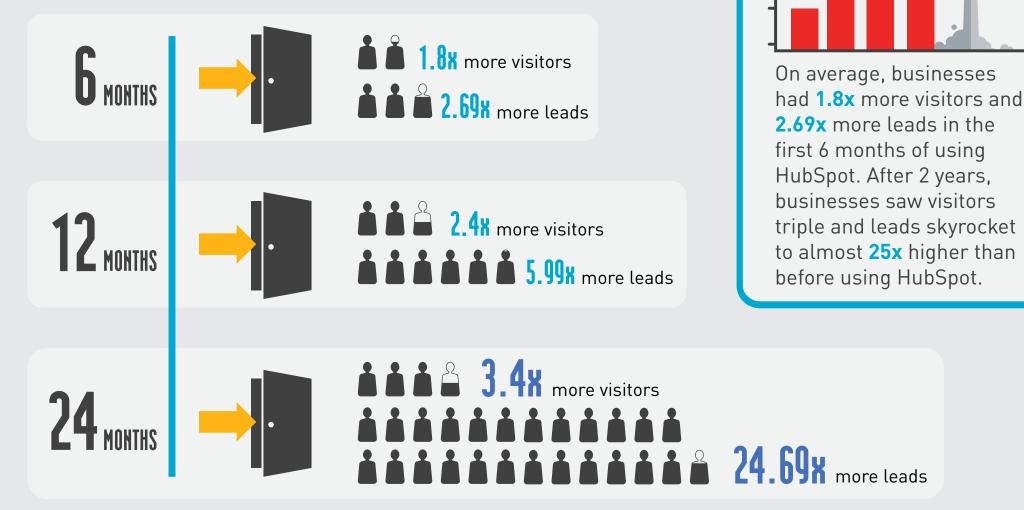


A report on the return on investment (ROI) B2Cs & B2Bs experience after implementing HubSpot inbound marketing software in their marketing plans.

REACH MORE UISITORS PER MONTH

Businesses consistently increase the volume of website visitors and number of leads month after month when using inbound marketing software.



CONVERT MORE LEADS TO CUSTOMERS

Some of the top factors that attributed to sales increases were blogging, email marketing, and better lead intelligence.

73% Saw increased lead-to-customer conversion rates

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69% Saw increased sales revenue



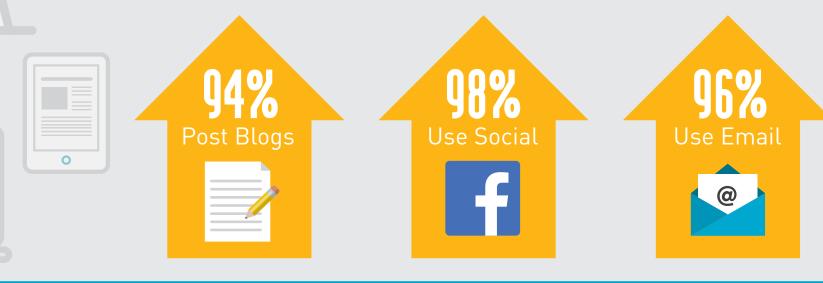
74% Saw increased revenue within the first 7 months

We switched from traditional marketing and became a presence on the web. It [increased] sales over 50%.

- HubSpot Customer

STRONGER MARKETING

Using inbound marketing software changes how you use marketing tools for your business. Inbound marketers use a wider variety of tools and use the most popular tools more frequently.



HAPPIER CUSTOMERS

Businesses experience improved marketing strategy and practices with inbound marketing.

30%



193% agree that history marketing helped achieve their marketing goals. agree that inbound

saw an increase in their customers' satisfaction.

Over 30% have shortened their sales cycle since implementation.

imbue creative

Imbue Creative is a branding and creative services agency located in Lambertville, NJ. We help organizations connect with new audiences and build loyalty in existing relationships through strategic messaging and engaging design.

0 in imbuecreative.com

Return on Investment from Inbound Marketing through Implementing HubSpot Software. Report by HubSpot. Prepared by Tina Yau, MBA Class of 2015. Massachusetts Institute of Technology, Sloan School of Management. January 2014.

This infographic was designed, illustrated and executed by the team at Imbue Creative.