Marketing Hub Enterprise

Less time evaluating software. More time delighting customers.

Leader in the 2021 Gartner® Magic Quadrant™ for B2B Marketing Automation Platforms
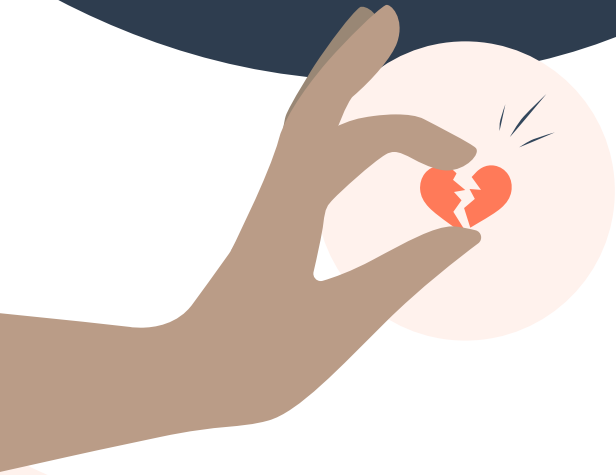
Learn More

Table of Contents

Market Challenge

Ever get a marketing email with [FIRSTNAME] in the body? Felt bombarded by increasingly irrelevant content?

Micro-moments can make or break relationships.

And with more channels than ever for modern marketers to juggle, managing **customer experience has never been so complicated.**

How has the market responded?

With new point solutions, solving individual problems, creating more silos.
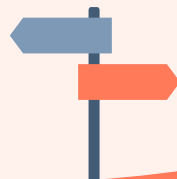
What do those tools have in common? A tough trade-off:

Optimize customer experience and sacrifice time-to-campaign	or	**Accept the solution has limitations and compromise customer experience**

Needless to say, when it comes to marketing software, growing teams haven't had great options.

Most legacy tools are one of two things:
powerful or **easy to use.**

For advanced teams striving to offer advanced experiences, there hasn't been a way to replace "either/or" with "both/and."

Why Marketing Hub Enterprise

Powerful and easy to use.

Customizable, without being complicated. Empowering, versus overpowering.

No matter how intricate your organization, data, or campaigns, it's never been more possible to power remarkable customer experiences.

Marketing Hub Enterprise is marketing software for scaling teams – without the complexity.

Crafted for Growth

Marketing Hub Enterprise customers are solving complex challenges facing brands across industries.

Problem	Solution	Business Outcome	How to Get There
It's getting harder and harder to break through the noise.	**Advanced Personalization**	A personalized, breakthrough marketing experience across all channels. Improved engagement results and an accelerated buyer's journey. Deeper, more relevant, and rave-worthy connections with your prospects and customers.	• Programmable Email • Workflows • Custom Behavioral Events • Custom Objects • HubDB

Problem	Solution	Business Outcome	How to Get There
The best marketing strategies are rooted in customer data and optimized through reporting. But what happens if key customer data is siloed from the rest of your marketing data? It becomes nearly impossible for marketers to take ownership of their impact.	**Advanced Reporting**	All of your marketing engagement data and customer data – across every channel – in one place. The ability to measure and attribute marketing impact throughout the entire customer journey. Proof of impact to ensure your team gets the credit they deserve. Insights to refine your playbook.	• Multi-Touch Revenue Attribution and Deal Create Attribution • Custom Report Builder • Custom Objects
The more complex your organization, tools, and systems are, the harder it is to deliver great marketing.	**Advanced Configuration**	The ability to build your marketing automation software around your unique business needs, instead of the other way around.	• Business Units (Add-On) • Salesforce Integration • Custom Behavioral Events • Custom Objects
Scaling quickly makes it challenging to ensure every member of your team has the right amount of access to do his/her/their job. Connecting all of your touchpoints across teams and systems has never been more complicated – or more critical.	**Advanced Privacy, Security, and Control**	Your business runs on trust. And your customers, team members, partners, and stakeholders know it. No need to set up rigid guardrails for your teams, thanks to expertly secured customer data. Less time worrying about compliance. More time building a delightful customer experience.	• Partitioning • Governance Single Sign-On (SSO) • 2-Factor Authentication (2FA) • Hierarchical Teams • User Roles

Features to Power Advanced Experiences

1. Custom Behavioral Events

What you can do:

Track custom interactions unique to your business that clearly indicate that a customer is ready to take the next step in their buying journey.

