HUBXPERT
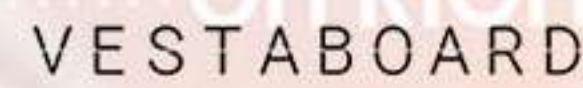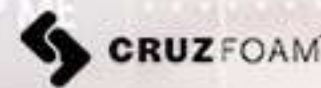
Client Case Study

Our client have high expectation

We work with growth-driven companies off all sizes and across every industry imaginable
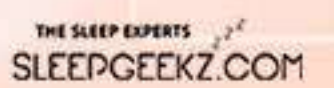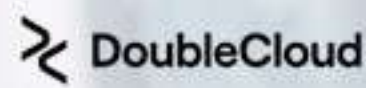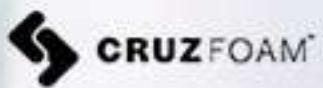
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EXPRESS VIETNAM

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sell better.

ICC BUSINESS PRODUCTS

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4G CLINICAL

CRUZ FOAM

DoubleCloud

GLADEO

THE SLEEP EXPERTS SLEEPGEEKZ.COM

CRUZ FOAM

VESTABOARD

THE SLEEP EXPERTS SLEEPGEEKZ.COM

MobileAction

Pinkcube

4G CLINICAL

Intelligent Relations

MobileAction

LinkDoctor.io

SIN GEE HUAT RECYCLING

MobileAction

Hubspot Subscription
- Markeitng Hub Enterprise
- Operation Hub Pro
- Sales Hub Enterprise

MobileAction Boosts Operational Efficiency and Revenue with Hubxpert's Data Solutions

User Acqusition
10,6K +84%

Client Overview:

MobileAction, a leading provider of data intelligence solutions, is dedicated to meeting the diverse User Acquisition (UA) needs of businesses. Their comprehensive suite of services empowers companies to navigate the competitive landscape and chart a course for success.

Challenges Faced by MobileAction:

MobileAction approached Hubxpert with a range of challenges hindering their operational efficiency and revenue attribution. These challenges included deal association issues, a flawed lead scoring model, a lack of streamlined lifecycle stage maintenance, inaccuracies in the original source tracking attribution setup, and a staggering 10,000+ duplicate records that needed consolidation.

Hubxpert's Solution:

In response to MobileAction's complex challenges, Hubxpert implemented a multifaceted approach to enhance their data infrastructure and streamline operations:

1- Revenue Attribution Setup:

Hubxpert meticulously set up a robust revenue attribution system for MobileAction. This allowed them to accurately attribute revenue to specific marketing channels and campaigns, providing a clear picture of the return on investment for each initiative.

2- Deal Association Problem Resolution:

Addressing MobileAction's deal association challenges, Hubxpert implemented a solution that seamlessly linked deals to the appropriate accounts, ensuring accurate tracking and reporting of sales activities.

3- Lead Scoring Model Implementation:

Recognizing the importance of a reliable lead scoring model, Hubxpert developed and implemented a customized solution. This model enabled MobileAction to prioritize and focus on high-value leads, optimizing their sales efforts.

4- Lifecycle Stage Maintenance Automation:

Hubxpert introduced an automated system for maintaining lifecycle stages, ensuring that leads progressed seamlessly through the sales funnel. This automation not only saved time but also improved the accuracy of MobileAction's customer journey tracking.

5- Original Source Tracking Attribution Setup Fix:

To eliminate inaccuracies in the original source tracking attribution setup, Hubxpert conducted a thorough review and made necessary adjustments. This ensured that MobileAction could attribute leads accurately to their original sources, providing insights into the most effective marketing channels.

6- Duplicate Record Cleanup:

Perhaps the most critical aspect of the project, Hubxpert successfully identified and merged over 10,000 duplicate records in MobileAction's database. This consolidation eliminated redundancy and enhanced data accuracy, contributing to a more efficient and streamlined operation.

Results:

• Achieve accurate revenue attribution, allowing for informed decision-making on marketing strategies.
• Resolve deal association issues, ensuring a more accurate representation of their sales activities.
• Implement a reliable lead scoring model, enabling a more targeted and effective sales approach.
• Streamline lifecycle stage maintenance through automation, saving time and improving accuracy.

• Enhance the accuracy of original source tracking attribution, providing insights into the most effective marketing channels.
• Significantly reduce data redundancy by merging over 10,000 duplicate records, leading to a cleaner and more efficient database.

