HubSpot

HubSpot Annual ROI Report

2023

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HubSpot has helped over **184,000** customers drive connection and growth across the entire customer journey.

After 1 year, HubSpot customers...

Attract

114%
more web traffic[1]

Generate

129%
more inbound leads[2]

Close

55%
more deals at a 105% better close rate[3]

Resolve

43%
more tickets per agent[4] at a 32% higher rate[5]

[1] Increase in monthly website traffic 12 months post-purchase for customers who owned Marketing or CMS Hub (n=64,160).
[2] Increase in form submissions 12 months post-purchase for customers who owned Marketing Hub (n=53,811).
[3] Increase in deal close rate (n=46,874) and deals closed (n=46,626) 12 months post-purchase for customers who owned Sales Hub.
[4] Based on tickets closed per assigned seat for customers who owned Service Hub for 1-6 months (n=1,438) versus 7-12 months (n=1,447).
[5] Increase in ticket close rate for customers who owned Service Hub (n=11,608).

Marketing Hub:

The connected way to market

With Marketing Hub, HubSpot customers are able to:

Drive revenue with high quality leads

129%
more inbound leads generated[1]

40%
increase in deals created[1]

50%
more deals closed[1]

Save time and resources with automation and AI powered campaigns

68%
faster time to launch campaigns[2]

26%
reduced spend on capturing leads[2]

Optimize marketing investments

505%
ROI achieved over 3 years[2]

[1] Based on increase in form submissions (n=53,811), deals created (n=43,332), and deals closed (n=42,561) 12 months post-purchase for customers who owned Marketing Hub for at least 12 months.
[2] IDC Whitepaper, sponsored by HubSpot, Business Value of HubSpot Marketing Hub, Doc. #US51220423, September 2023

Marketing Hub

Lead Generation

Marketing Hub empowers customers to capture leads effectively across multiple channels: email, landing pages, social media, ads, blogs, and more.

Increase in inbound leads:

105%
within 6 months[1]

129%
after 1 year[1]

26%
reduction in lead acquisition costs[2]

Results by industry, region, and company size:

See page 42 →

Inbound Lead Performance Since Purchase[1]

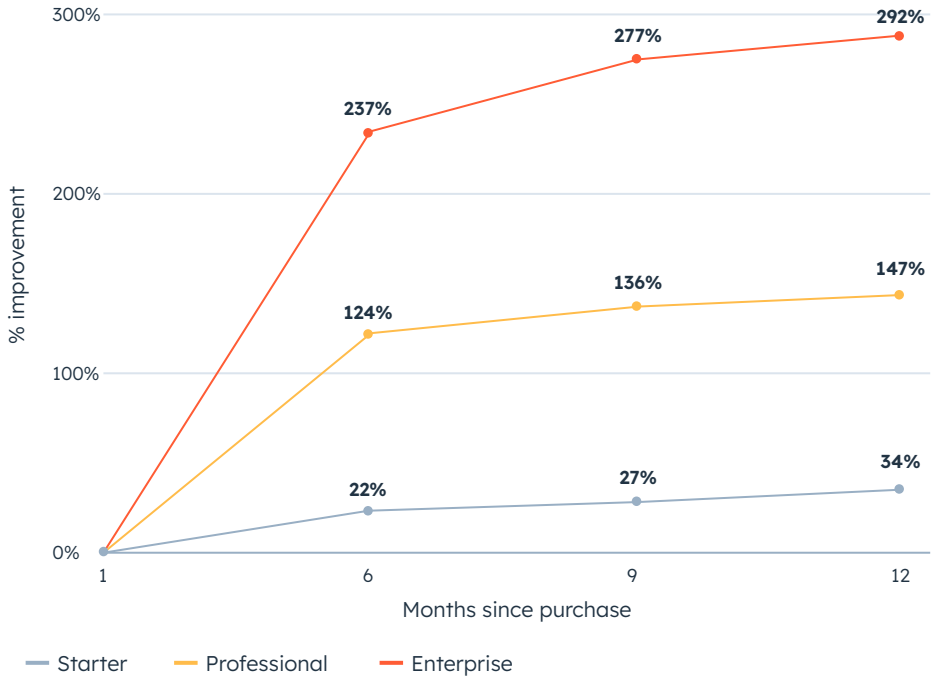
[1] Based on monthly form submissions for customers who owned Marketing Hub for at least 12 months (n=53,811).
[2] IDC Whitepaper, sponsored by HubSpot, Business Value of HubSpot Marketing Hub, Doc. #US51220423, September 2023

Marketing Hub

Lead Generation

Marketing Hub customers efficiently create leads through landing pages forms, social media and ads - all managed from a unified campaign center.

