THE 2018

HubSpot Growth Platform ROI Report

North America

RESULTS

Our analysis determined the following key takeaways:

- **Attracting Site Visitors**

  Customers reached **2.1** times more visitors per month within 1 year.

- **Converting Visitors to Leads**

  Customers reached **2.5** times more leads per month within 1 year.

- **Turning Leads into Customers**

  57.3% of customers who responded to the survey saw an increase in sales revenue, **45%** within 6 months of using HubSpot. **70%** of the customers saw an increase in lead to customer conversion rate.

RESULTS

HAPPIER MARKETERS ············· **94%** of growth stack users agreed HubSpot has helped them achieve their growth goals.

HAPPIER SALES REPS ············· **60%** of HubSpot customers have recognized better quality leads with HubSpot.

HAPPIER CUSTOMERS ············· **33%** 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
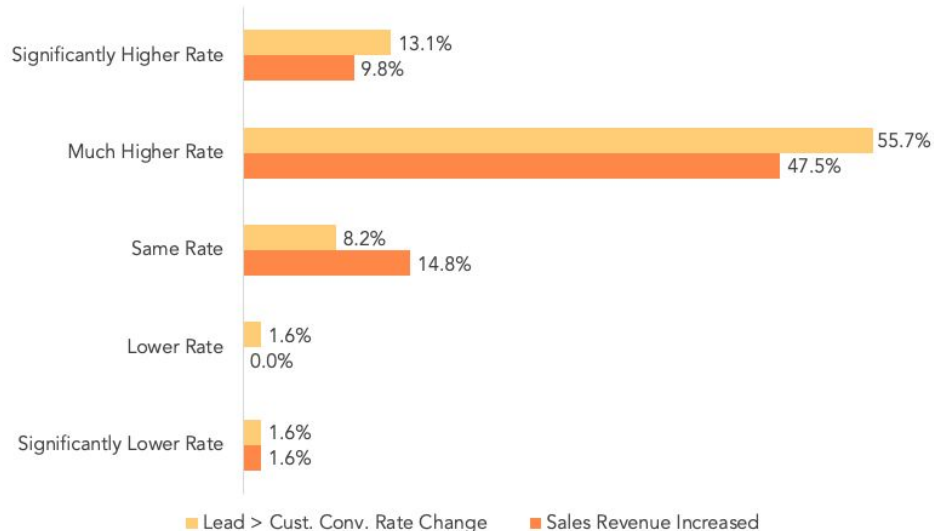
After active use of HubSpot for...

Customer Group	3mo	6mo	1yr
North America	1.5x	1.7x	2.0x
Overall			
0-499 visitors	NA	9.0x	2.0x
500-2,499 visitors	1.0x	1.4x	1.6x
2,499-9,999 visitors	1.0x	1.3x	1.4x
10,000+ visitors	1.0x	1.0x	1.3x

GAINS IN LEADS

After active use of HubSpot for...

| Company Size	3mo	6mo	1yr
1 to 5 employees	2.0x	3.7x	6.2x
6 to 10 employees	1.5x	1.7x	2.1x
11 to 25 employees	1.9x	2.8x	4.2x
26 to 50 employees	1.4x	1.8x	2.9x
51 to 200 employees	1.5x	1.7x	2.9x
200+ employees	1.5x	1.8x	2.3x

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

	Lead > Cust. Conv. Rate Change	Sales Revenue Increased
Significantly Higher Rate	13.1%	9.8%
Much Higher Rate	55.7%	47.5%
Same Rate	8.2%	14.8%
Lower Rate	1.6%	0.0%
Significantly Lower Rate	1.6%	1.6%

