

# The True Cost of Context-Switching

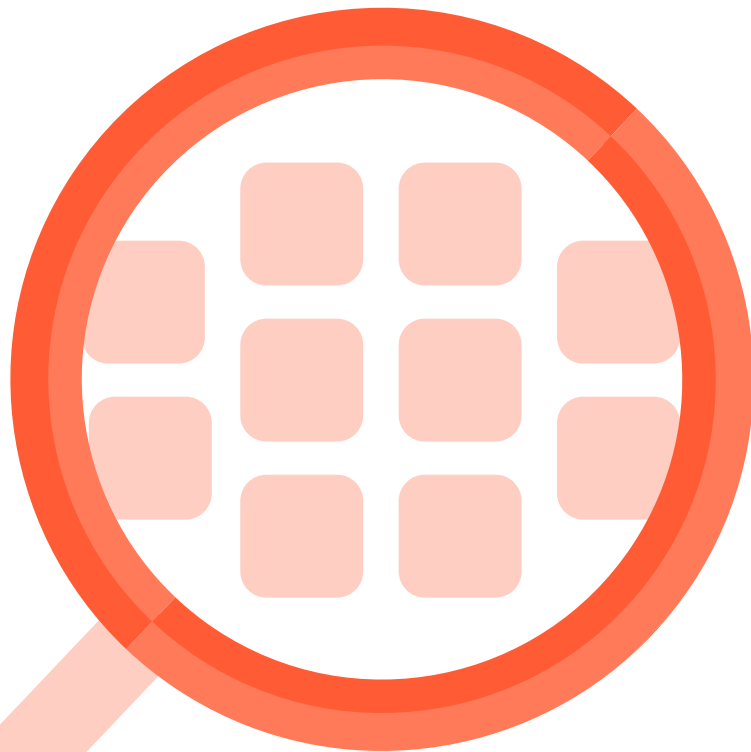
For Marketing Leaders

Growing a business has never been easy, but today it feels nearly impossible. Fundamental shifts in buyer behavior, compounded by the pandemic, have made it harder for organizations to connect — both across teams and tools and with existing and prospective customers.



# The Research

According to HubSpot research, **88% of marketers use up to 10 tools.** ([source](#))



A recent study ([source](#)) reveals:

**29%**

of marketers believe they have too many tools in their martech stack

**35%**

struggle with a lack of integrations between technologies

**46%**

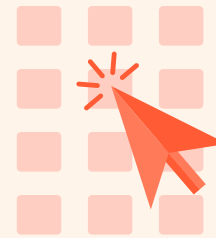
dedicate more time to preparing and segmenting data than any other task

# The Research

With marketers spending an average of 3.55 hours each week ([source](#)) collecting, organizing, and analyzing marketing data from separate sources, it's no wonder that martech software — designed to make marketers more productive — seems to be having the opposite effect.



All that context-switching comes at a cost:



Psychologists have found that switching gears and logging into disparate tools can eat up as much as 40% ([source](#)) of an employee's productive time.



The global cost of lost productivity due to multitasking costs anywhere from **\$450 billion (source)** to **\$650 billion (source) annually**.

# The Problem

How much money are siloed systems costing your team?

Let's be generous and assume your productivity loss is only around 30%. Break out your calculator:

## The Dollar Cost of Context-Switching

$$\left( \begin{array}{l} \# \text{ of employees} \times \\ \text{average employee salary} \end{array} \right) \times 30\%$$

## Why It Matters

### Direct cost

→ A marketing team with 50 people with an average salary of \$75,000 per person loses \$1,125,000 every year due to context-switching.