Inbound Lead Performance Since Purchase[1]



Tip:

Customers who use multi-channel lead generation tools generate **71% more** inbound leads[2]

[1] Based on monthly form submissions for Starter (n=31,080), Professional (n=19,803), and Enterprise (n=2,998) customers who owned Marketing Hub for at least 12 months.

[2] Based on form submissions for Pro and Ent customers with campaigns, Ads, SEO, social media tools and landing pages activated (n=3,008) compared to the average for all Pro and Ent customers (n=28,633).

Marketing Hub

Lead Generation

Marketing Hub enables marketing teams to be more productive and launch campaigns quickly.

Marketing Hub customers experience:

73%
increase in marketing team productivity[1]

68%
reduction in time to launch marketing campaigns[1]

52%
increase in amount of multi-channel campaigns launched per year[1]

[1] IDC Whitepaper, sponsored by HubSpot, Business Value of HubSpot Marketing Hub, Doc. #US51220423, September 2023

Marketing Hub

Automation

Marketing Hub customers use automated email campaigns, lead nurturing, and customer segmentation to create personalized and targeted marketing at scale, resulting in higher lead engagement and increased revenue.

After just 6 months, Marketing Hub customers experience...

58%
increase email click-through rate[1]

21%
more deals generated[1]

76%
increase deal close rate[1]

32%
more deals closed[1]

[1] Based on increase in email click-through rate (n=39,871), deals created (n=43,332), deal close rate (n=42,738) and deals closed (n=42,561) 6 months post-purchase for customers who owned Marketing Hub for at least 12 months.

Marketing Hub

Automation

With Marketing Hub, marketing teams personalize communications at scale, making emails more relevant to leads and increasing the likelihood of engagement.

Improvement in email CTR:

58%
within 6 months[1]

78%
after 1 year[1]

Tip:
Customers who use marketing automation see a **70% higher** email CTR.[2]

Email Click-through Rate Performance Since Purchase[1]

[1] Based on monthly email click-through rate for customers who owned Marketing Hub for at least 12 months (n=39,871).
[2] Based on email click-through rate for Pro and Ent customers with workflows activated (n=27,463) compared to those without workflows activated (n=2,012).

Marketing Hub

Automation

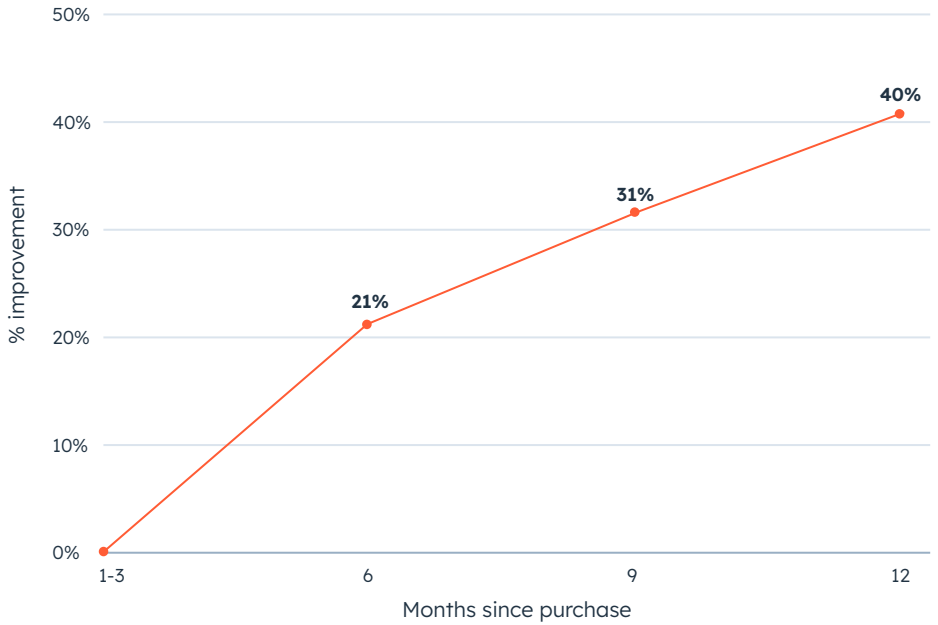
Marketing Hub's campaign management and automation tools equip marketers to seamlessly nurture leads into new sales deals, eliminating the need for manual and error-prone processes.

Increase in deals created:

21%
within 6 months[1]

40%
after 1 year[1]

Deals Created Performance Since Purchase[1]



Tip:
Customers who use marketing automation, campaign management, and marketing reporting create a **16% higher number** of deals per month.[2]

[1] Based on number of deals created monthly for customers who owned Marketing Hub for at least 12 months (n=43,332).
[2] Based on number of deals created by Pro and Ent customers with workflows, campaigns and marketing reporting activated (n=18,342) compared to the average for all Pro and Ent customers (n=23,190).

