



THE 2017

# HUBSPOT GROWTH STACK ROI REPORT

# BACKGROUND

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 marketing and selling with HubSpot's software.

The analysis comes from customer survey responses and customer web data over a 30-month period for each customer, spanning 2014 to 2016. It is focused on three fundamental pieces of the inbound methodology - attracting strangers to become website visitors, converting website visitors to leads, and closing leads into customers.



# RESULTS

Our analysis determined the following key takeaways:

- Attracting Site Visitors  
Customers reached **3.3** times more visitors per month within 1 year.
- Converting Visitors to Leads  
Customers reached **3.5** 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%** within 7 months of using HubSpot. **83%** of the customers saw an increase in lead to customer conversion rate.

## RESULTS

HAPPIER  
MARKETERS

91%

of growth stack users agreed HubSpot has helped them achieve their growth goals.

HAPPIER  
SALES REPS

70%

of HubSpot customers have recognized better quality leads with HubSpot.

HAPPIER  
CUSTOMERS

60%

of customers have seen an increase in their customers' satisfaction.

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

After active use of HubSpot for...

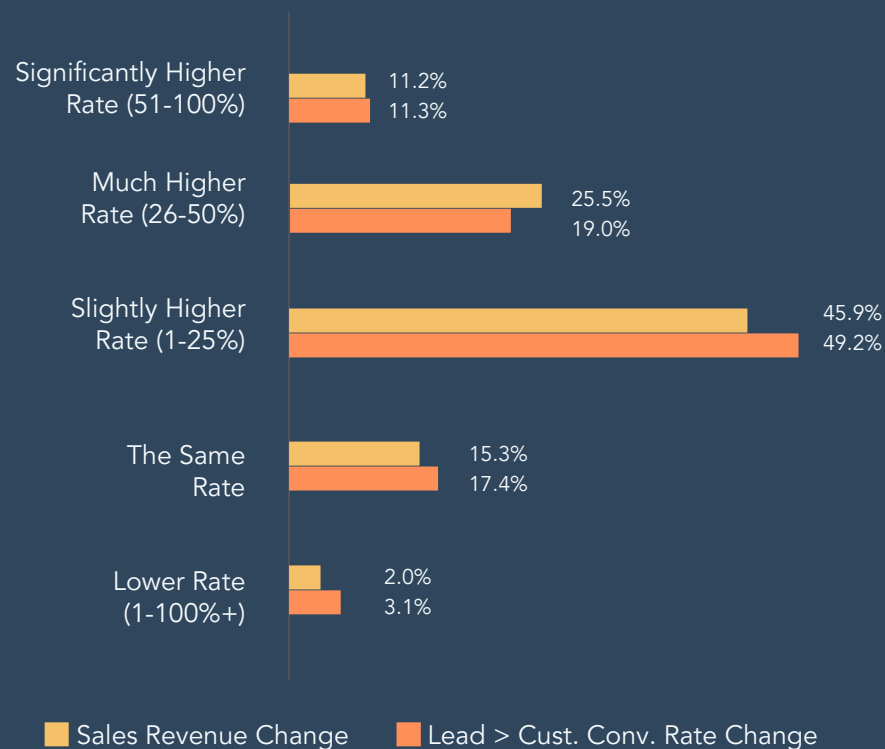
Customer Group	6mo	1yr	2yr
All	2.6x	3.3x	3.4x
11-499 starting visitors	2.7x	3.2x	3.4x
500 to 2,499 starting visitors	2.5x	3.3x	3.1x
2,500 to 9,999 starting visitors	2.9x	3.5x	3.7x
10,000+ starting visitors	2.6x	3.2x	3.5x

## GAINS IN GENERATING LEADS

After active use of HubSpot for...

Customer Group	6mo	1yr	2yr
All	1.8x	3.5x	7x
Less than 10 starting leads	1.7x	3.6x	6.8x
10-49 starting leads	1.7x	3.5x	7.2x
50 to 199 starting leads	1.9x	3.8x	7.3x
200 to 999 starting leads	1.7x	3.5x	6.5x
1,000 to 4,999 starting leads	1.8x	3.4x	7.1x
5,000+ starting leads	1.6x	3.4x	7.5x

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



This study indicates that customers across various segments see a significant increase in their growth 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](http://www.hubspot.com/roi).



# POTENTIAL COST SAVINGS

Another benefit of graduating to the growth stack: cost savings. Making the move to the HubSpot growth stack enables many teams to eliminate other software costs, paid media management fees, and in some cases, reduce operational costs.

- SOCIAL TOOLS
- PPC MANAGEMENT FEES
- WEBSITE & SEO SERVICES

- EMAIL MARKETING TOOLS

- CRM COSTS
- SALES PRODUCTIVITY TOOLS

## Reduced operational costs

An already integrated set of tools typically requires less up-front technical integration work, and less maintenance over time.

## Overall time savings

An integrated solution like HubSpot can significantly reduce the amount of time spent switching between tools and migrating data between systems.

## Refinement of spend

With better insight into which efforts and paid campaigns are actually working, many HubSpot customers are able to reduce or refine other costs across their funnel.

# THE HUBSPOT GROWTH STACK

Hubspot offers a full stack of products for marketing, sales, and customer relationship management: powerful alone, and even better when used together.



## HUBSPOT MARKETING

BRING YOUR TEAM, TOOLS, AND DATA TOGETHER, ALL IN ONE PLACE.

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HubSpot Marketing is everything you need to increase traffic, convert leads, and prove ROI – backed by a support team that helps you grow.



## HUBSPOT SALES

SELL IN AN EFFICIENT, MODERN, HUMAN-FRIENDLY WAY.

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HubSpot Sales brings useful information about the contacts and companies you work with right to your inbox. Time saving productivity tools help you sell in an efficient, modern way.



## HUBSPOT CRM

THE-EASY-TO USE CRM SYSTEM YOUR SALES TEAM WILL LOVE.

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Say goodbye to manual tasks and confusing features. HubSpot CRM is a real, free CRM system that organizes every detail about your contacts and customers in a single place.

Get started with  
The Growth Stack  
at [hubspot.com](https://hubspot.com)

Calculate your  
HubSpot ROI at  
[hubspot.com/roi](https://hubspot.com/roi)

#### ABOUT THE AUTHOR

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Shweta Jindal is a graduate student pursuing a Master of Science in Management and Engineering, offered by MIT Sloan School of Management and MIT School of Engineering.

Prior to attending MIT Sloan, Shweta was the Project Manager/Technical Lead at Broadcom, developing hardware products for data center and server applications.