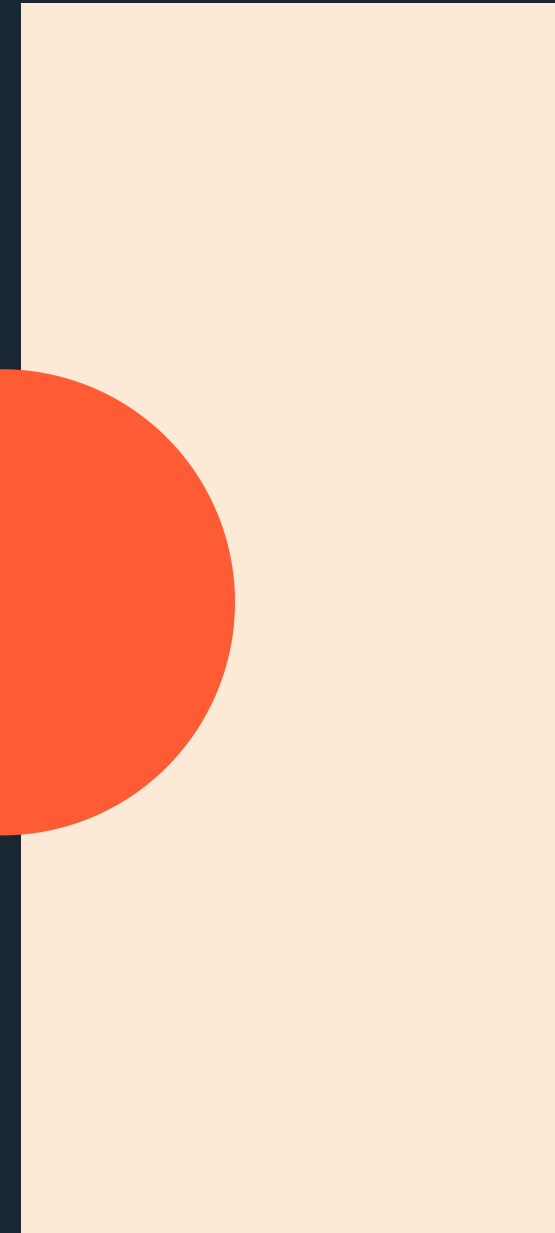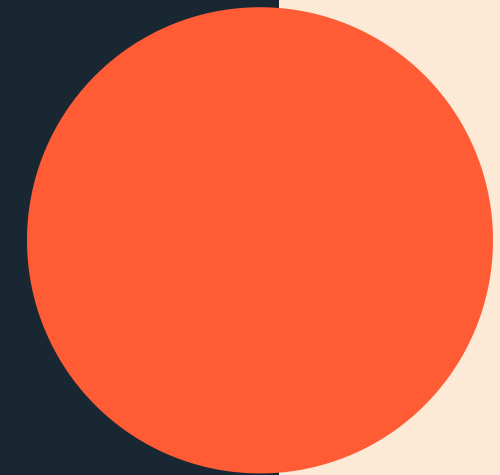# HubSpot Annual ROI Report

About This Report

It's not easy knowing which Marketing, Sales or Service software is best for your company.

There are plenty of options to choose from, but how do you know which one will actually help you grow better? Help you build deeper, more durable connections with customers? Deliver a better value to your business?

You don't want to just hope your software will help you improve - you want hard evidence.

We have you covered.

In 2022, we analyzed data from HubSpot's 158,000+ customers to see how their performance improved over the 12 months after they purchased HubSpot in order to quantify the value customers get out of their HubSpot software.

We hope the data in this report serves as the proof you need that the HubSpot CRM Platform will help your business grow and connect at a better value to your business.
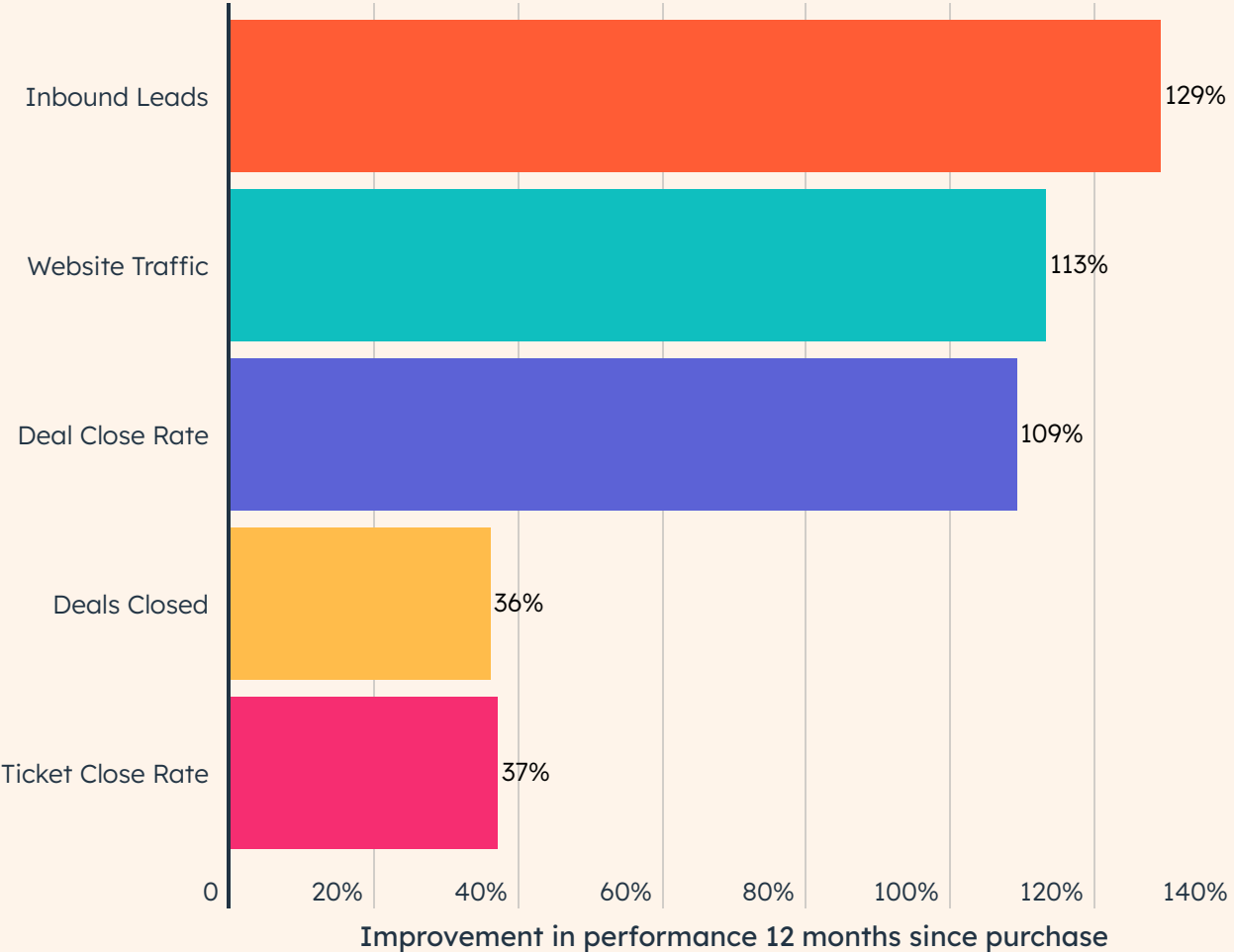
Let's dive in.

Table of Contents

HubSpot ROI Summary

After 1 year, HubSpot customers...

- **Acquire more leads**

  129% more inbound leads acquired through form submissions

- **Attract more website traffic**

  113% more visitors checked out customers' websites

- **Close and win more deals**

  Customers closed and won 36% more deals with a 109% better deal close rate

- **Resolve more customers' tickets**

  37% increase in ticket close rate

Chart axis labels: Inbound Leads 129%, Website Traffic 113%, Deal Close Rate 109%, Deals Closed 36%, Ticket Close Rate 37%

Improvement in performance 12 months since purchase

These insights are based on the performance of customers who owned Marketing Hub, Sales Hub and/or Service Hub for at least 12 months between January 2019 and August 2022.

HubSpot

Data Methodology
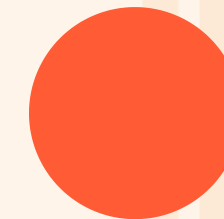
How does HubSpot obtain the customer data used in this report?
We collect data as customers interact with us via our websites or use HubSpot's subscription services. What we collect, how we use the information we collect, how we share that information, and how customers can manage their information are all described in our Privacy Policy.

What types of customer data are used in this report?
The data presented in this report falls into two categories:
1. Personal Data (as defined in our Customer Data Processing Agreement); and
2. usage data.

We collect Personal Data from customers when they submit web forms or interact with our websites, for example subscribing to a HubSpot blog, signing up for a webinar, or requesting customer support. We also collect Personal Data when customers sign up for a HubSpot account, create or modify user information, set preferences, or provide any other related information to access or utilize our Subscription Service.

Usage data includes metrics and information regarding customers' use and interaction with the Subscription Service such as what product features they use the most, when an object (like a deal) is created and closed, and how often certain features (like workflows) are triggered in their account.

How does HubSpot maintain customer data privacy?
To ensure we maintain the privacy of our customers' data, we use anonymization to remove or modify personally identifiable information, so that data cannot be associated with any one individual. We employ three standard anonymization techniques to customer outcomes data: attribute suppression, generalization and aggregation. We also withhold from sharing aggregated data from customer cohorts with sample sizes that do not reach an established cohort size threshold of 100.

Data Methodology (continued)

Which customers are included in the data presented in this report?
The data presented in this report is based on aggregated data from thousands of HubSpot customers. Exact sample sizes and Information about the criteria customers met to be included in the analysis for each chart or statistic can be found in the chart description.

How are performance since purchase statistics calculated?
The average improvement for each metric reflects customer performance in that month post-purchase compared to the average set in either the first month or first three months after purchasing HubSpot.

**How do I interpret the performance since purchase statistics?**
If a metric shows a 10% improvement, that means it's 10% higher than its benchmark. For example, if a customer has 100 visitors per month in month 1 and the 12 month improvement in that metric is 50%, the customer would see 150 visitors per month in month 12.

How does HubSpot ensure the data presented in this report is accurate?
We believe it is critically important to ensure the average improvement values reported in this report reflect the experience of our customers as accurately as possible. Therefore, before analyzing customer's data, we screen the data to check for errors, missing data and data distribution. We also employ statistical techniques to identify outliers and clean data so that unusual values do not distort monthly averages. In the case of highly skewed distributions, we use the median value as opposed to the mean because medians are found to be the best measure of central tendency in the case of skewed data.

Are customers guaranteed to see the same results presented in this report?
The short answer is: no. The data included in this report is based on aggregated data from 158,000+ HubSpot customers globally. It is provided for information purposes only. Please keep in mind that results for individual businesses, including your's and HubSpot's, may differ based on your own markets, customer base, industry, geography, stage, and/or other factors.
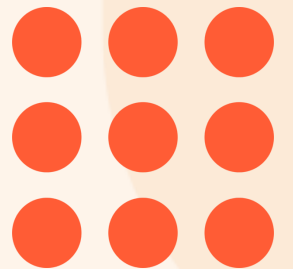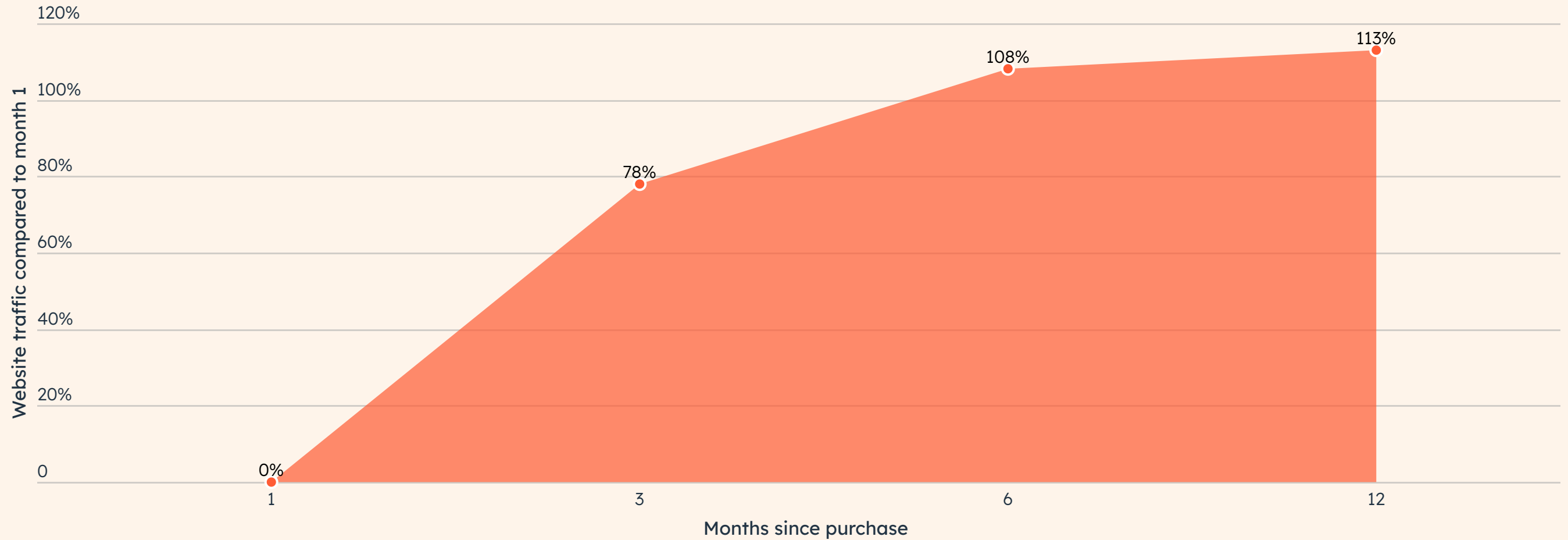
Marketing Hub

Website Traffic
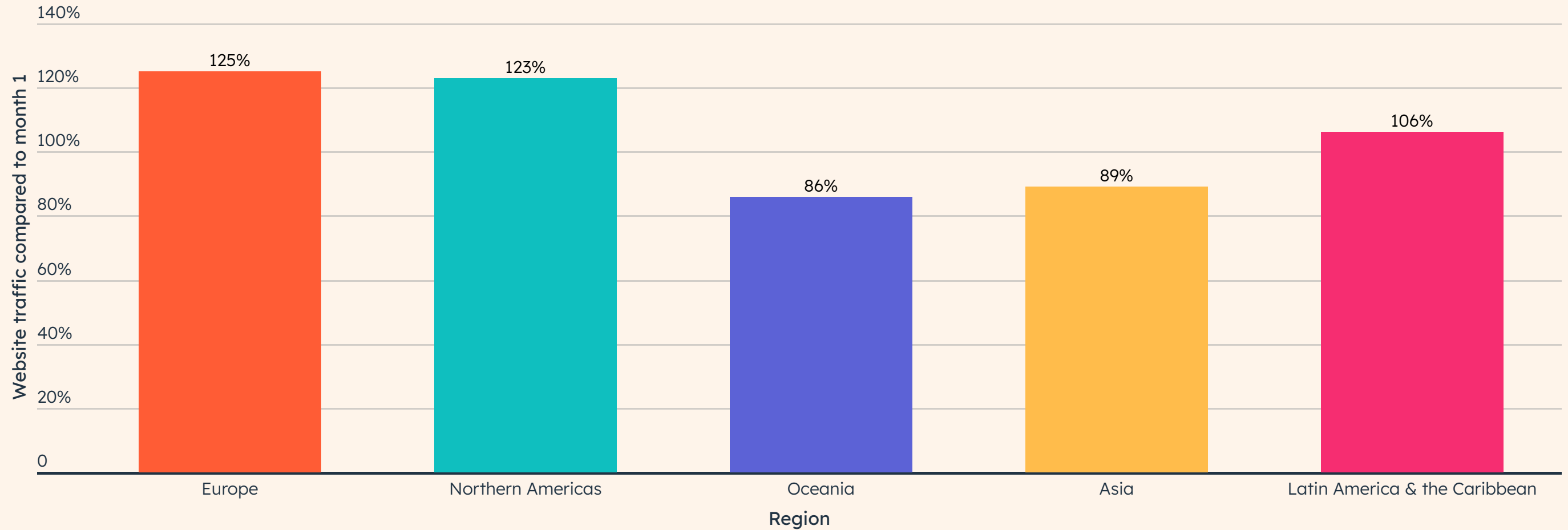
Website Traffic Performance Since Purchase

Marketing Hub customers see an average increase of 113% in traffic to their websites after 12 months.

These insights are based on the total monthly volume of traffic to the websites of HubSpot customers who owned Marketing Hub (n=36,913) for at least 12 months between January 2019 and August 2022.

HubSpot

Website Traffic 12 Month Performance Since Purchase

Marketing Hub customers from countries across the world see the traffic to their websites increase by 86% or more after 12 months.

These insights are based on the total monthly volume of traffic to the websites of HubSpot customers located in Europe (n=11,932), the Northern Americas (n=17,106), Oceania (n=2,315), Asia (n=2,691), or Latin America & the Caribbean (n=2,275) and who owned Marketing Hub for at least 12 months between January 2019 and August 2022.

HubSpot

Website Traffic 12 Month Performance Since Purchase

Marketing Hub customers from countries across the world see at least a 78% increase in website traffic after 12 months.

These insights are based on the total monthly volume of traffic to the websites of HubSpot customers located in Japan (n=848), France (n=1,311), Germany (n=1,515), United Kingdom (n=3,438), United States (n=15,423), Netherlands (n=882), Canada (n=1,671), Mexico (n=615), Spain (n=759), or Brazil (n=498) who owned Marketing Hub for at least 12 months between January 2019 and August 2022.
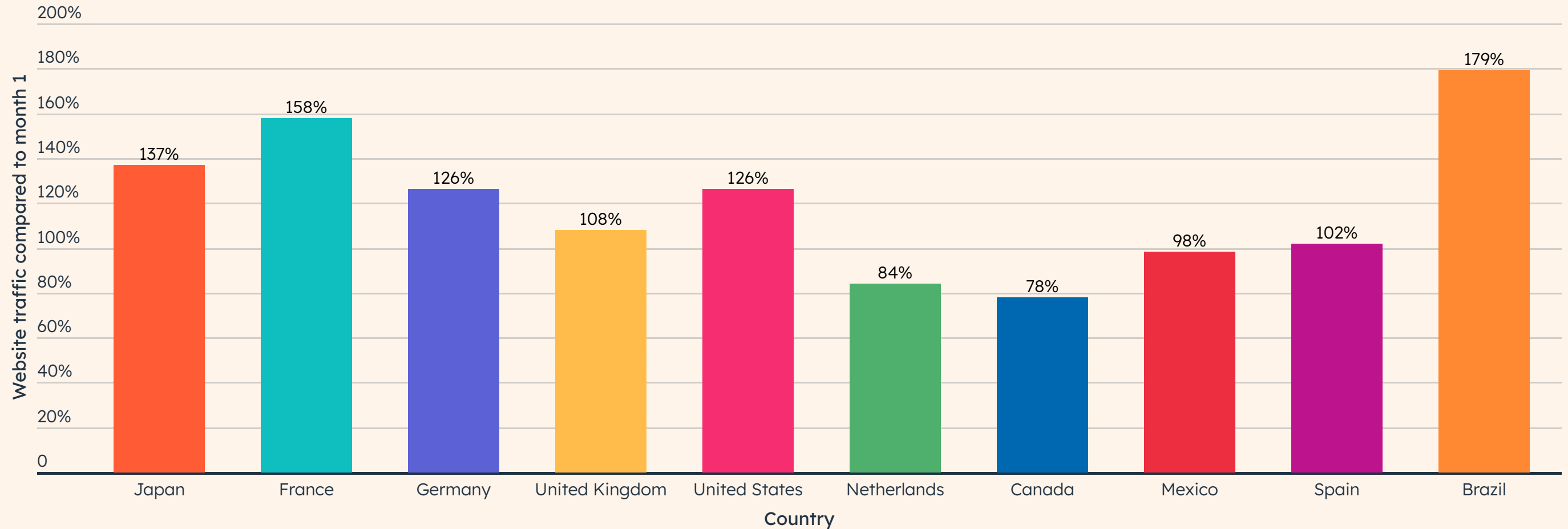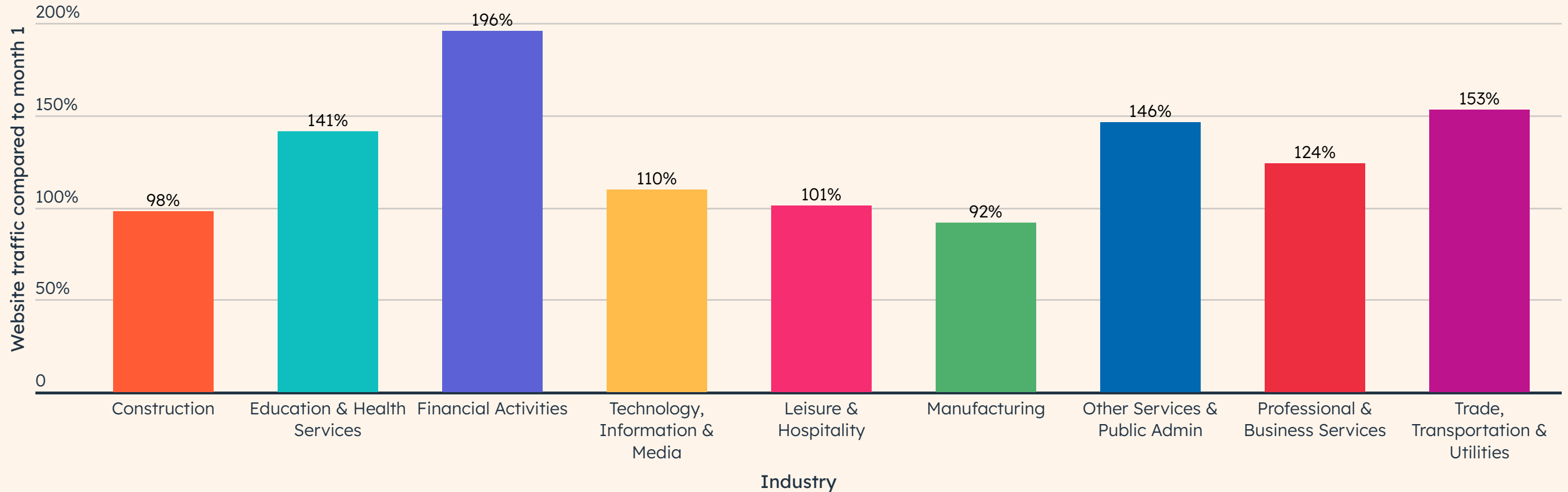
Website Traffic 12 Month Performance Since Purchase

Marketing Hub customers across every industry see the traffic to their websites increase by 92% or more after 12 months.

These insights are based on the total monthly volume of traffic to the websites of HubSpot customers in the Construction (n=390), Education and Health Services (n=968), Financial Activities (n=980), Technology, Information and Media (n=2863), Leisure and Hospitality (n=305), Manufacturing (n=1218), Other Services and Public Administration (442), Professional and Business Services (n=3,156) or Trade, Transportation and Utilities industry (n=847) who owned Marketing Hub for at least 12 months between January 2019 and August 2022.