Marketing Hub

Automation

Marketing Hub enables marketers to set sales teams up for success. With its automation tools, teams nurture, score and deliver high quality leads, maximizing both number of deals closed and close rates.

50%
increase in deals closed after 1 year[1]

103%
increase in deal close rate after 1 year[1]

Tip:
Customers who use marketing automation, campaign management and marketing reporting close **17% more** deals per month[2] and see a **10% higher** deal close rate.[2]

Deals Performance Since Purchase[1]

[1] Based on monthly deal close rate (n=42,738) and number of deals closed for customers who owned Marketing Hub for at least 12 months (n=42,561).
[2] Based on number of deals created by Pro and Ent customers with workflows, campaigns and marketing reporting activated (n=18,342) compared to the average for all Pro and Ent customers (n=23,190).

Marketing Hub

Case studies

Lead Generation

Zapier Doubles Its Conversion Rate with HubSpot

See Case Study →

Marketing Automation

Lendio Closes 58% More Deals with Marketing Hub Automation

See Case Study →

Marketing Automation

How SPOC Automation saved $140K in first month with HubSpot

See Case Study →

Calculate Your Potential ROI with Marketing Hub Using the HubSpot ROI Calculator

Calculate ROI

Content Tools:

Create and manage personalized content experiences

Marketing teams who use HubSpot's content tools drive customer connection and business growth.

After just 6 months, customers who use content tools experience...

114%
increase in web traffic[1]

251%
increase in landing page views[1]

337%
increase in blog views[1]

99%
increase in inbound leads[1]

[1] Increase in monthly website traffic (n=64,160), landing page views (n=34,333), blog page views (n=17,367) and form submissions (n=57,468) 6 months post-purchase for customers who owned Marketing or CMS Hub for at least 12 months.

Content Tools

HubSpot's content tools enable marketers to effortlessly craft personalized and targeted website, blog, and landing page content to attract the ideal audience.

143%
increase in web traffic after 1 year[1]

300%
increase in landing page views after 1 year[1]

646%
increase in blog views after 1 year[1]

Tip:
Customers who use SEO tools see
6x more website traffic[2]
4x more landing page views[3]
4.5x more blog views[4]

Traffic Performance Since Purchase[1]

[1] Based on monthly website traffic (n=64,160), landing pages views (n=34,333) and blog views (n=17,376) for customers who owned Marketing or CMS Hub for at least 12 months.
[2] Based on website traffic for customers with SEO tools activated (n=7,194) versus those without (n=86,891).
[3] Based on landing pages views for customers with SEO tools activated (n=6,163) versus those without (n=33,943).
[4] Based on blog views for customers with SEO tools activated (n=4,662) versus those without (n=14,239).

Content Tools

Marketers use HubSpot's content tools to connect more deeply with customers, by crafting engaging content that resonates and using advanced experimentation tools to improve conversion rates.

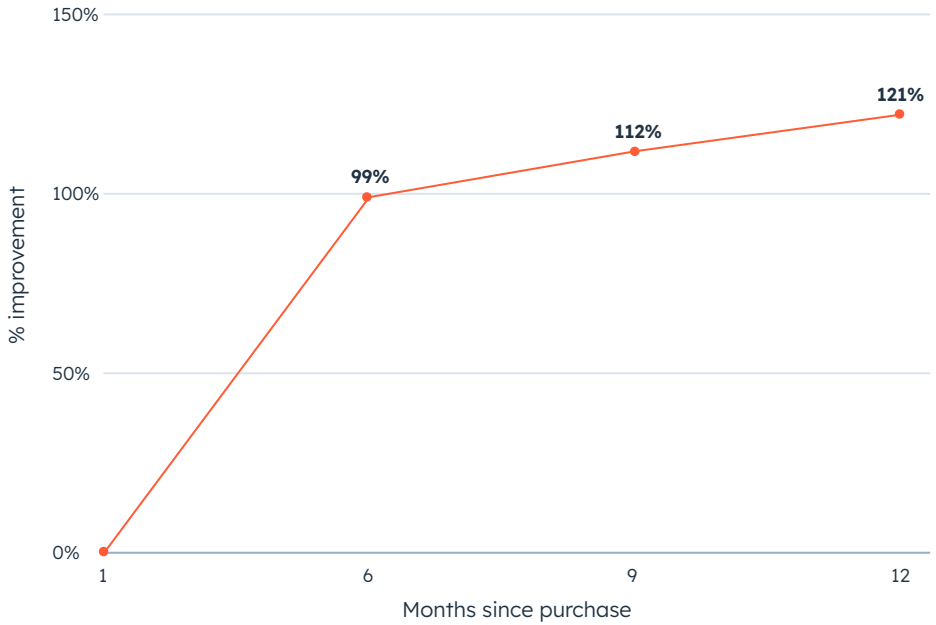
Increase in inbound leads:

99%
within 6 months[1]

121%
after 1 year[1]

Tip:
Customers see an impressive **237% higher** conversion rate when using adaptive testing.[2]

Inbound Leads Performance Since Purchase[1]



[1] Based on monthly form submissions for customers who owned Marketing or CMS Hub for at least 12 months (n=57,468).
[2] Based on landing page form submission rate for Enterprise customers with adaptive testing activated (n=317) versus those without (n=3,708).