MobileAction's partnership with Hubxpert exemplifies the impact of tailored data solutions in overcoming complex challenges and driving sustained business success.
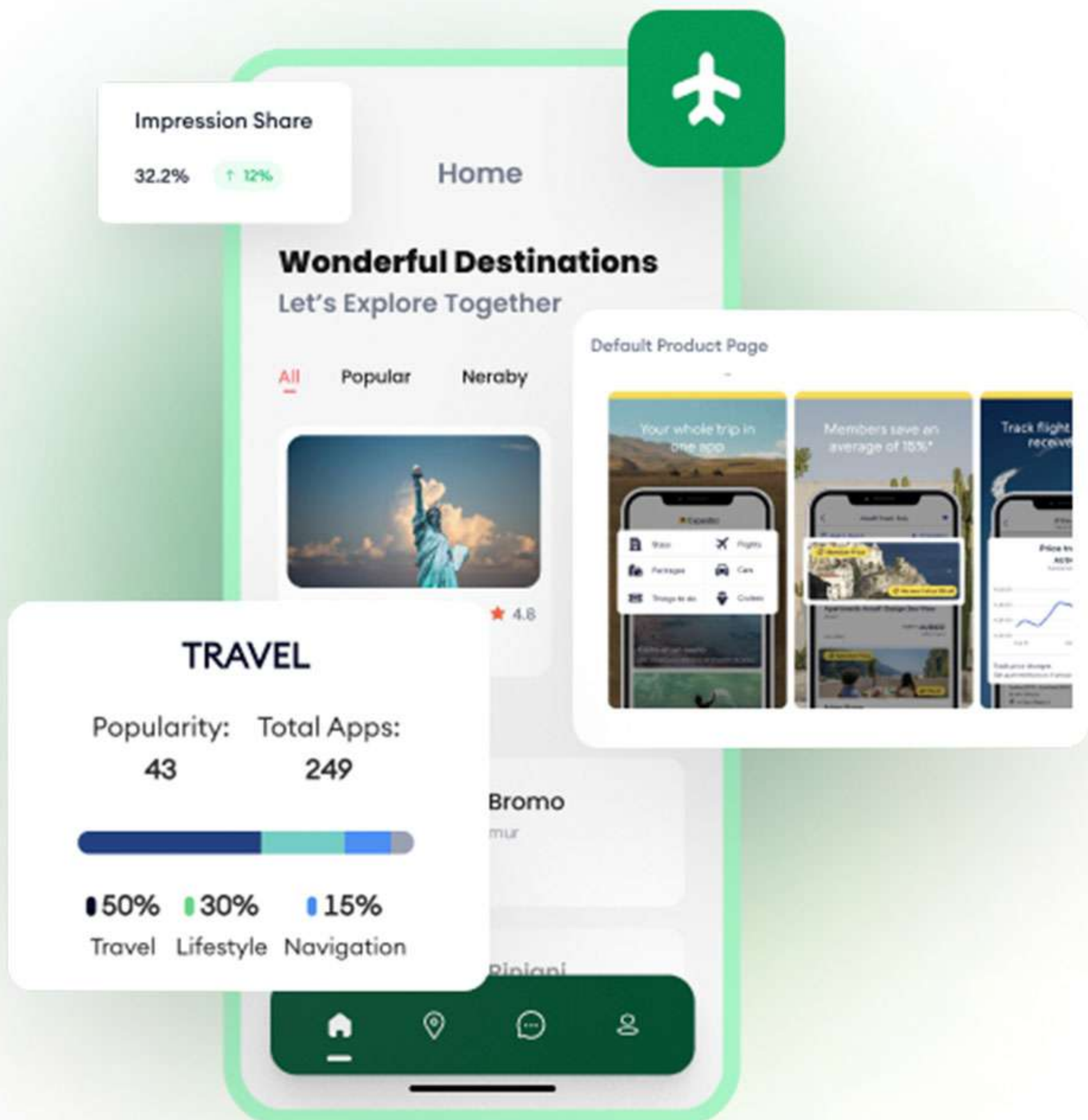
VESTABOARD

Hubspot Subscription
- Marketing Hub Enterprise
- Sales Hub Enterprise
- Service Hub Starter
- Operations Hub Enterprise
- CMS Hub Enterprise

Transforming Vestaboard's Digital Presence with Hubxpert

Client Overview:

Vestaboard, a pioneer in the home decor technology sector, crafts the digital frame that enhances homes with its innovative and elegant design. Their mission is to seamlessly blend technology and aesthetics, transforming how people engage with art and information in their living spaces.

