an overall view of our business,” says Elise Keith, Lucid Meetings’ Founder and Product Manager. “Since our goal was to increase traffic to our site and exposure to our product, we needed to completely rethink our approach to marketing.”



**We could tell what was working in each tool, but they did not work together, so we did not have an overall picture of what strategies were working most effectively.**



Elise Keith  
Co-Founder  
Lucid Meetings

# Setting Marketing Straight

Without a dedicated marketing expert and a small team, Elise knew that finding the right tools could help put Lucid Meetings' marketing back on track. She evaluated all the major marketing solutions in the market, such as Marketo, but found most platforms tend to nurture the leads that they already had, not generate new ones.



She read a number of helpful HubSpot-authored articles about marketing process improvement and audience building, compelling her to adopt HubSpot software to build a systematic approach to attracting, converting, and nurturing leads through the sales process.

"We were drawn to how HubSpot integrates multiple tools, and the built-in best practices for search engine optimization, content creation, marketing automation, campaigns, and contact management drew many parallels to our own software" Elise says. "It allows our small team to share marketing responsibilities within a common environment and see the results of our efforts clearly and immediately."

With HubSpot's best practices and expert guidance, the entire Lucid team is pulling in the same direction using a clearly defined roadmap for creating and distributing the right content for the right audiences, delivered at the right time and place.

## Use Lucid to connect the dots on all your team meetings

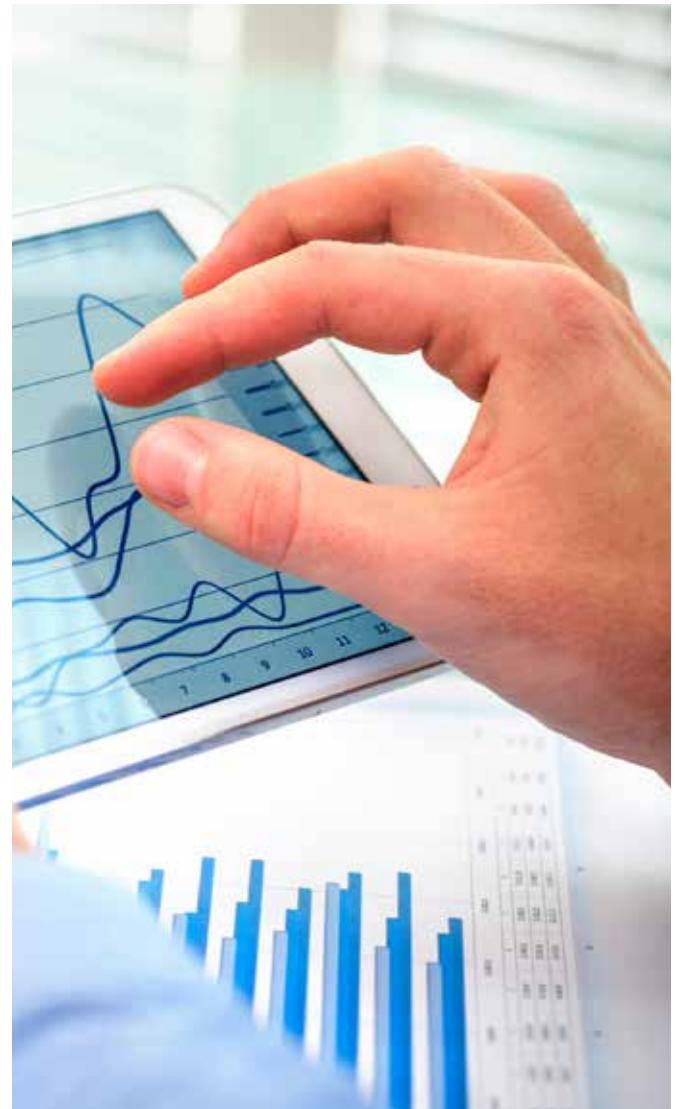


At any time, members of the team use apps like HubSpot SEO, Social Inbox, and Blogging to gather actionable intelligence about what customers are searching for on the web.

From there, they can create targeted blogs, offers, and e-books such as 7 Keys to Successful Client Meetings Online and use any of the various reporting features in HubSpot Analytics collect real-time insights about the effectiveness of their individual efforts and the firm's marketing activities as a whole.

Once a visitor decides to sign up for a free trial, custom workflows created with HubSpot Marketing Automation and Email deliver a series of educational emails highlighting the platform's most important features, capabilities, and benefits to encourage them to explore further.

"HubSpot gives us more autonomy and control over our marketing than we've ever had before," Elise says. "It is a night-and-day improvement over the way we used to work."