Sales Hub:

Powering productivity through relevance

With Sales Hub, customers can...

Prospect Smarter

28%
increase in deals created[1]

Scale Insightfully

105%
increase in deal close rate[1]

1.4x
more deals closed per rep[2]

Accelerate Revenue Growth

55%
more deals closed[1]

13%
increase in revenue[3]

[1] Increase in deals created (n=46,874), deal close rate (n=46,874), and deals closed (n=46,626) 12 months post-purchase for customers who owned Sales Hub for at least 12 months.
[2] Based on deals closed per rep for customers who owned Sales Hub for 1-6 months (n=6,662) compared to 7-12 months (n=7,241).
[3] Revenue Impact Report by Beall Research on behalf of HubSpot

Sales Hub

Prospecting

Sales Hub equips prospecting reps with the personalized sales engagement tools they need to start meaningful conversations and build a full pipeline.

Higher engagement

90%
boost in email opens[1]

53%
more email responses[1]

128%
increase in meetings attended[1]

Fuller pipeline

28%
more deals created[1]

[1] Increase in number of sequence email opens (n=16,280), sequence email responses (n=16,280), number of meetings attended (n=38,537) and deals created (n=46,874) 12 months post-purchase for customers who owned Sales Hub for at least 12 months.

Sales Hub

Prospecting

Sales Hub's automated sequences and email templates boost efficiency and productivity for sellers, while features like the meeting scheduler and workflows greatly improve the chances of prospects booking and attending meetings.

128%
increase in meetings attended after 1 year[1]

111%
increase in meetings booked after 1 year[1]

Tip:
Customers who use prospecting tools secure **25% more**[2] meetings and see a **33% higher** meeting attendance.[3]

Meeting Performance Since Purchase[1]

[1] Based number of meetings scheduled (n=37,830) and attended monthly for customers who owned Sales Hub for at least 12 months (n=38,579).
[2] Based on number of meetings scheduled (n=12,204) for Pro and Ent customers with sequences, templates, workflows and sales email activated compared to the average for all Pro and Ent customers (n=23,860).
[3] Based on the number of meetings attended for Pro and Ent customers with sequences, templates, workflows and sales email activated (n=12,230) compared to the average for all Pro and Ent customers (n=23,932).

Sales Hub

Prospecting

Sales Hub's prospecting tools streamline operations, maintain rep focus, enhance organization, and boost efficiency. This allows reps to dedicate their efforts to crafting a qualified, high-conversion pipeline.

Increase in deals created:

13%
within 6 months[1]

28%
after 1 year[1]

Tip:
Customers who use prospecting tools create **30% more** deals per month,[2] while those using lead scoring create **120% more** deals per month.[3]

Deals Created Performance Since Purchase[1]

[1] Based on number of deals created monthly for customers who owned Sales Hub for at least 12 months (n=46,874).
[2] Based on number of deals created by Pro and Ent customers with sequences, workflows, templates, meetings and calling activated (n=8,973) compared to the average for all Pro and Ent customers (n=30,587).
[3] Based on number of deals created by Ent customers with lead scoring activated (n=1,121) compared to the those without (n=2,090).

Sales Hub

Deal Management

Sales Hub equips sellers to close more deals at a higher rate with deal management tools that provide opportunities for rich contextualization at scale.

With Sales Hub, customers see...

105%
increase in deal close rate[1]

41%
higher deals closed per rep[2]

26%
reduction in sales cycles[3]

55%
increase in closed deals[1]

[1] Increase in deal close rate (n=46,874) and deals closed (n=46,626) 12 months post-purchase for customers who owned Sales Hub for at least 12 months.

[2] Based on deals closed per rep in for customers who owned Sales Hub for 1-6 months (n=6,662) compared to 7-12 months (n=7,241).

[3] Revenue Impact Report by Beall Research on behalf of HubSpot

Sales Hub

Deal Management

Sales Hub's deal management tools, including quotes, document tracking, deal pipelines, and meeting scheduler streamline the sales process to ensure a smooth transition from qualified leads to closed-won deals.