Hubxpert's Contribution:

Hubxpert, a leading agency specializing in inbound marketing and automation, took on the challenge to transform Vestaboard's digital presence and optimize their operations. Here's how Hubxpert made a difference:

1- Landing Page Development:
Hubxpert designed and developed a stunning landing page for Vestaboard's official website. The page was crafted to highlight the unique features and benefits of Vestaboard, creating a compelling narrative for visitors.

2-Form Creation:

To capture visitor data and inquiries effectively, Hubxpert created user-friendly forms that seamlessly integrated with Vestaboard's website. These forms facilitated lead generation and customer engagement.

3- Contact and Company Lifecycle Stages:

Hubxpert implemented a robust CRM system, organizing Vestaboard's contacts and companies into well-defined lifecycle stages. This allowed for targeted marketing and sales efforts based on where prospects and customers were in their journey.

4- Segmentation:

Using advanced segmentation techniques, Hubxpert segmented Vestaboard's contacts and customers based on various criteria such as demographics, behavior, and engagement. This allowed for highly personalized communication and marketing campaigns.

5- Reporting and Analytics:

Hubxpert created a suite of reports to provide Vestaboard with valuable insights into their business performance. These reports included campaign performance, sales metrics, team performance, lifecycle stage analysis, marketing insights, contact sources, and conversion rates. This data-driven approach helped Vestaboard make informed decisions and optimize their strategies.

6- Full-Service RevOps:

Hubxpert worked hand in hand with Vestaboard as their Revenue Operations (RevOps) partner, aligning marketing, sales, and customer success efforts for maximum efficiency and growth.

Results:

Through Hubxpert's collaboration, Vestaboard experienced a significant transformation in their operational efficiency. The newly designed landing pages and streamlined customer management processes empowered Vestaboard to engage with their audience effectively, convert leads into customers, and make data-driven decisions to boost their business growth.

DoubleCloud

Hubspot Subscription
- Marketing Hub Professional
- Sales Hub Professional
- Service Hub Professional
- Operations Hub Professional
- CMS Hub Professional

Empowering Double Cloud with Advanced Data Infra- structure and Strategic Automation

Client Overview:

Double Cloud is a leading tech company dedicated to supporting both startups and established organizations in building cutting-edge data infrastructure for real-time data analytics. Their focus lies in offering fully managed, open-source technologies, enabling their clients' data engineers to concentrate on product innovation while Double Cloud takes care of the technical intricacies.

Challenges Faced:

Double Cloud approached Hubxpert with the challenge of streamlining their operations and enhancing their client segmentation process. They needed assistance in scraping warm leads from platforms like LinkedIn, Crunchbase, and Amplemarket, implementing comprehensive email automation, and integrating various marketplace apps. Additionally, they required insightful reports for data-driven decision-making and tools to assess team member performance effectively.

Solutions Provided by Hubxpert:

1- Efficient Lifecycle Setup:
Hubxpert designed a seamless customer journey, optimizing lead generation and conversion processes.

2-Targeted Lead Generation:
Leveraging high-cost tools, warm leads were scraped from LinkedIn, Crunchbase, and Amplemarket.

