

# Configuring Multi-Touch Attribution and Simplifying HubSpot Operations

## HIGHLIGHTS



Successful  
Multi-touch  
Attribution Set-Up



Efficient  
Touchpoints  
Credit Assignment



Increased  
Marketing  
Qualified Leads



Pragmatic  
Insight into Future  
Investment

## THE CUSTOMER

With its headquarters in Mountain View, CA, the customer is a network security operations provider. They help organizations automate and accelerate their security operations process, from alert triage and incident response, to threat hunting and detection.

## THE CONTEXT

The customer was using HubSpot for its marketing operations and had a Salesforce CRM. They were struggling to map their lead data in Salesforce with HubSpot so as to place those leads in the appropriate nurture campaigns. They also had difficulty tracking the performance of the forms on their website.

## THE OBJECTIVE

The customer wanted a simple process in place to track marketing leads and their progression through the sales funnel. They wanted to partner with an organization with extensive knowledge and expertise of HubSpot to help them leverage HubSpot workflows to associate each new lead with the appropriate ongoing campaigns. In addition to this, they also needed help with placing their website resource pages in HubSpot.

## THE SOLUTION

- We initiated a multi-touch attribution set-up in HubSpot using Salesforce and optimized it so that it captured the first, last, and multiple touchpoints for a lead.
- We mapped the lead data in Salesforce with HubSpot and altered the email workflows based on the lead stage so as to suppress them from the irrelevant nurture campaigns and then placed them in the appropriate ongoing nurture campaigns.
- We created and designed newsletter templates for existing customers.
- We also built a Form Submission Report for the customer to help them track the performance of their forms.
- We created and implemented complex nurture programs for the customer to help them nurture their prospects coming in through their website, organic traffic, social media, email campaigns, etc.
- The customer had their website resource pages in HubSpot Content Optimization System (COS). We replicated those pages, converted them into landing pages, and moved them into HubSpot.

## THE OUTCOME

With Grazitti's set-up of the multi-touch attribution model in HubSpot, the customer was able to assign credit to all the successful marketing touchpoints from lead acquisition to closure. The customer was also able to measure the impact that their campaigns, conferences/events, or channels had on their revenue, thus helping them determine the overall impact on their organization pipeline. The complex nurture programs that we built helped the customer increase the number of Marketing Qualified Leads, thus delivering magnified customer experiences.

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