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.
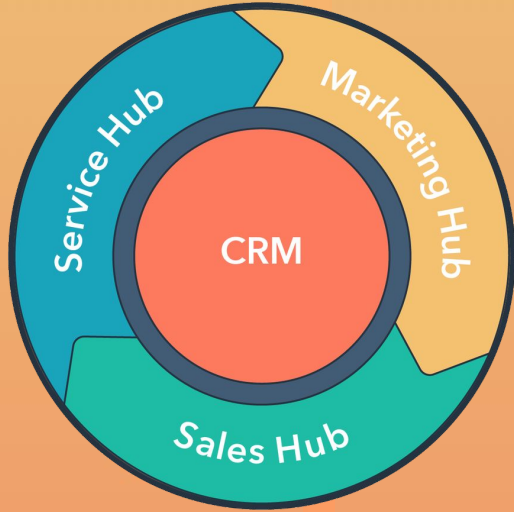
RESULTS

HAPPIER MARKETERS .... **80%** of growth stack users agreed HubSpot has helped them achieve their growth goals.

HAPPIER SALES REPS .... **71%** of HubSpot customers have recognized better quality leads with HubSpot.

HAPPIER CUSTOMERS .... **40%** 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
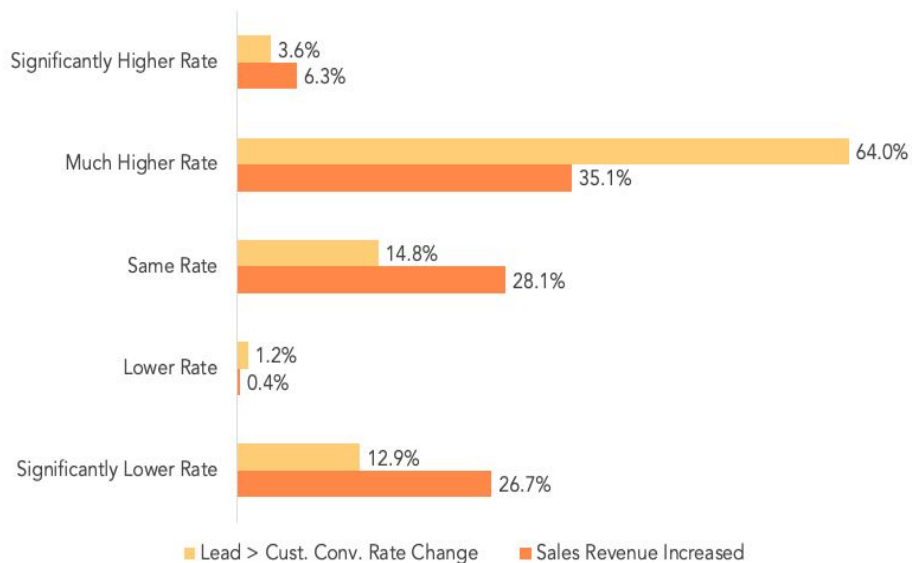
After active use of HubSpot for...

Customer Group	3mo	6mo	1yr
EMEA	1.4x	1.6x	1.9x
Overall			
0-499 visitors	NA	9.0x	2.0x
500-2,499 visitors	1.0x	1.4x	1.6x
2,499-9,999 visitors	1.0x	1.3x	1.4x
10,000+ visitors	1.0x	1.0x	1.3x

GAINS IN LEADS

After active use of HubSpot for...

| Company Size	3mo	6mo	1yr
1 to 5 employees	3.5x	9.5x	13.3x
6 to 10 employees	1.7x	2.1x	3.1x
11 to 25 employees	4.1x	5.0x	6.4x
26 to 50 employees	1.3x	1.8x	2.9x
51 to 200 employees	1.3x	1.5x	1.8x
200+ employees	1.3x	1.5x	2.0x

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

	Lead > Cust. Conv. Rate Change	Sales Revenue Increased
Significantly Higher Rate	3.6%	6.3%
Much Higher Rate	64.0%	35.1%
Same Rate	14.8%	28.1%
Lower Rate	1.2%	0.4%
Significantly Lower Rate	12.9%	26.7%

