

# Business consulting company

## DATA DRIVEN: EFFECTIVE BUSINESS DATA MANAGEMENT

### SITUATION

The firm's client data and information appears fragmented and disorganized and therefore it is difficult to interpret.

### SOLUTION

Integration of HubSpot as a software:

- effectively manage business contacts
- accurately organize business data
- increase conversion rates

### IMPACT

Thanks to the integration, it was possible to reorganize all the historical data in a single platform. Each contact contains all the useful information to face future interactions with each individual customer or prospect with a winning perspective. The new generated contacts are automatically qualified in HubSpot, and all the international interactions made with the new contact is promptly updated on the customer card among the contacts in the database.

The integration of HubSpot has enabled:

- **Increase the conversion of potential customers**
- **Optimize active customer management timelines**
- **Increase the conversion of inactive customers.**

CASE STUDY

# Business consulting company

## POSITIONING A NEW B2B SERVICE ON A SPECIFIC TARGET

### SITUATION

Identify a direct sponsorship and sales channel suitable for a new training service for professionals and companies.

### SOLUTION

Opened a fully digital contact acquisition channel through LinkedIn supported by profiling of new potential target customers  
Created a one-to-one interaction strategy to sponsor the new service.

### IMPACT

1100 potential target clients were identified, and B2B Lead Generation activities led to sponsor the new service.

#### OUTCOME:

**55%**

OF PROSPECTS HAVE COME INTO DIRECT CONTACT WITH THE BRAND

**3779**

USERS HAVE VIEWED THE CONTENT RELATED TO THE NEW SERVICE

**7%**

OF CONTACTS WHO ENCOUNTERED THE BRAND HAD A DIRECT INTERACTION WITH THE SALES DEPARTMENT