With Behavioral Events baked right into your marketing automation platform, you can take targeting and personalization to another level.

Why it matters:

Without Custom Behavioral Events, your team is limited to basic channels to trigger their workflows (think email activity, page views, and form submissions).

With more event data, you can tap into more advanced marketing tactics as your strategy matures.

Use cases:

Have a web-based application? Set up targeted upgrade campaigns (from free to paid) based on app usage. Or run an adoption campaign with customers who haven't logged in within 30 days.

Have an interactive pricing calculator? Create targeted campaigns based on inputs for known contacts.

Have a long form on your website? Leverage insights about completion level to execute targeted campaigns for known contacts.

HubSpot Marketing Hub Professional   **VS.**   HubSpot Marketing Hub Enterprise

With Marketing Hub Professional, you can track form entries, page visits, and aggregate website metrics to get an end-to-end view of the customer journey.

With Marketing Hub Enterprise, you can do all of that and:

- Track specific clicks (ex: someone clicks on a product icon, but doesn't fill out a form)
- Track product usage data (ex: someone logs into your free application, or hits an upgrade point in your application)

Features to Power Advanced Experiences

What you can do:

Send customers hyper-personalized emails, with relevant content based on their specific needs and interests. Drive higher open, click, and conversion rates.

Build a single email template that leverages custom, conditional logic to deliver a unique version to every contact on your list. Introduce true personalization at scale.

Why it matters:

When you have a large and diverse customer base, personalizing content —beyond first name and company name personalization tokens – is nearly impossible. With Programmable Email, you can do (so much) better.

Use cases:

You're a marketer at a national real estate company, and you want to send customized property listings to your contacts every month based on criteria such as preferred location, number of bedrooms, and budget.

With Programmable Email, you can build one email to send – and it will leverage information on file to dynamically update with links and photos of homes within the recipients' target neighborhoods.

What's in it for your customers? Ultra-relevant information, based on an endless combination of custom criteria. What's in it for you? Only one email template to maintain.

HubSpot Marketing Hub Professional   VS.   HubSpot Marketing Hub Enterprise

With Marketing Hub Professional, you can transform your understanding of the customer journey by bringing your CRM and marketing engagement data into one place.

You can also:

- Enable personalization with marketing automation powered by reliable data
- Leverage pre-built powerful analytics to lean into what's working and refine your playbook

With Marketing Hub Enterprise, you can draw on large amounts of data stored in a custom object and easily flex that data into a customizable template – without having to create multiple templates to match targeting.

Features to Power Advanced Experiences

3. Multi-Touch Revenue Attribution

What you can do:

Automatically connect every customer interaction to revenue, so you can make strategic decisions rooted in business value – not vanity metrics.

Lock in resources, headcount, and budget based on the impact you're making. Leverage a tool built for real people – not data scientists.

Why it matters:

Ever feel as if half the money you spend on marketing is wasted, only you don't know which half?

Multi-Touch Revenue Attribution not only helps you make smarter choices; it also helps your team get credit for their work.

Use cases:

Budget planning? Set up revenue attribution tracking to fund the top performing channels and refine your playbook for others.

Tired of toggling back and forth to figure out how many leads, deals, and $$ a specific campaign generated? With Marketing Hub **Enterprise, all three multi-touch attribution reports are baked right into each individual campaign.**

HubSpot Marketing Hub Professional vs. HubSpot Marketing Hub Enterprise

With Marketing Hub Professional, you can access top-line metrics – including aggregate traffic, leads, opportunities/deals, and incoming revenue.