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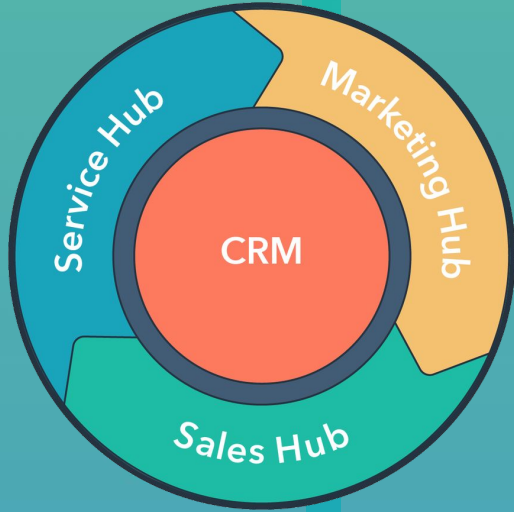
RESULTS

HAPPIER MARKETERS

.... **43%** of growth stack users agreed HubSpot has helped them achieve their growth goals.

HAPPIER SALES REPS

.... **45%** of HubSpot customers have recognized better quality leads with HubSpot.

HAPPIER CUSTOMERS

.... **12%** 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.

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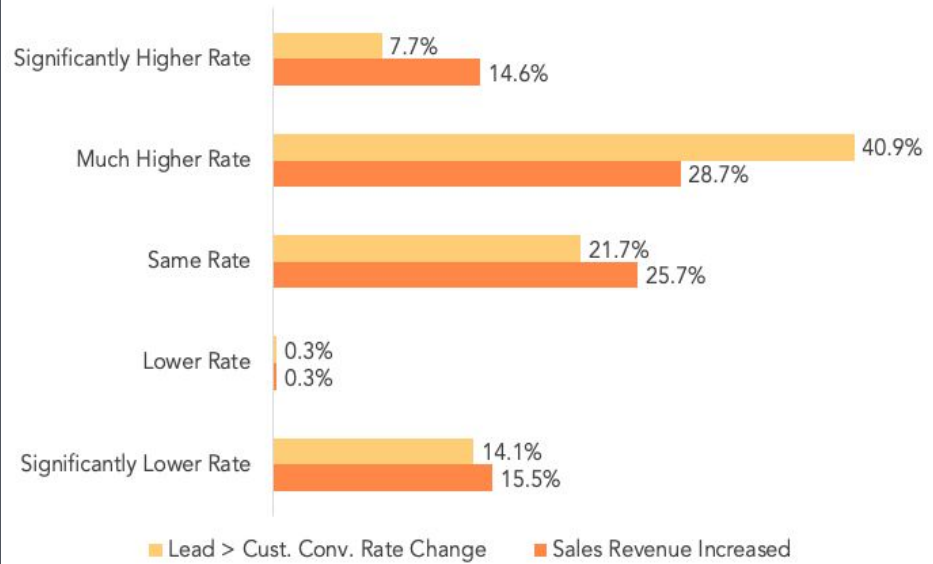
After active use of HubSpot for...

Customer Group	3mo	6mo	1yr
APAC	1.5x	1.6x	2.0x
Overall			
0-499 visitors	NA	9.0x	2.0x
500-2,499 visitors	1.0x	1.4x	1.6x
2,499-9,999 visitors	1.0x	1.3x	1.4x
10,000+ visitors	1.0x	1.0x	1.3x

GAINS IN LEADS

After active use of HubSpot for...

| Company Size	3mo	6mo	1yr
1 to 5 employees	2.3x	2.9x	4.6x
6 to 10 employees	1.8x	2.4x	3.2x
11 to 25 employees	2.2x	3.0x	3.9x
26 to 50 employees	1.9x	2.9x	5.6x
51 to 200 employees	2.0x	2.2x	3.4x

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

- Significantly Higher Rate: 7.7% (Lead > Cust. Conv. Rate Change), 14.6% (Sales Revenue Increased)
- Much Higher Rate: 40.9% (Lead > Cust. Conv. Rate Change), 28.7% (Sales Revenue Increased)
- Same Rate: 21.7% (Lead > Cust. Conv. Rate Change), 25.7% (Sales Revenue Increased)
- Lower Rate: 0.3% (Lead > Cust. Conv. Rate Change), 0.3% (Sales Revenue Increased)
- Significantly Lower Rate: 14.1% (Lead > Cust. Conv. Rate Change), 15.5% (Sales Revenue Increased)

■ Lead > Cust. Conv. Rate Change ■ Sales Revenue Increased

This study indicates that customers across various segments see a significant increase in their growth metrics.