3- Strategic Automation:
Hubxpert implemented advanced email marketing, integrated calling tools, and automated deal processes.
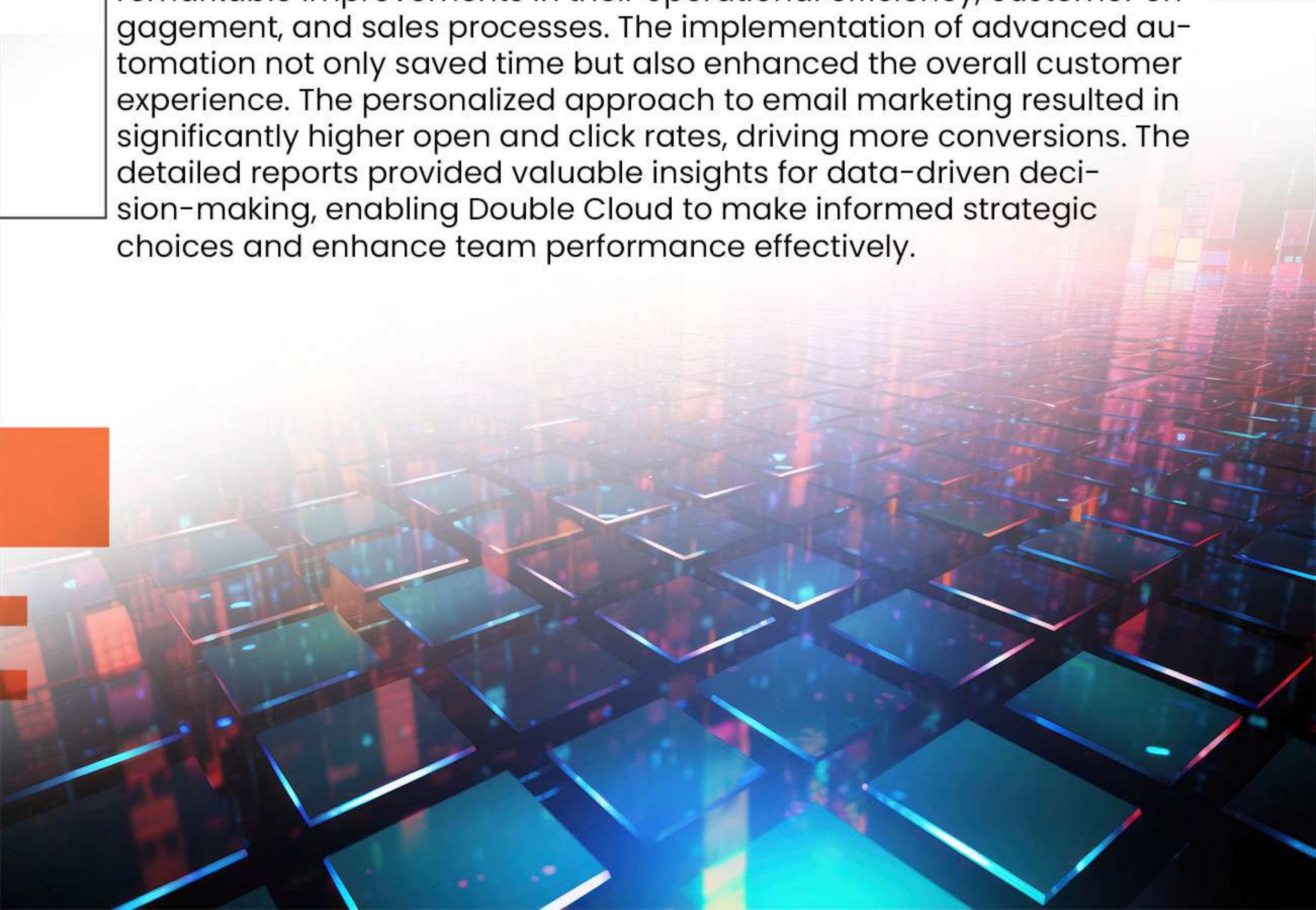
4- Custom Reports:
Tailored reports were created for data-driven decision-making and team performance evaluation.

5- Personalized Email Campaigns:
Hubxpert designed personalized emails, significantly boosting open and click rates.

Results and Impact:

Thanks to Hubxpert's strategic interventions, Double Cloud experienced remarkable improvements in their operational efficiency, customer engagement, and sales processes. The implementation of advanced automation not only saved time but also enhanced the overall customer experience. The personalized approach to email marketing resulted in significantly higher open and click rates, driving more conversions. The detailed reports provided valuable insights for data-driven decision-making, enabling Double Cloud to make informed strategic choices and enhance team performance effectively.

Pinkcube
*Moeiteloos het **mooiste resultaat***

Hubspot Subscription
• Marketing Hub Professional
• Sales Hub Professional
• Service Hub Professional
• Operations Hub Professional
• CMS Hub Professional

Optimizing Efficiency and Growth for Pinkcube with Hubxpert

Client Overview:

Pinkcube, a leading provider of promotional items, prides itself on delivering a seamless experience for its customers. With a commitment to fast processes, transparent costs, rapid delivery, and top-quality products, Pinkcube ensures that ordering promotional items is as effortless as possible.

The Challenge:
When Pinkcube approached Hubxpert, they sought to streamline their operations and enhance customer experience. They needed a comprehensive solution to manage their ticketing system, integrate various platforms, and generate insightful reports to measure their team's performance and overall company growth.

Our Solution:

1- Hubspot Setup:
Hubxpert established a customized Hubspot platform for seamless customer management.