Increase in close rate:

79%
within 6 months[1]

105%
after 1 year[1]

Tip:
Customers see **45% higher** deal close rates by using deal management tools[2], **36% higher** by using playbooks[3] and **57% higher** by using HubSpot payments[4]

Deal Close Rate Performance Since Purchase[1]

[1] Based on monthly deal close rate for customers who owned Sales Hub for at least 12 months (n=46,874).
[2] Based on deal close rate for Pro and Ent customers with sequences, quotes, products, templates, documents, sales email, calling, CRM, and meetings activated (n=3,811) compared to the average for all Pro and Ent customers (n=30,587).
[3] Based on deal close rate for Ent customers with playbooks activated (n=1,724) compared to those without (n=1,487).
[4] Based on deal close rate for customers enrolled in payments (n=4,083) compared to those not enrolled (n=42,855).

Sales Hub

Deal Management

Sales Hub empowers reps to focus on selling better (and less on navigating systems) with a user friendly interface, a unified contact database and automated deal processes.

41%
higher deals closed per rep[1]

26%
reduction in sales cycles[2]

[1] Based on deals closed per rep for customers who owned Sales Hub for 1-6 months (n=6,662) compared to 7-12 months (n=7,241).

[2] Revenue Impact Report by Beall Research on behalf of HubSpot

Sales Hub

Deal Management

With Sales Hub, reps nurture a qualified pipeline, achieve higher close rates, and see a boost in productivity, resulting in outstanding outcomes:

55%
more deals closed[1]

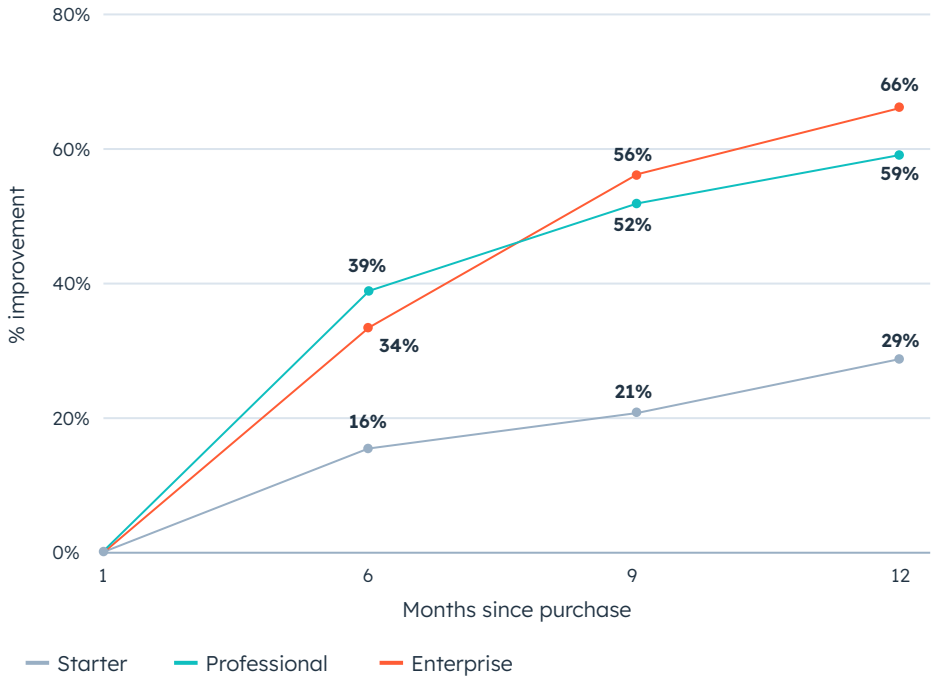
13%
increase in revenue[2]

Results by industry, region, and company size:

See page 43 →

Tip:
65% higher deals closed when customers use deal management tools[3]

Deals Closed Performance Since Purchase[1]



[1] Based deals closed monthly for customers who owned Sales Hub Starter (n=25,435), Professional (19,307), Enterprise (n=1,884), or any plan (n=46,626) for at least 12 months.
[2] Revenue Impact Report by Beall Research on behalf of HubSpot
[3] Based on number of deals closed for Pro and Ent customers with sequences, quotes, products, templates, documents, sales email, calling, CRM, and meetings activated (n=3,811) compared to the average for all Pro and Ent customers (n=30,587).

Sales Hub

Case studies

Prospecting

Ceros used HubSpot to achieve 180% deal generation growth through smarter prospecting

See Case Study →

Deal Management

Scaling Insightfully with Sales Hub: The Knowledge Academy's Journey to 192% Sales Growth

See Case Study →

Deal Management

Teamwork.com makes its sales team 50% more effective with HubSpot

See Case Study →

Calculate Your Potential ROI with Sales Hub Using the HubSpot ROI Calculator

Calculate ROI

Service Hub

Delight and strengthen customer connection

With Service Hub, customers can...