HubSpot

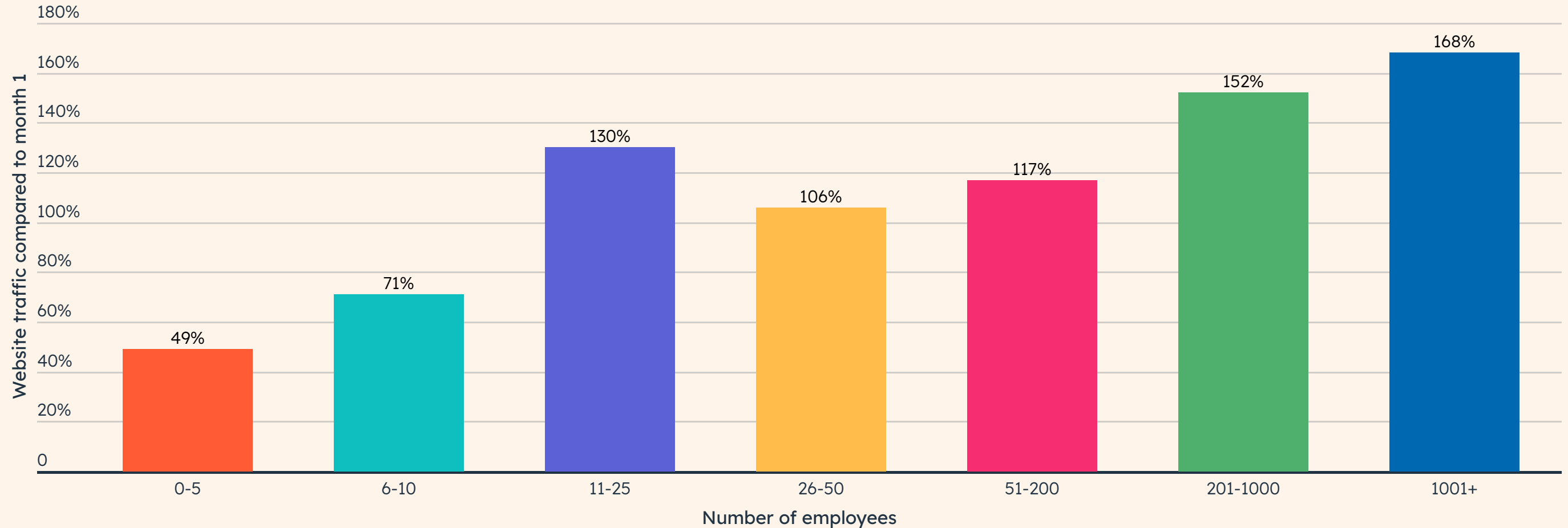# Website Traffic 12 Month Performance Since Purchase

Marketing Hub customers with every size of company see the traffic to their websites increase by 49% or more after 12 months.
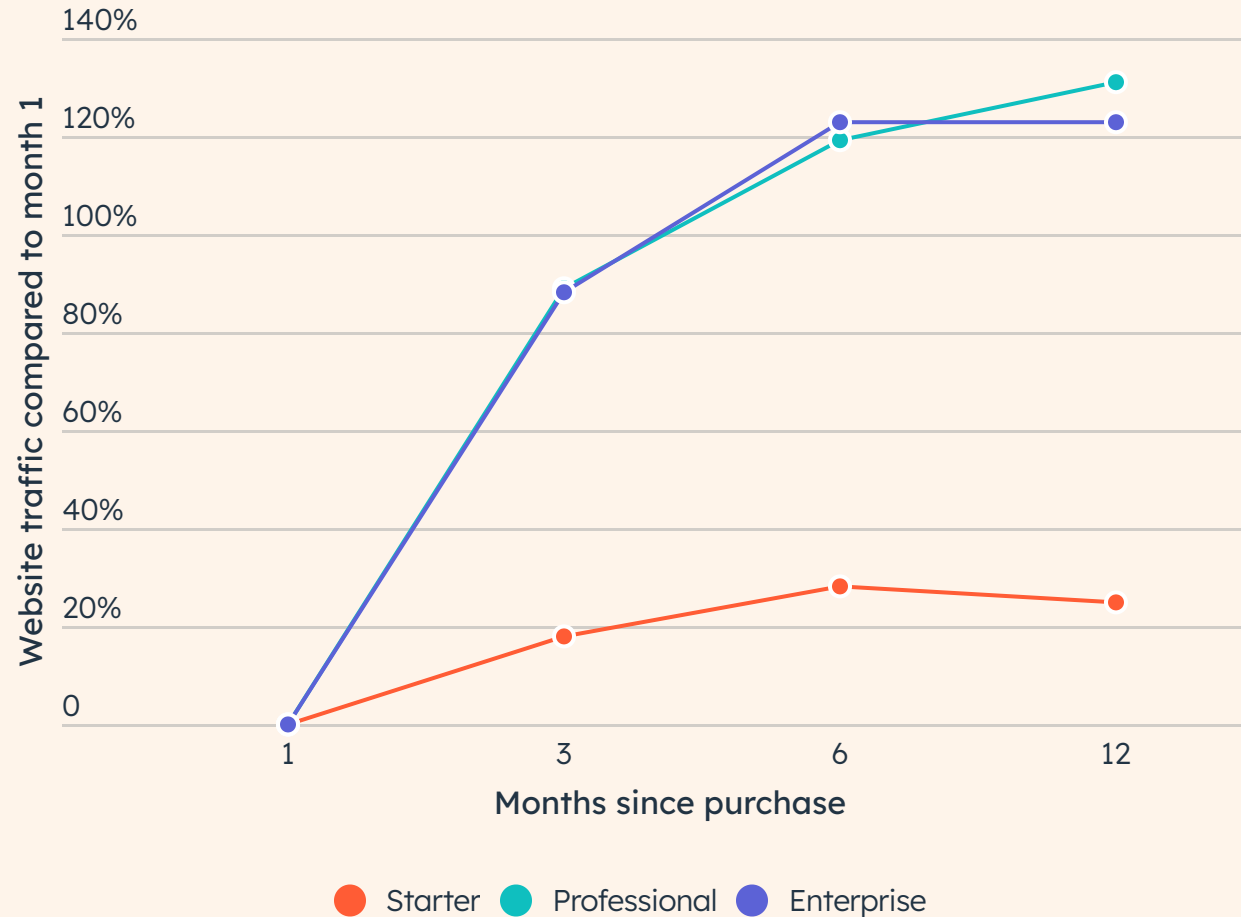

These insights are based on the total monthly volume of traffic to the websites of HubSpot customers with a company size of 0-5 (n=5,858), 6-10 (n=12,537), 11-25 (n=4,256), 26-50 (n=6,195), 51-200 (n=4,312), 201-1000 (n=1,936), or 1001+ (n=827) employees who owned Marketing Hub for at least 12 months between January 2019 and August 2022.

HubSpot

Website Traffic Performance

Marketing Hub Customers

Performance Since Purchase

Relative Performance 12 Months Post-Purchase
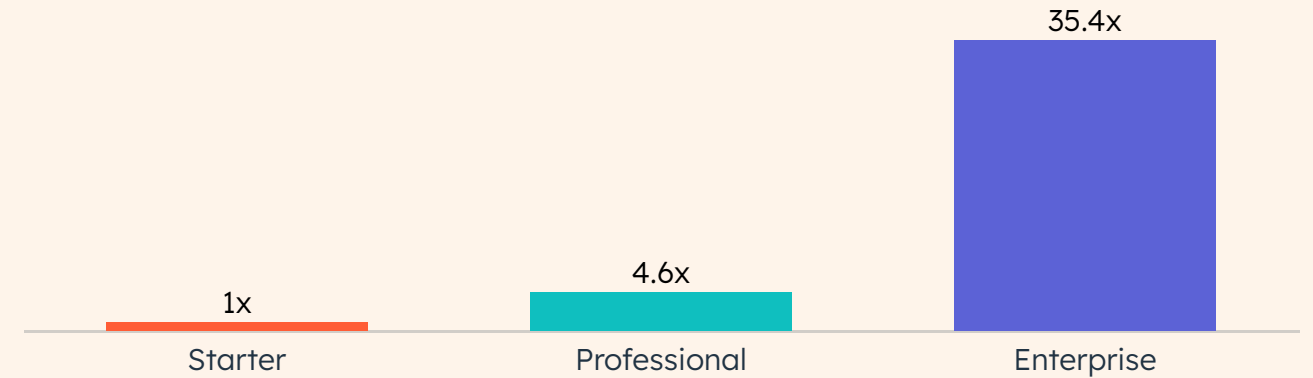
Marketing Hub customers see traffic to their websites increase by 25% or more after 12 months.

Enterprise customers see 35.4x the volume of traffic to their websites as Starter customers.

These insights are based on the total monthly volume of visitors to the websites of HubSpot customers who owned Marketing Hub Starter (n=21,155), Professional (n=13,895), or Enterprise (n=1,927) for at least 12 months between January 2019 and August 2022. The chart on the right displays the relative website traffic at month 12 post-purchase for each product, using Marketing Hub Starter as a baseline. For example, if the website traffic for Starter customers is 100, the website traffic for Professional customers would be 460.

Inbound Leads

Inbound Leads Performance Since Purchase

Marketing Hub customers see an average increase of 129% in inbound leads after 12 months.
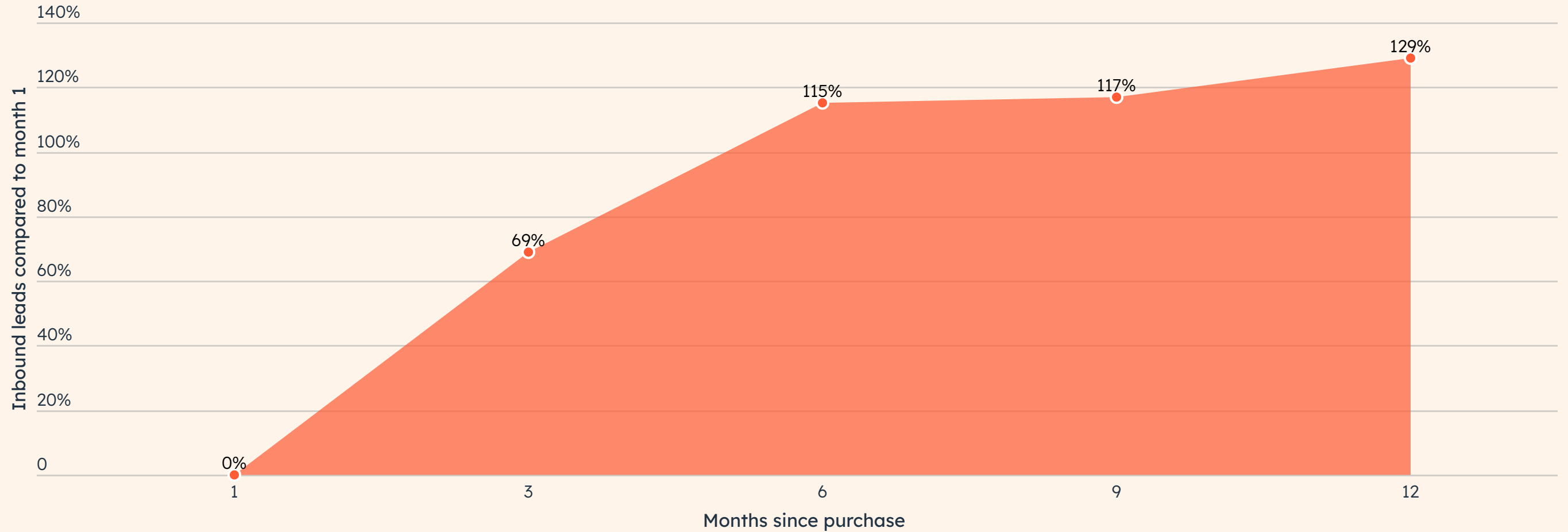
Inbound leads compared to month 1

140%	
120%	129%
100%	115% 117%
80%	
60%	69%
40%	
20%	
0	0%

Months since purchase

1   3   6   9   12

These insights are based on the total monthly volume of form submissions for HubSpot customers who owned Marketing Hub (n=31,847) for at least 12 months between January 2019 and August 2022.

HubSpot

Inbound Leads 12 Month Performance Since Purchase

Marketing Hub customers from regions around the globe see their inbound leads increase by 78% or more after 12 months.
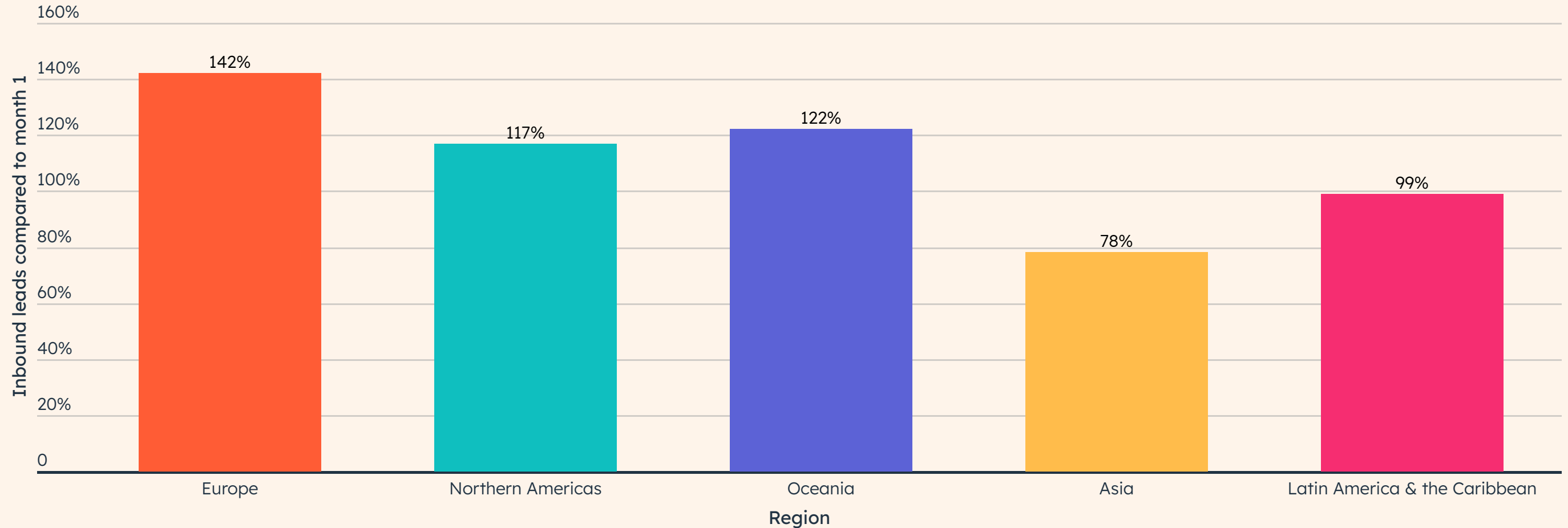
These insights are based on the total monthly volume of form submissions for HubSpot customers located in Europe (n=10,417), the Northern Americas (n=14,568), Oceania (n=1,923), Asia (n=2,358), or Latin America & the Caribbean (n=2,015) who owned Marketing Hub for at least 12 months between January 2019 and August 2022.

HubSpot

Inbound Leads 12 Month Performance Since Purchase

Marketing Hub customers from countries across the world see the number of inbound leads increase by 48% or more after 12 months.

These insights are based on the total monthly volume of form submissions for HubSpot customers located in Japan (n=770), France (n=1,125), Germany (n=1,328), United Kingdom (n=2,941), United States (n=13,215), Netherlands (n=818), Canada (n=1,415), Mexico (n=571), Spain (n=710), or Brazil (n=453) who owned Marketing Hub for at least 12 months between January 2019 and August 2022.

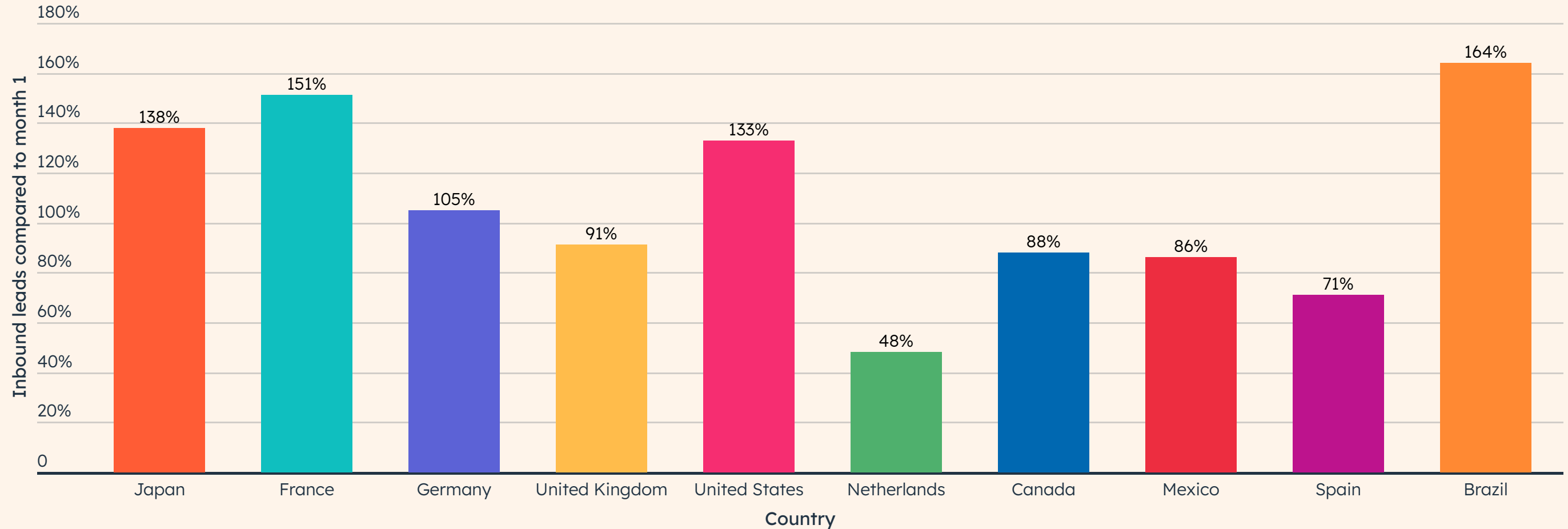HubSpot

Inbound Leads 12 Month Performance Since Purchase

Marketing Hub customers across every industry see their inbound leads increase by 130% or more after 12 months.

Inbound leads compared to month 1

Industry	Value
Construction	205%
Education & Health Services	171%
Financial Activities	256%
Technology, Information & Media	174%
Leisure & Hospitality	309%
Manufacturing	132%
Other Services & Public Admin	186%
Professional & Business Services	130%
Trade, Transportation & Utilities	133%

Industry

These insights are based on the total monthly volume of form submissions for HubSpot customers in the Construction (n=344), Education and Health Services (n=887), Financial Activities (n=860), Technology, Information and Media (n=2,626), Leisure and Hospitality (n=276), Manufacturing (n=1,118), Other Services and Public Administration (386), Professional and Business Services (n=2,821) or Trade, Transportation and Utilities industry (n=745) who owned Marketing Hub for at least 12 months between January 2019 and August 2022.

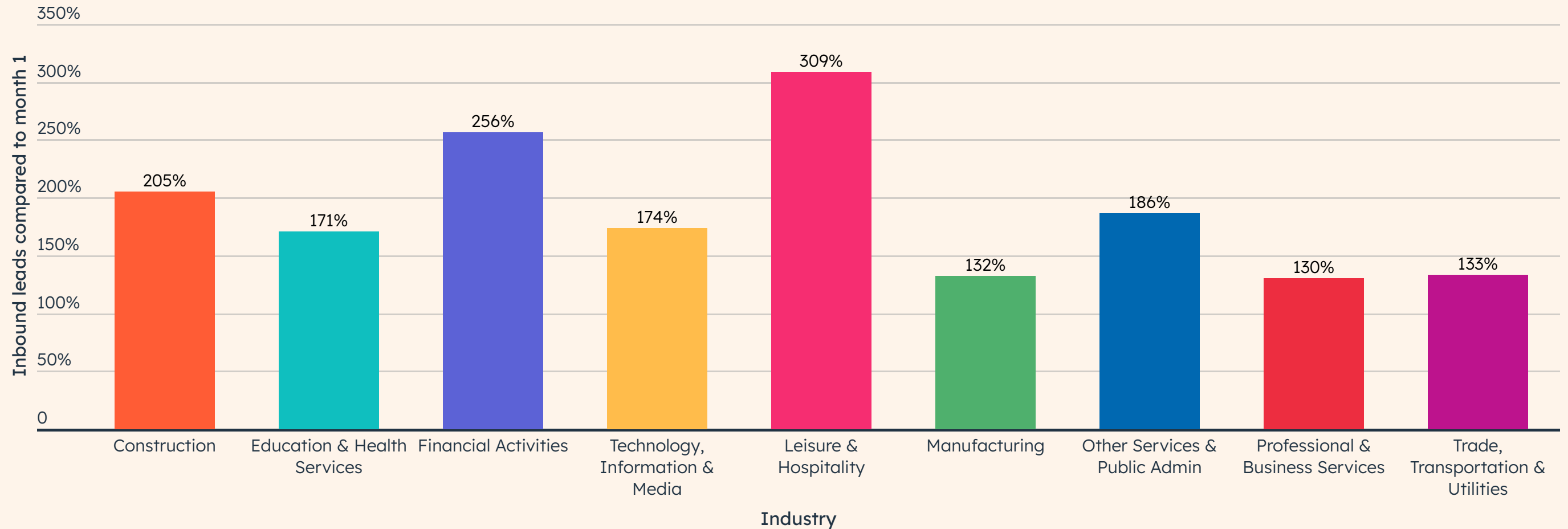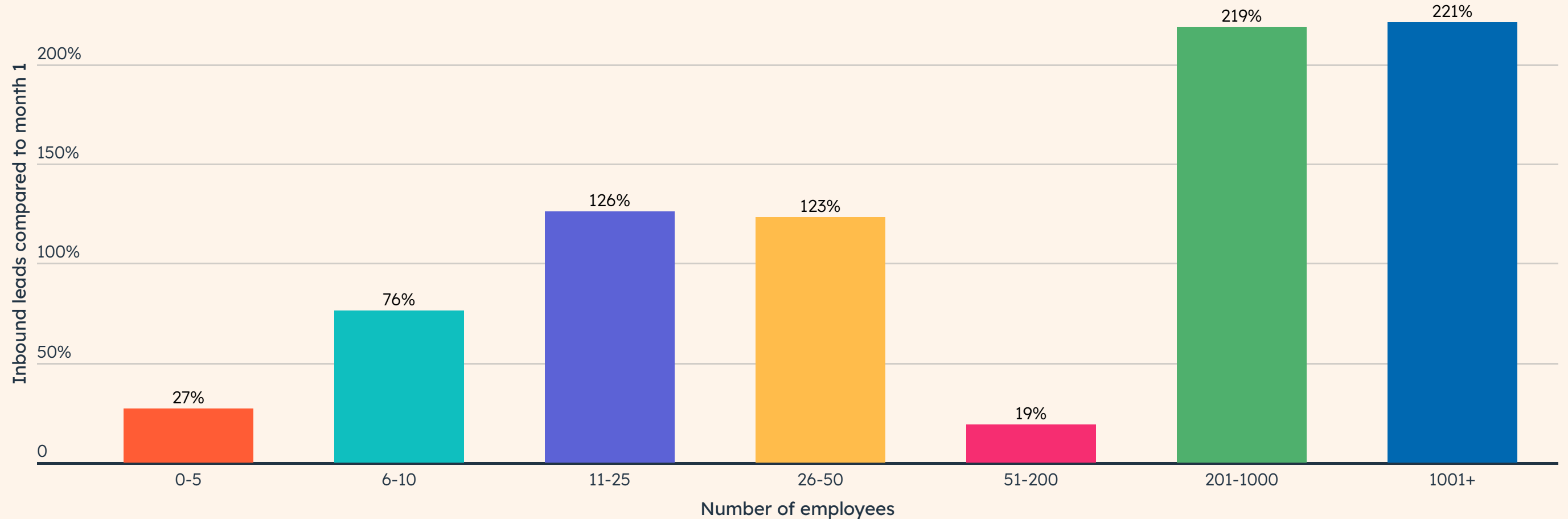HubSpot

Inbound Leads 12 Month Performance Since Purchase

Marketing Hub customers with every size of company see their inbound leads increase by 19% or more after 12 months.
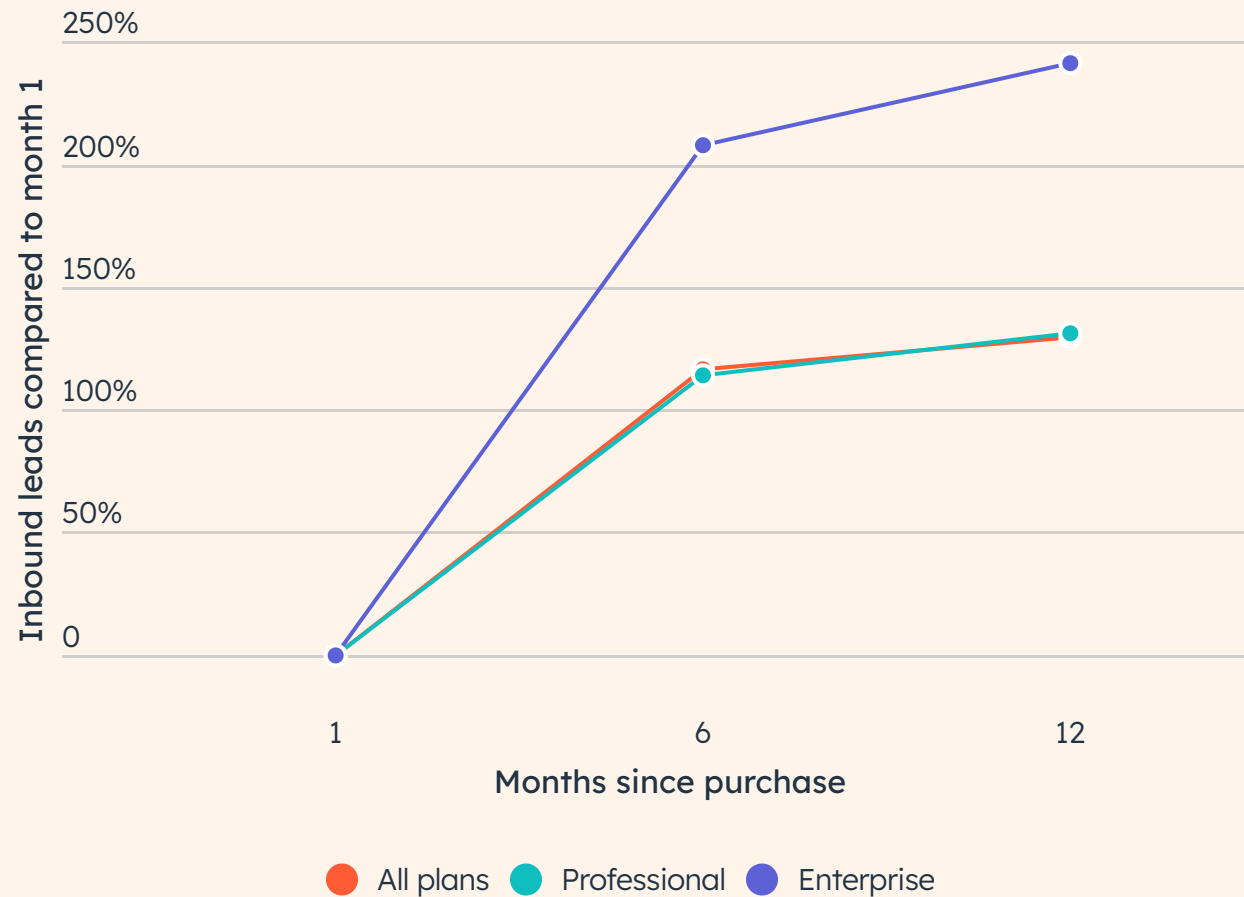

These insights are based on the total monthly volume of form submissions for HubSpot customers with a company size of 0-5 (n=4,810), 6-10 (n=10,699), 11-25 (n=3,755), 26-50 (n=5,564), 51-200 (n=4,004), 201-1000 (n=1,790), or 1001+ (n=924) employees who owned Marketing Hub for at least 12 months between January 2019 and August 2022.
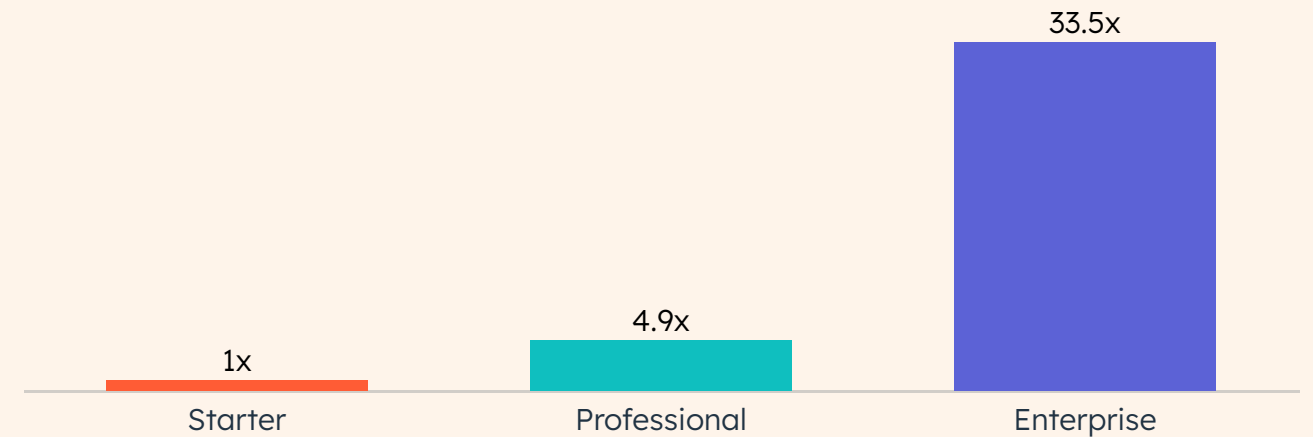
HubSpot

Inbound Leads Performance

Marketing Hub Customers

Performance Since Purchase

Inbound leads compared to month 1

- 250%
- 200%
- 150%
- 100%
- 50%
- 0

Months since purchase: 1, 6, 12

Legend: ● All plans ● Professional ● Enterprise

Relative Performance 12 Months Post-Purchase

- Starter: 1x
- Professional: 4.9x
- Enterprise: 33.5x

Marketing Hub customers see their inbound leads increase by 129% or more after 12 months.

