



Adapt ²⁰₂₀

Keep the
Conversation
going!



#adapt2020



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DIRECTOR OF SALES



Devin Reed

HEAD OF CONTENT





A recording will be sent out along
with a link to some remote work
resources following today's webinar.





Livestream



Starts Tomorrow at 11:00 AM

Adapt 2020: Industries Data Deep Dive



HubSpot

GET NOTIFIED



 livestream

Ask the speaker



Type your question



There are no questions asked yet.

Ask the first one!

Ask



Adapt 2020: Industries D...
May 14 – 18, 2020
#Adapt2020

Livestream



Type your question



Live interaction



Agenda



Explore the Data



Adapt Series Resourc...






CFO Letter Template



Switch event


About Slido




Starts Tomorrow at 11:00 AM

Adapt 2020: Industries Data Deep Dive

GET NOTIFIED



#adapt2020

 livestream



There are no questions asked yet.

Ask the first one!



GRAPHS INCOMING: FULL
SCREEN ENCOURAGED 👍



TODAY'S AGENDA:

1. A Rapidly Changing World
2. Data Insights by Recovery Time
3. Emerging Themes
4. Audience Q+A

(submit those questions!)



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1. A RAPIDLY CHANGING WORLD

All Sales - COVID [3,712]

#

%

Days

Weeks

Months

Quarters

*Modified

1,000

500

0

3/1/20

3/8/20

3/15/20

3/22/20

3/29/20

4/5/20

4/12/20

4/19/20

4/26/20

5/3/20

37

465

382

**54.4%**

of 6,824 calls
contain "corona" or
"corona virus" or
"coronavirus" or
"covid" or "virus"

12.5x

All Sales - Uncertainty [870]

%

Days

Weeks

Months

Quarters

*Modified

200

0

3/1/20

3/8/20

3/15/20

3/22/20

3/29/20

4/5/20

4/12/20

4/19/20

4/26/20

5/3/20

49

148

65

3x



8.3%

of 10,463 calls contain
"current
circumstances" or
"turbulent times" or
"uncertainty" or
"economy" or
"current events" or
"crazy situation"



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2. DATA INSIGHTS

COVID-19 Marketing and Sales Benchmark Data

[Subscribe to Weekly Updates](#)

Topic

[Deal Pipelines](#)[Sales Emails](#)[Marketing Emails](#)[Website Traffic](#)[Contact Growth](#)[Conversations](#)

Filters



Total



Region



Company Size



Industry

How To Read These Graphs

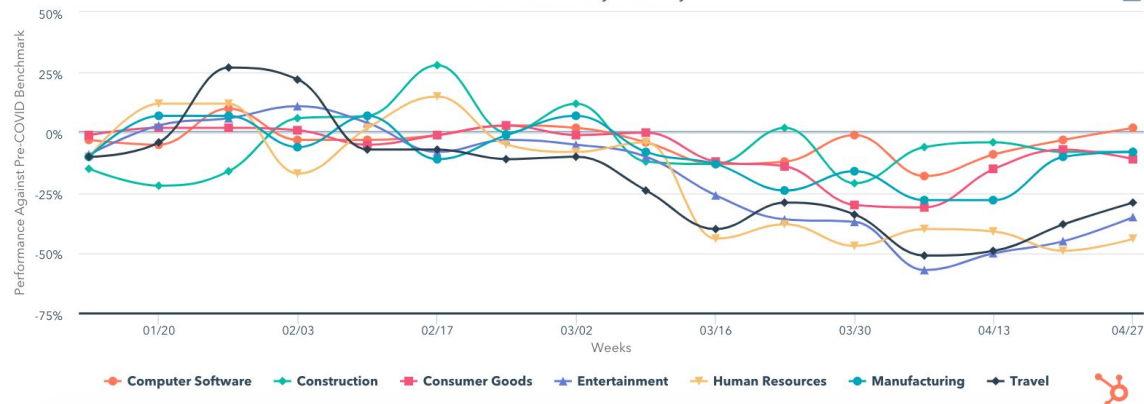
These graphs illustrate the performance of key business metrics between now and their pre-COVID benchmark levels. HubSpot's pre-COVID benchmark averages the