Deliver outstanding customer service

32%
increase in ticket close rate[1]

42%
higher tickets closed per agent[2]

Empower customers to help themselves

79%
fewer tickets created[3]

5%
cost savings[4]

[1] Increase in ticket close rate for customers who owned Service Hub for at least 12 months.(n=11,608).
[2] Based on tickets closed per assigned seat for customers who owned Service Hub for 1-6 months (n=1,438) versus 7-12 months (n=1,447).
[3] Based on tickets created for Pro and Ent customers with knowledge base activated (n=4,504) versus those without (n=12,593).
[4] Service Hub Customer Impact Research Report by Beall Research on behalf of HubSpot

Service Hub

Help Desk

Service Hub transforms customer support through streamlined tools on a centralized platform, empowering teams to efficiently deliver personalized customer service across channels, 24/7.

Customers who use Service Hub's help desk tools see:

32%
increase in ticket close rate[1]

42%
higher tickets closed per agent[2]

13x
faster ticket resolution times[3]

8%
time savings[4]

[1] Increase in ticket close rate for customers who owned Service Hub for at least 12 months.(n=11,608).

[2] Based on tickets closed per assigned seat for customers who owned Service Hub for 1-6 months (n=1,438) versus 7-12 months (n=1,447).

[3] Based on average ticket resolution time for Pro and Ent customers with conversations inbox, knowledge base, customer portal, custom view and workflows activated (n=8,693) compared to all Pro and Ent customers (n=15,409).

[4] Service Hub Customer Impact Research Report by Beall Research on behalf of HubSpot

Service Hub

Help Desk

Service Hub is fully integrated with HubSpot's Smart CRM, empowering agents with meaningful context to assist customers effectively, resulting in quicker ticket resolution times.

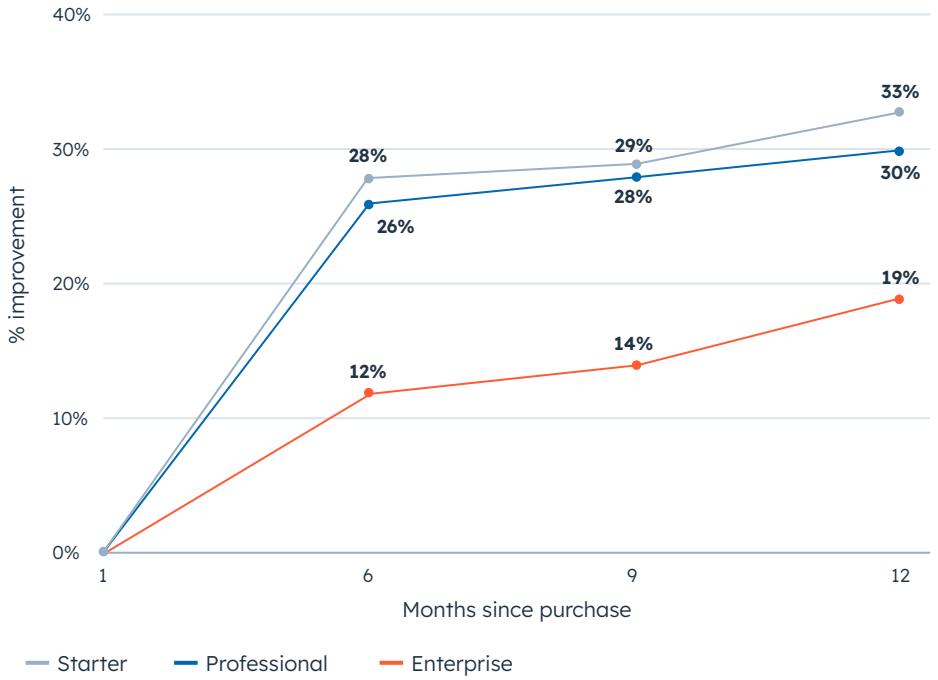
42%
tickets closed per agent[3]

Results by industry, region, and company size:

See page 44 →

Tip:
Customers using help desk and self-service tools experience **13x faster** ticket resolution times[2]

Ticket Close Rate Performance Since Purchase[1]



[1] Based on monthly ticket close rate for customers who owned Service Hub Starter (n=6,489), Professional (n=4,686), or Enterprise (n=457) for at least 12 months.
[2] Based on average ticket resolution time for Pro and Ent customers with conversations inbox, knowledge base, customer portal, custom view and workflows activated (n=8,693) compared to all Pro and Ent customers (n=15,409).
[3] Based on tickets closed per assigned seat for customers who owned Service Hub for 1-6 months (n=1,438) versus 7-12 months (n=1,447).

Service Hub

Self-service

Service Hub's self-service features empower customers to address issues independently. Tools like knowledge base help customers find information quickly and provide consistent experience at scale - increasing the chance to delight customers.

Ticket reduction

79%

fewer tickets created when using self-service tools[1]

Cost savings

5%

average cost savings, with most customers realizing savings within 6 months of purchase[2]

[1] Based on tickets created for Pro and Ent customers with knowledge base activated (n=4,504) versus those without (n=12,593).