### Indirect costs

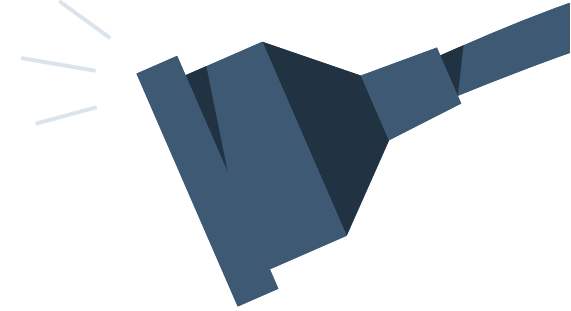
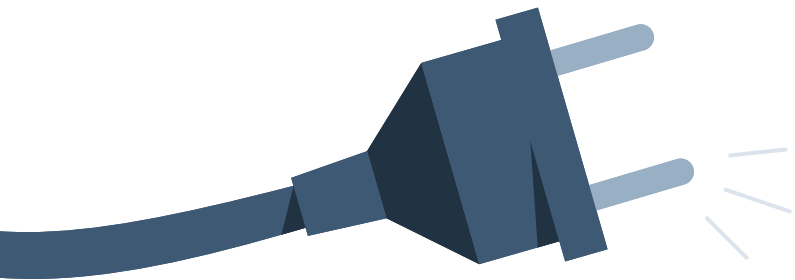
→ Content not created, campaigns not run or unoptimized, decisions made without critical intel, trust eroded with Sales, and more.



# The Problem

Siloed software doesn't only impact your bottom line. It also causes friction for Marketing and Sales. Who bears the brunt of the disconnects? **The customers you're working so hard to win.**

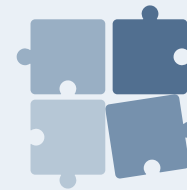
Although 80% of marketers ([source](#)) consider personalization the key to increasing revenue and enhancing customer experiences, more than a quarter (27%) ([source](#)) can't deliver due to bad, missing, or conflicting customer data across cobbled tech stacks.



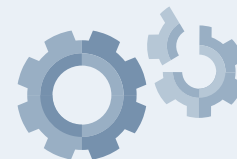
## The Cobble Tax:



**Siloed tools and systems make it harder to align,** causing fragmented experiences for customer



**Clunky UX makes it harder to adopt,** causing frustration for teams



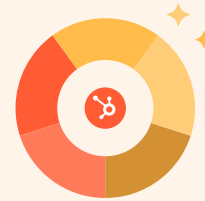
**An inflexible stack makes it harder to adapt,** causing friction for you as you try to grow the business

# The Solution

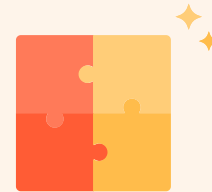
To spend less time, money, and resources consolidating data and systems — and more time building deeper customer connections — you need an all-in-one solution that:

- ✓ Reduces your total cost of ownership and integrates with applications you can't live without
- ✓ Minimizes the hidden costs often incurred from a proliferation of point solutions
- ✓ Personalizes your buyer experience with comprehensive customer records
- ✓ Increases software adoption and attributes revenue directly back to your team  
Makes it possible to grow better, connected

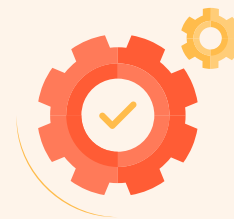
HubSpot is crafted for sustainable growth, with:



A single source of truth that makes it easy to align



One intuitive UX that **makes it easy to adopt**



A unified codebase that **makes it easy to adapt**

# The Solution

## Before Marketing Hub Challenges

- ⊗ An incomplete understanding of customers in context due to disparate data
- ⊗ Insufficient insights about leads and what's working and what's not
- ⊗ A botched marketing-to-sales handoff compounding your blind spots
- ⊗ No way to tie revenue to marketing efforts

## With Marketing Hub Solutions

- ✔ An end-to-end view of the customer with a universal contact record across teams
- ✔ Data integrity, sales team incentives, and actionable insights
- ✔ A seamless marketing-to-sales handoff, follow-up, and opportunity creation with Marketing and Sales teams working hand-in-hand
- ✔ An integrated CRM to easily show the value of your marketing efforts

See what the G2 community has to say  
about Gartner's Magic Quadrant™ Leader  
for B2B Marketing Automation Platforms:

## Marketing Hub:



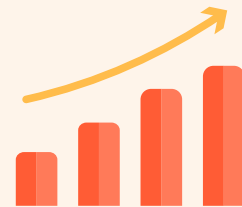


# The Results



## More Deals Closed

Marketing Hub Professional customers see a 166% increase in deals-closed won after 12 months ([source](#)). Enterprise customers see a 331% increase ([source](#)).



## Greater Inbound Lead Growth

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



## Higher Website Traffic

Marketing Hub Professional and Enterprise customers see a 190% increase in website traffic after 12 months ([source](#)).

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](#)