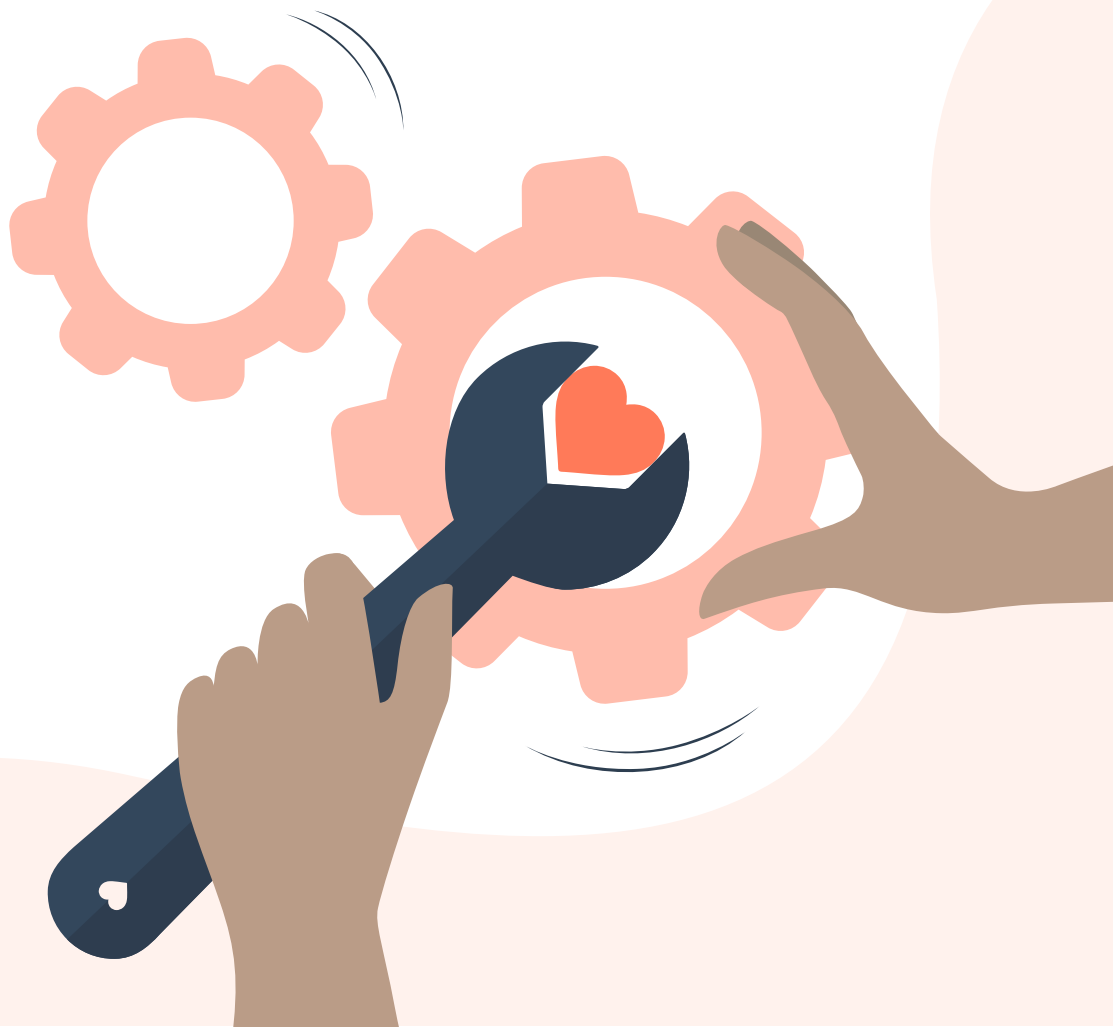**HubSpot** + **CAT MEDIA**

Marketing Hub Enterprise

Build a Company Customers Love
With Tools Teams Love

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

Learn more

Marketing Hub Enterprise

What's the secret to engaging (and delighting) customers every step along the way?

Personalized, timely, and meaningful content marketing.

Personalized

…because you need to think beyond basic personalization tokens.

Marketing Hub Enterprise gives your **team the tools to customize customer interactions across every channel. This** means you can create hyper-relevant customer experiences, deliver authenticity and empathy at scale, and captivate customers with experiences as unique as they are.

Why It Matters:

75% of online shoppers like brands to personalize their offerings and messages.

Source

72% of consumers say they only engage with personalized messaging.

Source

Return on Investment:

Marketing Hub Professional and Enterprise customers who leveraged campaigns drove 43% more contacts, 85% more form submissions, and 62% more website traffic than Marketing Hub customers who did not.*

*These insights are based on data aggregated from 47,812 HubSpot customers during the 12-month period between April 2020 and March 2021. The sample included only customers with at least one weekly active user.

43% more contacts

85% more form submissions

62% more website traffic

Case Study

Doubling Revenue and Increasing Leads by 69X with HubSpot

SNP helps organizations transform business models and roll out new technologies.

Employees	Location	Time on HubSpot	Previous Platform
200+	**EMEA-DACH**	**6 Years**	**Eloqua**

Why HubSpot?

Roadblocks and inefficiencies with Eloqua surfaced what SNP really needed: a simple, powerful software that could create integrated marketing campaigns and nurture prospects throughout the pipeline.