[2] Service Hub Customer Impact Research Report by Beall Research on behalf of HubSpot

Service Hub

Case studies

Customer Retention

How Yoga International used Service Hub to Decrease Churn 20%

See Case Study →

Customer Satisfaction

The Royal Mint increases NPS by 10 points with HubSpot

See Case Study →

Customer Service

How Santa Cruz Bicycles Scales Customer Happiness as It Grows

See Case Study →

HubSpot's Customer Platform

Connect and grow

HubSpot's Customer Platform

Marketing Hub | Sales Hub

When customers use Marketing Hub and Sales Hub to align their marketing and sales teams, they provide a more seamless buying experience that results in more opportunities, more closed deals and more revenue.

After 1 year customers see...

43%
more deals created
(64% greater increase than with Marketing Hub alone)[1]

64%
more deals closed
(68% greater increase than with Sales Hub alone)[2]

119%
increase in close rate[3]

13%
increase in revenue[4]

Deal Performance Since Purchase

[1] Based on number of deals created monthly by customers who owned Marketing and Sales Hub for at least 12 months (n=31,301); 12 months post-purchase comparison to customers with Marketing Hub only (n=12,031).
[2] Based on number of deals closed monthly by customers who owned Marketing and Sales Hub for at least 12 months (n=30,755) 12 months post-purchase comparison to customers with Sales Hub only (n=16,000).
[3] Based on monthly deal close rate for customers who owned Marketing and Sales Hub for at least 12 months (n=30,837).
[4] Revenue Impact Report by Beall Research on behalf of HubSpot

HubSpot's Customer Platform

Marketing Hub | Sales Hub | Service Hub

With the HubSpot customer platform, our customers' marketing, sales, and service teams are connected through a complete view of the customer journey so they can deliver a frictionless customer experience that drives business results.

After 1 year customers see...

115%
more inbound leads
(8% greater increase than with Marketing Hub alone)[1]

67%
more deals closed
(79% greater increase than with Sales Hub alone)[2]

Deal and Lead Performance Since Purchase

[1] Based on number of monthly form submissions for customers who owned Marketing, Sales and Service Hub for at least 12 months (n=20,015); 12 month post-purchase comparison to customers with Marketing Hub only (n=20,281).
[2] Based on number of deals closed monthly for customers who owned Marketing, Sales and Service Hub for at least 12 months (n=18,699); 12 month post-purchase comparison to customers with Sales Hub only (n=15,263).

HubSpot's Customer Platform

Solutions Partners

Solutions Partners help HubSpot customers reach their full potential with support in marketing, CRM implementation, sales enablement, website development, and so much more.

Customers working with Solutions Partners see...

Greater product usage

15%
more likely to have fully activated Marketing Hub[1]

9%
more likely to have fully activated Sales Hub[2]

Better outcomes

38%
more inbound leads[3]

141%
more deals created[4]

91%
more deals closed[5]

[1] Based on percent of customers working with a Solutions Partner (n=23,996) who had fully activated Marketing Hub 6 months post-purchase compared to percent of those not associated with a partner (n=66,736).

[2] Based on percent of customers working with a Solutions Partner (n=18,086) who had fully activated Sales Hub 6 months post-purchase compared to percent of those not associated with a partner (n=67,235).

[3] Based on number of form submissions Marketing Hub Pro and Ent customers working with a Solutions Partner (n=11,750) compared to those not associated with a partner (n=13,146)

[4] Based on number of deals created for Sales Hub Pro and Ent customers working with a Solutions Partner (n=9,743) compared to those not associated with a partner (n=17,600).

[5] Based on number of deals closed for Sales Hub Pro and Ent customers working with a partner (n=9,252) compared compared to those not associated with a partner (n=10,653).

HubSpot's Customer Platform

Case studies

Marketing Hub | Sales Hub

checkwriters

Checkwriters Grows Revenue by 20% After Salesforce Switch

See Case Study →

Full Platform

LIQUIDITY SERVICES

Liquidity Services Cuts Costs 50% by Consolidating on HubSpot

See Case Study →

Partner

Niswey

Niswey Accelerates Agency Growth as a HubSpot Partner

See Case Study →

Conclusion

HubSpot is on a mission to **help millions of organizations grow better** by enabling deeper customer connection.

As seen in this report, by leveraging HubSpot's products and features, our customers are driving growth across metrics they care about most.

Want to learn more about how HubSpot can transform your business?

Contact our sales team

Or check out these free tools:

HubSpot ROI Calculator

Growth Grader

HubSpot Total Cost of Ownership Calculator

Appendix

Appendix

Data Methodology

1. How does HubSpot collect the customer data used in this report?

We obtain customer data by collecting information from customers who interact with us through our websites or use HubSpot's subscription services. The details of what we collect, how we use the information, how we share it, and how customers can manage their data are all outlined in our Privacy Policy.