2- Ticketing Automation:
Implemented automated ticketing systems, ensuring prompt and accurate customer interactions.

3-Integration Mastery:
Integrated Stella-connect and Hubspot via API for unified feedback management.

4- Custom Reporting:
Developed detailed reports for informed decision-making, covering team performance and sales activity.

5- Process Optimization:
Automated deal workflows, improving efficiency in order processing and fulfillment.

Results:

Efficiency Boost: Streamlined processes led to seamless order management and increased productivity.

Enhanced Customer Experience: Prompt ticket resolution and unified feedback improved customer satisfaction.

Data-Driven Decisions: Detailed reports empowered Pinkcube to make informed, strategic choices.

Sustainable Growth: Improved operations positioned Pinkcube for continued success and expansion.

At Hubxpert, we specialize in transforming businesses. Contact us today to elevate your operations and enhance customer satisfaction.

4G CLINICAL

Hubspot Subscription
• Marketing Hub Enterprise
• Sales Hub Professional
• Operations Hub Professional
• CMS Hub Professional

Empowering Global Impact with 4g Clinical

Client Overview:

4g Clinical operates at the intersection of passion and purpose. With a profound intolerance for delays in clinical research hindering the delivery of novel therapies to patients, they are dedicated to making a significant impact on patients' lives worldwide.

The Challenge:
4g Clinical approached Hubxpert with a critical challenge: they needed a robust system to manage their global online presence effectively. The goal was to ensure seamless access to their website for visitors from different countries while implementing efficient data management solutions.

Our Solution:

1- Global URL Redirection System:
We implemented a sophisticated URL redirection system based on the visitor's country. This ensured users were automatically redirected to the most relevant and localized version of the 4g Clinical website, enhancing their browsing experience.

2- Custom Marketing Reports:
Leveraging a custom dataset, we developed comprehensive marketing reports for 4g Clinical. These reports provided valuable insights, enabling data-driven decision-making and optimizing their marketing strategies for better reach and engagement.

3-Lifecycle Stage Sync Automation:

We set up an advanced lifecycle stage sync automation system for 4g Clinical. This streamlined their lead management process, ensuring that leads were appropriately categorized and nurtured throughout the sales funnel, leading to improved conversion rates and customer satisfaction.

4- Contacts Created Source Automation:

To enhance their customer relationship management, we established automation to track the source of newly created contacts. This not only provided valuable information on the origin of their leads but also facilitated targeted marketing efforts, driving higher engagement and conversion rates.

Results:

Our tailored solutions empowered 4g Clinical to optimize their online presence and streamline their internal processes. The implementation of the global URL redirection system led to increased user engagement, ensuring that visitors from diverse regions had a seamless experience on the website. The custom marketing reports provided actionable insights, enabling 4g Clinical to refine their marketing strategies effectively. The automated systems enhanced operational efficiency, allowing 4g Clinical to focus more on their core mission: accelerating clinical research and improving patients' lives globally.
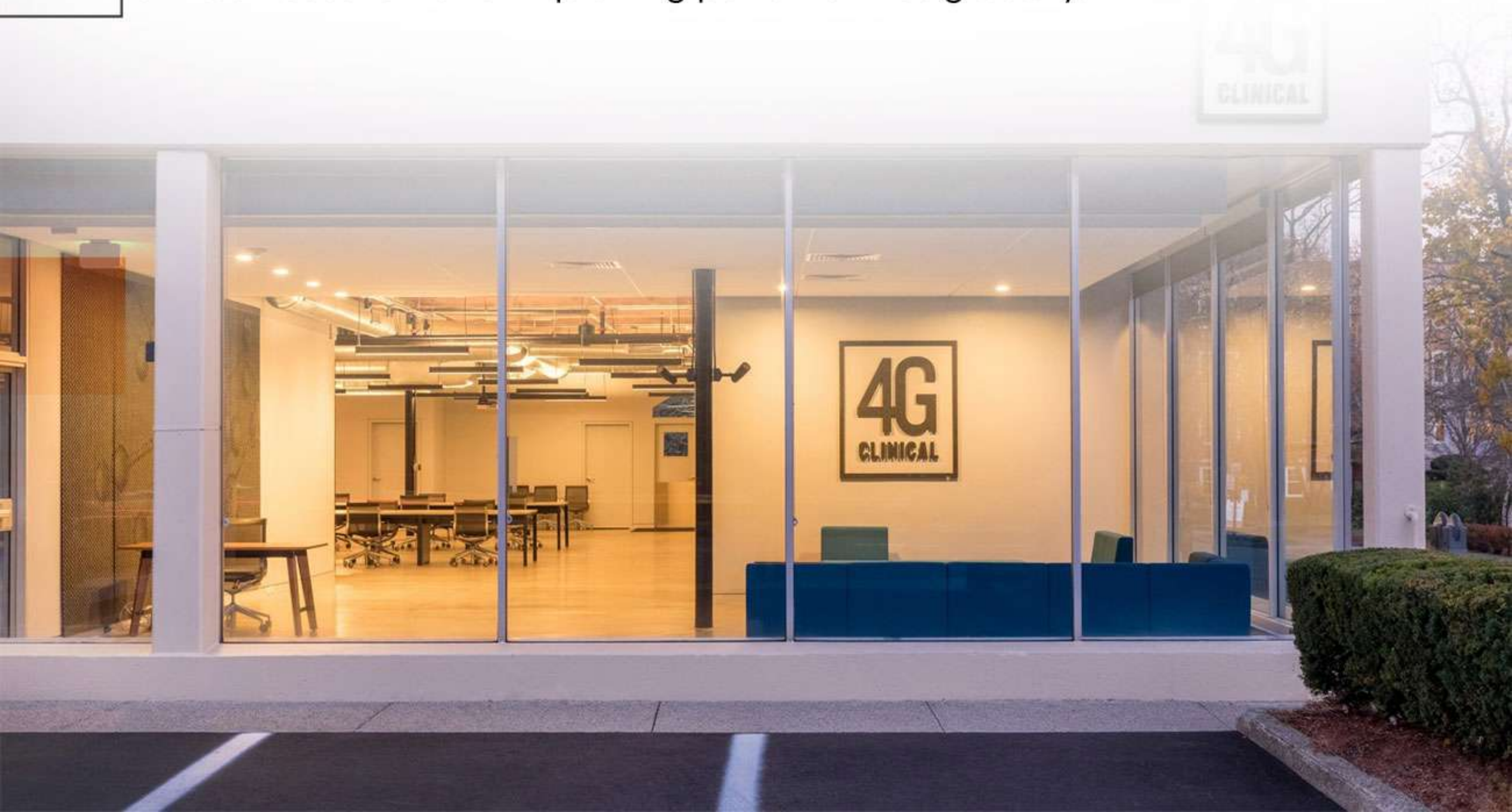
Total Life

Hubspot Subscription
- Marketing Hub Enterprise
- Sales Hub Professional
- Operations Hub Professional
- CMS Hub Professional

Empowering Total Life with Hubxpert's Strategic Solutions

Client Overview:

Total Life Online Therapy specializes in providing mental health services for seniors struggling with anxiety, depression, cognitive decline, and chronic pain. Our experienced and affordable Medicare psychologists offer personalized care and online counseling services that take insurance, making it easy and convenient for seniors to get the help they need.

Challenges Faced:

The main problem they faced was they didn't have a perfect system where they could accurately understand where the contacts were coming from. They were running a lot of ads on multiple platforms like LinkedIn, Google and Meta ads. But they did not have a system where they could properly understand where all of their conversions and contacts were coming from .

They also had a disorganized system without any solid lead scoring or without any Automations to help them through complex tasks and manual labor.

Solutions Provided by Hubxpert:

1- HubSpot Optimization:

Hubxpert set up a system, connecting Total Life's HubSpot with all the other platforms, and importing their data from those platforms as well.

2- Lead Scoring:

Hubxpert also set up lead scoring for their HubSpot account, making their lead priorities better suited and their system more efficient.

3- Automated Email System:

Hubxpert implemented systems for automated emails, both cold and marketing.

4- Comprehensive Reporting:

Hubxpert implemented a robust reporting system, generating detailed reports on Total Life's ad performance. These reports provided valuable insights, enabling data-driven decision-making for their marketing strategies.

Results Achieved:

Improved HubSpot Performance:
The optimized HubSpot setup led to enhanced efficiency in Total Life's marketing workflows, ensuring seamless automation and improved customer engagement.

Increased Lead Generation:
The strategically designed landing pages significantly boosted lead generation efforts. Engaging content and intuitive design captured the audience's interest, resulting in a higher conversion rate.

Informed Decision-Making:
The detailed performance reports offered Spiketing valuable insights into their marketing campaigns. Informed decision-making based on data analysis allowed them to refine their strategies, maximizing their