



2016 HUBSPOT ROI REPORT

The Return on Investment from Inbound Marketing Through Implementing HubSpot Software

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 analysis comes from customer survey responses and customer web data over a 24-month period for each customer, spanning 2013 and 2015. It is 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.

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

- **Attracting Site Visitors: Customers reached 4.1 times more visitors per month within 1 year.**
- **Converting Visitors to Leads: Customers reached 3.0 times more leads per month within 1 year.**
- **Turning Leads into Customers: 79% of customers who responded to the survey saw an increase in sales revenue, 67% of which experienced this increase within 7 months of using HubSpot. Meanwhile 83% of the customers experienced an increase in the conversion rate of leads to customers.**

Additional Benefits of HubSpot and Inbound Marketing

- **96% of customer respondents agree that HubSpot has helped them meet their marketing goals.**
- **68% of customer respondents felt they generated better quality leads, since using HubSpot.**
- **46% of customer respondents saw an increase in their customer satisfaction since using HubSpot.**

HubSpot customers of all sizes saw significant increases in site traffic and lead conversion rates. The following tables break the data down by customer groups:

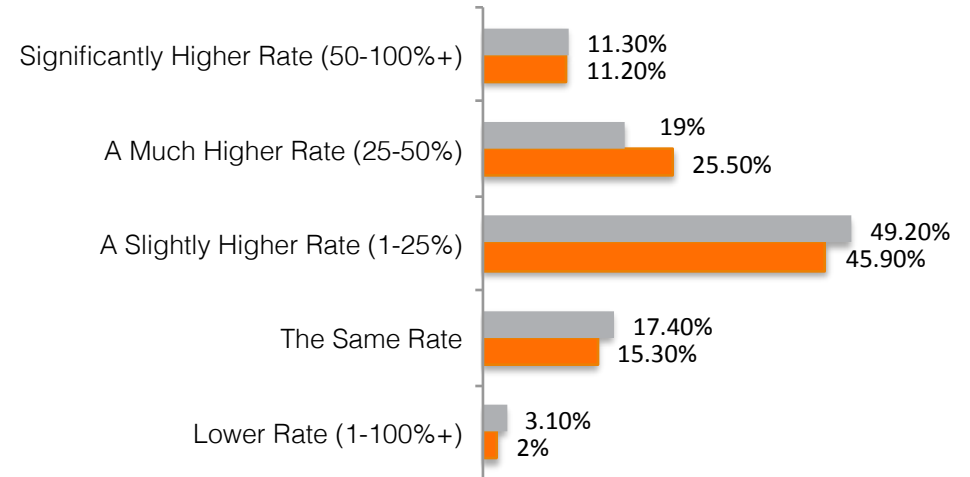
GAINS IN ATTRACTING WEBSITE VISITORS:

Customer Group	AFTER ACTIVE USE OF HUBSPOT FOR:		
	6 MONTHS	1 YEAR	2 YEARS
All	3.5x more visitors	4.1x more visitors	5.6x more visitors
11 to 499 starting visitors	5.3x	6.3x	8.8x
500 to 2,499 starting visitors	3.0x	3.7x	4.9x
2,500 to 9,999 starting visitors	2.3x	2.7x	3.8x
10,000+ starting visitors	2.1x	2.4x	3.1x

GAINS IN GENERATING LEADS:

Customer Group	AFTER ACTIVE USE OF HUBSPOT FOR:		
	6 MONTHS	1 YEAR	2 YEARS
All	2.1x more visitors	3.0x more visitors	5.0x more visitors
Less than 10 starting leads	4.8x	6.9x	11.1x
10 to 49 starting leads	3.1x	4.2x	5.7x
50 to 199 starting leads	1.9x	2.7x	4.5x
200 to 999 starting leads	1.0x	1.3x	2.2x

INCREASES IN LEAD TO CUSTOMER RATE AND SALES REVENUE SINCE USING HUBSPOT



■ Change in Sales Revenue ■ Changes in Lead to Customer Conversion Rate

Regardless of the starting volume of visitors or leads, this study indicates that customers across various segments experience a fairly significant increase in their marketing metrics. HubSpot's products have consistently provided a quick and high return on investment for a large majority of its customers.

Find the full ROI report, with more stats and customer testimonials, at www.hubspot.com/roi



AUTHOR DISCLOSURE

Steven Chang is an MBA candidate in the Class of 2017 at the MIT Sloan School of Management. He graduated from National Chengchi University with bachelor degrees in Management Information Systems. Prior to attending MIT Sloan, Steven was the Regional Marketing Manager for a leading aerospace manufacturer. He has prior experience in market research and marketing analytics.