HubSpot

CRM Platform

Crafted,
Not Cobbled

At HubSpot, we like to think of ourselves as **customer experience experts.** We spend thousands of hours talking about it with prospects and customers every year.

Customer journeys are increasingly complex

Technology can help—or hinder—your ability to be remarkable

What We're Seeing

CUSTOMER JOURNEY

Website

eBook Download

Registers for Webinar

Follows Twitter

Visits Blog

Becomes Case Study

Upsell Email

Anonymous

Marketing Email

Reads Testimonial

Retargeted with ABM

Becomes SQL

Marketing Email

Sales Call

Sales Email

Support Rep Call

Promoter

Sees Ads

Visits Blog

Enters Nurture Campaign

Pricing Page

Submits Ticket

Talks to Friend
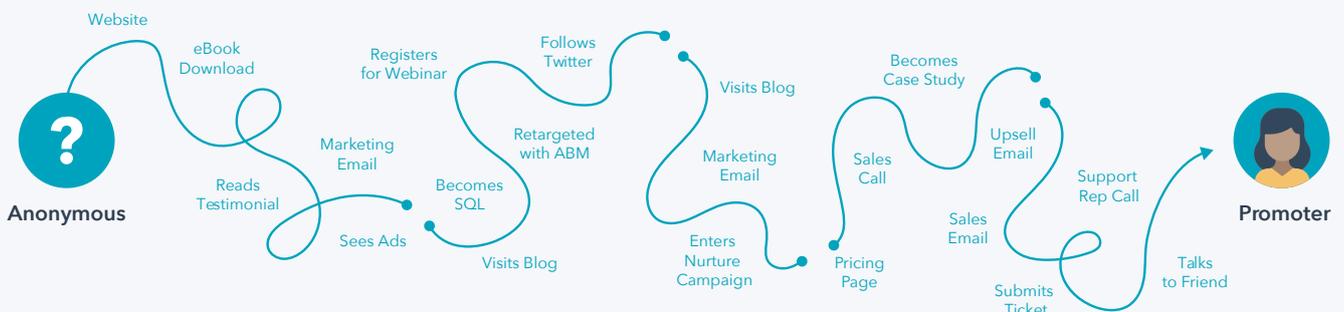
Today's most disruptive companies are winning on customer experience.

What We're Hearing

The market offers two ways for scaling companies to manage the winding road from prospect to promoter.

Built by **You**

You can cobble together your own tech stack with fragmented point solutions.

or
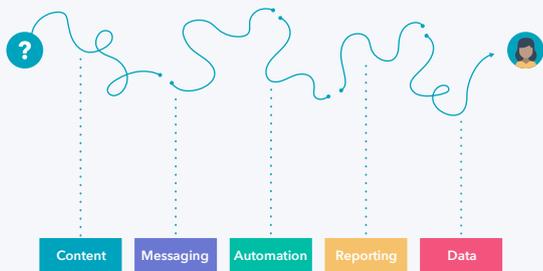
Built by **Acquisition**

You can buy into a legacy platform cobbled together through acquisition.

| Content | Messaging | Automation | Reporting | Data |

Legacy Platform

| Content | Messaging | Automation | Reporting | Data |
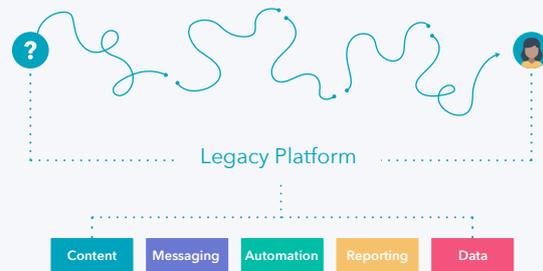
In both cases, you're left with multiple systems, built on disparate codebases, to manage one customer experience.

What's the risk you take with either option?

- **Fragmented experiences** for customers

- **Frustration** for teams

- **Friction** for you, as you try to grow your business

The Cobble Tax

1. Siloed tools and systems make it **harder to align**

2. Clunky UX makes it **harder to adopt**

3. An inflexible stack makes it **harder to adapt**

What We're Doing

At its best, technology can bring data, processes, and teams together. It can create efficiencies, facilitate necessary pivots, save money, and power scalable strategies and systems.

Just as we believe there's a better way to grow, we also believe there's a better way to build.

Our CRM Platform

HubSpot's CRM Platform is a single source of truth that empowers front office teams to deepen their relationships with customers and provide a best-in-class experience.

Easy
to Align

Easy
to Adopt

Easy
to Adapt
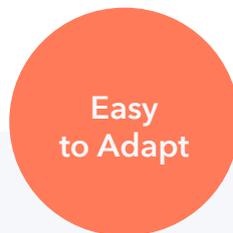
What sets HubSpot's CRM platform apart?

HubSpot is built differently.

We bring the five elements of customer experience into one unified code base, with the full customer experience at the center of it all.

This means you can align:

Content
to speak to customers

Messaging
to engage with them

Data
to track the end-to-end experience

Automation
to streamline touchpoints

Reporting
to set strategy

Building Differently, Growing Better

Anonymous

Promoter

Whether you're interested in Marketing Hub, Sales Hub, CMS Hub, Service Hub, and/or Operations Hub, you can be sure that every product on our platform is handcrafted with this same underlying foundation to help you:

- **Improve the buyer experience** with comprehensive customer records

- **Reduce total cost of ownership** through a strategic consolidation of customer tech

- **Stay in sync without silos** and grow without growing pains

Crafted for Growth

1. **A Single Source of Truth** makes it easy to align

2. **One Intuitive UX** makes it easy to adopt

3. **A Unified Codebase** makes it easy to adapt

Expand the Power of HubSpot

Integrations have the power to enhance all aspects of your business. Have a few systems you'd like to stick with? HubSpot's unified codebase makes it easier than ever to streamline your tech stack.

Want to see what else is out there? HubSpot's App Marketplace has over 700+ integrations to keep your customer experience friction-free.

Grow Better with HubSpot

HubSpot's CRM platform has all the tools and integrations you need for marketing, sales, operations, website management, and customer service. Each product in the platform is powerful alone, but **the real magic happens when you use them together.**

Learn more ⟶

In Good Company

Join the 121,000+ customers in over 120 countries who are growing their business with HubSpot.

SOUNDCLOUD   Trello   talkspace   eventbrite   reddit   classpass

TikTok For Business   Calm   gofundme CHARITY   GREENPEACE   logitech   Stonyfield ORGANIC   HYUNDAI MOTORSPORT

CRUNCH   VANDERBILT UNIVERSITY   KPMG   The Motley Fool   tinder