Enterprise customers see 33.5x the volume of inbound leads as Starter customers.

These insights are based on the total monthly volume of form submissions for HubSpot customers who owned Marketing Hub Starter (n=17,467), Professional (n=13,121), or Enterprise (n=1,825) for at least 12 months between January 2019 and August 2022. The chart on the right displays the number of inbound leads at month 12 post-purchase for each product, using Marketing Hub Starter as a baseline. For example, if the number of inbound leads for Starter customers is 100, the number of inbound leads for Professional customers would be 490.

HubSpot

Email Click-Through Rate

Email Click-Through Rate Performance Since Purchase

Marketing Hub customers see their email click-through rate increase 121% on average after 12 months.
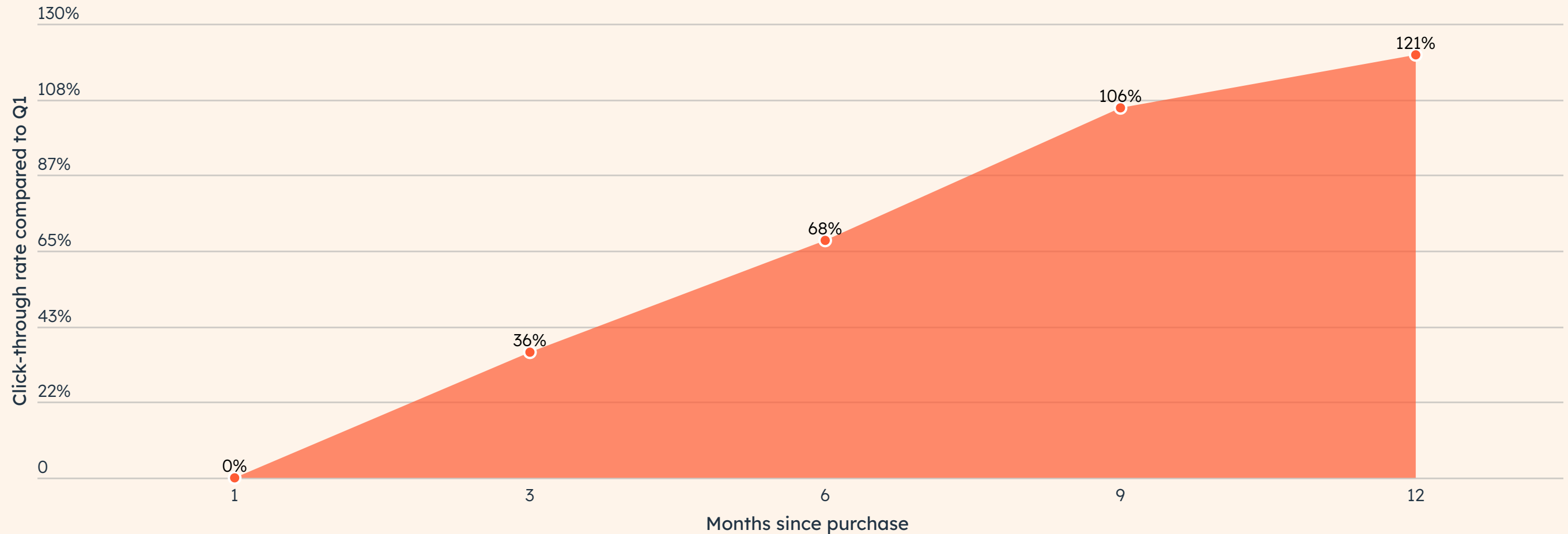
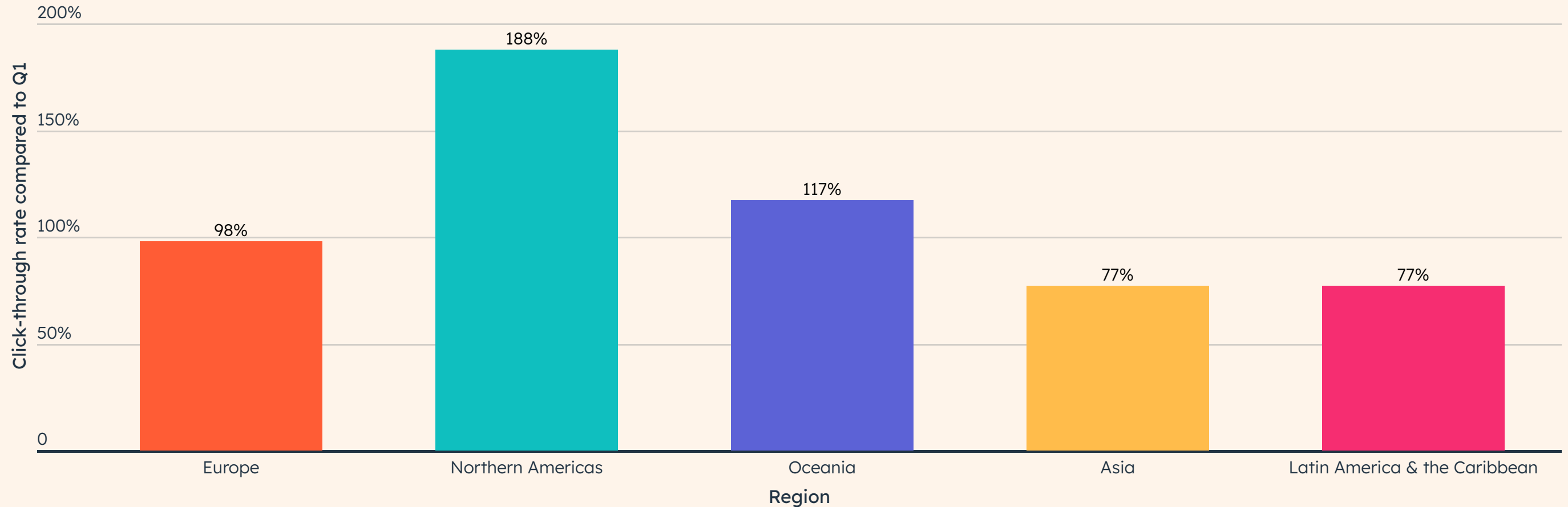These insights are based on the median email click-through rate (number of emails clicked divided by the number of emails opened) for customers who owned Marketing Hub (n=14,058) for at least 12 months between January 2019 and August 2022.

HubSpot

Email Click-Through Rate 12 Month Performance Since Purchase

Marketing Hub customers from regions around the globe see their email click-through rate increase by 77% or more after 12 months.

These insights are based on the median email click-through rate (number of emails clicked divided by the number of emails opened) for customers located in the Northern Americas (n=6,392), Europe (n=4,707), Latin America & the Caribbean (n=871), Asia (n=1,102), or Oceania (n=1,001) who owned Marketing Hub for at least 12 months between January 2019 and August 2022.

HubSpot

Email Click-Through Rate 12 Month Performance Since Purchase

Marketing Hub customers from countries across the world see see their email click-through rate increase by 31% or more after 12 months.

These insights are based on the median email click-through rate (number of emails clicked divided by the number of emails opened) for customers located in Japan (n=351), France (n=544), Germany (n=684), United Kingdom (n=1,401), United States (n=5,724), Netherlands (n=343), Canada (n=694), Mexico (n=221), Spain (n=251), or Brazil (n=185) who owned Marketing Hub for at least 12 months between January 2019 and August 2022.

HubSpot

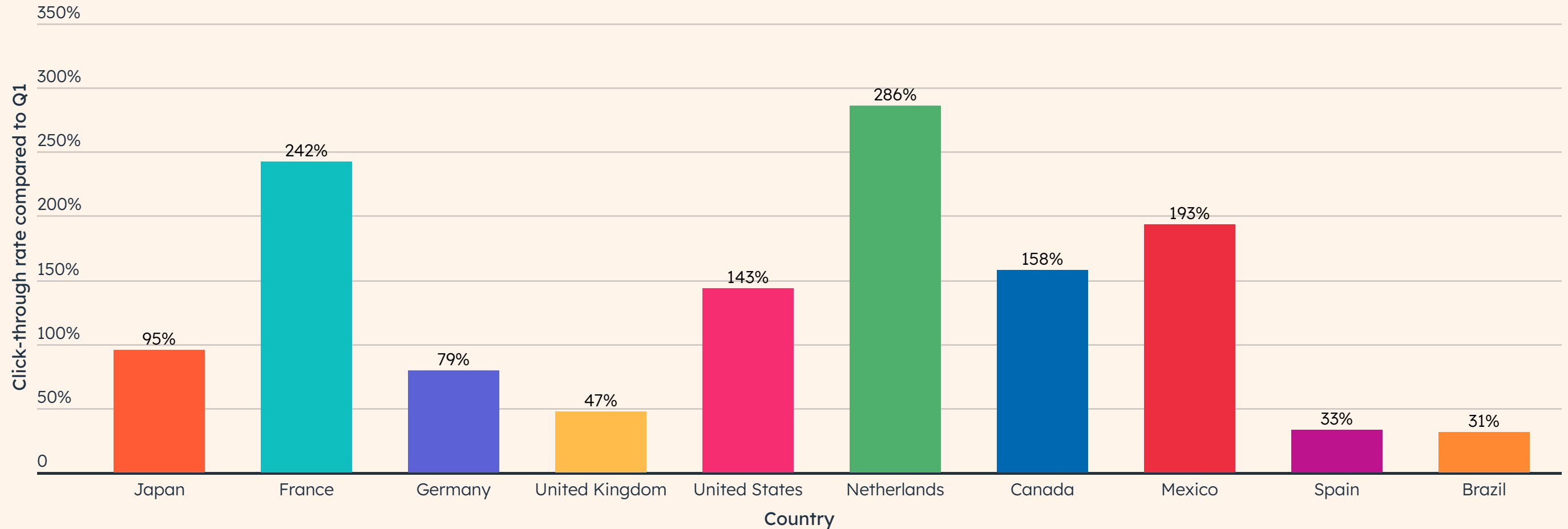# Email Click-Through Rate 12 Month Performance Since Purchase

Marketing Hub customers across every industry see their email click-through rate increase by 40% or more after 12 months.

These insights are based on the median email click-through rate (number of emails clicked divided by the number of emails opened) for customers in the Construction (n=134), Education and Health Services (n=289), Financial Activities (n=329), Technology, Information and Media (n=936), Leisure and Hospitality (n=113), Manufacturing (n=403), Other Services and Public Administration (146), Professional and Business Services (n=1,010) or Trade, Transportation and Utilities industry (n=286) who owned Marketing Hub for at least 12 months between January 2019 and August 2022.

HubSpot

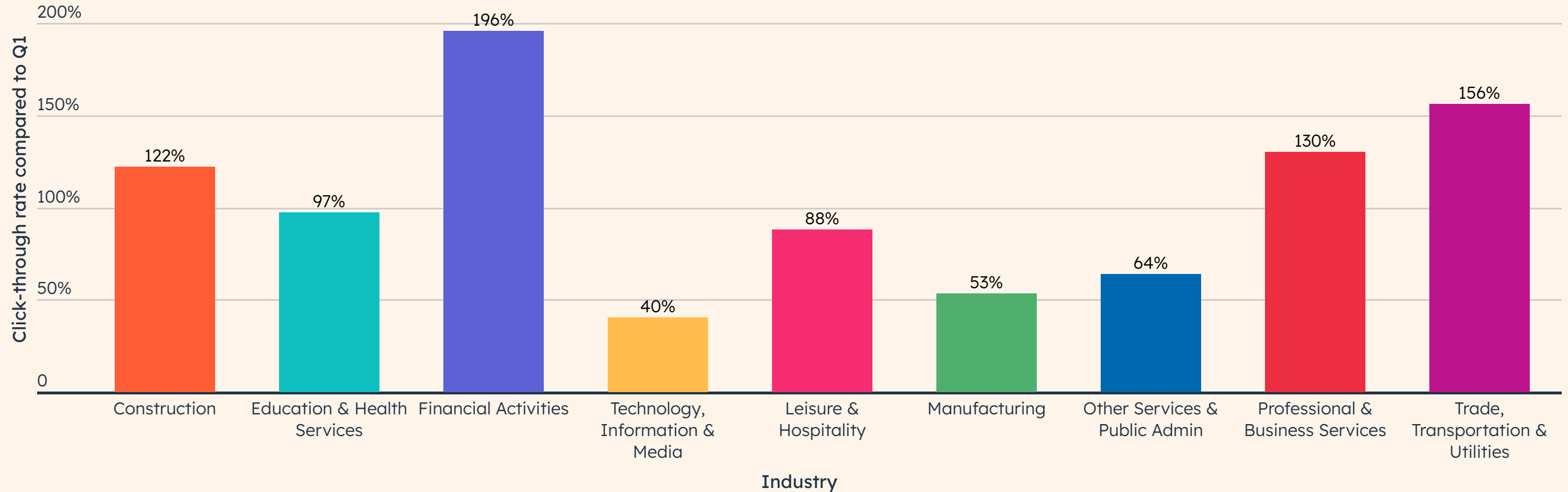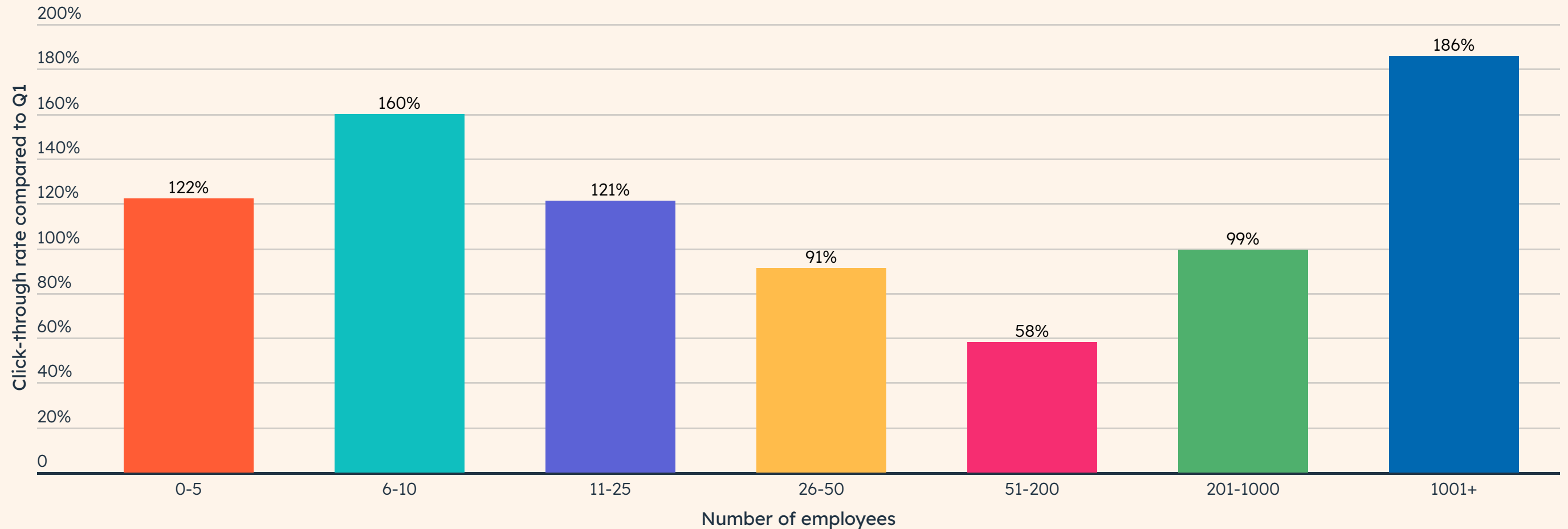# Email Click-Through Rate 12 Month Performance Since Purchase

Marketing Hub customers with every size of company see their email click-through rate increase by 58% or more after 12 months.

These insights are based on the median email click-through rate (number of emails clicked divided by the number of emails opened) for customers with a company size of 0-5 (n=2,761), 6-10 (n=4,837), 11-25 (n=1,673), 26-50 (n=2,224), 51-200 (n=1,487), 201-1000 (n=685), or 1001+ (m=321) employees who owned Marketing Hub for at least 12 months between January 2019 and August 2022.

HubSpot

Email Click-Through Rate Performance

Marketing Hub Customers

Performance Since Purchase

Click-through rate compared to Q1

Months since purchase

● Starter ● Professional ● Enterprise

Relative Performance 12 Months Post-Purchase

1x — Starter
2.0x — Professional
2.1x — Enterprise
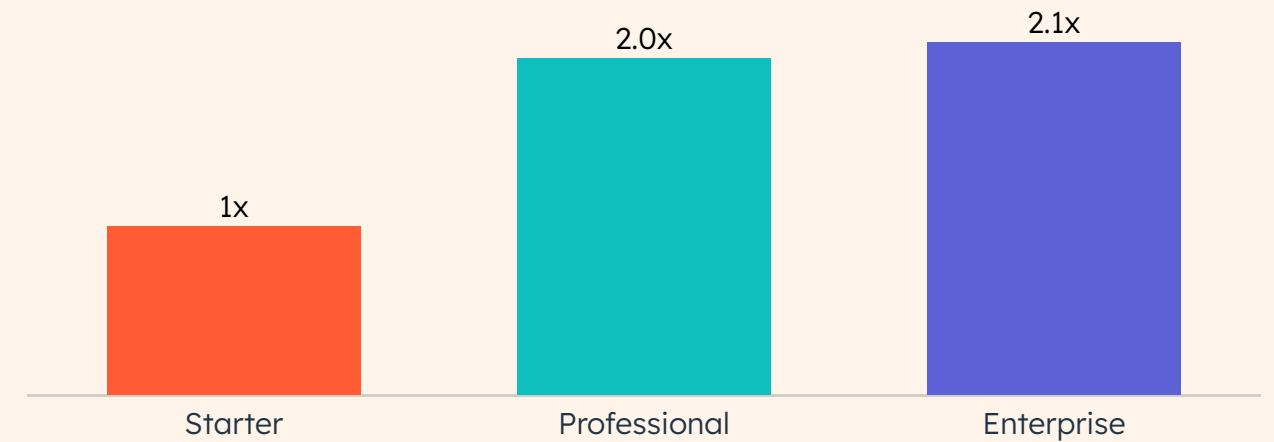
Marketing Hub customers see their email click-through rate increase by 80% or more after 12 months.

Enterprise customers see 2.1x higher, and Professional customers 2x higher email click-through rates than Starter customers.

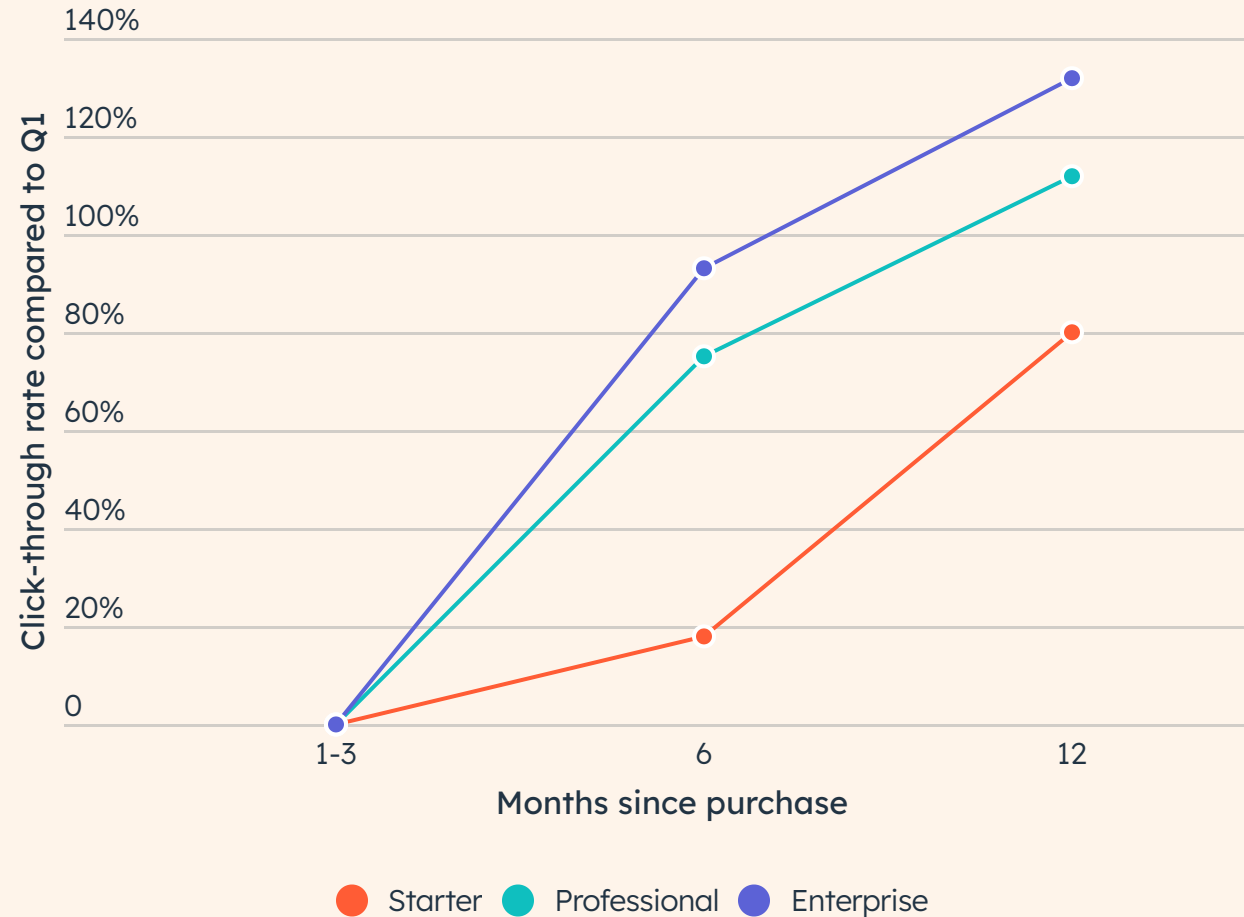These insights are based on the median email click-through rate (number of emails clicked divided by the number of emails opened) for customers who owned only Marketing Hub Starter (n=8,884), Professional (n=4,692), or Enterprise (n=696) for at least 12 months between January 2019 and August 2022. The chart on the right displays the relative email click-through rate at month 12 post-purchase for each product, using Marketing Hub Starter as a baseline. For example, if the email click-through rate for Starter customers is 10% then the email click-through rate for Professional customers would be 20%.