Deals Created

Deals Closed



Deals Closed by Industry



About the Data

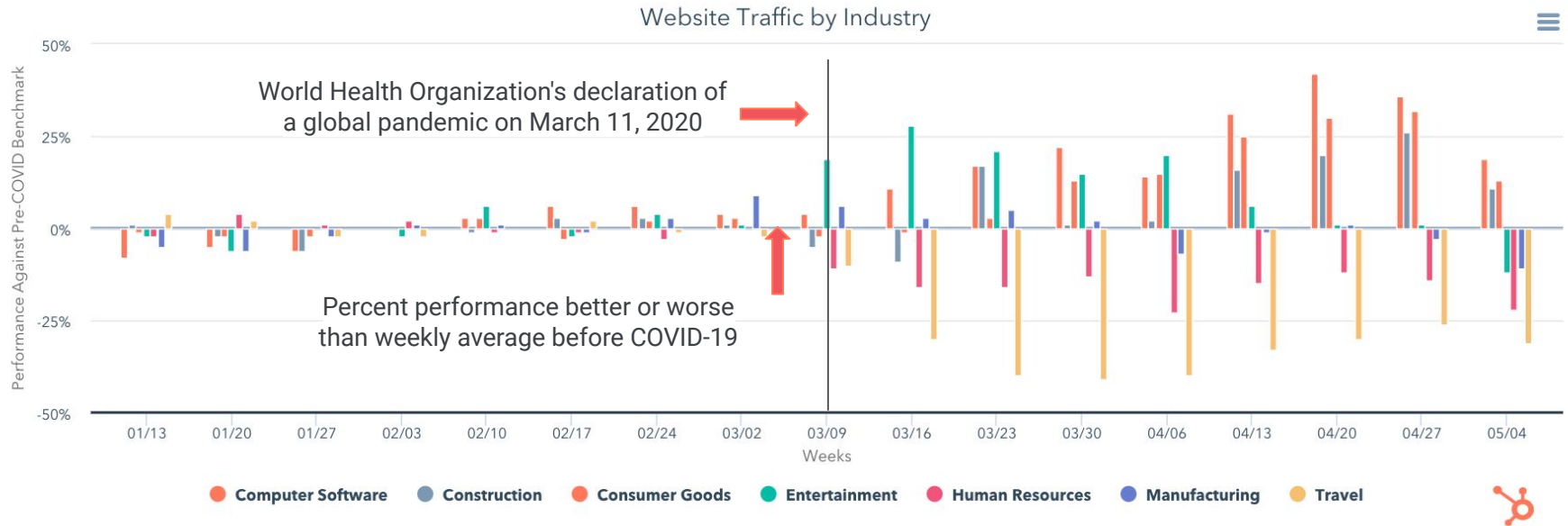
- Insights based on aggregate data from ~70,000 HubSpot customers globally
- Dataset includes weekly trend data for core business metrics in 2020
- Charts depict the performance of a given metric against pre-COVID benchmarks, calculated using weekly averages from January 13, 2020, to March 9, 2020. They do not depict week-over-week percentage changes.
- Data reflects benchmarks for companies that have invested in an online presence and use inbound as a key part of their growth strategy.

