

The Hidden Cost of Cobbled Systems

For Marketing Leaders

Wrestling with proliferating point solutions, disconnected data, and disjointed customer experiences?

Too many systems may be driving up your total cost of ownership — and slowing your team down, creating friction with Sales, and keeping you from attributing value to your marketing efforts.



Marketing Hub™



Sales Hub™



The Research

On the importance of **lead generation**:

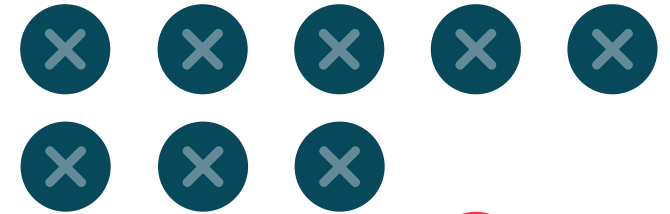
23% of salespeople cited "better quality leads" as the #1 thing they need from Marketing

15% of salespeople would like "more leads" more than anything else

91% of marketers say that lead generation is their most important goal

37% of marketers say that generating high quality leads is one of their biggest challenges

53% of marketers spend at least half of their budget on lead generation



And yet...

79%

of marketing leads never convert into sales



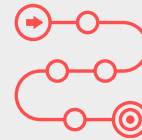
The Research

On the importance of **alignment**:

Businesses with strong sales and marketing alignment:

- ✓ Are **67%** more effective at closing deals
- ✓ Achieve up to **38%** higher sales win rates
- ✓ Are **58%** more effective at retaining customers
- ✓ Drive **208%** more revenue as a result of their marketing efforts
- ✓ Achieve **24%** faster three-year revenue growth
- ✓ Realize **27%** faster three-year profit growth

Still not convinced?



95% of buyers buy from someone who gave them content at each stage of their buying journey...



...but 65% of sales reps say they can't find content to send to prospects



60%–70% of all marketing content remains unused by employees



87% of sales and marketing leaders agree: Collaboration between sales and marketing enables critical business growth

The Research

Marketing and Sales both wish they had **a streamlined tech stack** with clean, connected data.

30%



Yearn for Consistency

30% of marketers ranked "consistent use of systems" as their top need from their sales teams

43%



Lack Shared Data

43% of sales reps and marketers cite a lack of accurate/shared data on target accounts and prospects as the biggest challenge when it comes to aligning Sales and Marketing

80%



Can't Personalize Content

Although 80% of marketers consider personalization the key to increasing revenue and enhancing customer experiences, more than a quarter can't deliver due to bad, missing, or conflicting customer data across cobbled tech stacks

The Problem



The Solution

With HubSpot, you can spend less time, money, and resources consolidating data and systems and more time building deeper connections.



Marketing Hub and **Sales Hub** make it possible to:

Align teams around a single source of truth
with:

- ✓ A shared view of contacts, company deals, marketing events, and custom objects
- ✓ Omnichannel activity tracking
- ✓ ABM tools
- ✓ Reporting and analytics
- ✓ Conversation intelligence
- ✓ Ads conversion events



Perfect the marketing-to-sales handoff
with:

- ✓ Marketing automation for managing lifecycle stages and lead status, lead rotator, sales tasks, and internal notifications
- ✓ Lead scoring
- ✓ Custom Behavioral Events
- ✓ Chatbots and live chat



HubSpot helped Leadec USA centralize their CRM, customize sales funnels, and automate lead nurturing, resulting in a **30% increase in lead conversion and a 25% reduction in sales cycle length.**

[Read the full case study.](#)

HubSpot is highly awarded by the G2 community:

Marketing Hub:



Sales Hub:



The Results



✓ **More Deals Closed**

Professional customers see a 166% increase in deals-closed won after 12 months.¹ Enterprise customers see a 331% increase.

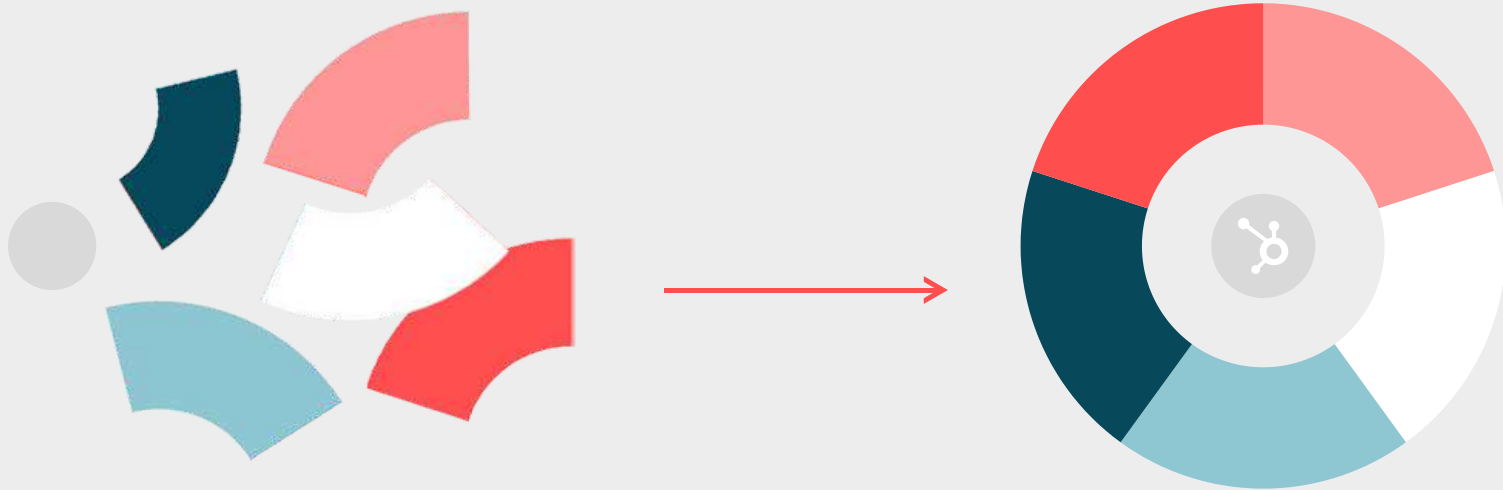
✓ **Greater Inbound Lead Growth**

Professional and Enterprise customers see an increase in inbound leads 3 (56%), 6 (106%), 9 (123%) and 12 (149%) months after purchase.

✓ **Higher Website Traffic**

Professional and Enterprise customers see a 190% increase in website traffic after 12 months.

[Calculate your return on investment](#)



Grow Better, Connected

HubSpot's **all-on-one CRM platform** helps teams grow with tools that are powerful alone, but better together.

[Learn more](#)