HubSpot

Product Adoption

Average Time to Activation

Marketing Hub customers take an average of 51 days to activate Marketing Hub.
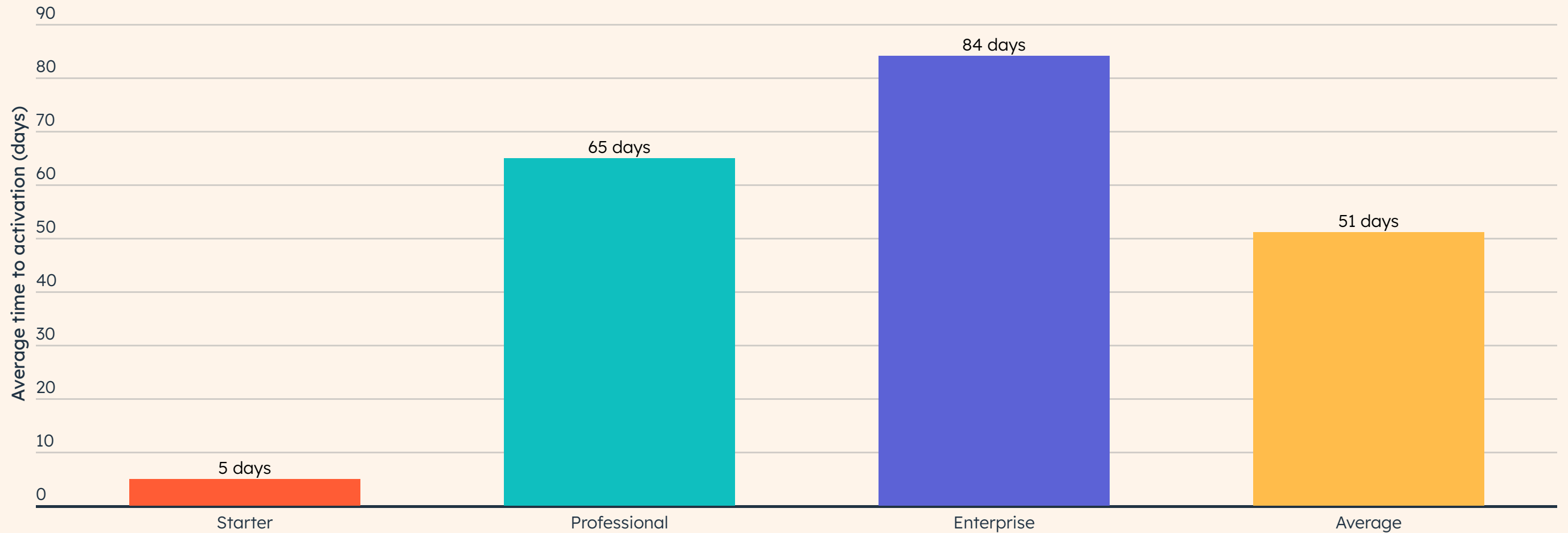
These insights are based on the time between the date of purchase and the date the customer completed the required action that defines activation. The sample includes customers who purchased Marketing Hub Starter (n=30,365), Professional (n=17,604), or Enterprise (n=2,460) between January 2019 and July 2022. Starter activation = activated Email, Forms, and Tracking Code; Professional activation = activated Workflows, Email, Tracking Code, Marketing Reporting, and (Landing Page or Blog); Enterprise activation = activated Workflows, Email, Tracking Code, Marketing Reporting, (Landing Page or Blog), and 2+ Enterprise apps.

HubSpot

High Feature Usage

77% of Marketing Hub Professional and 88% of Enterprise customers display high Marketing Hub feature usage.
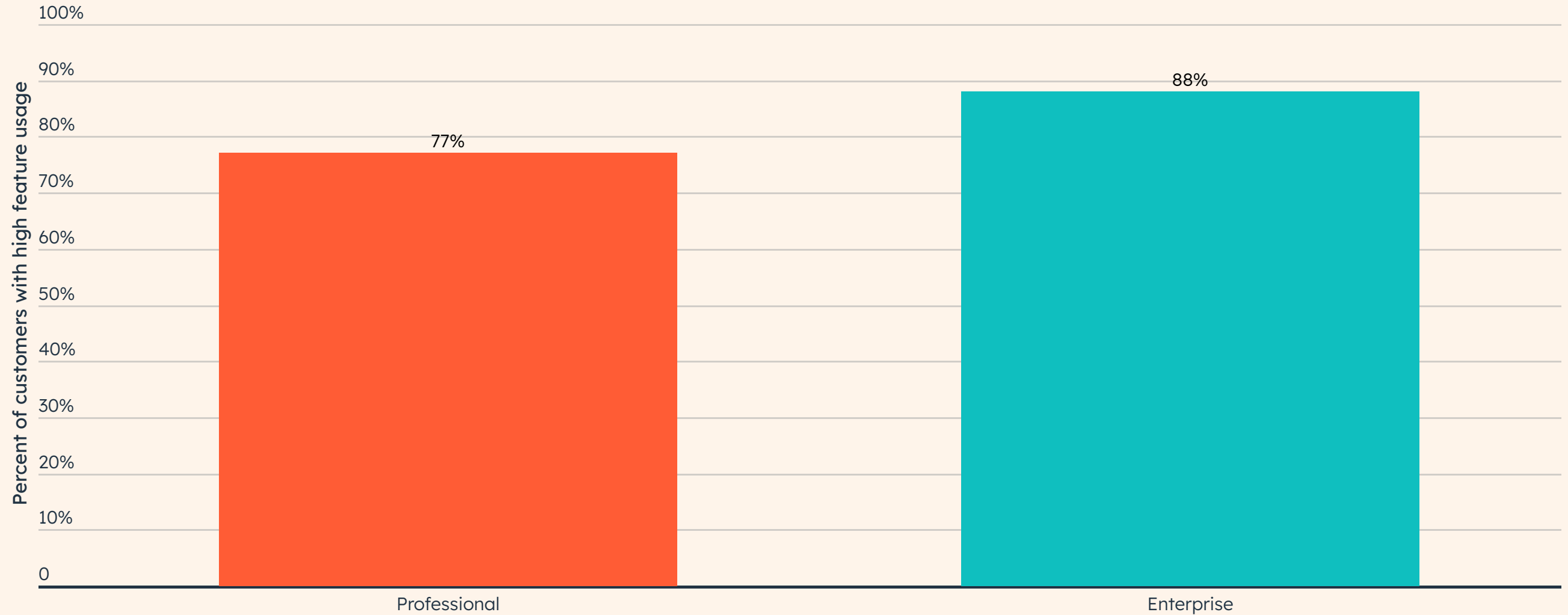
The insights are based on the percent of Marketing Hub Professional (n=13,097) or Enterprise (n=2,468) customers with high feature usage as indicated by activating 69% (9 out of 13) or more of Marketing Hub's core features.

HubSpot

CMS Hub

Website Traffic

Website Traffic Performance Since Purchase

CMS Hub Professional and Enterprise customers see an increase of 243% in website traffic after 12 months.
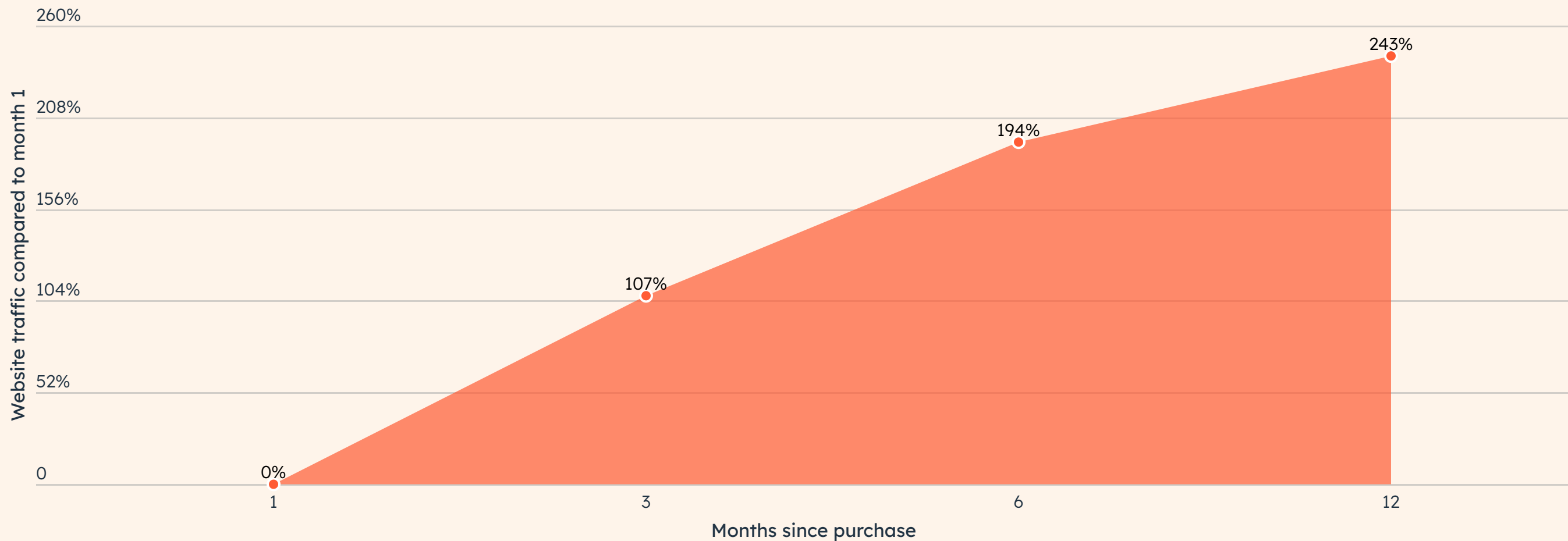
These insights are based on the total monthly volume of traffic to the websites of HubSpot customers who owned CMS Hub Professional or Enterprise (n=3,400) for at least 12 months between January 2019 and August 2022.

HubSpot

Website Traffic Performance

CMS Hub Professional and Enterprise Customers

Performance Since Purchase

Relative Performance 12 Months Post-Purchase
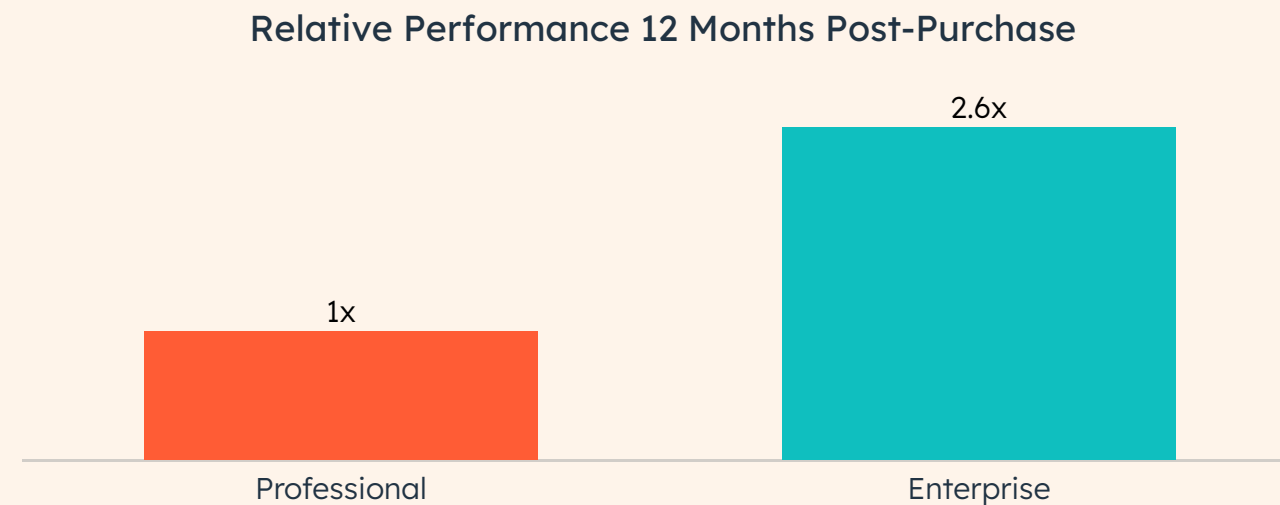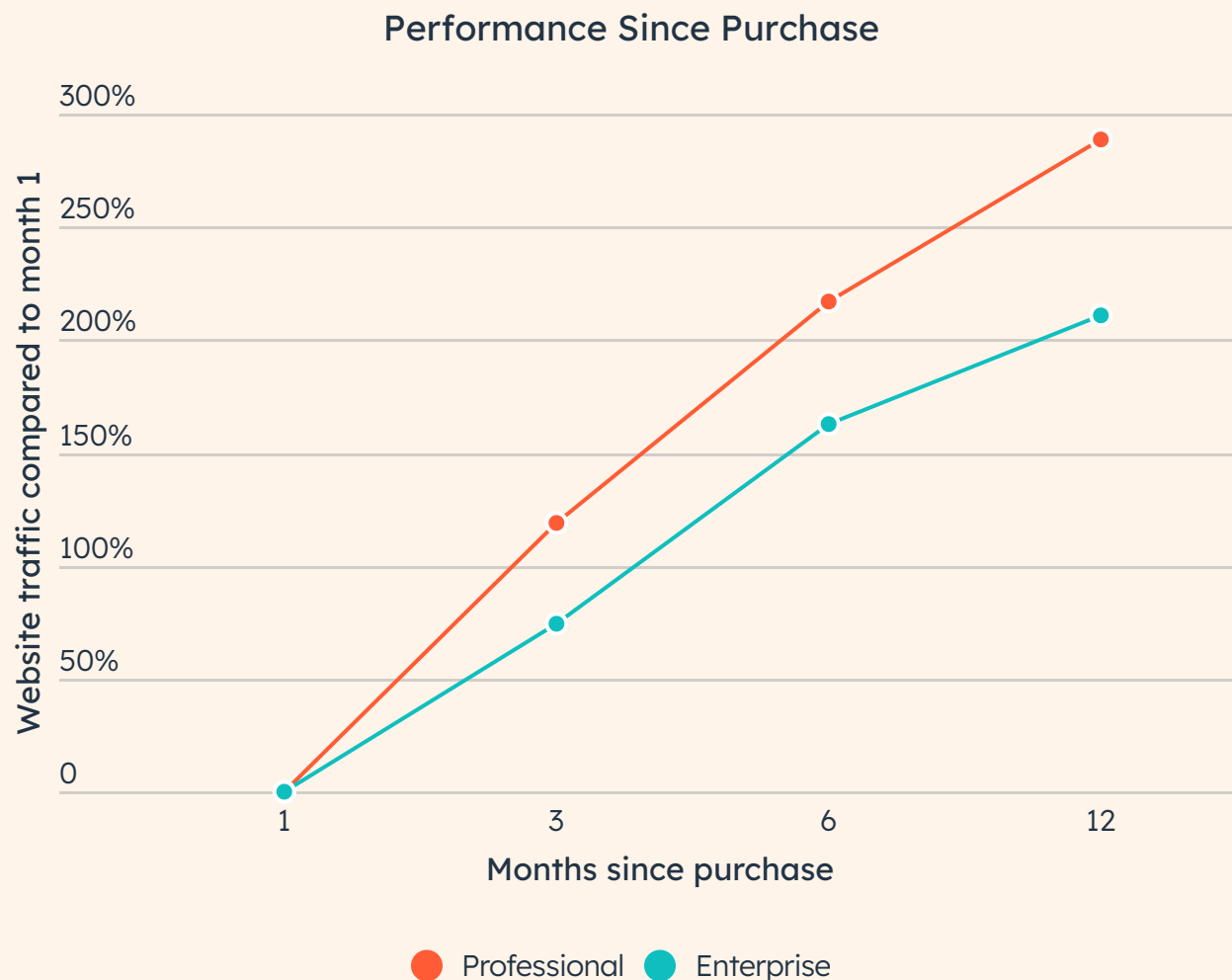
CMS Hub Professional and Enterprise customers see traffic to their websites increase by 211% or more after 12 months.

Enterprise customers see 2.6x the volume of traffic to their websites as Professional customers.

These insights are based on the total monthly volume of traffic to the websites of HubSpot customers who owned only CMS Hub Professional (n=3,122) or Enterprise (n=243) for at least 12 months between January 2019 and August 2022. The chart on the right displays the website traffic at month 12 post-purchase for each product, using CMS Hub Professional as a baseline. For example, if the website traffic for Professional customers is 100, the website traffic for Enterprise customers would be 260.

HubSpot

Website Traffic Performance Since Purchase

CMS and Marketing Hub customers see a higher increase in traffic after 12 months than customers with only Marketing Hub or only CMS Hub.
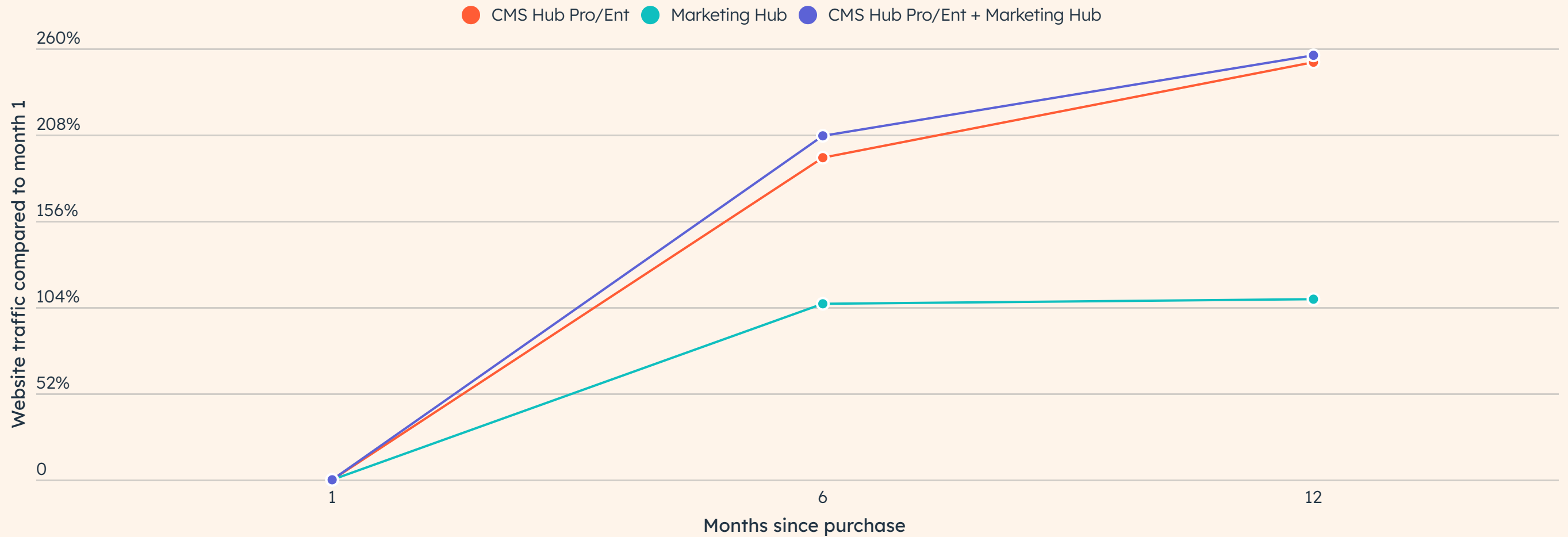
● CMS Hub Pro/Ent   ● Marketing Hub   ● CMS Hub Pro/Ent + Marketing Hub

Website traffic compared to month 1

260%
208%
156%
104%
52%
0

Months since purchase

1   6   12

These insights are based on the total monthly volume of traffic to the websites of HubSpot customers who owned CMS Hub Professional/Enterprise only (n=928), Marketing Hub only (n=33,393), or CMS Hub Pro/Ent and Marketing Hub (n=2,463) for at least 12 months between January 2019 and August 2022.

HubSpot

Website Traffic 12 Month Performance Since Purchase

Customers with CMS, Marketing, and Sales Hub see 2.2x the volume of traffic to their websites as customers with CMS Hub only .
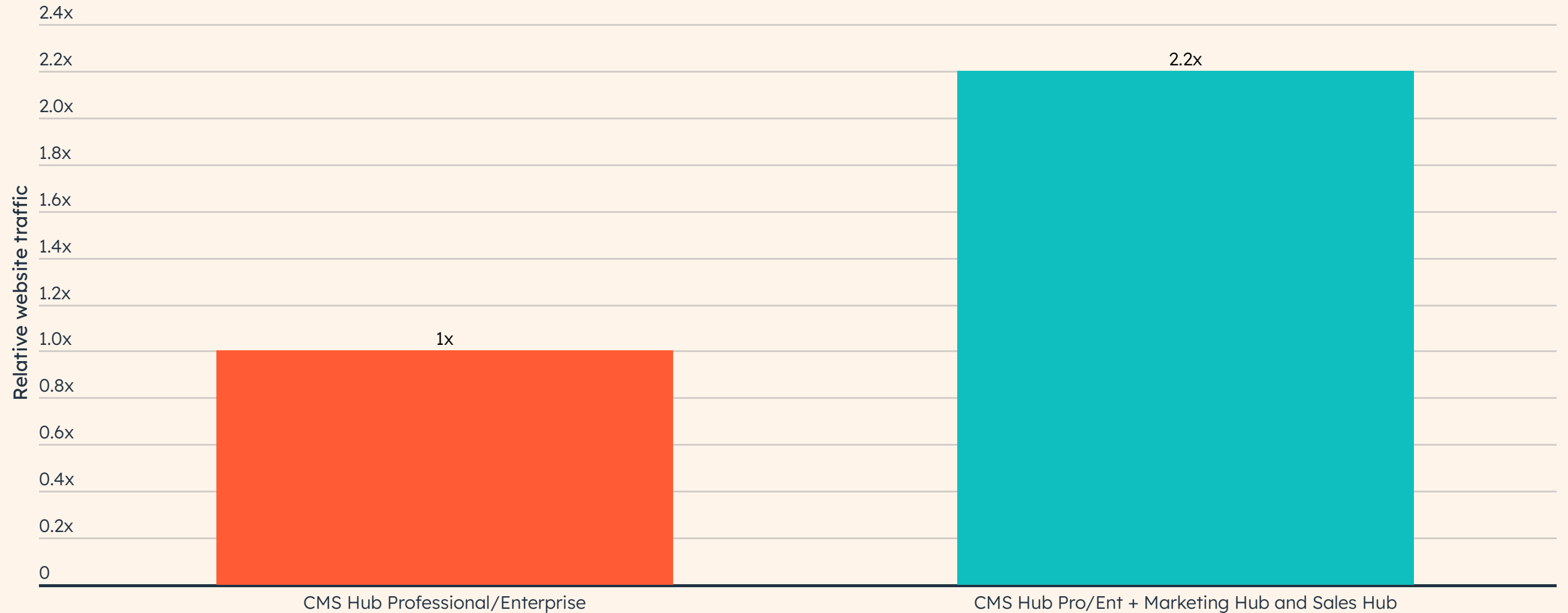
These insights are based on the total monthly volume of traffic to the websites of HubSpot customers who owned CMS Hub Professional/Enterprise only (n=888) or CMS Hub Pro/Ent + Marketing Hub and Sales Hub (n=1,318) for at least 12 months between January 2019 and September 2022. The chart displays the website traffic at month 12 post-purchase for each product, using CMS Hub Pro/Ent as a baseline. For example, if the website traffic for CMS Hub Pro/Ent customers is 100, the website traffic for CMS Hub Pro/Ent+Marketing, and Sales Hub customers would be 220.

HubSpot

Website Traffic 12 Month Performance Since Purchase

Customers with CMS, Marketing, Sales, and Service Hub see 2.6x the volume of traffic to their websites as customers with CMS Hub only.
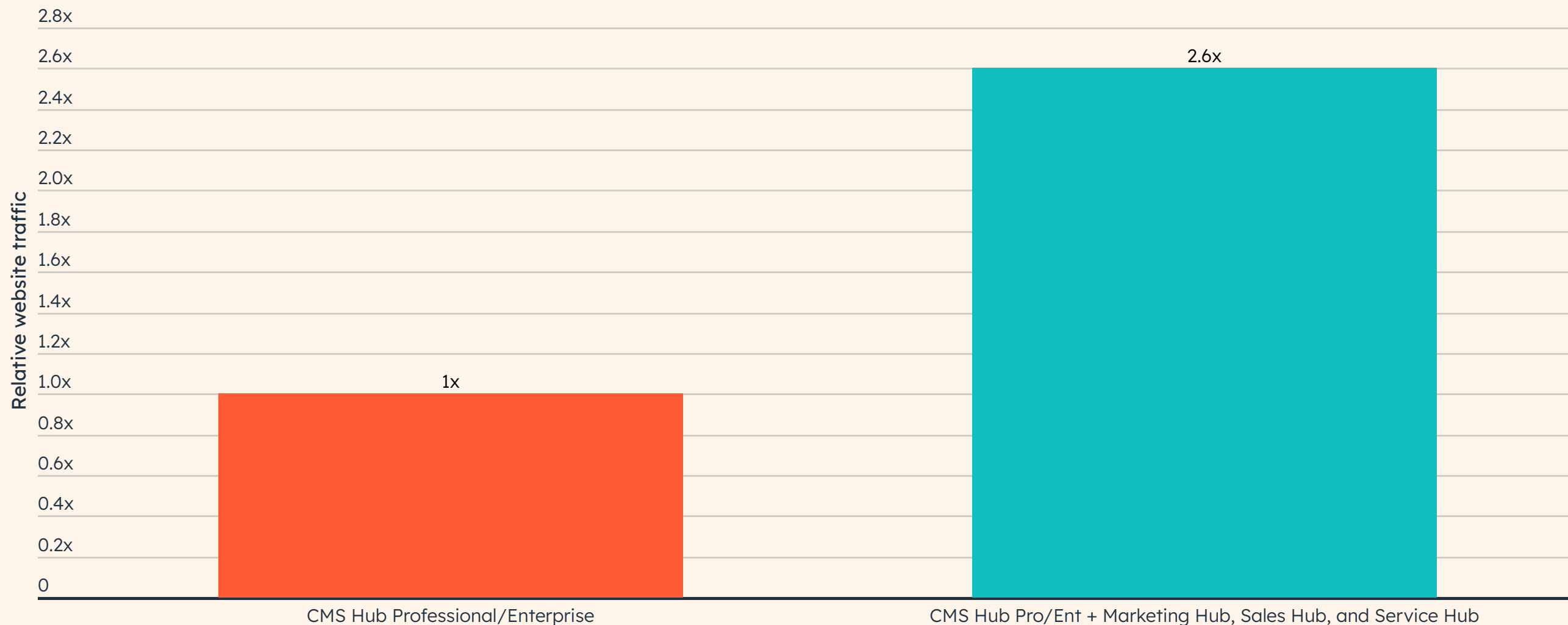

These insights are based on the total monthly volume of traffic to the websites of HubSpot customers who owned CMS Hub Professional/Enterprise only (n=893) or CMS Hub Pro/Ent + Marketing Hub, Sales Hub, and Service Hub (n=805) for at least 12 months between January 2019 and September 2022. The chart displays the website traffic at month 12 post-purchase for each product, using CMS Hub Pro/Ent as a baseline. For example, if the website traffic for CMS Hub Pro/Ent customers is 100, the website traffic for CMS Hub Pro/Ent+Marketing, Sales, and Service customers would be 260.