You can also connect your CRM and marketing engagement data with a custom report builder – and align your teams around progress towards shared goals with customizable report dashboards.

With Marketing Hub Enterprise, you can choose from seven attribution models to recognize your team for creating the moments that matter most in the customer journey – no custom analytics skills required.

Rather than looking at simple reporting (which landing page drove the most leads?), Marketing Hub Enterprise makes it possible to identify end-to-end areas of opportunity. Which drives more revenue: social or pay per click? Which creates more sales hand-offs: website or email content engagement?

Enjoy access to every interaction customers have with your brand – whether they happen on your website, in a custom app, or any other marketing channel.

Case Studies

Company Name: Momentive
Previous Platform: Marketo

Motivations to Make a Change

- Two new acquisitions
- Benefits to bringing three marketing teams into one powerful platform
- Poor integration with third-party applications
- Slow speed-to-lead times
- A confusing and inefficient legacy system (think 200+ website forms with 120+ form fields and 20 automated lead qualifying "processes," with inconsistent naming conventions as the cherry on top)

Results with HubSpot

90% reduction in lead qualifying processes

90% fewer website forms and form fields/values

96% increase in speed-to-lead time

Learn more ⟶

Company Name: SANDOW Design Group
Previous Platform: Salesforce Marketing Cloud

Motivations to Make a Change

- Needed a developer to build workflows and landing pages
- Couldn't quickly engage leads
- Lacked transparency and a complete picture of leads
- Couldn't meet the needs of its four B2B brands and multiple business units (charged with executing compelling marketing campaigns and growing their subscriber lists)

Results with HubSpot

97% less time needed to build campaigns

30% growth in B2B email subscribers

Thousands of dollars saved

Learn more ⟶

Company Name: Quadrotech
Previous Platform: ActiveCampaign

Motivations to Make a Change

- Struggled to set up campaigns efficiently
- Lacked robust contact information
- Battled friction between Marketing and Sales
- Couldn't track meaningful metrics (automatically or otherwise)

Results with HubSpot

20-30 lead nurturing workflows and hands-off lead scoring

175% increase in website conversions

5X increase in conversions from organic search

Learn more ⟶

Company Name: Allied Wire and Cable
Previous Platform: Pardot

Motivations to Make a Change

- Needed Pardot + five additional marketing tools

- Impossible to track campaign performance across systems

- Couldn't effectively launch and optimize campaigns – or nurture leads

- Wanted to boost its sales with timely and personalized content

Results with HubSpot

50% increase in customer satisfaction

6X increase in email open rates

9X increase in marketing attributed revenue

Learn more ⟶

Company Name: SNP
Previous Platform: Eloqua

Motivations to Make a Change

- Overly complicated marketing automation platform

- Significant time lost to manual follow-up with leads

- Unable to automate and personalize touchpoints (and nurture prospects throughout the pipeline)

Results with HubSpot

2X increase in revenue

69X increase in leads

10X increase in organic traffic

Learn more ⟶

Company Name: Sandler Training
Previous Platform: A "Frankensystem" of six separate tools

### Motivations to Make a Change

- Resistance to activity logging

- Poor user adoption

- Incomplete data

- Limited insights

- Uninformed decision-making

- Inability to deliver on their own promise to operate at the highest level

Results with HubSpot

40% increase in user logging

One full-time employee freed up for other responsibilities

1/3 of the time to implement Marketing Hub Enterprise vs. legacy tools

Learn more ⟶

Trusted By
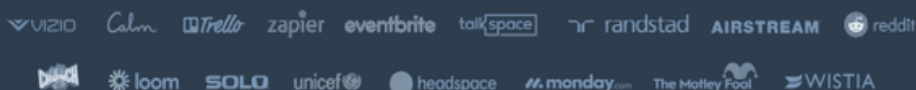
Customer Testimonials

The strongest marketing automation technology on the market.

monday.com

"Monday.com is the work operating system of choice by more than 100,000 organizations **worldwide. HubSpot is a key foundation of our** massive scale, enabling us to nurture our customers and prospects with great content that's segmented by and personalized to industry and persona."