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Service Hub

Marketing Hub

CRM

Sales Hub
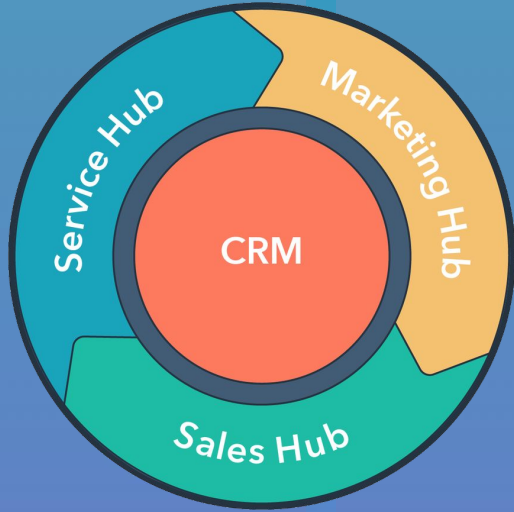
U.K.

RESULTS

HAPPIER MARKETERS .... **54%** of growth stack users agreed HubSpot has helped them achieve their growth goals.

HAPPIER SALES REPS .... **65%** of HubSpot customers have recognized better quality leads with HubSpot.

HAPPIER CUSTOMERS .... **30%** 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.

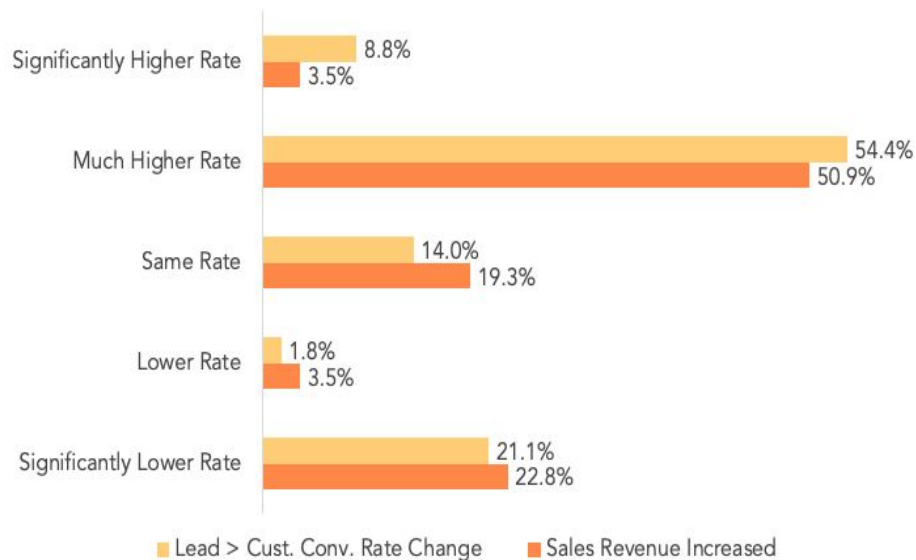## GAINS IN ATTRACTING WEBSITE VISITORS

	After active use of HubSpot for...		
Customer Group	3mo	6mo	1yr
U.K.	1.4x	1.7x	1.9x
Overall			
0-499 visitors	NA	9.0x	2.0x
500-2,499 visitors	1.0x	1.4x	1.6x
2,499-9,999 visitors	1.0x	1.3x	1.4x
10,000+ visitors	1.0x	1.0x	1.3x