HubSpot

Inbound Leads

Relative Inbound Leads Performance 12 Months Post-Purchase

CMS Hub Enterprise customers see 3.6x the number of inbound leads as Professional customers.

These insights are based on the total monthly volume of form submissions for HubSpot customers who owned CMS Hub Professional (n=2,895) or Enterprise (n=246) for at least 12 months between January 2019 and August 2022. The chart displays the number of inbound leads at month 12 post-purchase for each product, using CMS Professional as a baseline. For example, if the number of inbound leads for Professional customers is 100, the number of inbound leads for Enterprise customers would be 360.

HubSpot

CMS Hub

Relative Inbound Leads Performance 12 Months Post-Purchase

Customers with CMS and Marketing Hub see 4x the number of inbound leads as customers with CMS Hub only.
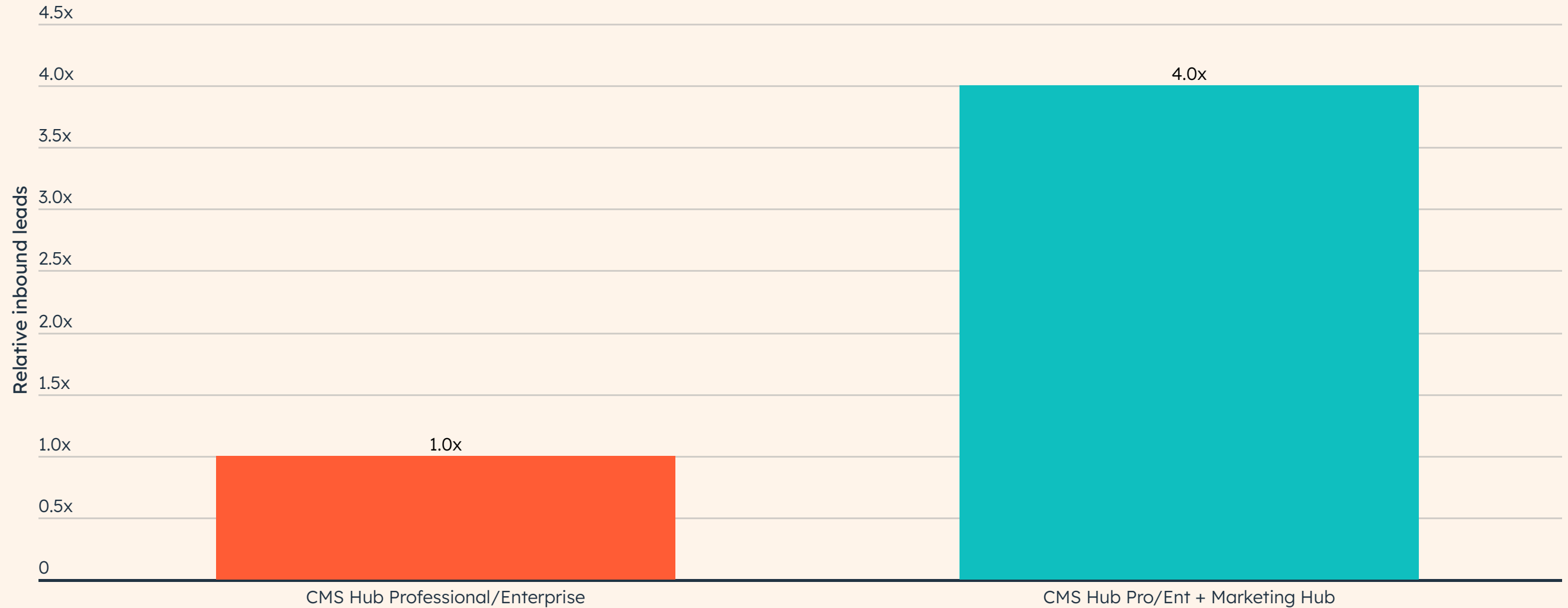
Relative inbound leads

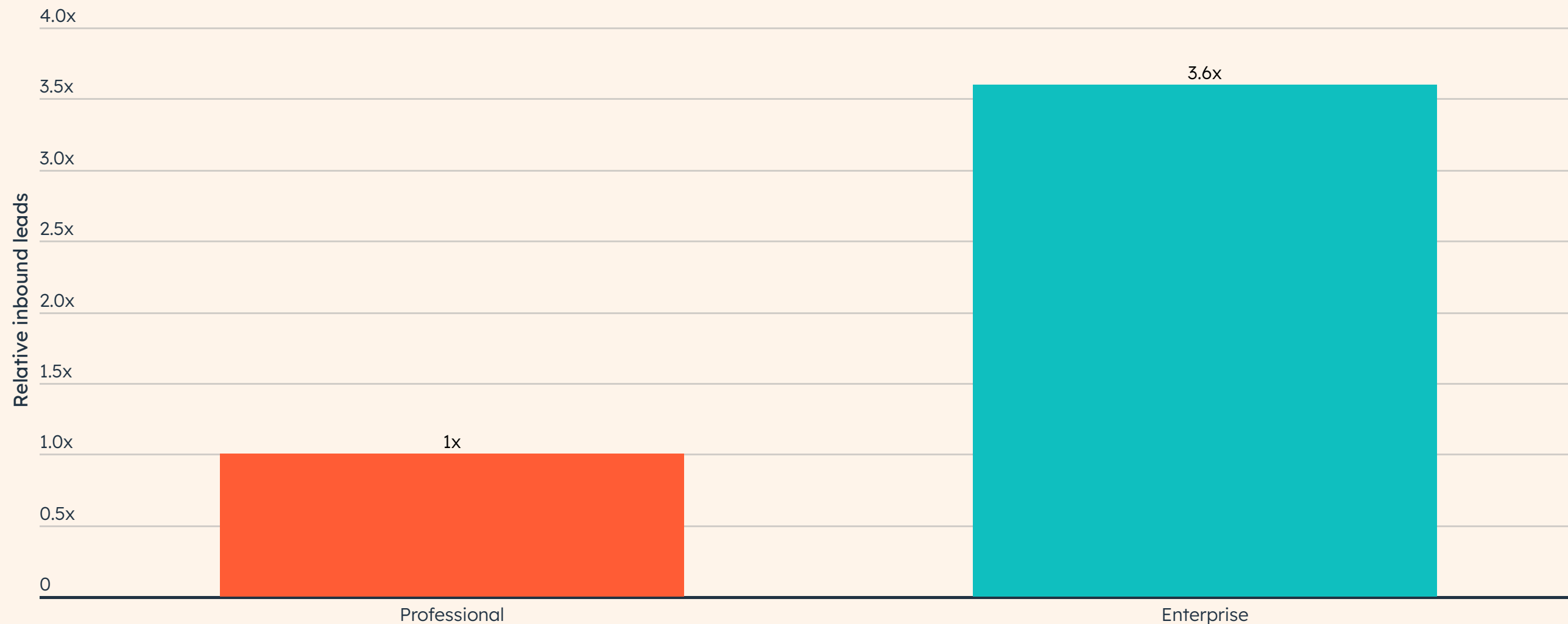|	
1.0x	4.0x
CMS Hub Professional/Enterprise	CMS Hub Pro/Ent + Marketing Hub

These insights are based on the total monthly volume of form submissions for HubSpot customers who owned CMS Hub Professional/Enterprise only (n=808) or CMS Hub Professional/Enterprise and Marketing Hub (n=2,392) for at least 12 months between January 2019 and August 2022. The chart displays the number of inbound leads at month 12 post-purchase for each product, using CMS Hub Professional/Enterprise only as a baseline. For example, if the number of inbound leads for Starter customers is 100, the number of inbound leads for CMS Hub Professional/Enterprise and Marketing Hub customers would be 400.

HubSpot

Relative Inbound Leads Performance 12 Months Post-Purchase

Customers with CMS, Marketing, and Sales Hub see 5.7x the number of inbound leads as customers with CMS Hub only.

Relative inbound leads

CMS Hub Pro/Ent	1x
CMS Hub Pro/Ent + Marketing Hub and Sales Hub	5.7x

These insights are based on the total monthly volume of form submissions for HubSpot customers who owned CMS Hub Professional/Enterprise only (n=767) or CMS Hub Pro/Ent + Marketing Hub and Sales Hub (n=781) for at least 12 months between January 2019 and September 2022. The chart displays the number of inbound leads at month 12 post-purchase for each product, using CMS Hub Pro/Ent only as a baseline. For example, if the number of inbound leads for CMS Hub Pro/Ent customers is 100, the number of inbound leads for CMS Hub Pro/Ent+Marketing and Sales Hub customers would be 570.

HubSpot

Relative Inbound Leads Performance 12 Months Post-Purchase

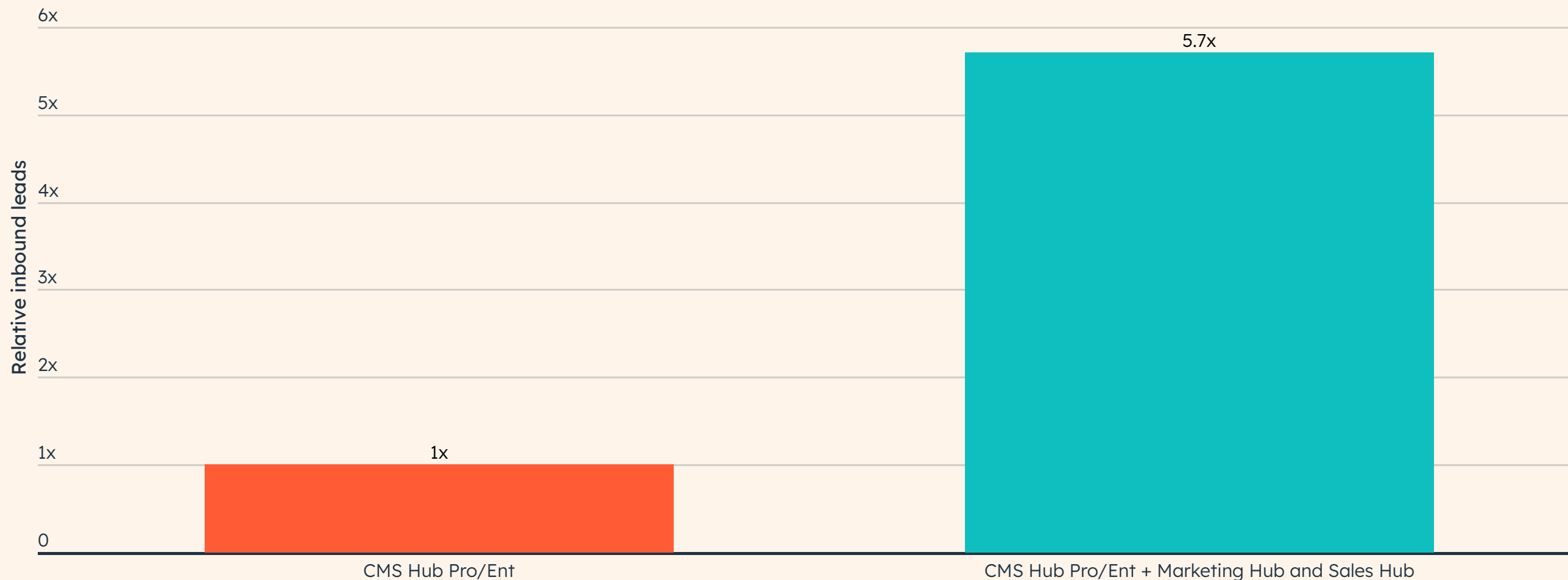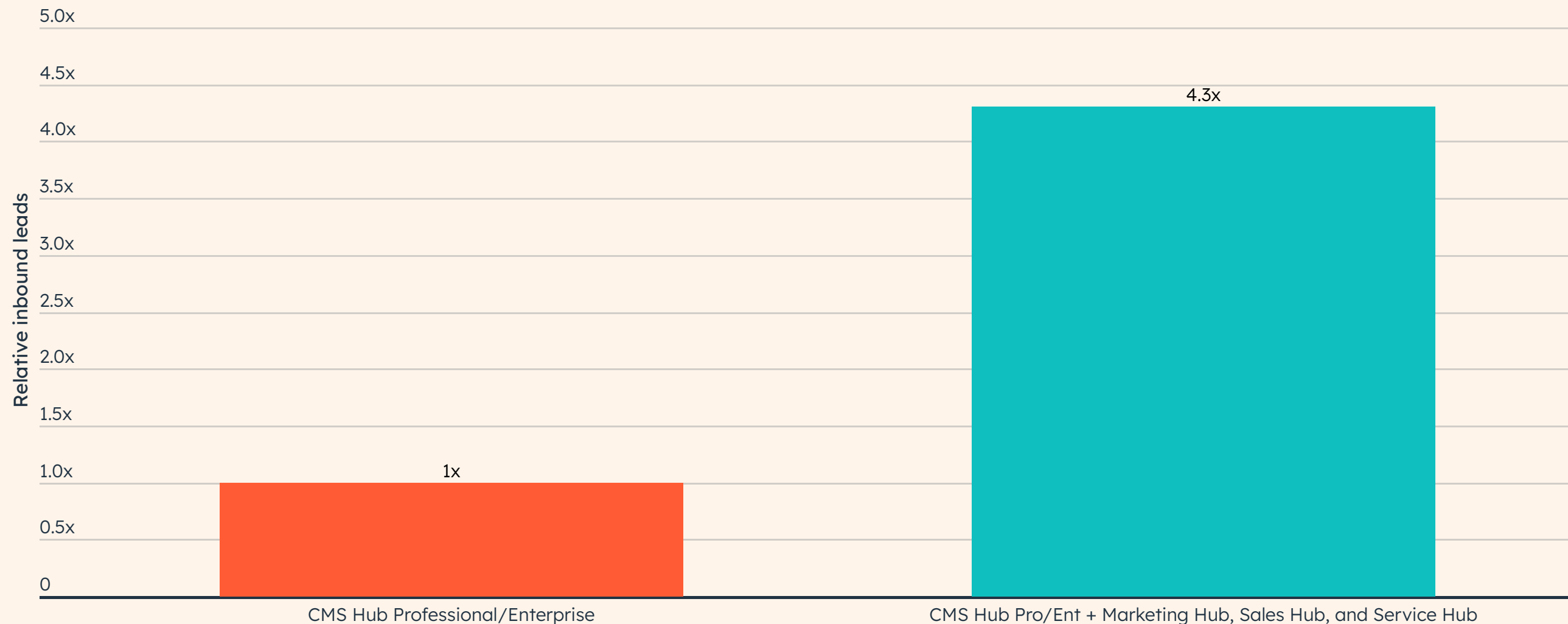**Customers with CMS, Marketing, Sales, and Service Hub see 4.3x the number of inbound leads as customers with CMS Hub only.**

These insights are based on the total monthly volume of form submissions for HubSpot customers who owned CMS Hub Professional/Enterprise only (n=761) or CMS Hub Pro/Ent+Marketing, Sales, and Service (n=1,278) for at least 12 months between January 2019 and August 2022. The chart displays the number of inbound leads at month 12 post-purchase for each product, using CMS Hub Pro/Ent only as a baseline. For example, if the number of inbound leads for CMS Hub Pro/Ent only customers is 100, the number of inbound leads for CMS Hub Pro/Ent + Marketing, Sales, and Service customers would be 430.

HubSpot

Product Adoption

Average Time to Activation

CMS Hub customers take an average of 70 days to activate CMS Hub.
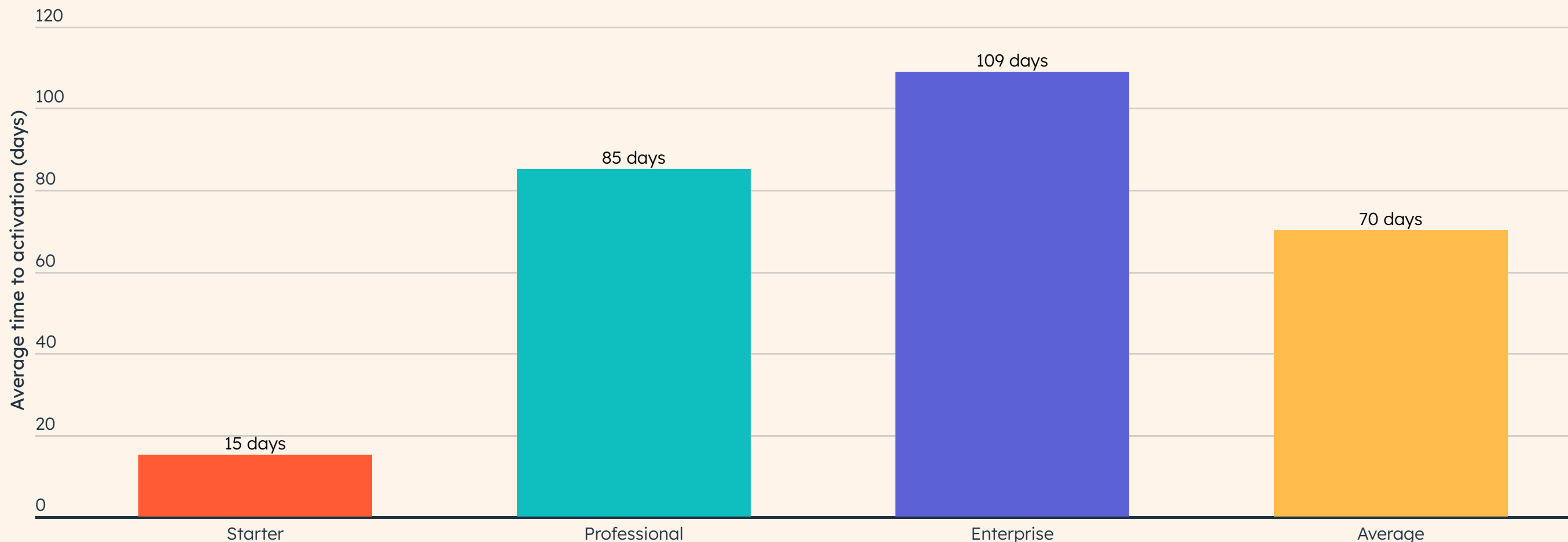
These insights are based on the time between the date of purchase and the date the customer completed the required actions that define activation. The sample includes customers who purchased CMS Hub Starter (n=1,719), Professional (n=2,883), or Enterprise (n=202) between January 2019 and August 2022. Starter/Professional activation = activated domain and site page; Enterprise activation = activated domain, site page, and 2+ Enterprise apps.

HubSpot

Sales Hub

Deals Closed

Deals Closed Performance Since Purchase

Sales Hub customers close 36% more deals on average after 12 months.
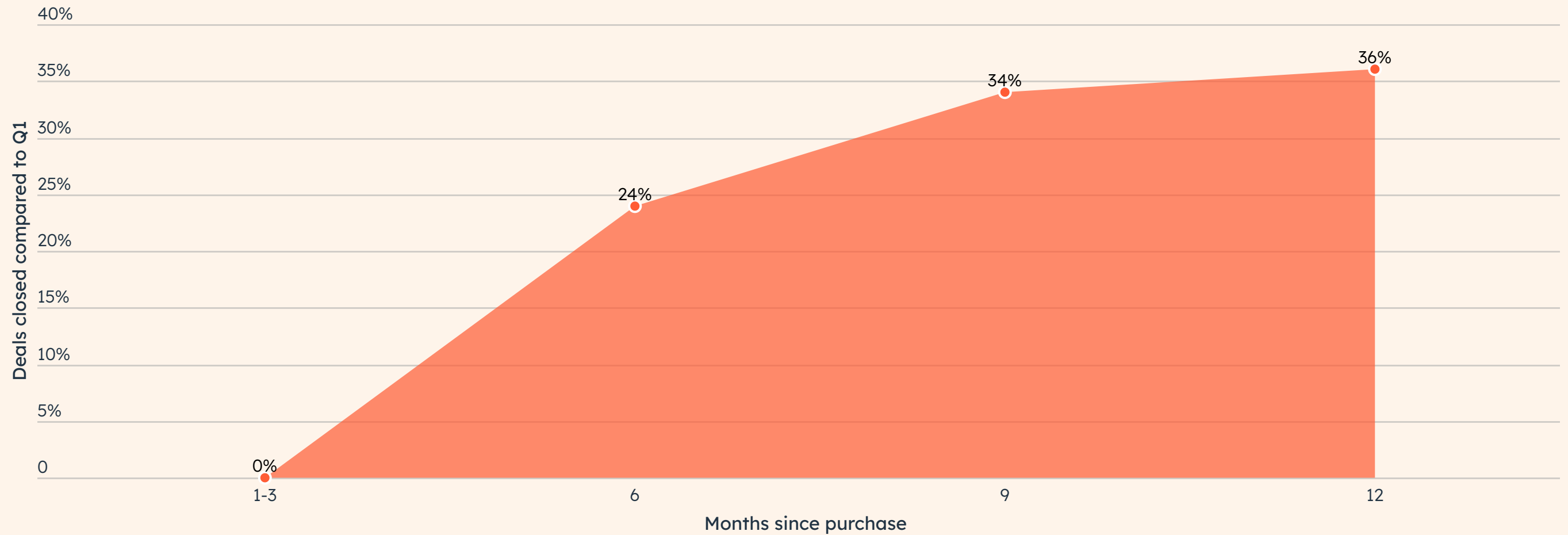
Deals closed compared to Q1

Months since purchase

- 40%
- 35%
- 30%
- 25%
- 20%
- 15%
- 10%
- 5%
- 0

36%
34%
24%
0%

1-3 · 6 · 9 · 12

These insights are based on the number of deals marked closed-won in HubSpot CRM by customers who owned Sales Hub (n=25,532) for at least 12 months between January 2019 and July 2022.

HubSpot

Deals Closed 12 Month Performance Since Purchase

Sales Hub customers in regions across the globe close at least 23% more deals on average after 12 months.

Deals closed compared to Q1

Region	
Europe	47%
Northern Americas	37%
Oceania	42%
Asia	23%
Latin America & the Caribbean	63%

These insights are based on the number of deals marked closed-won in HubSpot CRM by customers located in the Northern Americas (n=11,347), Europe (n=8,457), Latin America & the Caribbean (n=1,935), Asia (n=1,722), or Oceania (n=1,721) who owned Sales Hub for at least 12 months between January 2019 and July 2022.

HubSpot

Deals Closed 12 Month Performance Since Purchase

Sales Hub customers from countries around the world close at least 23% more deals on average after 12 months.

Deals closed compared to Q1

Country	Value
Japan	43%
France	39%
Germany	56%
United Kingdom	23%
United States	26%
Netherlands	33%
Canada	23%
Mexico	66%
Spain	64%
Brazil	77%

These insights are based on the number of deals marked closed-won in HubSpot CRM by customers located in Japan (n=331), France (n=1,193), Germany (n=1,116), United Kingdom (n=2,601), United States (n=10,024), Netherlands (n=526), Canada (n=1,308), Mexico (n=474), Spain (n=456), or Brazil (n=539) who owned Sales Hub for at least 12 months between January 2019 and July 2022.