Explore the data yourself  <https://www.hubspot.com/covid-data>

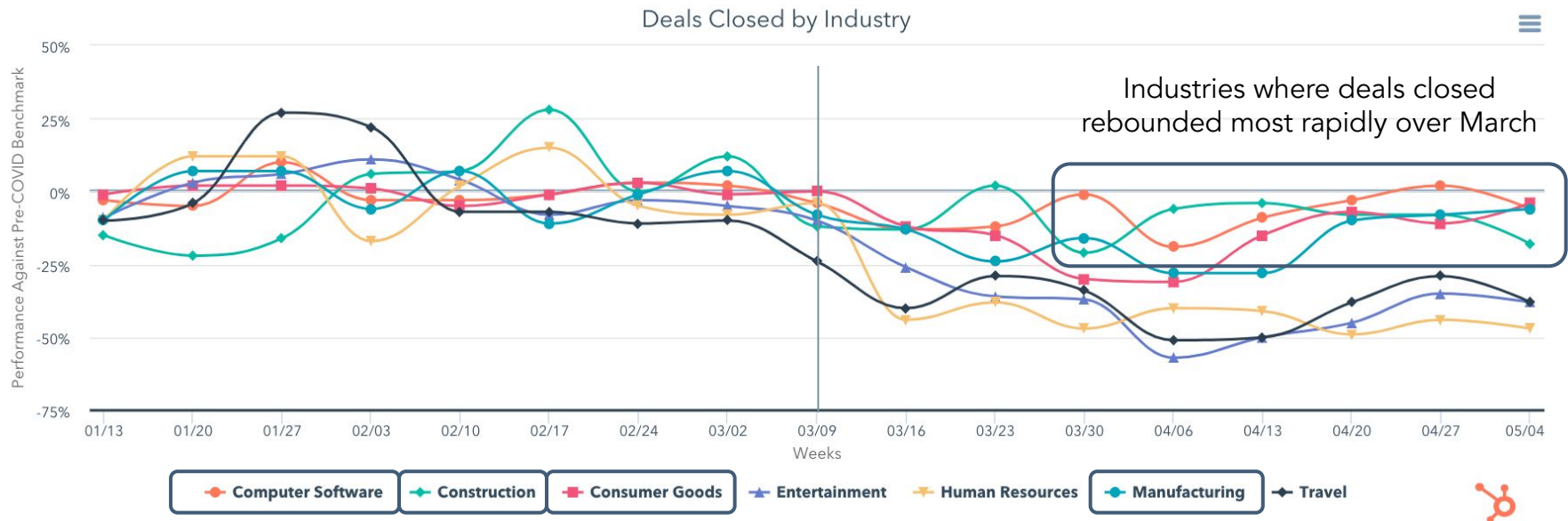


FASTER RECOVERY TIME

READING THE GRAPHS

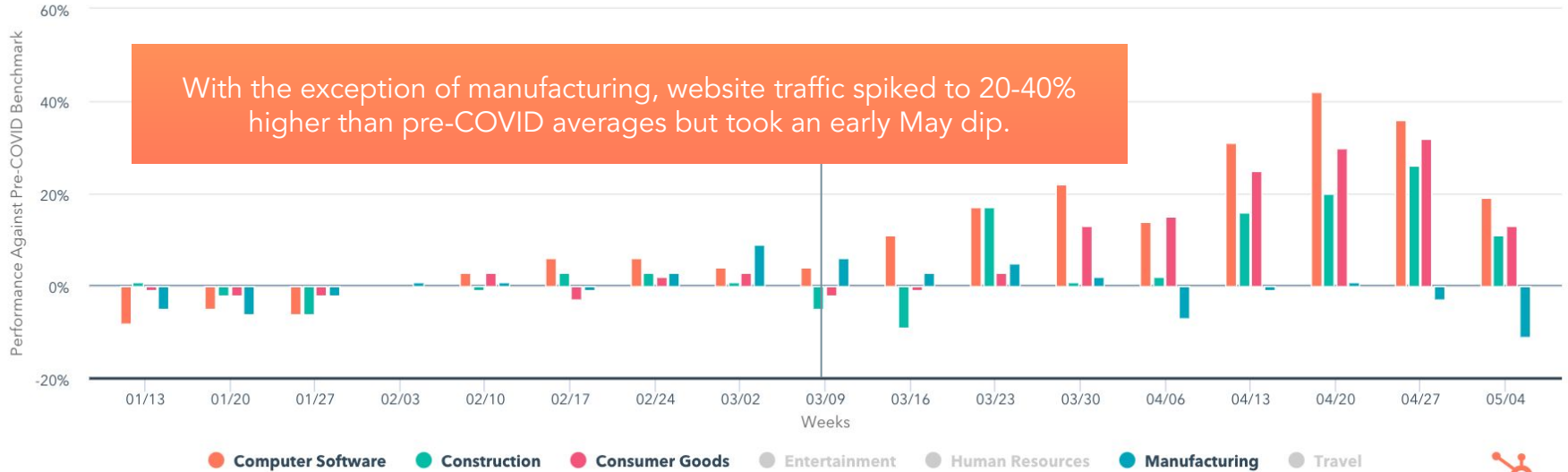


WHO'S RECOVERING FASTEST?