Our customer experience data is derived from aggregating information from thousands of HubSpot customers. For specific sample sizes and details regarding the criteria used to include customers in each chart or statistic, please refer to the corresponding chart description or statistic footnote.

2. What types of customer data are included in this report?

The data presented in this report can be categorized into can be categorized into three types:

a. Personal Data: This refers to the information defined in our Customer Data Processing Agreement. We collect data when customers fill out web forms, interact with our websites, subscribe to a HubSpot blog, sign up for a webinar, request customer support, create or modify user information, set preferences, or provide any other relevant information to access or use our Subscription Service.

b. Usage data: This includes metrics and information about how customers use and interact with the Subscription Service. It encompasses details such as the most frequently used product features, the creation and closure of objects (e.g., deals), and the frequency of triggering certain features (e.g., workflows) in their account.

c. Research Data: This refers to customers who have given their consent and taken part in a market research study conducted or commissioned by HubSpot. In these studies, the data has been collected by asking customers using the product questions related to their business's performance, such as time saved, revenue growth, and other relevant metrics.

3. Where can I learn more about the data used in this report?

For more information about the data used in this report, please visit HubSpot Customer Experience Data. On this page, you will find frequently asked questions that can help you gain a better understanding of how performance is calculated, how accuracy is maintained, and how metrics are defined.

Marketing Hub

Inbound Leads by Industry, Region and Company size

Based on the total monthly volume of form submissions 12 months post-purchase for customers who owned Marketing Hub for at least 12 months between January 2019 and September 2023.

Industry	Increase in inbound leads	Sample size
Construction	133%	555
Education and Health Services	248%	1,686
Financial Activities	228%	1,694
Publishing Industries (including software)	170%	3,463
Leisure and Hospitality	186%	548
Manufacturing	113%	1,966
Other Services & Public Administration	194%	879
Professional & Business Services	147%	5,938
Trade, Transportation, & Utilities	138%	1,446
Media & Telecommunications	142%	850
Region	**Increase in inbound leads**	**Sample size**
EMEA	115%	17,735
Northern Americas	146%	24,474
Oceania	121%	3,203
Asia	88%	3,893
Latin Americas & the Caribbean	196%	3,110
Company Size (# of employees)	**Increase in inbound leads**	**Sample size**
0-5	44%	8,448
6-10	82%	17,235
11-25	102%	6,405
26-50	132%	7,800
51-200	165%	6,986
201+	261%	5,352

Sales Hub

Deals Closed by Industry, Region and Company size

Based on the increase in the number of deals closed 12 months post-purchase for customers who owned Sales Hub for at least 12 months between January 2019 and September 2023.

Industry	Increase in deals closed	Sample size
Construction	51%	579
Education and Health Services	74%	1,151
Financial Activities	79%	1,335
Publishing Industries (including software)	38%	3,123
Leisure and Hospitality	99%	453
Manufacturing	37%	1,519
Other Services & Public Administration	100%	560
Professional & Business Services	52%	4,803
Trade, Transportation, & Utilities	44%	1,284
Media & Telecommunications	47%	649
Region	**Increase in deals closed**	**Sample size**
EMEA	53%	15,868
Northern Americas	51%	21,364
Oceania	76%	3,033
Asia	42%	3,013
Latin Americas & the Caribbean	75%	3,140
Company Size (# of employees)	**Increase in deals closed**	**Sample size**
0-5	37%	7,642
6-10	43%	16,599
11-25	45%	6,213
26-50	58%	7,024
51-200	59%	5,682
201+	69%	3,291

Service Hub

Ticket Close Rate by Industry, Region and Company size

Based on the ticket close rate (number of tickets marked closed divided by the number of tickets) 12 months post-purchase for customers who owned Service Hub for at least 12 months between January 2019 and September 2023.

Industry	Increase in ticket close rate	Sample size
Education and Health Services	15%	351
Financial Activities	61%	296
Information, Media, and Technology	23%	1,080
Leisure and Hospitality	34%	142
Manufacturing	35%	408
Other Services & Public Administration	26%	181
Professional & Business Services	26%	981
Trade, Transportation, & Utilities	17%	415
Region	**Increase in ticket close rate**	**Sample size**
EMEA	36%	4,225
Northern Americas	28%	4,744
Oceania	31%	777
Asia	22%	730
Latin Americas & the Caribbean	22%	872
Company Size (# of employees)	**Increase in ticket close rate**	**Sample size**
0-5	27%	1,808
6-10	28%	4,045
11-25	40%	1,595
26-50	30%	1,757
51-200	21%	1,367
201+	15%	851