GAINS IN LEADS

|	After active use of HubSpot for...		
Company Size	3mo	6mo	1yr
1 to 5 employees	1.7x	2.9x	4.1x
6 to 10 employees	1.1x	1.5x	1.9x
11 to 25 employees	1.8x	2.6x	4.5x
26 to 50 employees	1.2x	1.7x	2.3x
51 to 200 employees	1.7x	1.8x	2.2x
200+ employees	1.4x	1.5x	1.2x

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

	Lead > Cust. Conv. Rate Change	Sales Revenue Increased
Significantly Higher Rate	8.8%	3.5%
Much Higher Rate	54.4%	50.9%
Same Rate	14.0%	19.3%
Lower Rate	1.8%	3.5%
Significantly Lower Rate	21.1%	22.8%

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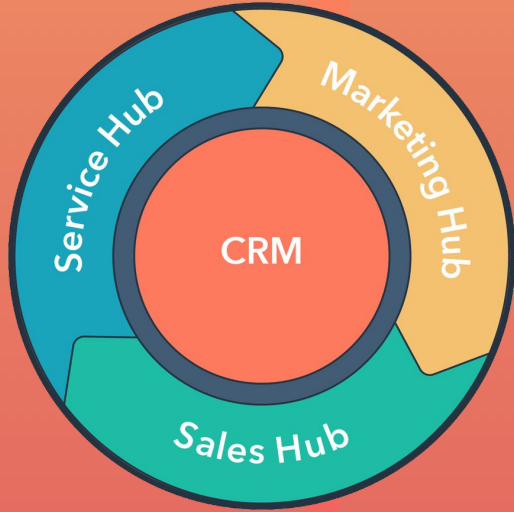
Germany

RESULTS

HAPPIER MARKETERS ········ 66% of growth stack users agreed HubSpot has helped them achieve their growth goals.

HAPPIER SALES REPS ········ 80% of HubSpot customers have recognized better quality leads with HubSpot.

HAPPIER CUSTOMERS ········ 40% 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.

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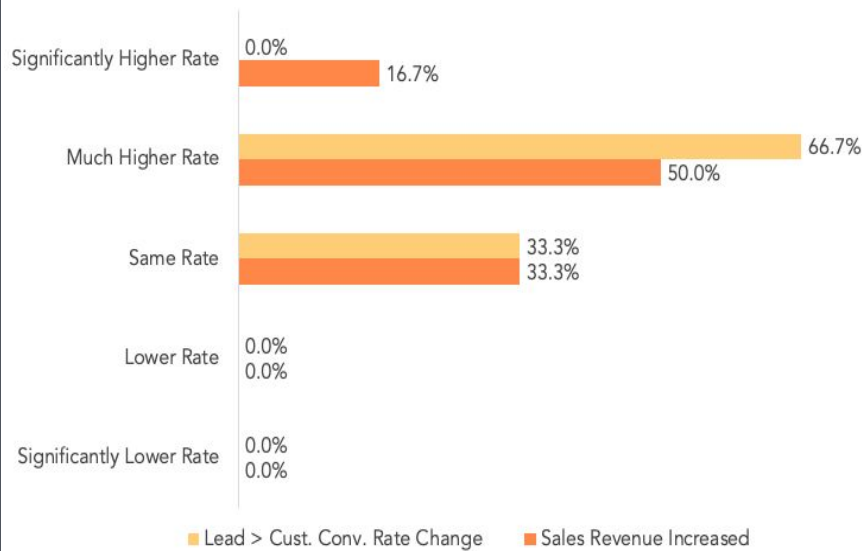
	After active use of HubSpot for...		
Customer Group	6mo	1yr	2yr
Germany	1.2x	1.5x	1.7x
Overall			
0-499 visitors	NA	9.0x	2.0x
500-2,499 visitors	1.0x	1.4x	1.6x
2,499-9,999 visitors	1.0x	1.3x	1.4x
10,000+ visitors	1.0x	1.0x	1.3x