HubSpot

Deals Closed 12 Month Performance Since Purchase

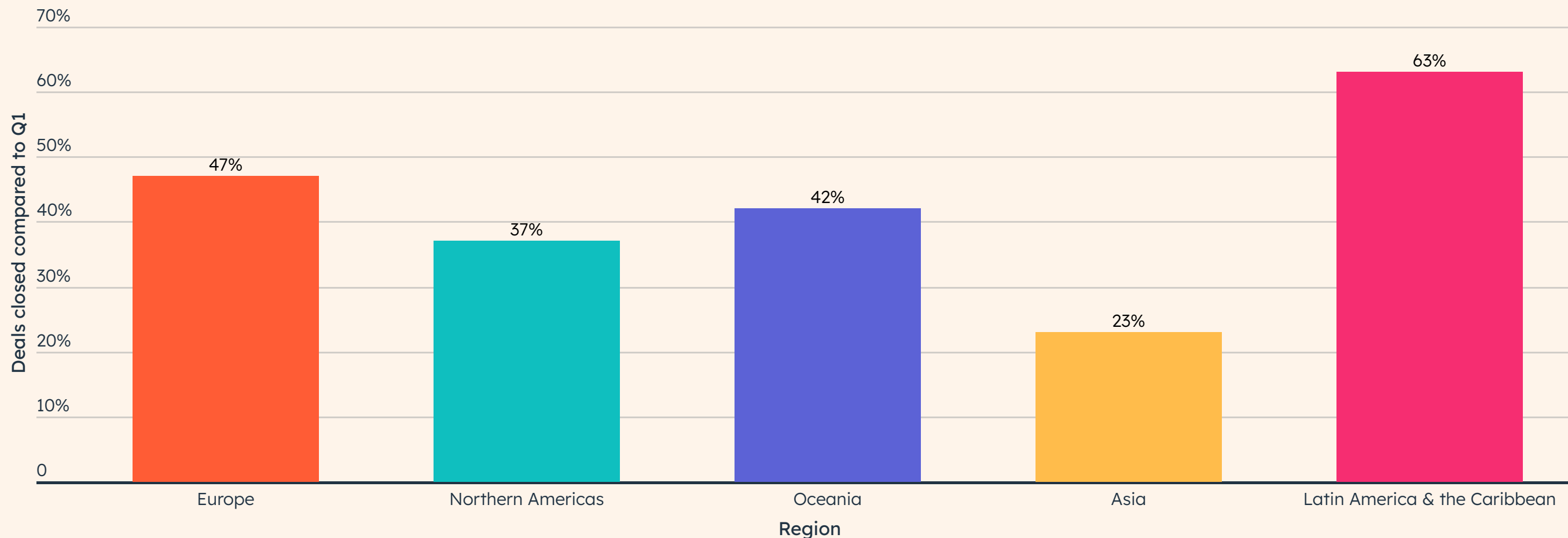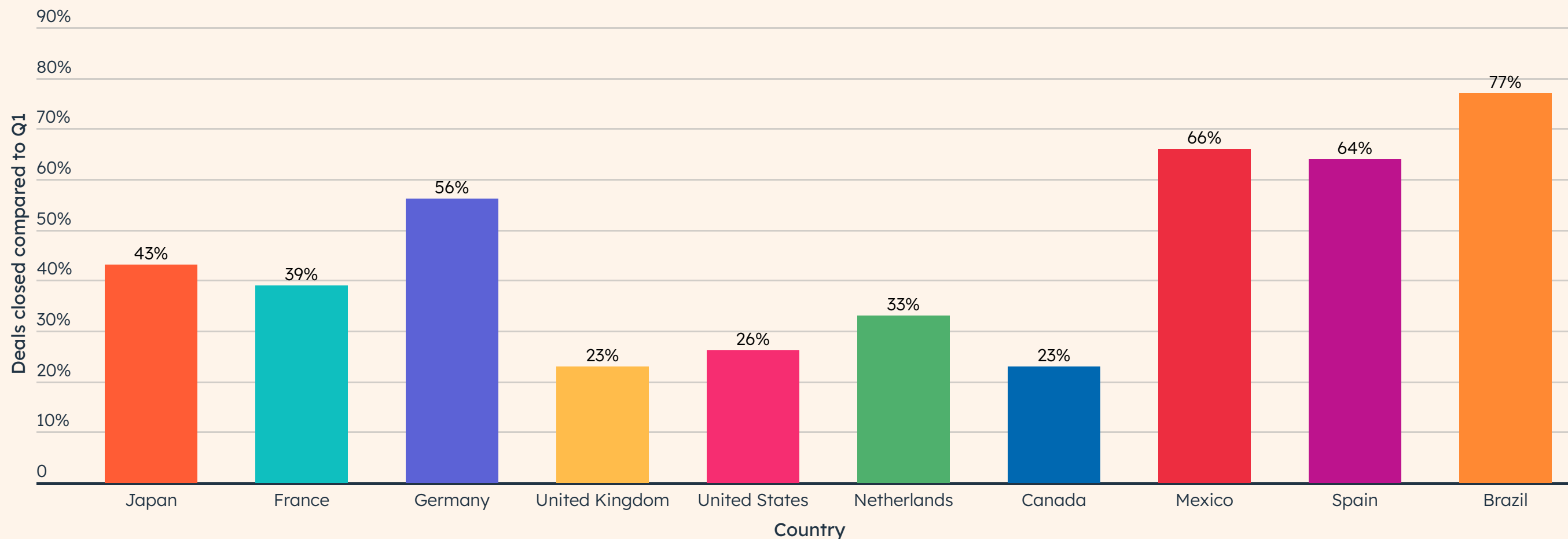**Sales Hub customers across every industry close at least 17% more deals on average after 12 months.**

These insights are based on the number of deals marked closed-won in HubSpot CRM by customers in the Construction (n=320), Education and Health Services (n=458), Financial Activities (n=589), Technology, Information and Media (n=1,969), Leisure and Hospitality (n=179), Manufacturing (n=744), Other Services and Public Administration (247), Professional and Business Services (n=1,928) or Trade, Transportation and Utilities industry (n=612) who owned Sales Hub for at least 12 months between January 2019 and July 2022.

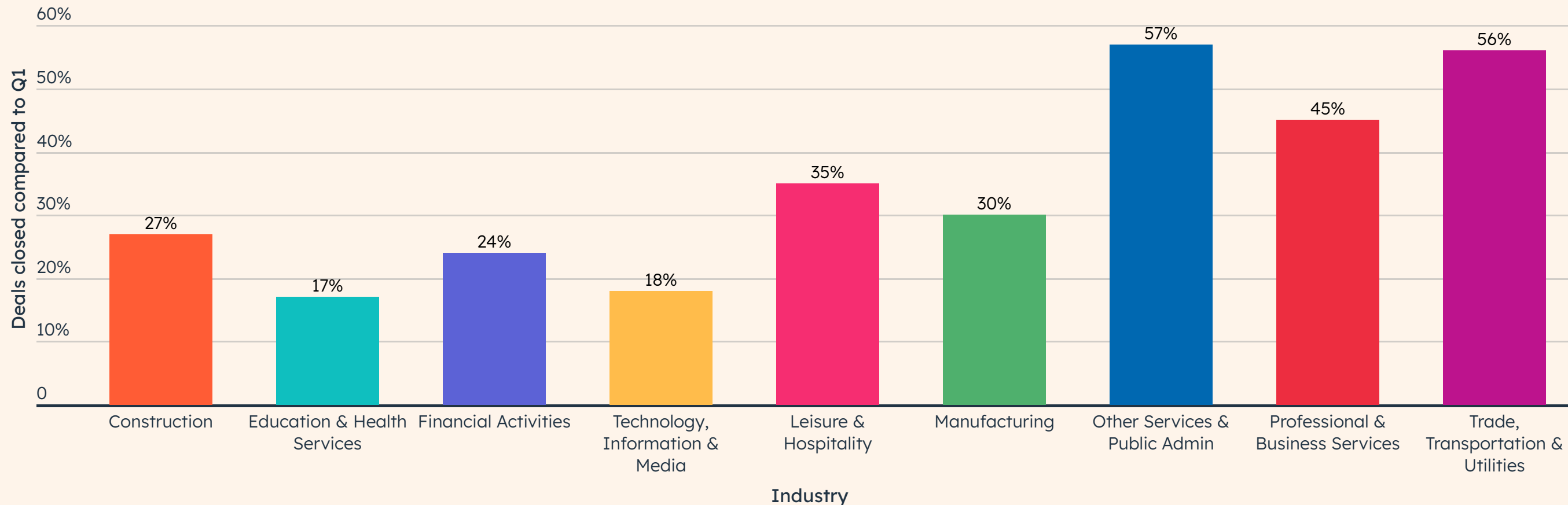HubSpot

Deals Closed 12 Month Performance Since Purchase

Sales Hub customers with every size of company close at least 21% more deals on average after 12 months.
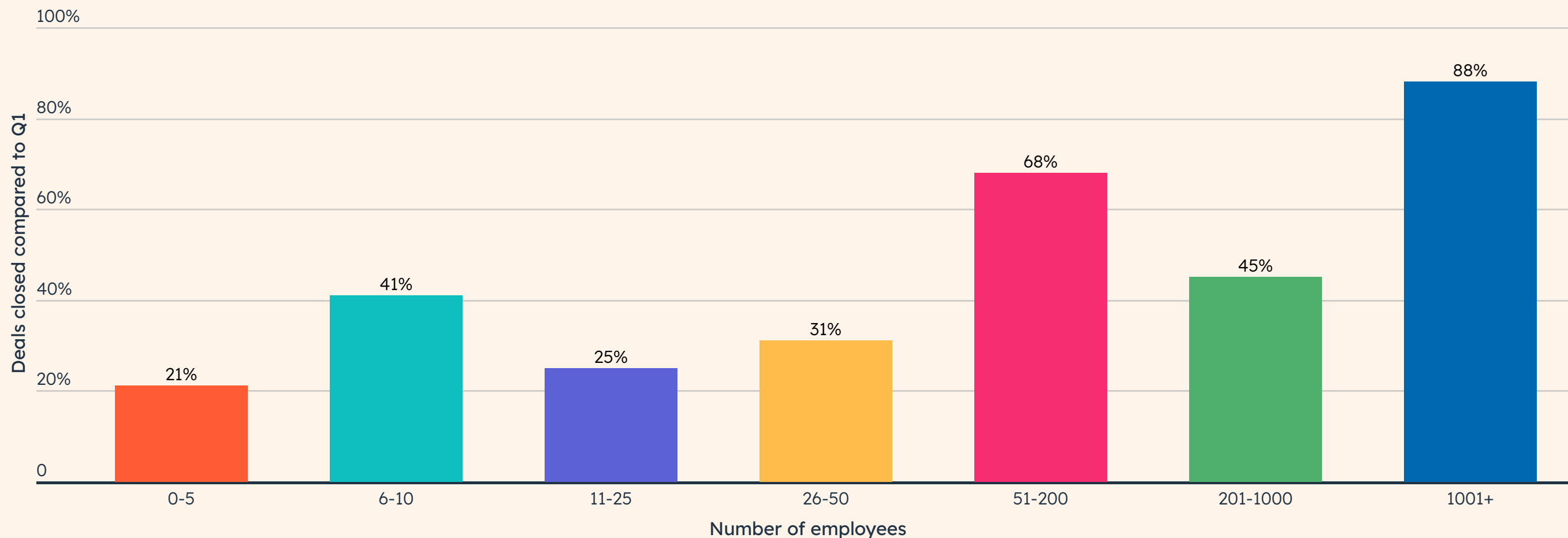
These insights are based on the number of deals marked closed-won in HubSpot CRM by customers with a company size of 0-5 (n=4,135), 6-10 (n=9,523), 11-25 (n=3,287), 26-50 (n=4,353), 51-200 (n=2,566), 201-1000 (n=921), or 1001+ (n=450) employees who owned Sales Hub for at least 12 months between January 2019 and July 2022.

HubSpot

Deals Closed Performance

Sales Hub Customers

Performance Since Purchase

Deals closed compared to Q1

60%
50%
40%
30%
20%
10%
0

1-3   6   12

Months since purchase

● All plans   ● Professional   ● Enterprise

Relative Performance 12 Months Post-Purchase

1x   4.8x   10.3x

Starter   Professional   Enterprise
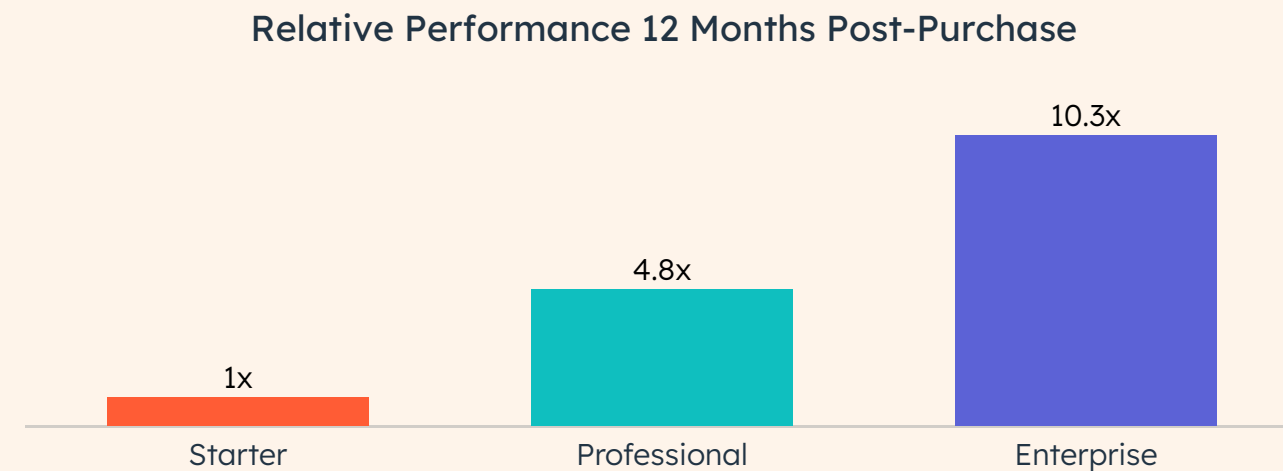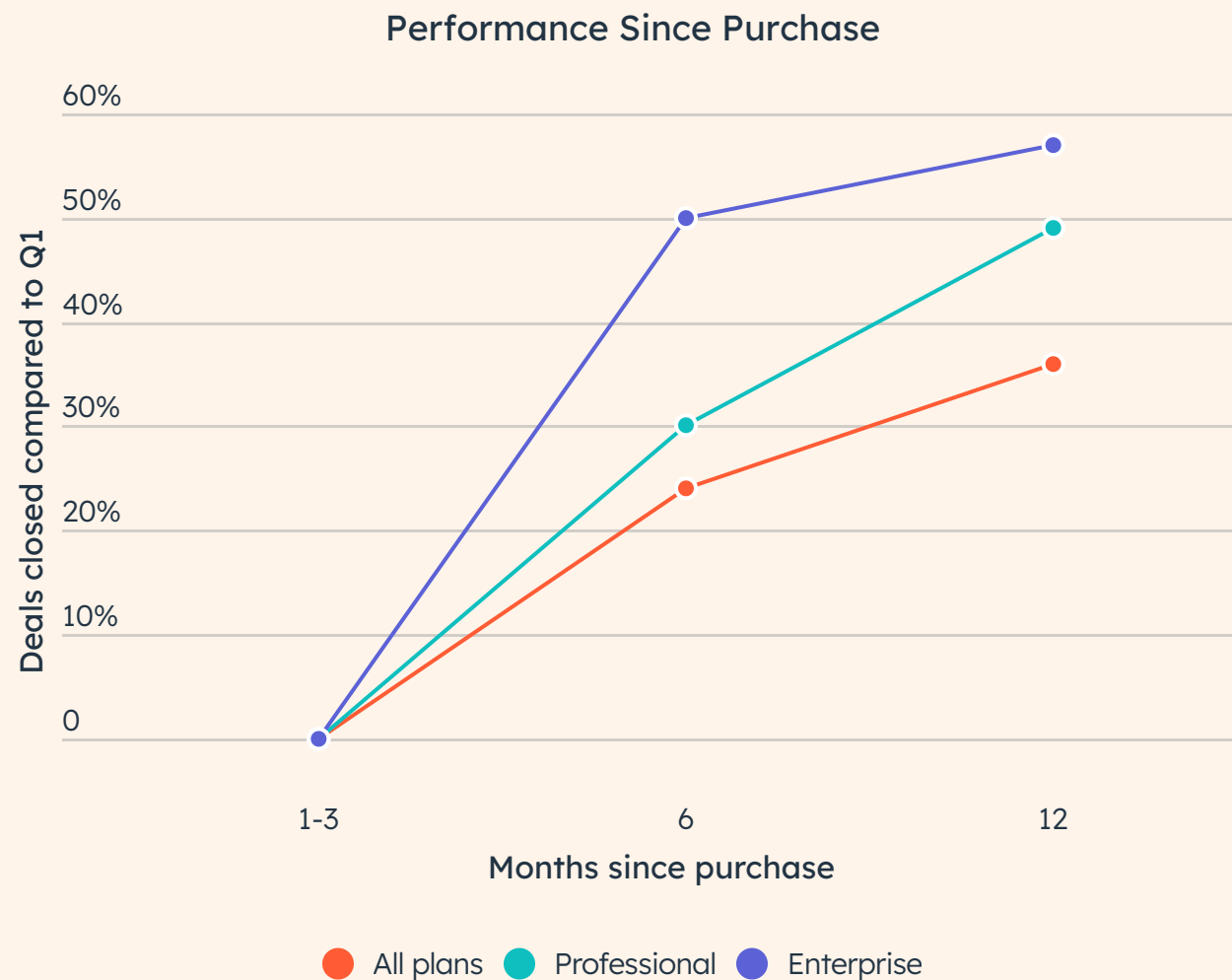
Sales Hub customers see the number of deals closed increase by 36% or more after 12 months.

Enterprise customers close 10.3x the number of deals as Starter customers.

These insights are based on the number of deals marked closed-won in HubSpot CRM by customers who owned Sales Hub Starter, Professional, or Enterprise (n=25,532), Sales Hub Professional (n=11,210), or Sales Hub Enterprise (n=883) for at least 12 months between January 2019 and July 2022. The chart on the right displays the relative number of deals closed-won at month 12 post-purchase for each product, using Sales Hub Starter as a baseline. For example, if the number of deals closed-won for Starter customers is 100, the number of deals closed-won for Professional customers would be 480.

HubSpot

Deal Close Rate

Deal Close Rate Performance Since Purchase

Sales Hub customers see their deal close rate increase by 109% on average after 12 months.
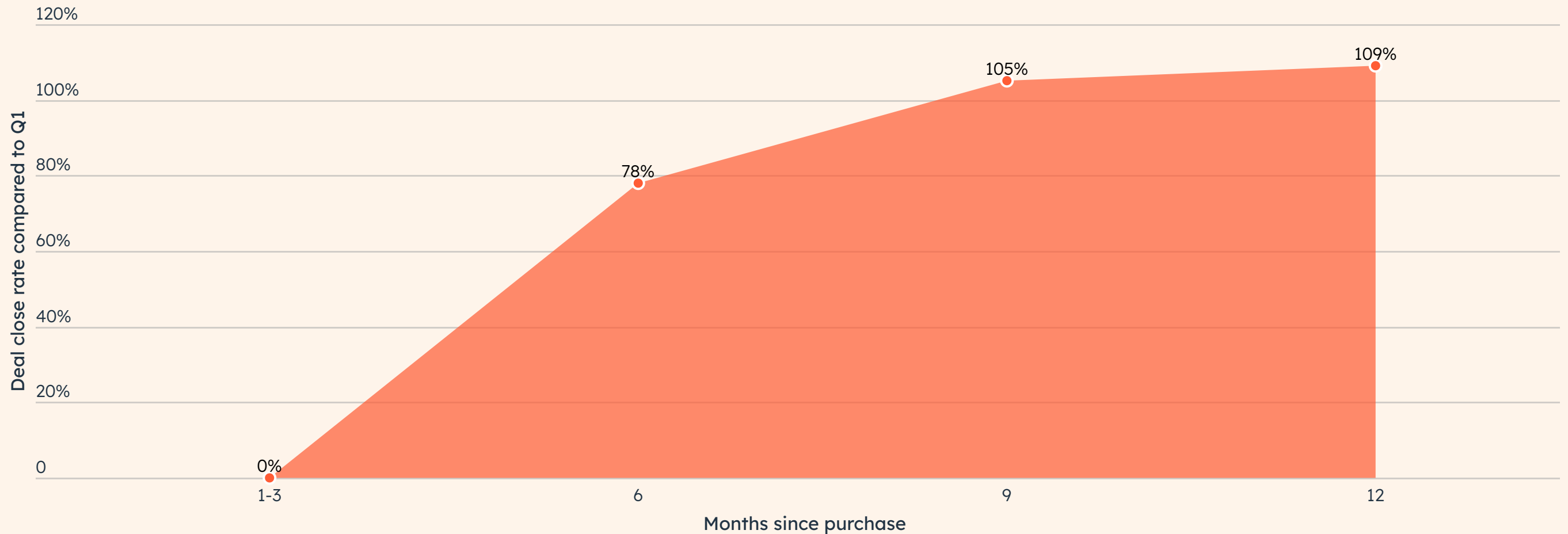
These insights are based on the deal close rate (number of deals marked closed-won divided by the number of deals created) for customers who owned Sales Hub (n=25,445) for at least 12 months between January 2019 and July 2022.

HubSpot

Deal Close Rate 12 Month Performance Since Purchase

Sales Hub customers from regions around the globe see their deal close rate increase by 90% or more after 12 months.

Deal close rate compared to Q1

	Europe	Northern Americas	Oceania	Asia	Latin America & the Caribbean
	115%	106%	107%	103%	90%

Region

These insights are based on the deal close rate (number of deals marked closed-won divided by the number of deals created) for customers located in the Northern Americas (n=11,333), Europe (n=8,449), Latin America & the Caribbean (n=1,968), Asia (n=1,731), or Oceania (n=1,747) who owned Sales Hub for at least 12 months between January 2019 and July 2022.

HubSpot

Deal Close Rate 12 Month Performance Since Purchase

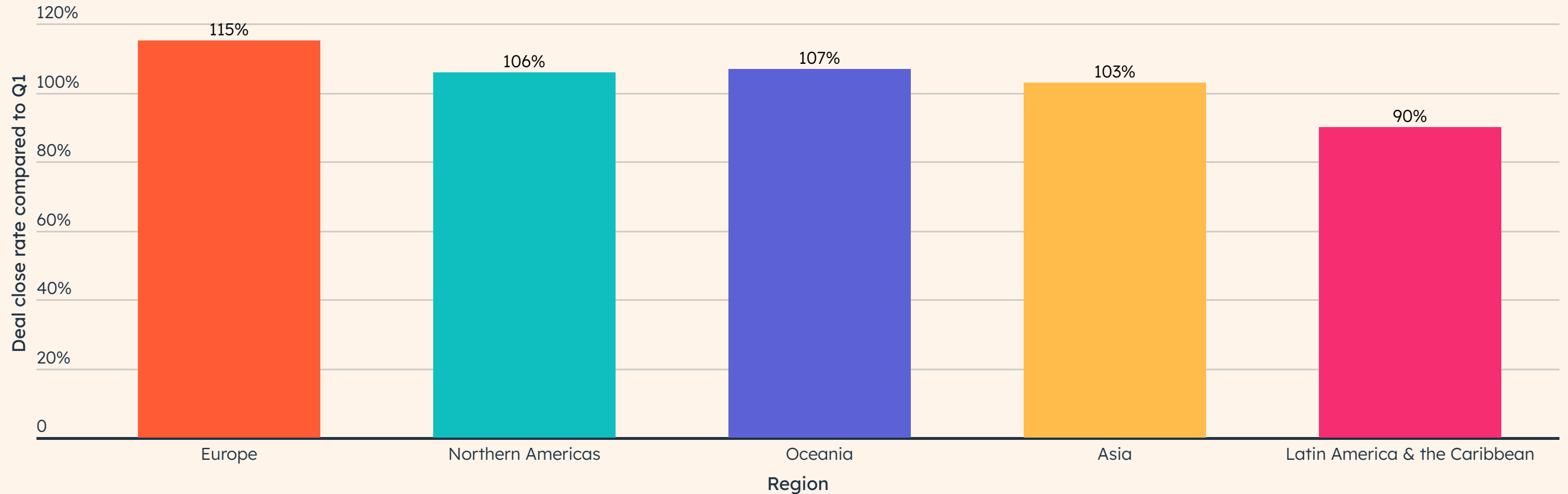### Sales Hub customers from countries across the world see their deal close rate increase by 23% or more after 12 months.

These insights are based on the deal close rate (number of deals marked closed-won divided by the number of deals created) for customers located in Japan (n=337), France (n=1,198), Germany (n=1,123), United Kingdom (n=2,635), United States (n=10,091), Netherlands (n=530), Canada (n=1,329), Mexico (n=485), Spain (n=468), or Brazil (n=544) who owned Sales Hub for at least 12 months between January 2019 and July 2022.

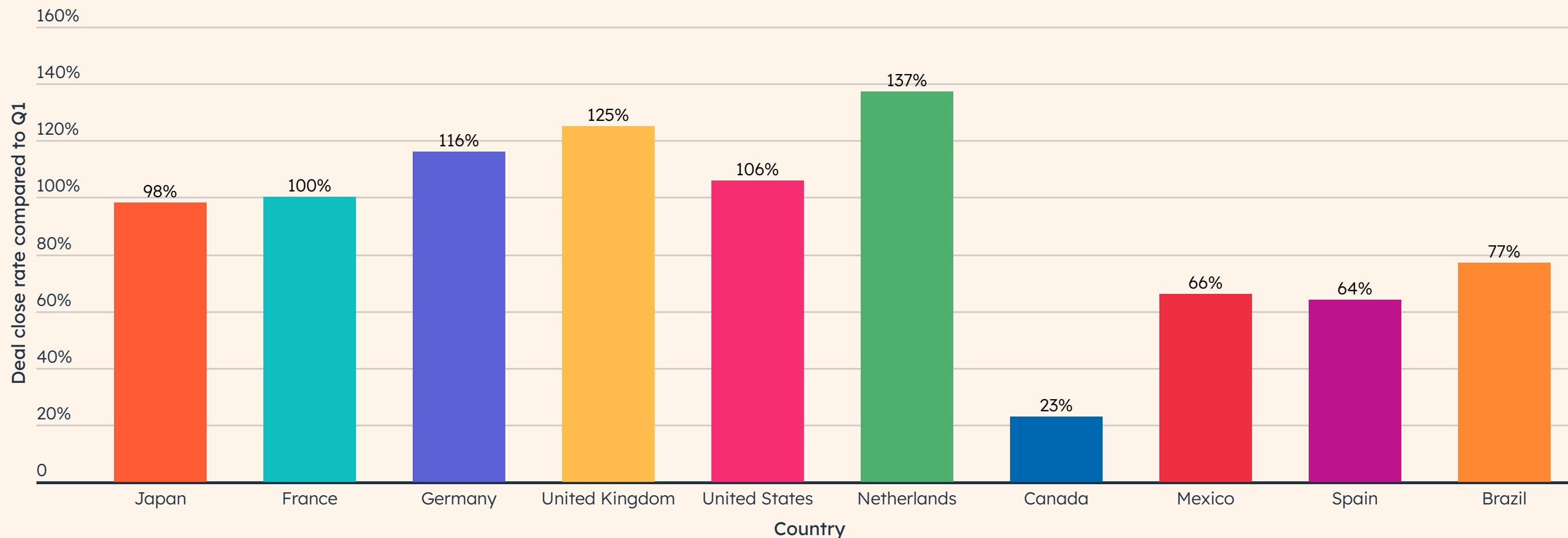HubSpot

Deal Close Rate 12 Month Performance Since Purchase

Sales Hub customers across every industry see their deal close rate increase by 37% or more after 12 months.