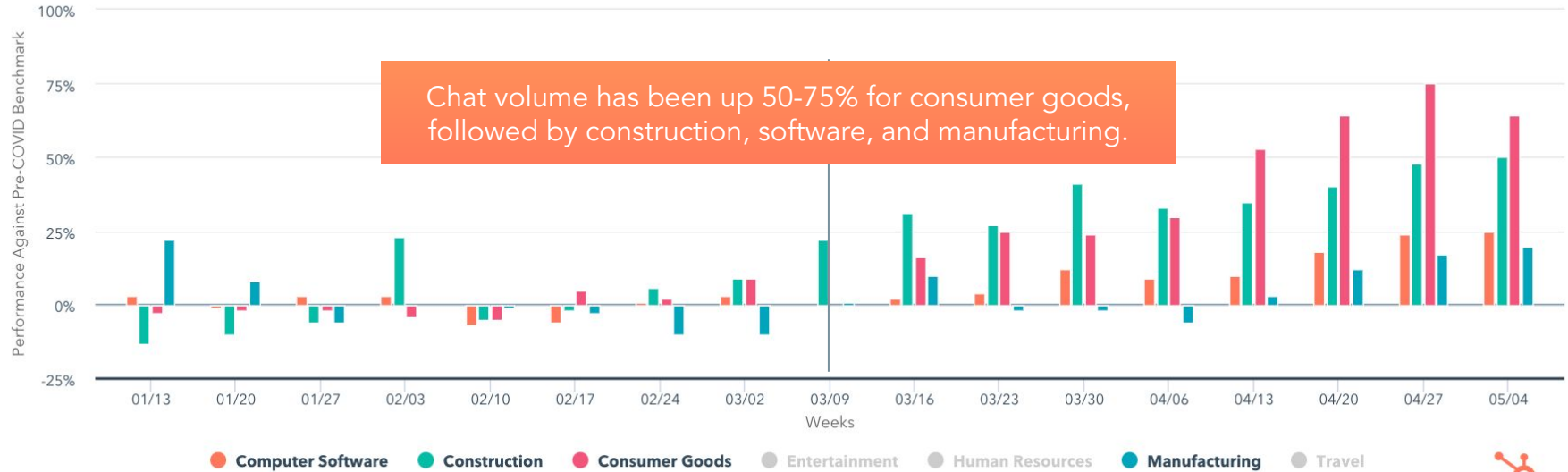
WEBSITE TRAFFIC

Website Traffic by Industry

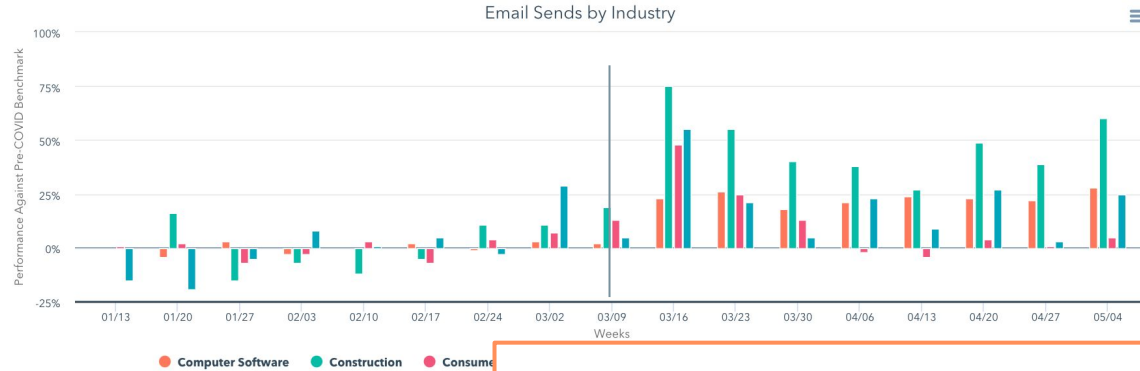


ON-SITE CHAT

Conversations by Industry

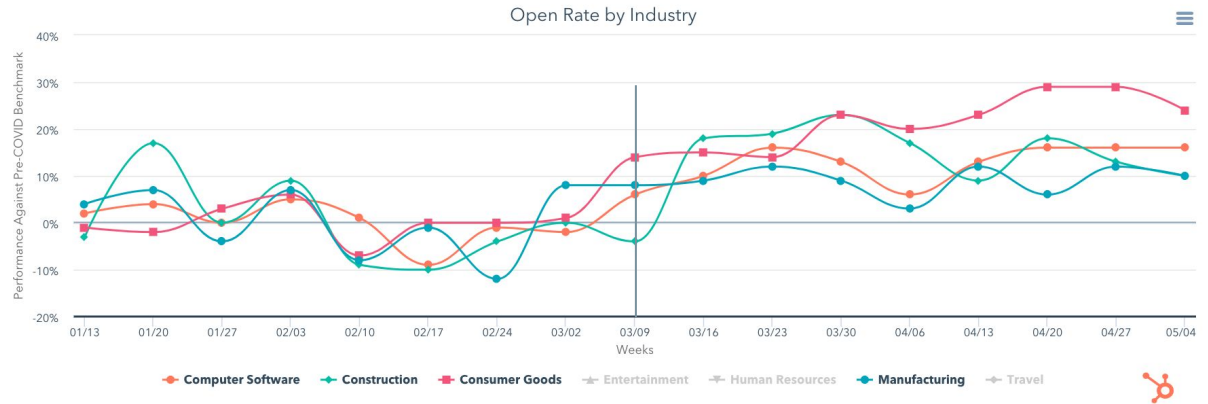


MARKETING EMAIL



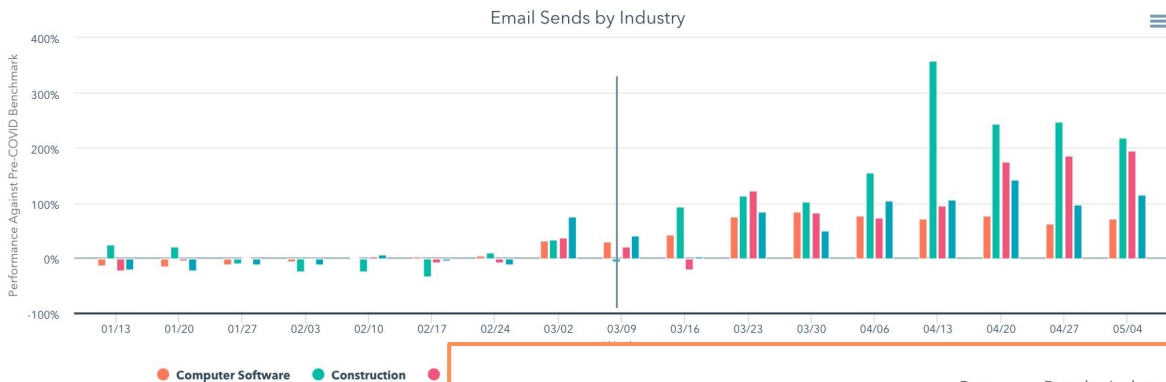
Email sends spiked in mid-March for all industries, however they have decreased for those in consumer goods.

Email open rates are anywhere from 10% to 30% higher than pre-COVID averages, and holding steady for most.

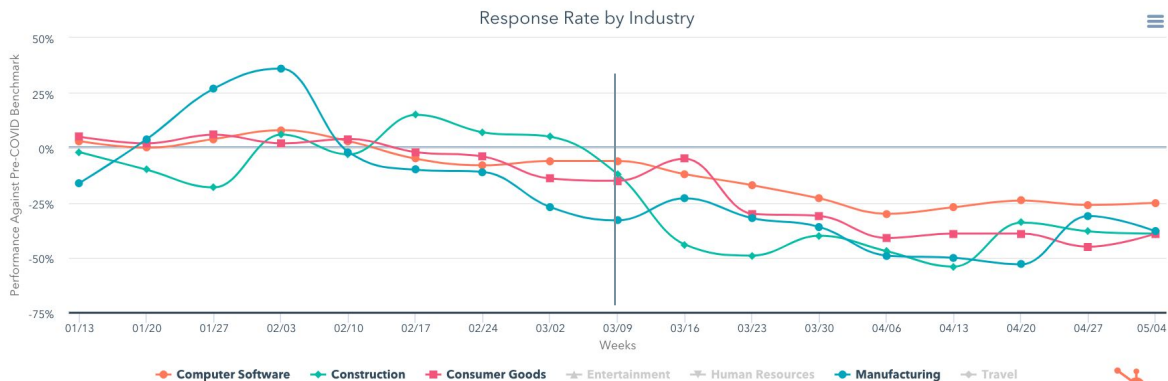


SALES EMAIL

Email volume is up across the board, with construction, consumer goods, and manufacturing all sending 2-3x as many sales emails as pre-COVID.