Hubs:

Marketing Hub Enterprise

Challenge

SNP was wrestling with:

• Time lost while manually following up with leads
• The inability to automate and personalize touchpoints
• Frustration with an overly complicated marketing automation platform

Solution

After implementing HubSpot, SNP was able to:

• Automate its marketing pipeline
• Create campaigns tailored to different buyer personas
• Assess their content strategy
• Improve lead quality

2X Increase in revenue   **69X** Increase in leads   **10X** Increase in organic traffic

Full Case Study

Timely

…because timing is everything.

Think back to your last purchase. Were marketing messages and sales outreach perfectly timed across each stage of your buying journey? If you had a problem, were you connected to a solution when your problem was top of mind? Did your previous interactions with the brand inform subsequent touchpoints?

Why It Matters:

78% of customers purchase from the first company to respond to their inquiry.

Source

Return on Investment:

Marketing Hub Professional and Enterprise customers who used workflows drove 43% more contacts and 85% more form submissions than Marketing Hub customers who did not.*

*These insights are based on data aggregated from 47,812 HubSpot customers during the 12-month period between April 2020 and March 2021.

85%
more form submissions

43%
more contacts

Case Study

momentive

Increasing Speed-to-Lead Time by **96%** with HubSpot

Momentive is a leader in agile experience management, delivering powerful, purpose-built solutions to redefine AI.

Employees	Location	Time on HubSpot	Previous Platform
200+	**NAM**	**1 Year**	**Marketo**

Why HubSpot?

Two new acquisitions prompted Momentive to retire its confusing and inefficient legacy marketing system, consolidate two marketing processes, and bring three marketing teams into one powerful platform.

Hubs:

◉ **HubSpot CRM Platform**

⚡ **Marketing Hub Enterprise**

Challenge

- 200+ website forms with 120+ form fields
- 20 automated lead qualifying processes
- Inconsistent naming conventions
- Poor integration with third-party applications
- Slow speed-to-lead times

Solution

By scaling with HubSpot, Momentive:

- Cut lead qualifying processes from 20 to two
- Connected six key apps
- Eliminated the need for a marketing system admin
- Aligned widespread teams

90% Reduction in lead qualifying processes

90% Fewer website forms and form fields/value

96% Increased speed-to-lead times

Full Case Study

Meaningful

…because customers are constantly searching for information that will help them make and validate a purchasing decision. And more often than not, marketing assets or sales demos don't address their questions or solve for their needs.
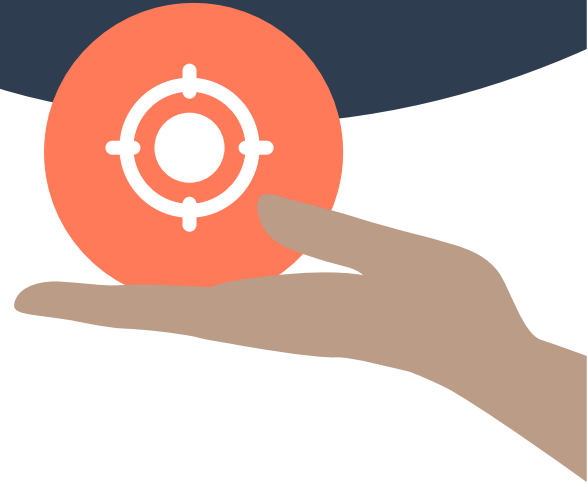
Why It Matters:

74% of consumers get frustrated by content that isn't relevant to their lives

Source

91% of consumers are more likely to choose brands who provide them with relevant offers and recommendations.

Source

Return on Investment:

Marketing Hub Enterprise customers see an increase in deals closed-won after 6 (245%), 9 (295%), and 12 (331%) months.*

*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.

245%
after 6 months

331%
after 12 months

295%
after 9 months

Case Study

insights®

From Eloqua to HubSpot: A **562%** Increase in Website Traffic

As a people development company, Insights helps companies get the very best from their people at work.

Employees	Location	Time on HubSpot	Previous Platform
200+	**EMEA**	**6 Years**	**Eloqua**

Why HubSpot?

More customizable. More powerful. More straightforward. Eloqua's lackluster support and inability to integrate with their CRM prompted Insights to pursue a user-friendly alternative with rapid time-to-ramp.

Hubs:

⚡ **Marketing Hub Enterprise**

Challenge

- Ad-hoc approach to marketing; virtually impossible to prove ROI
- Wide-ranging skill sets on the team; need for self-serve and real-time resources
- Compatibility with Microsoft Dynamics with CRM

Solution

Switching to HubSpot meant:

- Shifting to account-based sales
- Targeting specific people at specific companies
- Richer marketing analytics
- Attributing revenue spikes to marketing campaigns

18% Increase in revenue

5X Increase in leads

157% Increase in organic traffic

Full Case Study

What People Are Saying

What we think is less important than what our customers think.

Customizable > Complicated

"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 of Marketing Operations for Momentive

"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 for Monday.com

Empowering > Overpowering

"The speed at which we implemented Marketing Hub Enterprise was absolutely the testament to how easy HubSpot is."

Kevin Tierney
CRM & Campaign Management Director for CommunicorpUK

"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

Customer-First > Customer…Eventually

"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 for Katapult

"I know the pain of a larger organization moving systems. But HubSpot really made it as easy as possible, from the moment we signed up."

Josh Cramoy
Director of Business Operations for Piaggio Fast Forward

Learn more