Y-axis: Deal close rate compared to Q1

Industry	Value
Construction	97%
Education & Health Services	137%
Financial Activities	303%
Technology, Information & Media	106%
Leisure & Hospitality	117%
Manufacturing	87%
Other Services & Public Admin	37%
Professional & Business Services	83%
Trade, Transportation & Utilities	78%

X-axis: Industry

These insights are based on the deal close rate (number of deals marked closed-won divided by the number of deals created) for customers in the Construction (n=323), Education and Health Services (n=463), Financial Activities (n=590), Technology, Information and Media (n=1,981), Leisure and Hospitality (n=186), Manufacturing (n=755), Other Services and Public Administration (254), Professional and Business Services (n=1,937) or Trade, Transportation and Utilities industry (n=625) who owned Sales Hub for at least 12 months between January 2019 and July 2022.

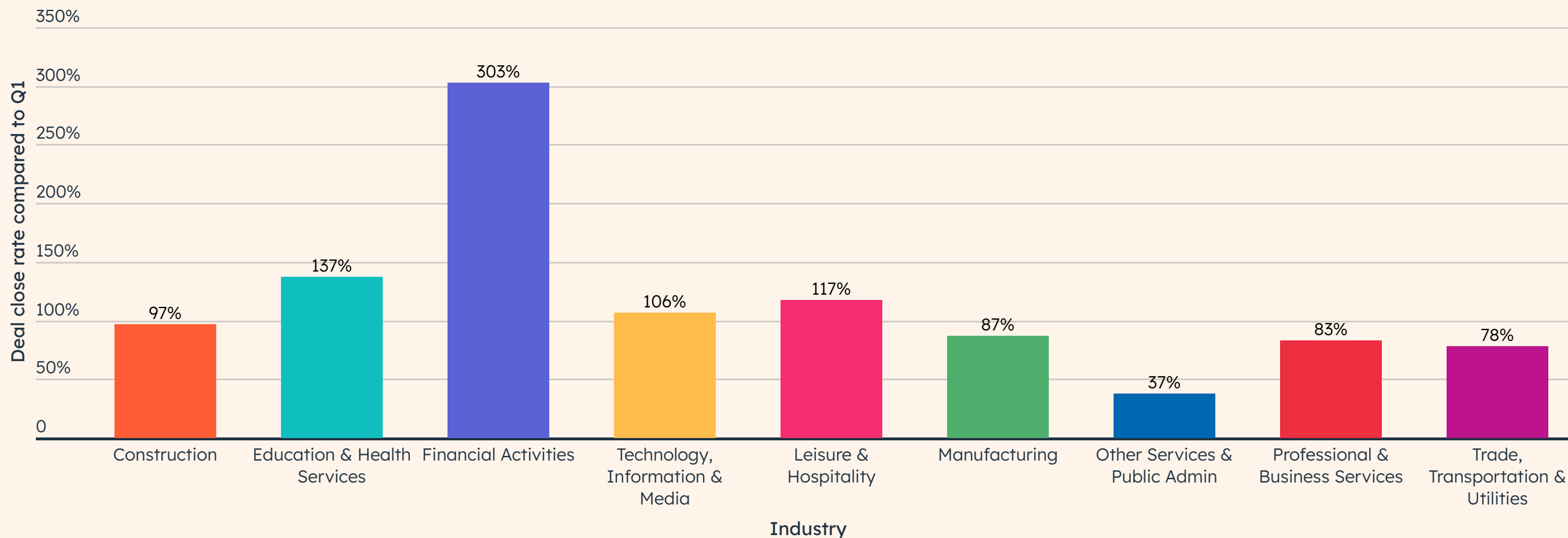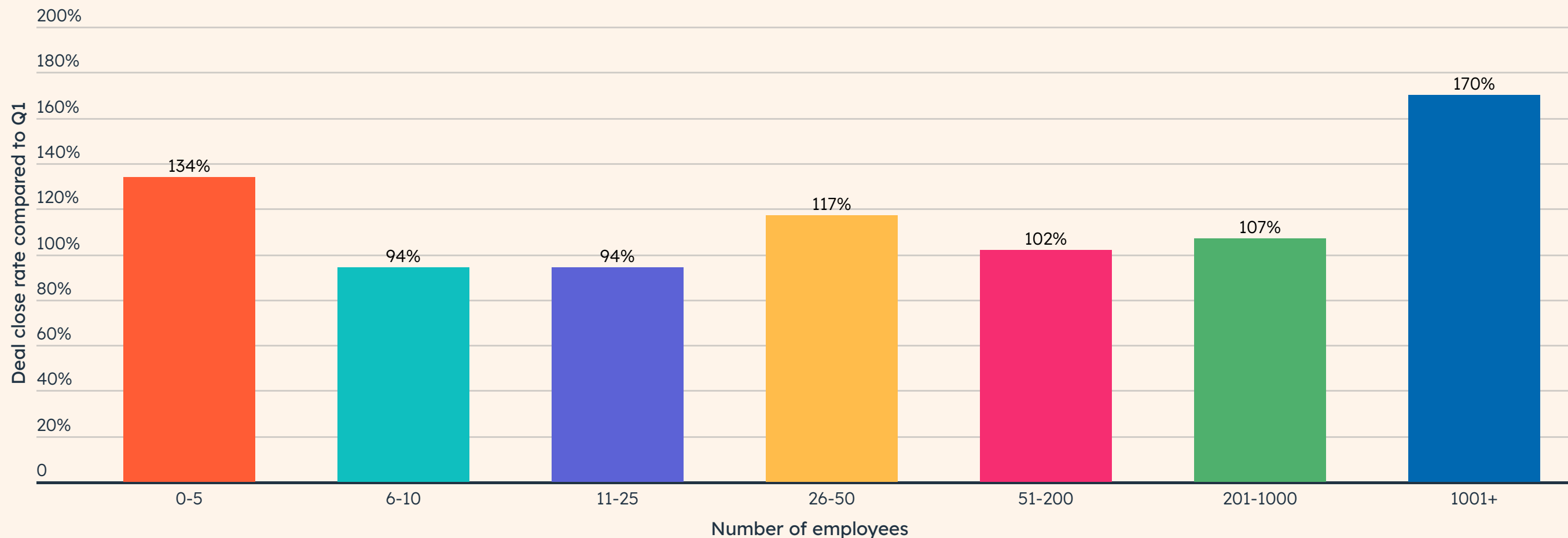HubSpot

Deal Close Rate 12 Month Performance Since Purchase

Sales Hub customers with every size of company see their deal close rate increase by 94% or more after 12 months.

Deal close rate compared to Q1

134%	94%	94%	117%	102%	107%	170%

| 0-5 | 6-10 | 11-25 | 26-50 | 51-200 | 201-1000 | 1001+ |

Number of employees

These insights are based on the deal close rate (number of deals marked closed-won divided by the number of deals created) for customers with a company size of 0-5 (n=4,178), 6-10 (n=9,604), 11-25 (n=3,318), 26-50 (n=4,396), 51-200 (n=2,589), 201-1000 (n=934), or 1001+ (m=451) employees who owned Sales Hub for at least 12 months between January 2019 and July 2022.

Deal Close Rate Performance

Sales Hub Customers

Performance Since Purchase

Deal close rate compared to Q1

- 120%
- 100%
- 80%
- 60%
- 40%
- 20%
- 0

Months since purchase: 1-3, 6, 12

● Starter ● Professional ● Enterprise

Relative Performance 12 Months Post-Purchase

Starter	Professional	Enterprise
1x	1.1x	1.4x
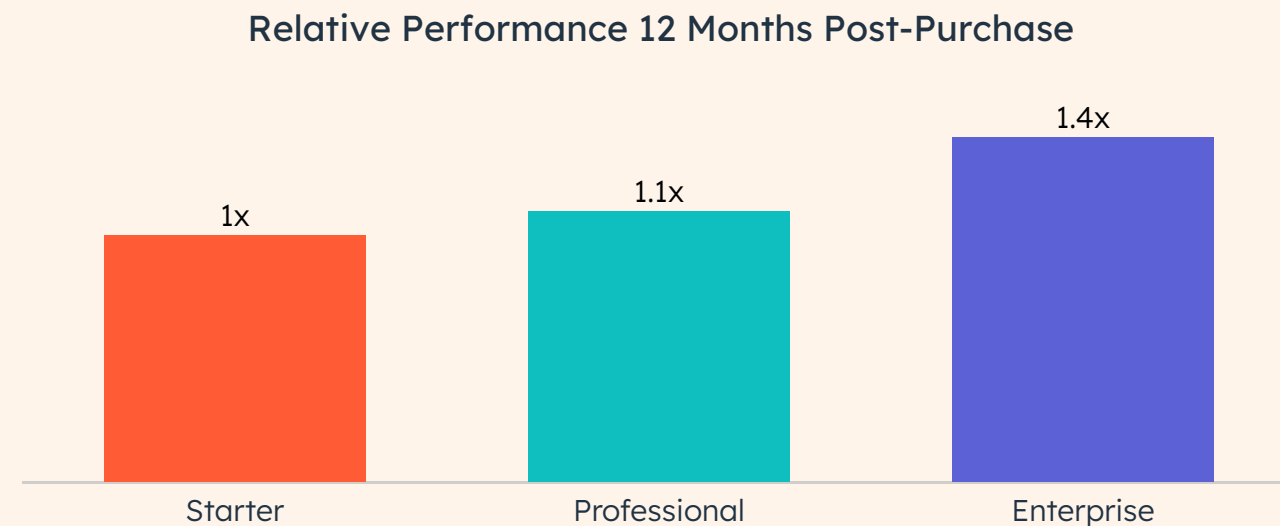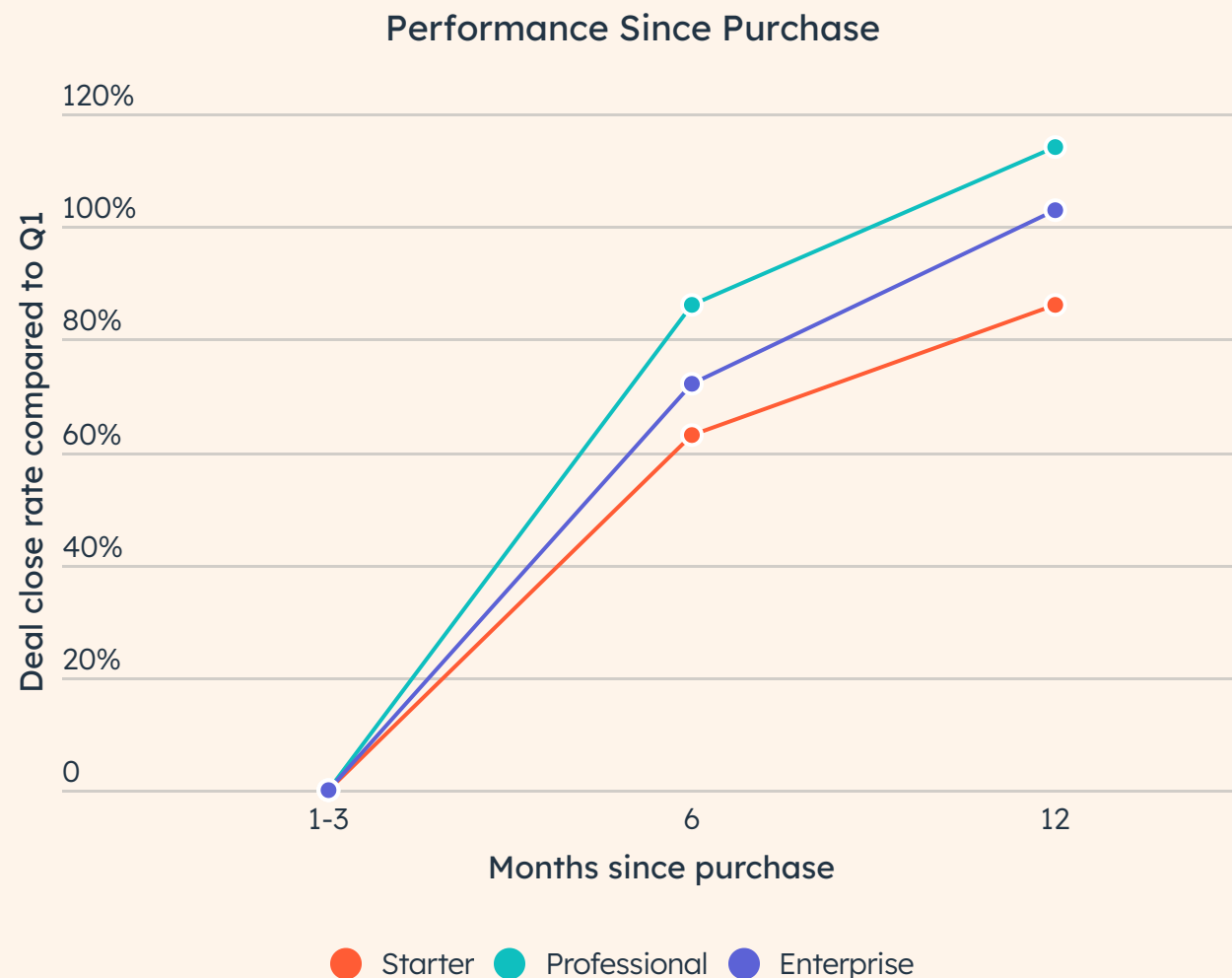
Sales Hub customers see their deal close rate increase by 86% or more after 12 months.

Enterprise customers see 1.4x higher deal close rates as Starter customers.

These insights are based on the deal close rate (number of deals marked closed-won divided by the number of deals created) for customers who owned Sales Hub Starter (n=13,404), Professional (n=11,180), or Enterprise (n=898) for at least 12 months between January 2019 and July 2022. The chart on the right displays the deal close rate at month 12 post-purchase for each product, using Sales Hub Starter as a baseline. For example, if the deal close rate for Starter customers is 10%, the deal close rate for Professional customers would be 11%.

HubSpot

Average Deal Amount

Average Deal Amount Performance Since Purchase

Sales Hub customers see their average deal amount increase by 18% on average after 12 months.

Average deal amount compared to month 1

Months since purchase

These insights are based on the average amount per deal marked closed-won in HubSpot CRM by customers who owned Sales Hub (n=26,482) for at least 12 months between January 2019 and August 2022.

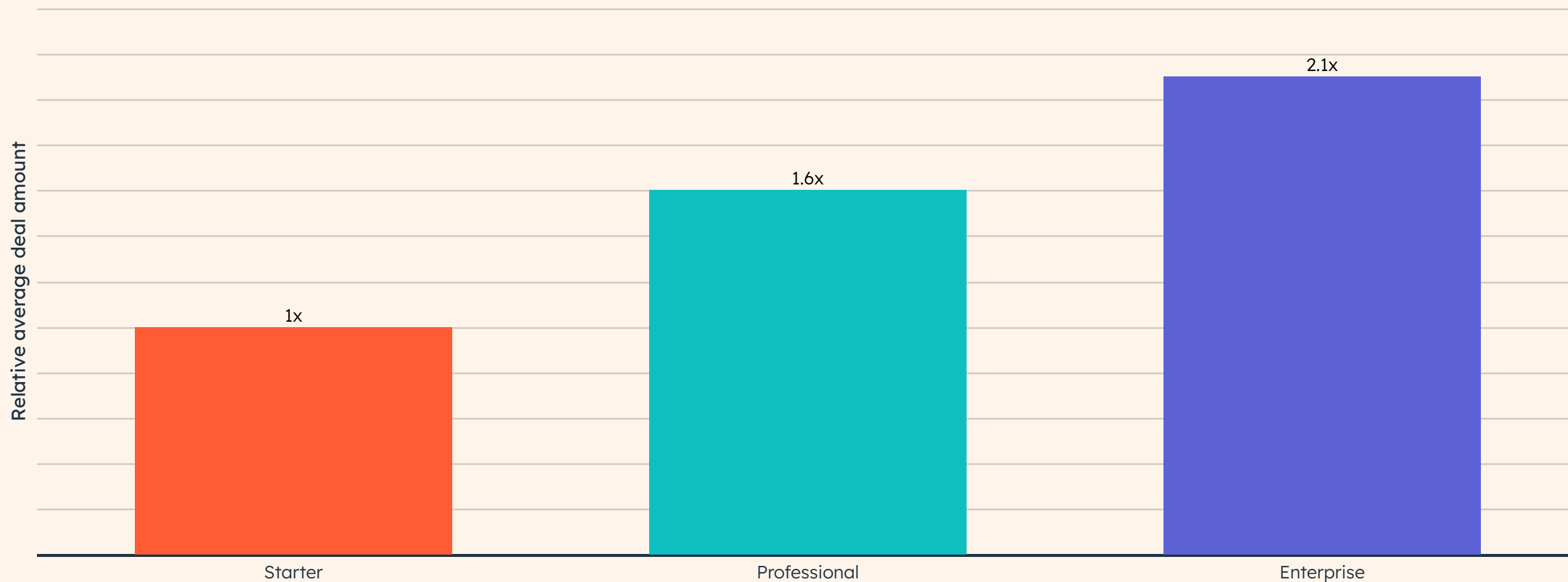HubSpot

Average Deal Amount 12 Month Performance Since Purchase

Sales Hub customers from regions around the globe see their average deal amount increase by 17% or more after 12 months.
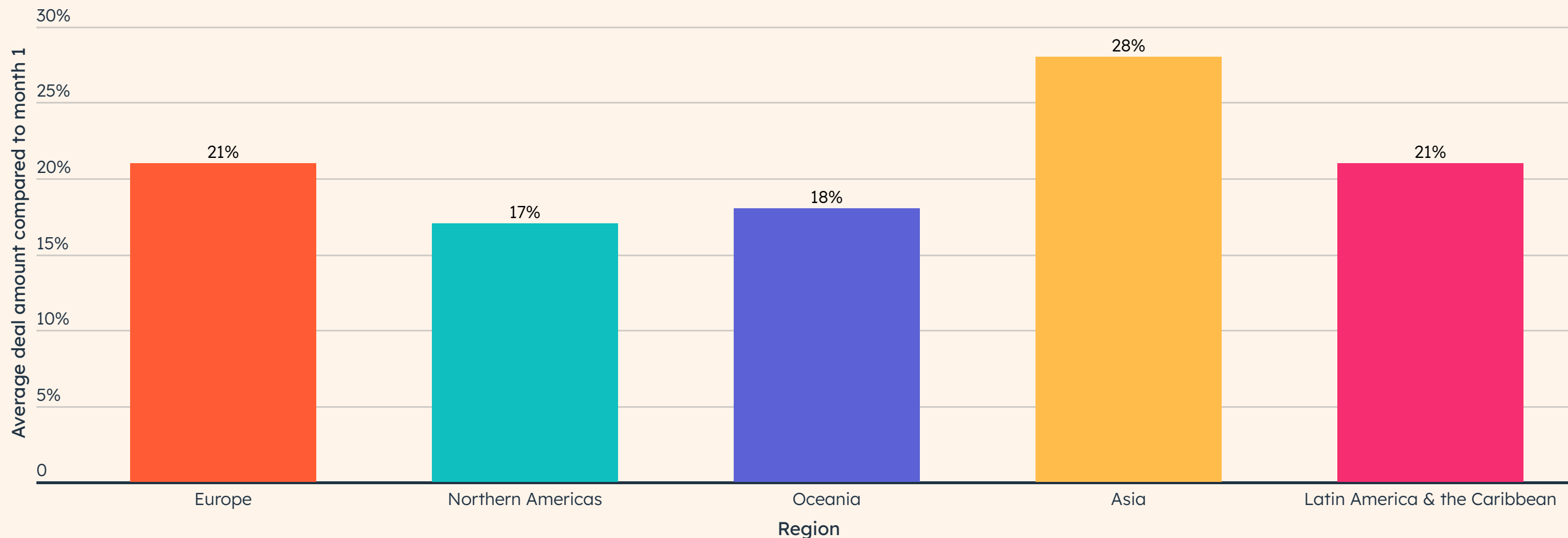
Average deal amount compared to month 1

Region	Value
Europe	21%
Northern Americas	17%
Oceania	18%
Asia	28%
Latin America & the Caribbean	21%

Region

These insights are based on the average amount per deal marked closed-won in HubSpot CRM by customers located in the Northern Americas (n=11,633), Europe (n=8,769), Latin America & the Caribbean (n=2,021), Asia (n=1,787), or Oceania (n=1,806) who owned Sales Hub for at least 12 months between January 2019 and August 2022.

HubSpot

Relative Average Deal Amount Performance 12 Months Post-Purchase

**Sales Hub Enterprise customer's average deal amount is 2.1x that of Starter customers.**

These insights are based on the average amount per deal marked closed-won in HubSpot CRM by customers who owned Sales Hub Starter (n=14,008), Professional (n=11,547), or Enterprise (n=927) for at least 12 months between January 2019 and August 2022. The chart displays the relative average deal amount at month 12 post-purchase for each product, using Sales Hub Starter as a baseline. For example, if the average deal amount for Starter customers is $100, the average deal amount for Professional customers would be $160.

HubSpot

Deals Closed Per Rep

Deals Closed Per Rep Performance

Customers who own Sales Hub for 7-12 months see more deals closed per rep than customers who own Sales Hub for less time.
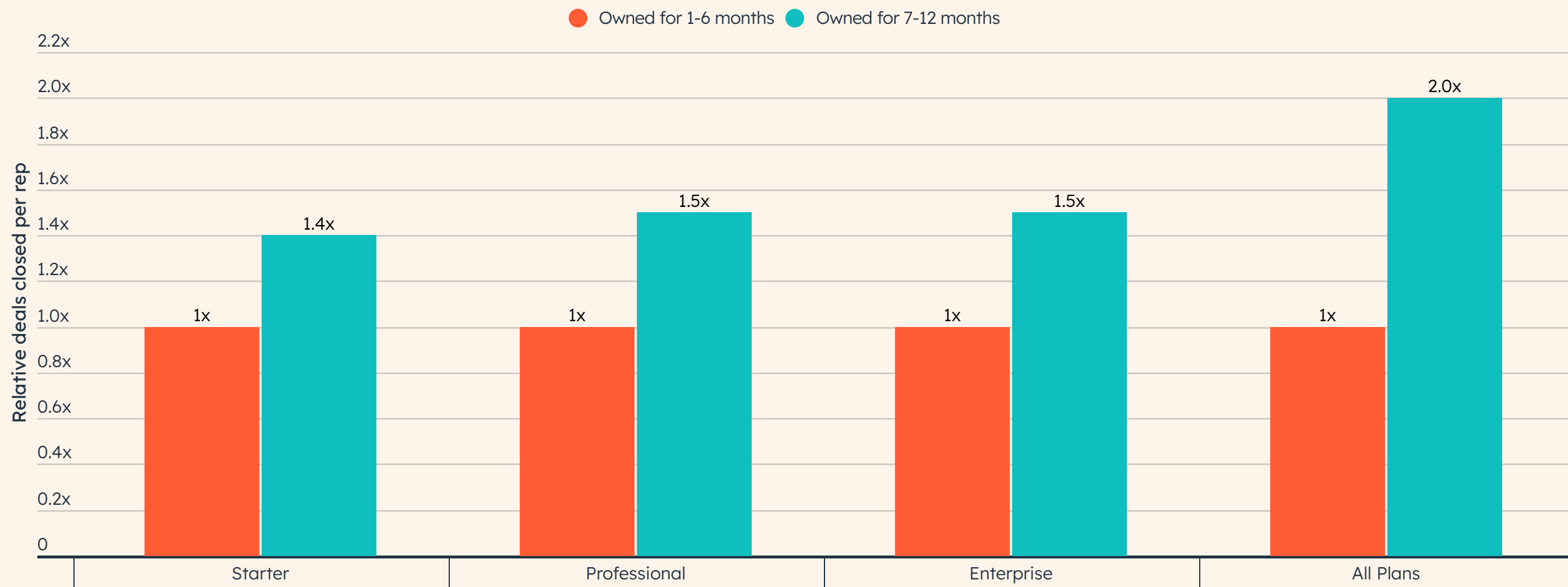
● Owned for 1-6 months ● Owned for 7-12 months

These insights are based on the number of deals marked closed-won per assigned sales seat for customers who owned Sales Hub Starter (n=7,422; 6,270), Professional (n=5,655; 4,976), Enterprise (n=622; 622) or any Sales Hub plan (n=13,700; 11,868) in August 2022. The chart compares customers who owned their product for 1-6 months to those who owned it for 7-12 months, using 1-6 month customers as the baseline. For example, if the number of deals closed per rep for Starter Hub 1-6 month customers is 100, the number of deals closed per rep for Starter Hub 7-12 month customers would be 140.