Response rates have taken a hit, most leveling off at 25-50% lower than pre-COVID.



DEALS CREATED AND CLOSED



After taking a big hit in mid-March, most industries in this category are seeing an increase in deals created - most notably, Construction and Manufacturing who are above pre-COVID averages.

Computer Software closed out the month strong, beating pre-COVID averages. The others had impressive pushes as well.



KEY TAKEAWAYS

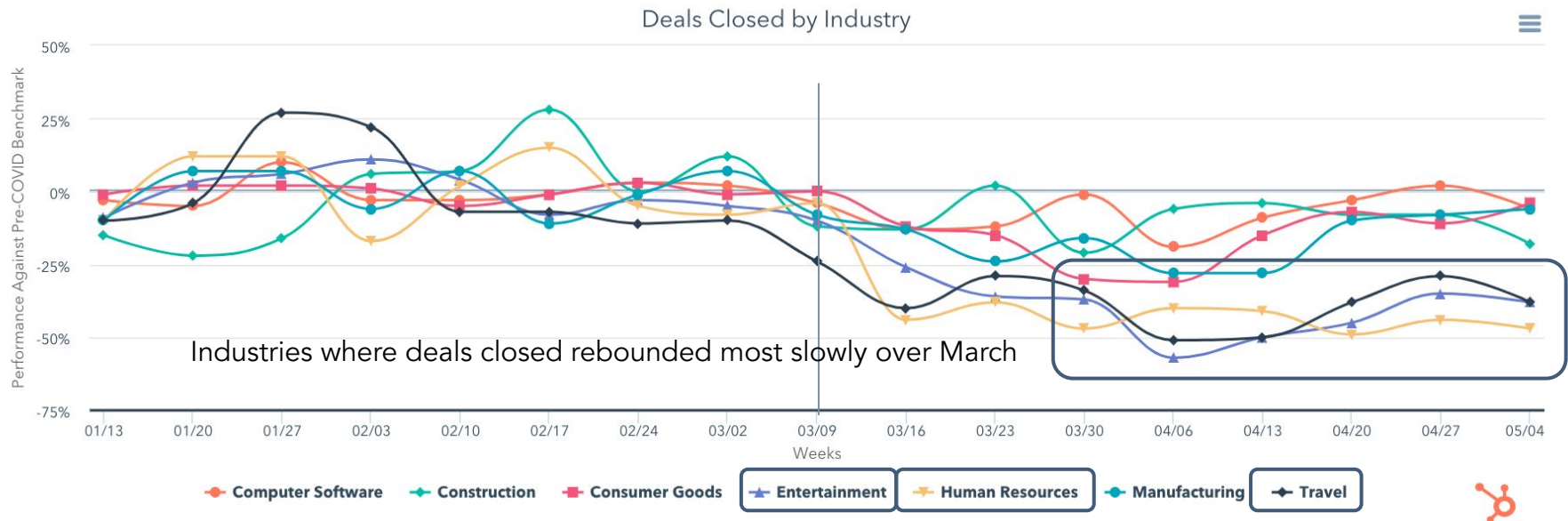
The new normal has been slightly easier to adjust to for some, particularly those that are essential businesses or poised to sell remotely. Lean into strengths around remote work, inside sales, e commerce, and online content.