GAINS IN LEADS

	After active use of HubSpot for...
Months	Lead Multiplier
3	1.5x
6	1.7x
12	2.3x

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

	Lead > Cust. Conv. Rate Change	Sales Revenue Increased
Significantly Higher Rate	0.0%	16.7%
Much Higher Rate	66.7%	50.0%
Same Rate	33.3%	33.3%
Lower Rate	0.0%	0.0%
Significantly Lower Rate	0.0%	0.0%

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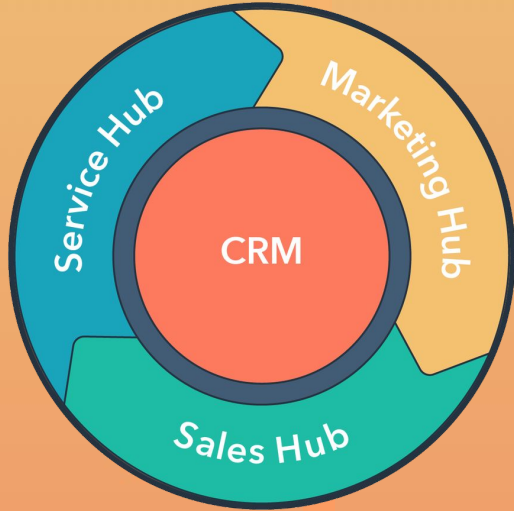
RESULTS

HAPPIER MARKETERS .... **75%** of growth stack users agreed HubSpot has helped them achieve their growth goals.

HAPPIER SALES REPS .... **100%** of HubSpot customers have recognized better quality leads with HubSpot.

HAPPIER CUSTOMERS .... **100%** 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.

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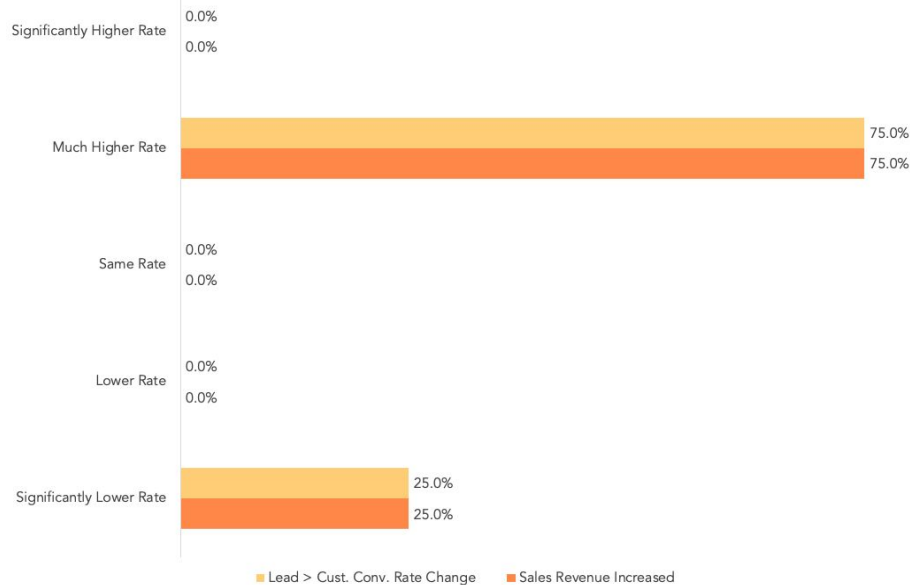
After active use of HubSpot for...

Customer Group	6mo	1yr	2yr
Ireland	1.8x	1.7x	2.1x
Overall			
0-499 visitors	NA	9.0x	2.0x
500-2,499 visitors	1.0x	1.4x	1.6x
2,499-9,999 visitors	1.0x	1.3x	1.4x
10,000+ visitors	1.0x	1.0x	1.3x

GAINS IN LEADS

After active use of HubSpot for...

| Months	Lead Multiplier
3	1.2x
6	1.8x
12	2.6x

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

	Lead > Cust. Conv. Rate Change	Sales Revenue Increased
Significantly Higher Rate	0.0%	0.0%
Much Higher Rate	75.0%	75.0%
Same Rate	0.0%	0.0%
Lower Rate	0.0%	0.0%
Significantly Lower Rate	25.0%	25.0%

