

Cheat Sheet

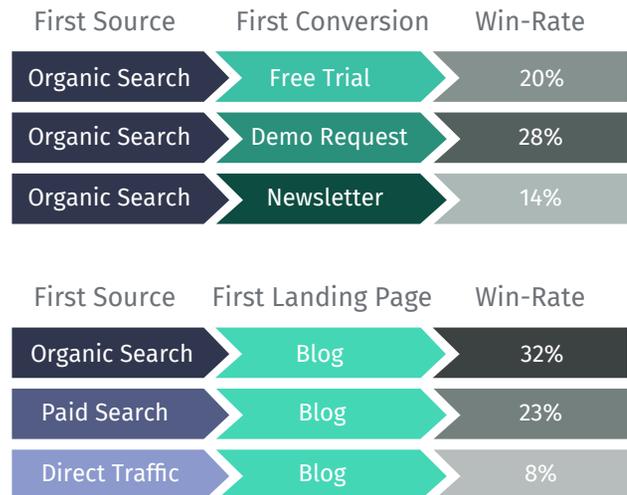
4 Sales & Marketing Insights You Can't Get In Hubspot

HubSpot reporting provides an excellent look at certain parts of your business, but your marketing and sales efforts are complex and unique to your business. Here are four essential sales and marketing insights you can't get natively in HubSpot (but can get with Demand Sage):

1. Multi-touch Company Attribution

To what do you attribute a company? What campaign, what source, what call-to-action? HubSpot allows you to report on company source - typically the source of the first contact from a company to come into your ecosystem - but you need to know the full multi-touch story of how contacts interact with your content, and at what rate the various content flows become closed/won deals.

Demand Sage Solution
Company Attribution Report

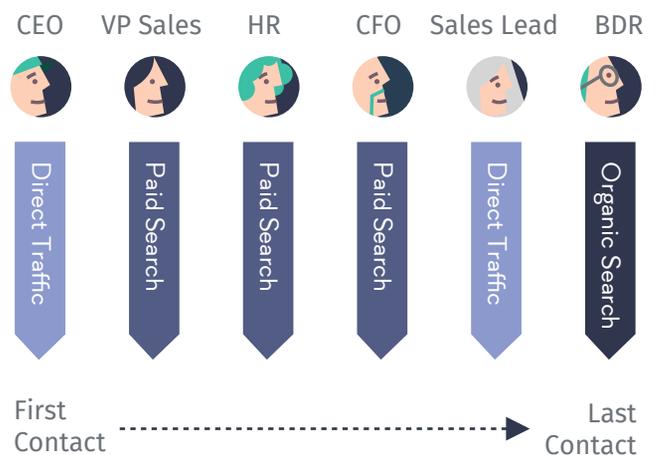


2. Company Attribution: First, Last and Most Common Source

HubSpot's Account-Based Marketing tools give you the ability to execute on ABM strategies, but certain insights are missing. Do you have a Decision Maker? Where did that person come from?

Get a more holistic account-based view with first, last and most common source, as well as the sources of your most important contacts within an organization.

Demand Sage Solution
Account X-Ray



Company Source

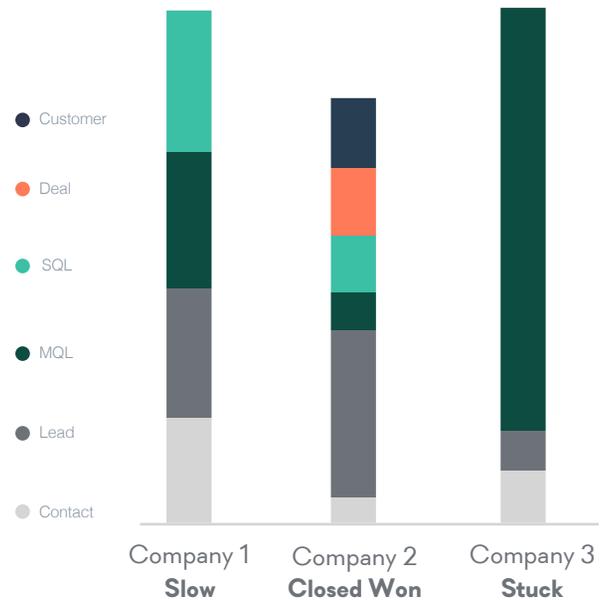
- First:** Direct
- Last:** Organic Search
- Most Common:** Paid Search

3. Funnel Velocity at the Company Level

It's fairly easy to see funnel success rates, but the time required is just as important. HubSpot doesn't have a very good story on funnel velocity - the time it takes a company, deal or contact to go from lead to closed/won - so Demand Sage gives you that insight.

Know when you can expect a deal to close based on their speed through your conversion funnel.

Demand Sage Solution
Time in Stages Report



4. Win-Rate: Deals vs Revenue

What is your win rate in deals involving small companies vs. larger companies? Companies in the US vs. companies in Venezuela? Additionally, what is the typical deal size for these?

Win rates should be sliceable so you can ensure your sales team is pursuing deals that you are likely to win, and deals that are likely to bring a significant ASP.

Demand Sage Solution
Win-Loss Analysis

Owner	Employees	Win Rate #	Win Rate \$
Nick	1-10	20%	14%
	10-50	12%	16%
	50-100	5%	7%
	100-500	20%	50%
	500+	50%	30%
Jane	1-10	45%	40%
	10-50	51%	62%
	50-100	43%	38%
	100-500	23%	17%
	500+	0%	0%