Oren Ezra
Head of Enterprise Marketing, Monday.com

G2

"HubSpot's native integration between CRM and marketing tools is a major plus. Tools are scalable and easy to use, with access to the strongest marketing automation technology on the market."

Enterprise Customer Review
G2 Crowd, July 2018

momentive

"More than 335,000 organizations rely on Momentive (previously SurveyMonkey) products and enterprise solutions. As we continue to sell into the world's top enterprises, we need a streamlined tech stack that makes it easy for Sales and Marketing to do their best work.

HubSpot's Marketing Hub Enterprise enables seamless cross-functional collaboration from one easy-to-use platform, allowing us to launch global campaigns quickly, run sophisticated workflows, and continually optimize performance. It's powerful. It's easy to use. And it will help us enable organizations around the **world to turn feedback into action."**

Leela Srinivasan
Chief Marketing Officer, Momentive

Katapult

"HubSpot isn't just a marketing tool. It's **a platform that can change your business** by putting your customer at the center of sales, marketing, and customer service. That's what they do – and why I love HubSpot."

Mark McCarthy
Director of Marketing, Katapult

momentive

"Moving to Marketing Hub Enterprise brought all of our legacy and acquired marketing operations teams into one system, as one organization, with the same processes and data flow. It didn't just get us on the same **technology page; it got us on the same page, period."**

Elizabeth Archer
Senior Manager, Marketing Operations, Momentive

AWC ALLIED WIRE & CABLE

"Our marketing department has always been segmented into the standard roles. We have a design team, an SEO team, content writers, marketing strategists, and PPC specialists. But with HubSpot, everybody has **turned into a well-rounded marketer.**

A campaign that used to take four different team members and six web-based tools can be done by one person with HubSpot. That operational efficiency just scales incredibly. I love being able to open the HubSpot dashboard and see that our automation has run and we've sent out 50 different emails to 50,000 people without lifting a finger. Whereas with Pardot, I'd open the dashboard and only see what went wrong."

Chris Gefvert
Director of Marketing and eCommerce, Allied Wire and Cable
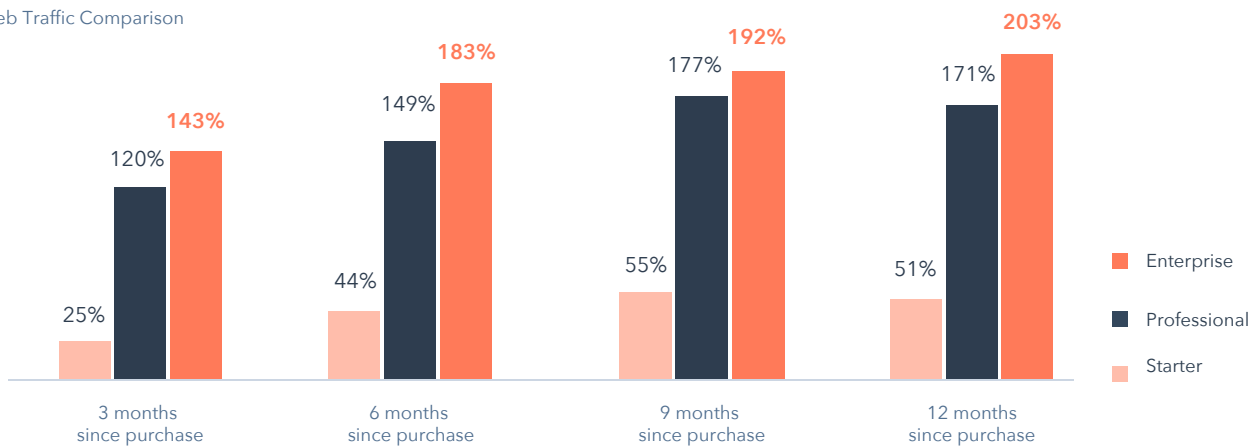
"