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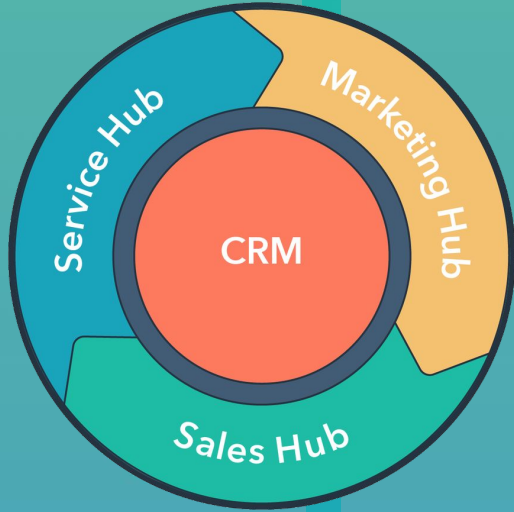
RESULTS

HAPPIER MARKETERS

48% of growth stack users agreed HubSpot has helped them achieve their growth goals.

HAPPIER SALES REPS

57% of HubSpot customers have recognized better quality leads with HubSpot.

HAPPIER CUSTOMERS

37% of customers have seen an increase in their customers' satisfaction.

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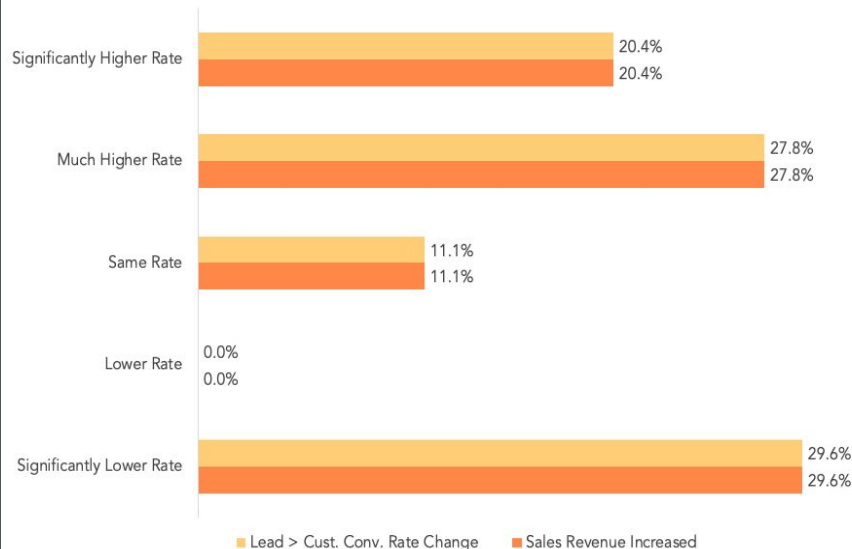
After active use of HubSpot for...

Customer Group	3mo	6mo	1yr
LATAM	2.0x	2.5x	3.1x
Overall			
0-499 visitors	NA	9.0x	2.0x
500-2,499 visitors	1.0x	1.4x	1.6x
2,499-9,999 visitors	1.0x	1.3x	1.4x
10,000+ visitors	1.0x	1.0x	1.3x

GAINS IN LEADS

After active use of HubSpot for...

Company Size	3mo	6mo	1yr
1 to 5 employees	4.1x	7.6x	12.9x
5 to 50 employees	2.8x	6.0x	9.0x
50+ employees	1.9x	2.3x	4.0x

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

Significantly Higher Rate — 20.4% / 20.4%
Much Higher Rate — 27.8% / 27.8%
Same Rate — 11.1% / 11.1%
Lower Rate — 0.0% / 0.0%
Significantly Lower Rate — 29.6% / 29.6%

■ Lead > Cust. Conv. Rate Change   ■ Sales Revenue Increased

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