- **Update Your Website:** People are researching you online now more than ever before - make sure your website is ready to help them.
- **Enable Sales Teams:** The demand is out there, make sure your sales team has the tools they need to pivot to an inside sales model.
- **Scale Support:** Consider investing in ticketing or knowledge bases to help answer common questions you're receiving over chat or to handle increased support volume.



SLOWER RECOVERY TIME

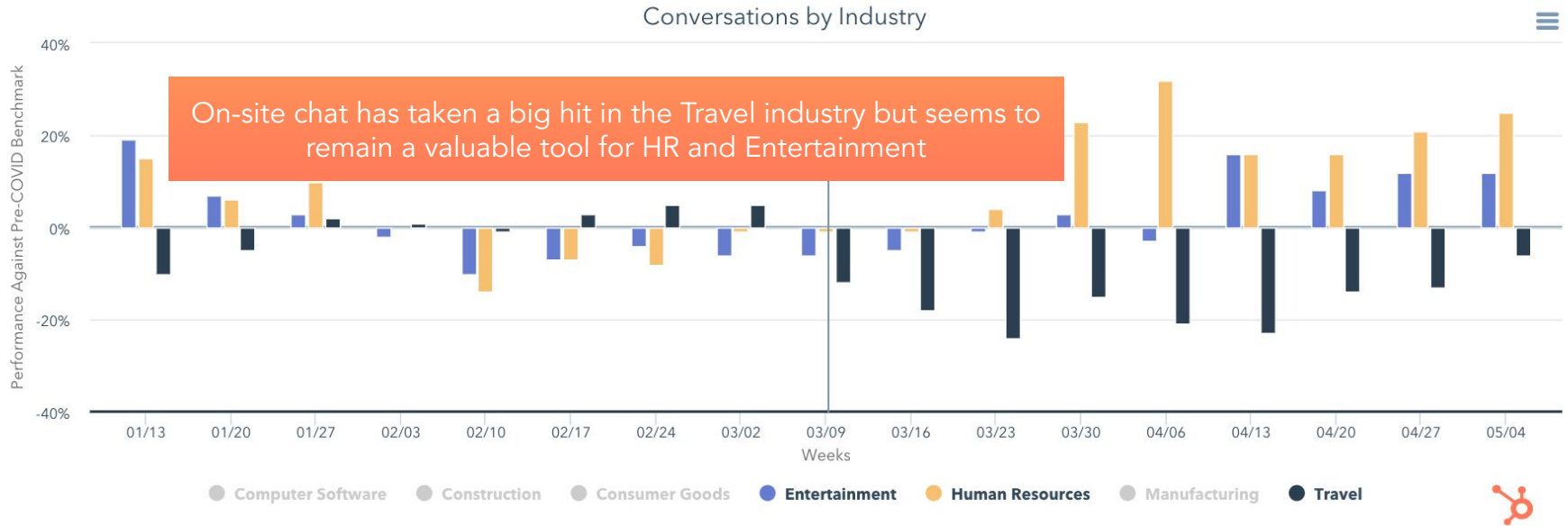
WHO'S RECOVERING MORE SLOWLY?