**With all of HubSpot's integrated features, the community, and the incredibly supportive staff, this relationship has been one of the smartest decisions we've ever made.**

Elise Keith  
Co-Founder  
Lucid Meetings

# Leveling the Playing Field

Since deploying HubSpot, Lucid Meetings has dramatically improved its ability to compete with larger players in the market without having to add staff or significantly increase its marketing budget. The team works more cohesively now than in the past, given how easy the HubSpot apps are to use.

More importantly, the concerted efforts have had a real, measurable impact on the business. For example, in just six months after deploying HubSpot, the firm increased its organic website traffic by 763% and boosted downloads of its e-books by as much as 40%. In addition, the number of prospects that converted to trial users increased 226% as well, creating a surge of new business momentum.

“We thought we’d tried everything by using so many different tools in the past, but HubSpot has been a revelation,” Elise says. “Between all the integrated features, the community, and the incredibly supportive staff, this relationship has been one of the smartest decisions we’ve ever made.”



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# AUSTRALIAN REZDY SOFTWARE USES MARKETING AUTOMATION TO INCREASE LEADS BY 500%

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## About

Rezdy Software is a B2B company that provides online reservation software for tours, and attractions in and around Sydney, Australia.



## Australian Rezdy Software Uses Marketing Automation to Increase Leads by 500%

Rezdy Software had limited resources when it came to both marketing staff and reliable tools. They needed to develop a content strategy that would drive leads, and subsequently nurture them.

**3.8X**

**INCREASE IN ORGANIC  
TRAFFIC  
WITHIN 6 MONTHS**

**5X**

**INCREASE IN CONVERSIONS  
OF TOP PERFORMING ASSET**

## Challenges

Rezdy is a five-person B2B company that provides online reservation software for tours, and attractions in and around Sydney, Australia. As a young company, Rezdy's biggest challenge was a lack of resources, from a shortage of marketing staff to a lack of reliable marketing tools. Along with time and resource limitations, Rezdy struggled with knowing what kind of content they should produce and how to optimize that content for search. They wanted to get to a place where they would have enough traffic and leads to sustain a strong lead nurturing program and drive sales.

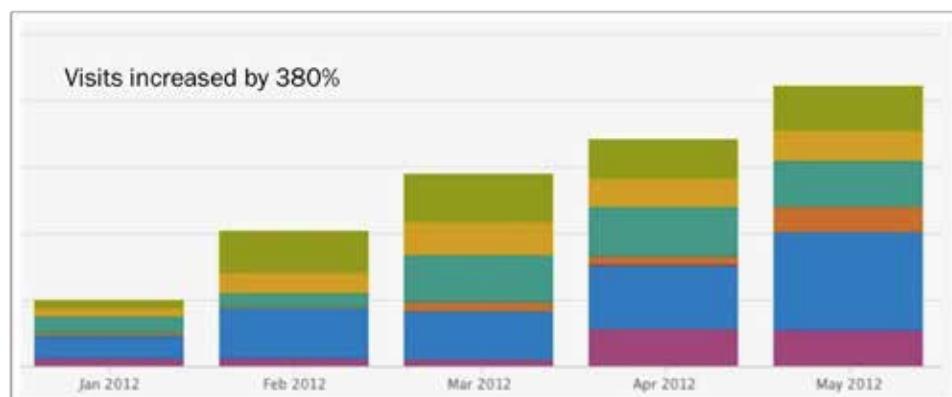
# How HubSpot helped

Working with the HubSpot software Rezdy has been able to build a true marketing engine. With minimal staff, Rezdy now leverages HubSpot's SEO tools to optimize their pages and blog posts, and get the best chance of ranking on Google, while saving thousands in SEO vendor costs. After the content is created and optimized, HubSpot social media saves the company time by auto-publishing each post to social media and measuring the effectiveness of each social channel at generating leads and customers. With Social Analytics, Rezdy can see what social media networks are worth their limited time.

Finally, because HubSpot has a network of certified partner agencies, Rezdy also was able to tap the expertise and manpower of G2M Solutions, a leading inbound marketing agency in Australia. G2M Solutions extended their capability and helped them generate a marketing plan that increased leads by 500% in their first four months alone.

## What would you say to others considering HubSpot?

HubSpot helps to find all of the elements needed to build a proper marketing automation engine in one product and saved us so much time because we didn't have to work with five different products to achieve the same outcome."



## What Next?

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Now that you know how other businesses have used HubSpot marketing automation to achieve more for their business in less time, give the HubSpot software a try today!

Need assistance with HubSpot Onboarding or Launch? Book a consultation with our HubSpot certified experts [here!](#)

[Schedule a free consultation](#)