A platform that can
change your business.
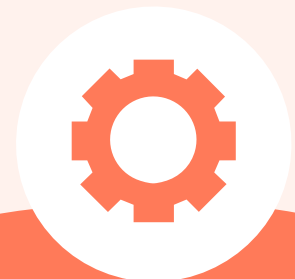
Return on Investment

Web Traffic Performance by Product
Marketing Hub

All Marketing Hub customers see over 50% growth in traffic a year after purchase, but Enterprise **customers see the greatest improvement.**

Web Traffic Comparison
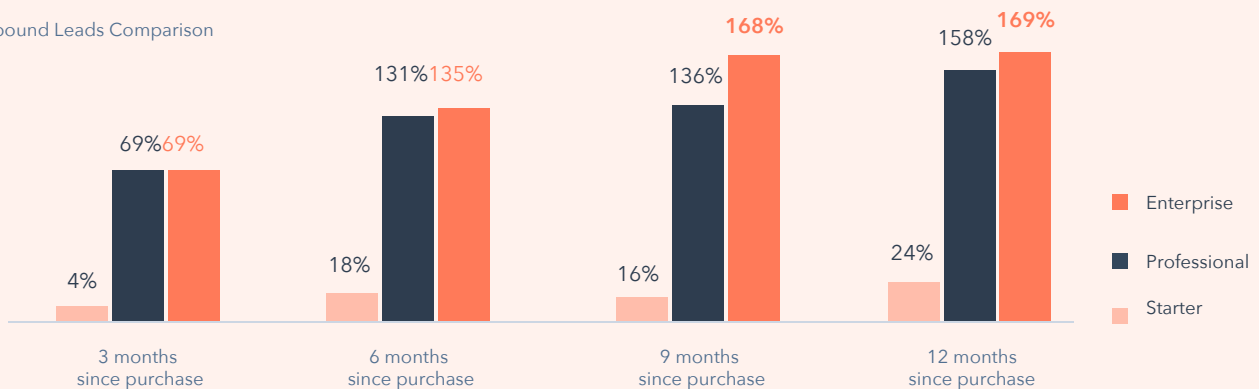

Enterprise
Professional
Starter

These insights are based on the total monthly volume of traffic to the websites of HubSpot customers who owned Marketing Hub Starter (n=13,105), Marketing Hub Professional (n=8,582), or Marketing Hub Enterprise (n=1,215) for at least 12 months between January 2019 and September 2021.

Inbound Leads by Product
Marketing Hub

All Marketing Hub customers see an increase in inbound leads year after purchase, with Enterprise customers seeing a 169% improvement.

Inbound Leads Comparison

Enterprise
Professional
Starter

These insights are based on the total monthly volume of form submissions for customers who owned Marketing Hub Starter (n=14,777), Marketing Hub Professional (n=9,367), or Marketing Hub Enterprise (n=1,327) for at least 12 months between January 2019 and October 2021.

Deals Closed Performance Since Purchase
Marketing Hub Enterprise Customers

HubSpot Marketing Hub Enterprise customers see an increase in deals closed-won after six (245%), nine (295%), and 12 (331%) months.*

Deals Closed Compared to Benchmark

0%
1-3 months
since purchase

+245%
6 months
since purchase

+295%
9 months
since purchase

+331%
12 months
since purchase

These insights are based on the total number of deals marked closed-won in HubSpot CRM by customers who owned Marketing Hub Enterprise (n=1,000) for at least 12 months between January 2019 and December 2021.

*Source: Customer outcomes data, July 2021

Discover where "deeply powerful" meets "easy to use" with Marketing Hub Enterprise.