WEBSITE TRAFFIC



ON-SITE CHAT

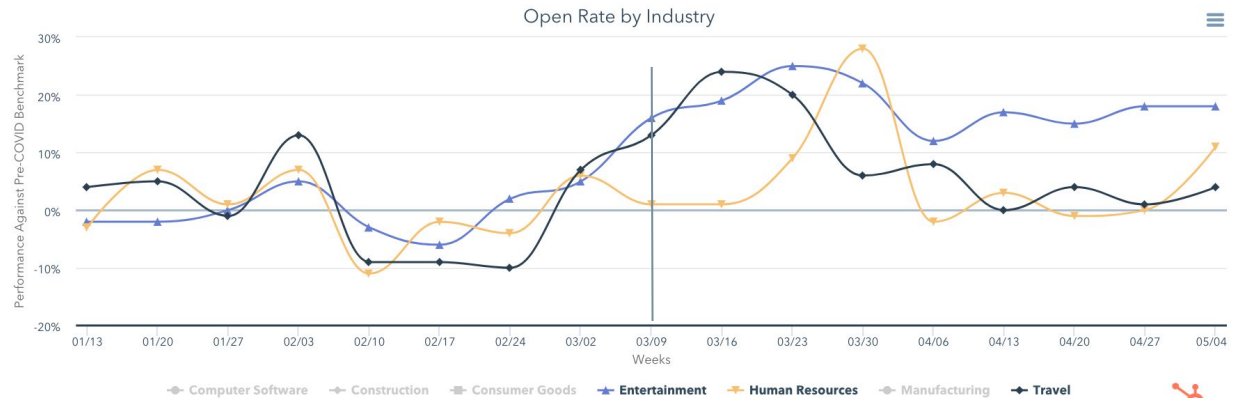


MARKETING EMAIL

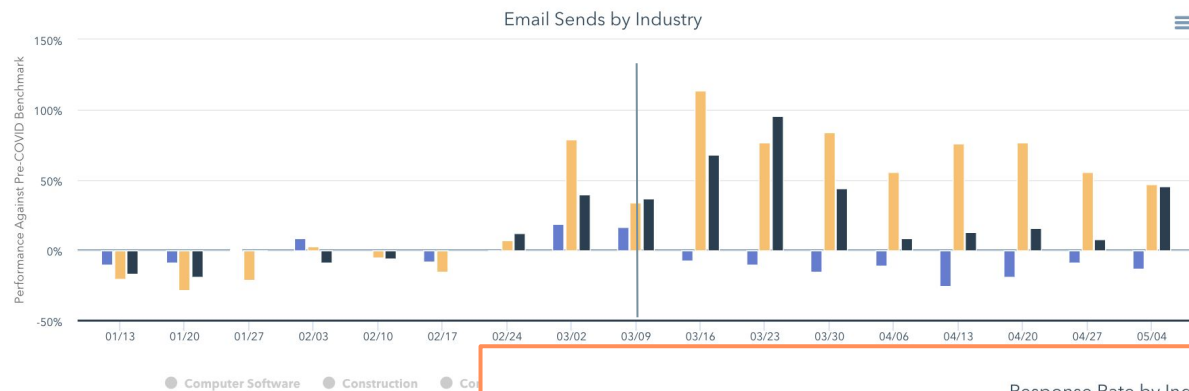


Like most others, HR and Entertainment are sending more email. Travel on the other hand is staying quiet and sending 20% less marketing email than pre-COVID.

Interest peaked for most in late March, but has since leveled off closer to normal averages for most.

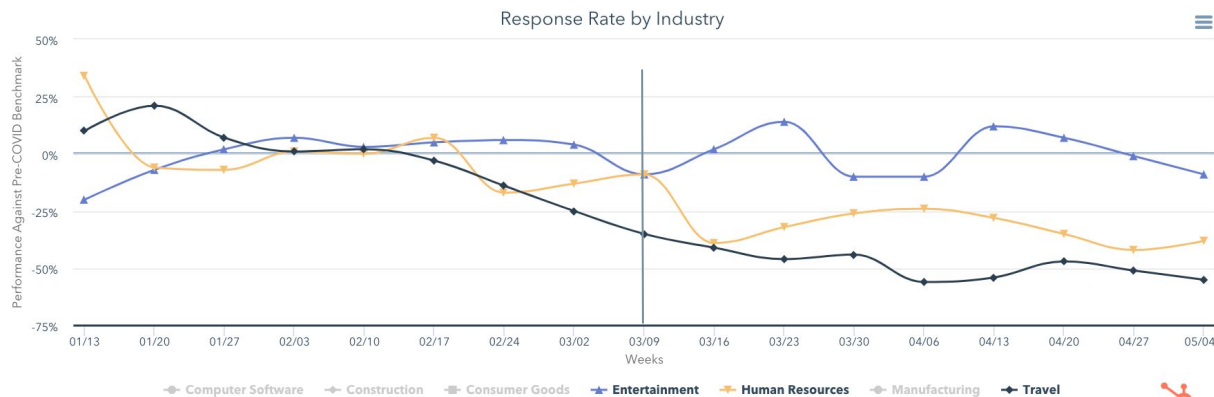


SALES EMAIL



Sales emails spiked in mid-March but have dropped off for Entertainment and Travel since. HR is sending about 2-3x less email than the other industries we've looked at.

Despite sending the fewest emails, Entertainment has the highest response rate.

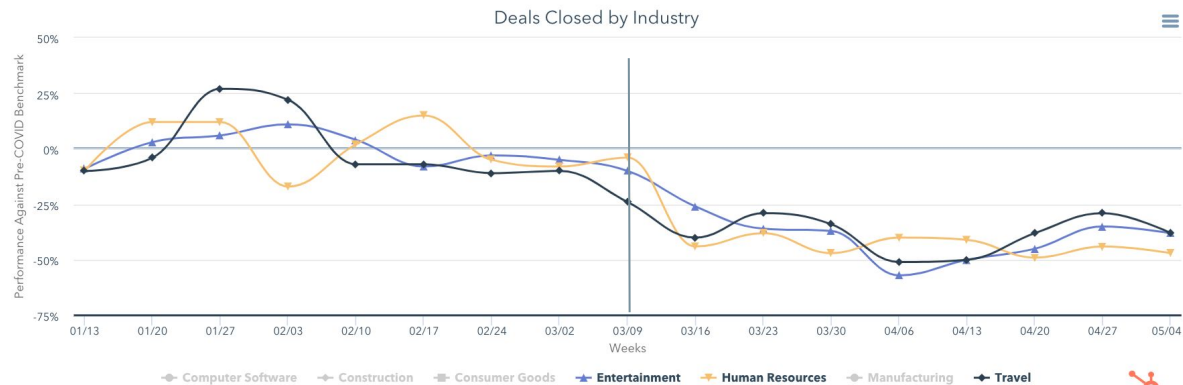


DEALS CREATED AND CLOSED



Deal volume remains low - hovering at about 40% below pre-COVID weekly averages for all.

The volume of closed deals is hanging steady around 30-50% below Pre-COVID averages, with a small EOM bump.



KEY TAKEAWAYS

Recovery is slow but you do have the power to speed it up. It may take a more dramatic shift in how you market or sell your business:

- **Increase Engagement:** Find ways to re-engage audiences and drive site traffic through online experiences and helpful content. Have a great nurturing plan in place to keep people engaged until they're ready to buy.
- **Build Pipeline:** Sales may be slow now, but you can focus on building pipeline via education and experiences for when things return to normal.
- **Retain Customers:** Focus on customer retention and keeping your current clients informed and cared more.



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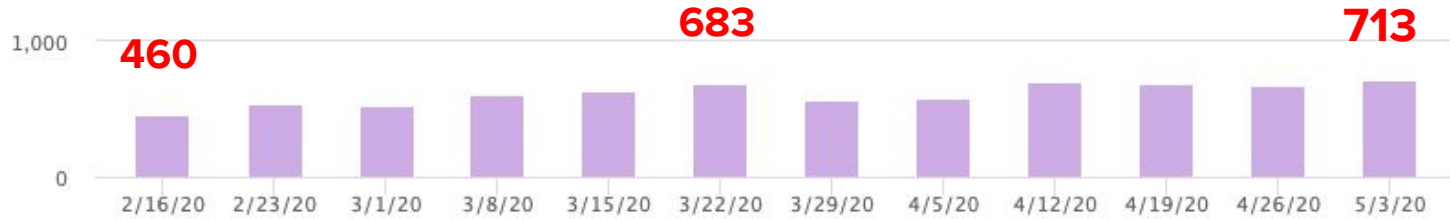
3. EMERGING THEMES

Empathy Tracker Filter [7,374]

%

Days Weeks Months Quarters

*Modified

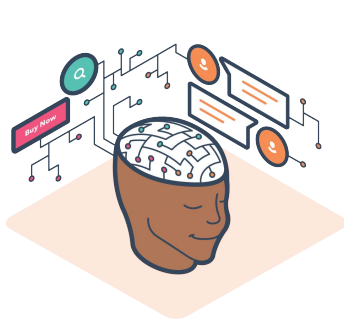


71.8%

of 10,268 calls contain
any term in the **Empathy
Tracker** tracker

1.5x





Shift Your Mindset

- Show empathy via creative engagement
- Understand Your buyer journey
- Deliver value first, then sell



Lead With Education

- Build educational content - tone / language
- Insight driven conversations, not selling
- Pull, don't push - nurture, but personalise



Digital Experiences

- Consider ecommerce
- Invest in chat over amplifying email
- Content driven inside selling - Platform



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4. AUDIENCE Q+A