HubSpot

Product Adoption

Average Time to Activation

Customers take an average of 35 days to activate Sales Hub.
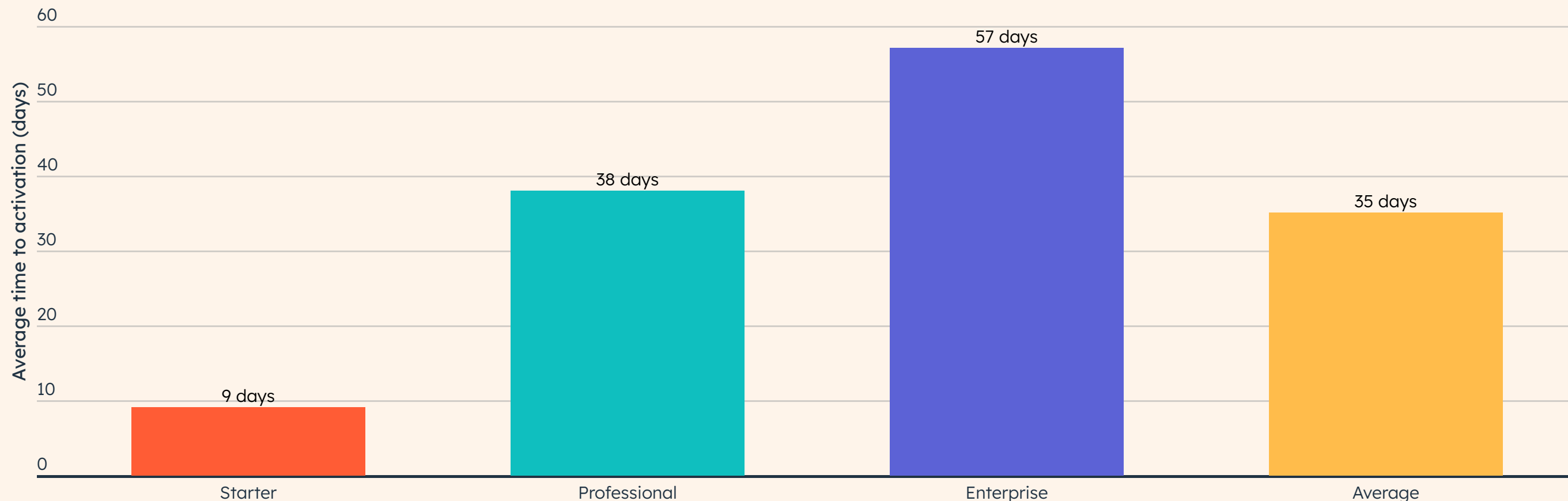
These insights are based on the time between the date of purchase and the date the customer completed the required action that defines activation. The sample includes customers who purchased Sales Hub Starter (n=22,869), Professional (n=18,373), or Enterprise (n=1,651) between January 2019 and July 2022. Starter activation = activated CRM, Deals, Reporting, and (Emails or Calls or Meetings or Templates or Quotes); Professional activation = activated CRM, Deals, Reporting, (Sequences or Workflows), and (Emails or Calls or Meetings or Templates or Quotes); Enterprise activation = activated CRM, Deals, Reporting, (Sequences or Workflows), (Emails or Calls or Meetings or Templates or Quotes), and 2+ additional Enterprise features.

HubSpot

High Feature Usage

72% of Sales Hub Professional and 84% of Enterprise customers display high Sales Hub feature usage.
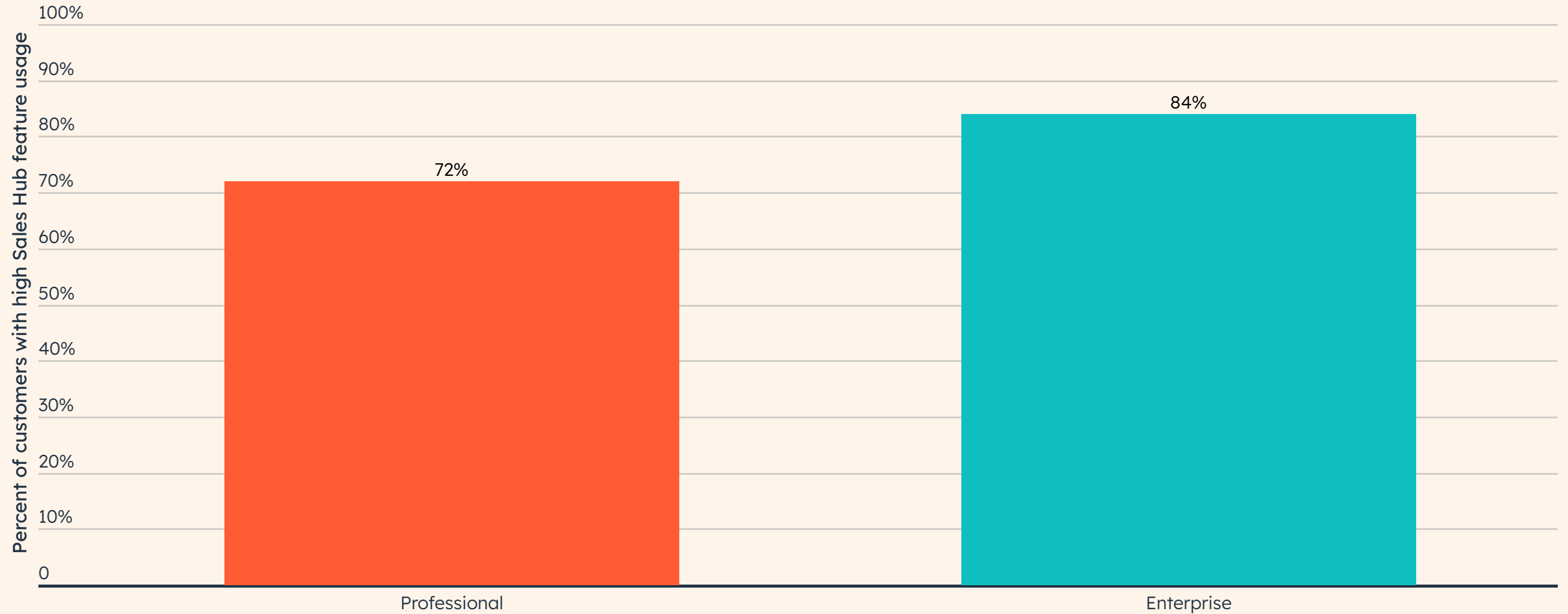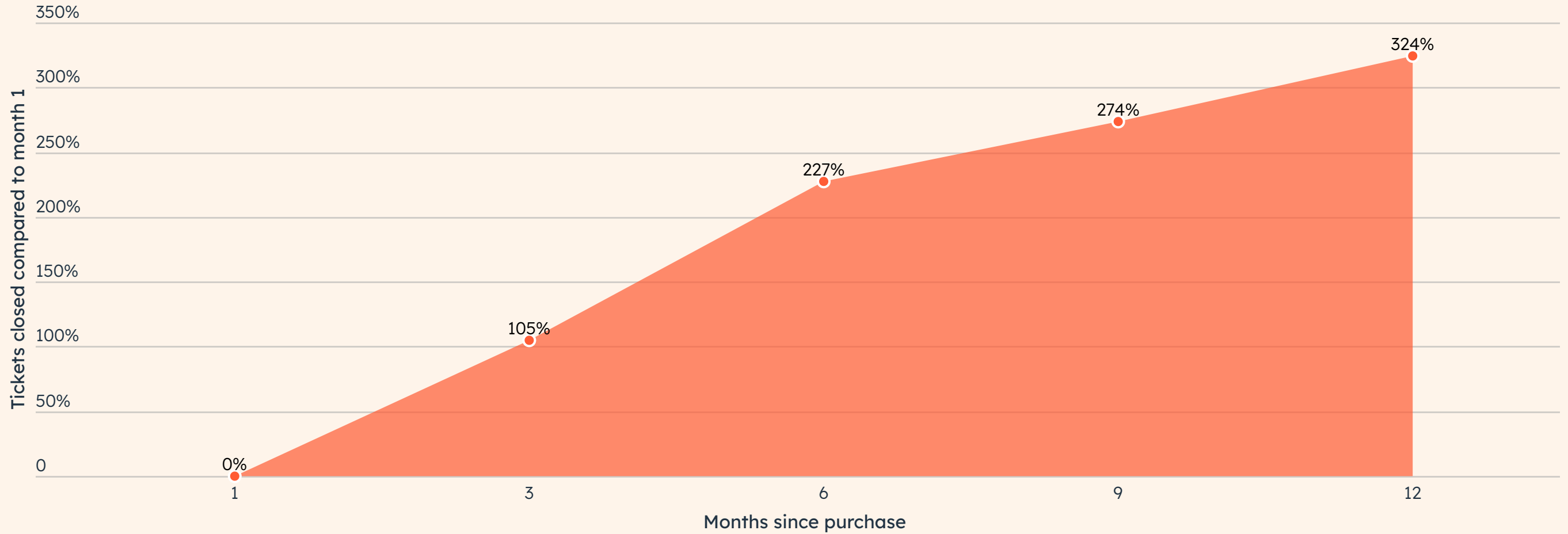

The insights are based on the percent of Sales Hub Professional (n=11,556) or Enterprise (n=846) customers with high Sales Hub feature usage as indicated by activating 64% (9 out of 14) or more of Sales Hub's core features.

Service Hub

Tickets Closed

Tickets Closed Performance Since Purchase

Service Hub customers see an average increase of 324% in tickets closed after 12 months.

Tickets closed compared to month 1

350%				
300%				324%
250%			274%	
200%		227%		
150%				
100%	105%			
50%				
0				
	0%			

Months since purchase: 1   3   6   9   12

These insights are based on the number of tickets marked closed in HubSpot CRM by customers who owned Service Hub (n=5,003) for at least 12 months between January 2019 and August 2022.

HubSpot

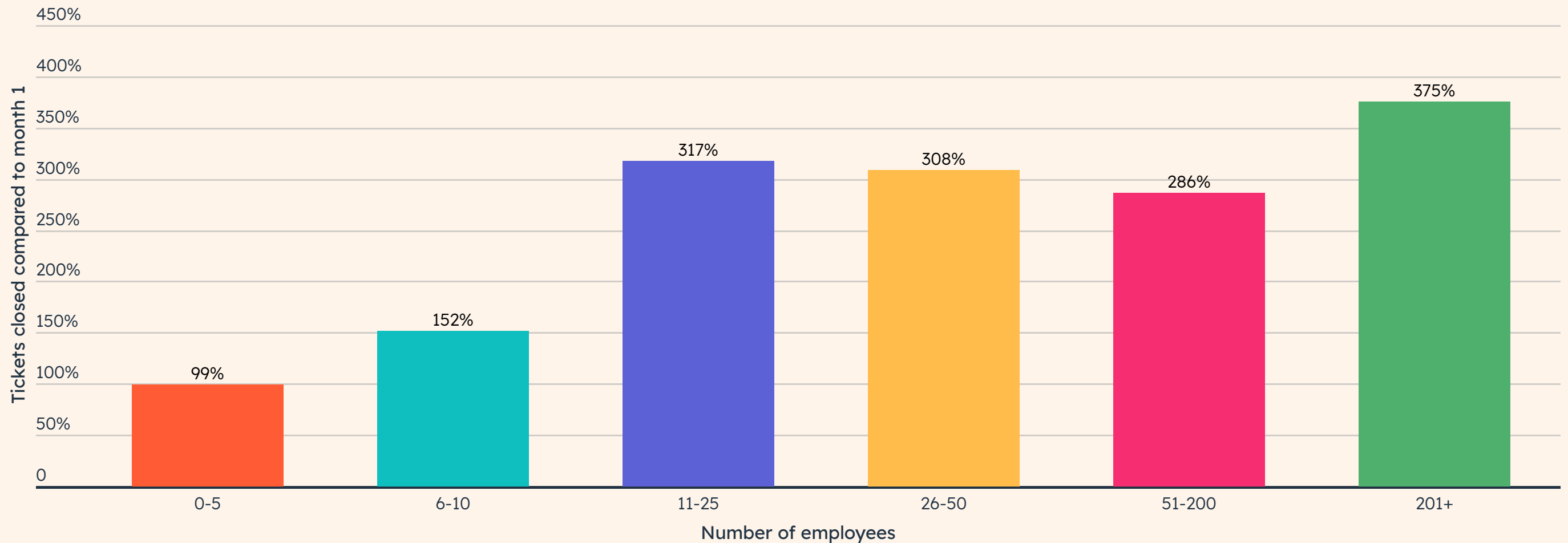# Tickets Closed 12 Month Performance Since Purchase

Service Hub customers from regions around the globe see their number of tickets closed increase by 107% or more after 12 months.
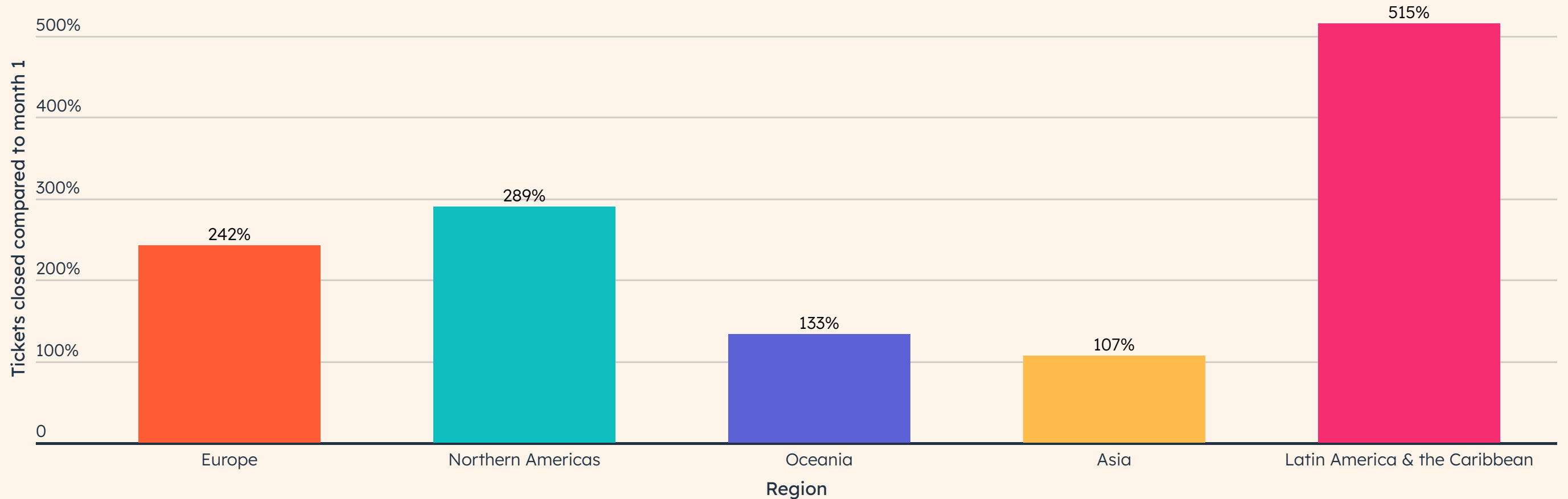
These insights are based on the number of tickets marked closed in HubSpot CRM by customers located in the Northern Americas (n=1,959), Europe (n=1,803), Latin America & the Caribbean (n=422), Asia (n=349), or Oceania (n=343) who owned Service Hub for at least 12 months between January 2019 and September 2022.

HubSpot

Tickets Closed 12 Month Performance Since Purchase

Service Hub customers with every size of company see their number of tickets closed increase by 99% or more after 12 months.
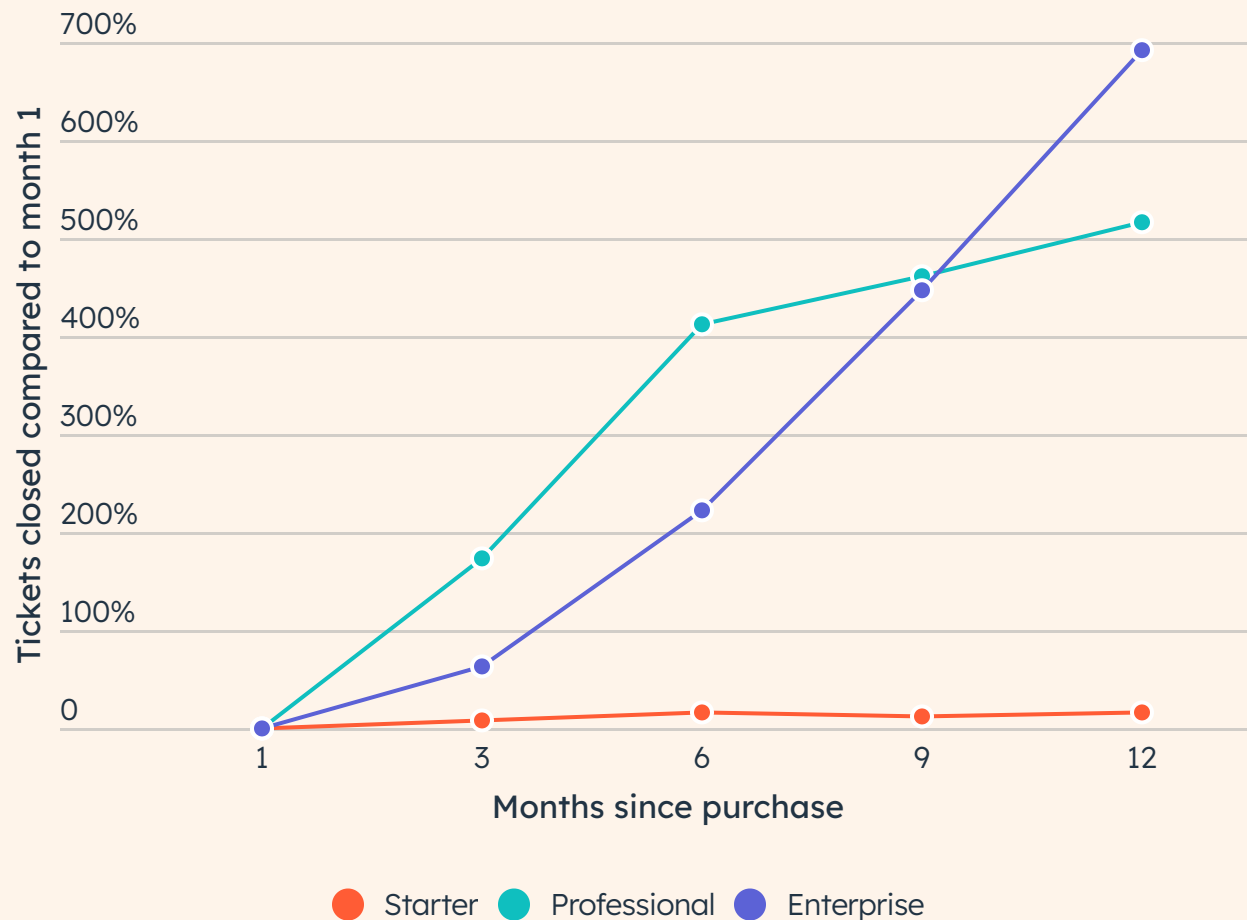

These insights are based on the number of tickets marked closed in HubSpot CRM by customers with a company size of 0-5 (n=840), 6-10 (n=1,895), 11-25 (n=606), 26-50 (n=789), 51-200 (n=445), or 201+ (n=245) employees who owned Service Hub for at least 12 months between January 2019 and August 2022.
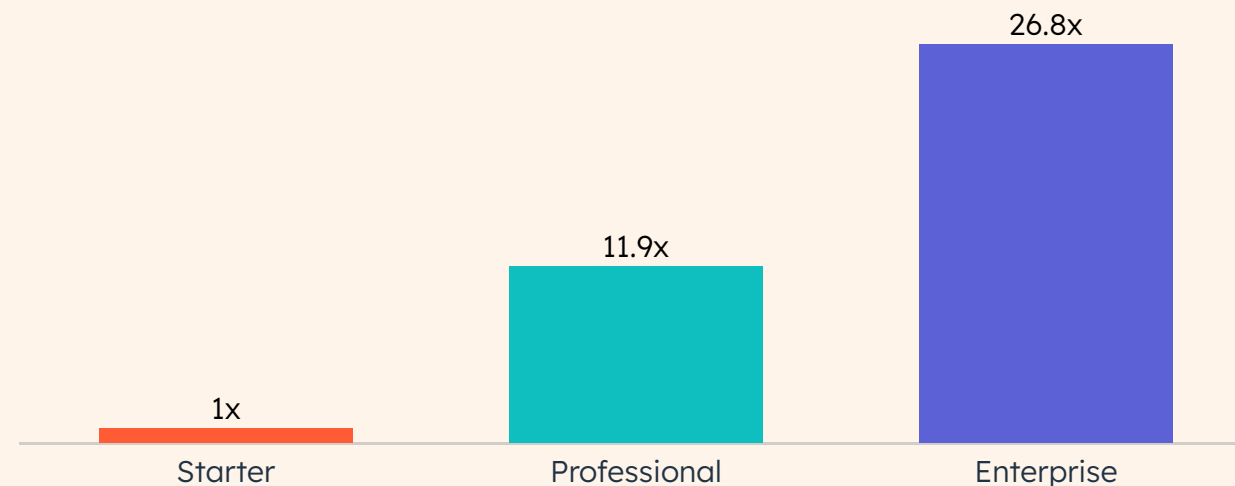
Tickets Closed Performance

Service Hub Customers

Performance Since Purchase

Tickets closed compared to month 1

700%
600%
500%
400%
300%
200%
100%
0

26.8x

1   3   6   9   12

Months since purchase

● Starter   ● Professional   ● Enterprise

Relative Performance 12 Months Post-Purchase

	26.8x

11.9x

1x

Starter   Professional   Enterprise

Service Hub customers see their number of tickets closed increase by 17% or more after 12 months.
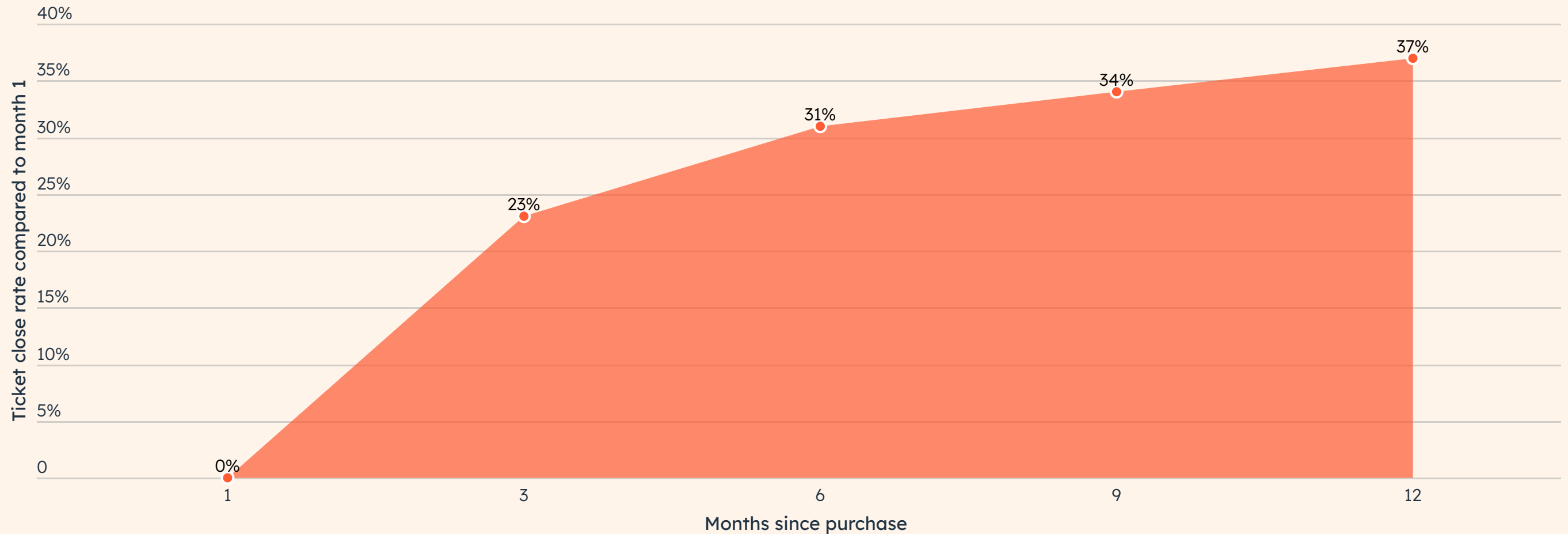
Enterprise customers see 26.8x, and Professional customers 11.9x the number of tickets closed as Starter customers.

These insights are based on the number of tickets marked closed in HubSpot CRM by customers who owned Service Hub Starter (n=2,665), Professional (n=4,415), or Enterprise (n=153) for at least 12 months between January 2019 and August 2022. The chart on the right displays the number of tickets closed at month 12 post-purchase for each product, using Starter as a baseline. For example, if the number of tickets closed for Starter customers is 100, the number of tickets closed for Professional customers would be 1,190.

HubSpot

Ticket Close Rate

Ticket Close Rate Performance Since Purchase

Service Hub customers see their ticket close rate increase by 37% on average after 12 months.

Ticket close rate compared to month 1

Months since purchase

40%
35%
30%
25%
20%
15%
10%
5%
0

37%
34%
31%
23%
0%

1   3   6   9   12

These insights are based on the ticket close rate (number of tickets marked closed divided by the number of tickets) for customers who owned Service Hub (n=3,822) for at least 12 months between January 2019 and August 2022.

HubSpot

Ticket Close Rate 12 Month Performance Since Purchase

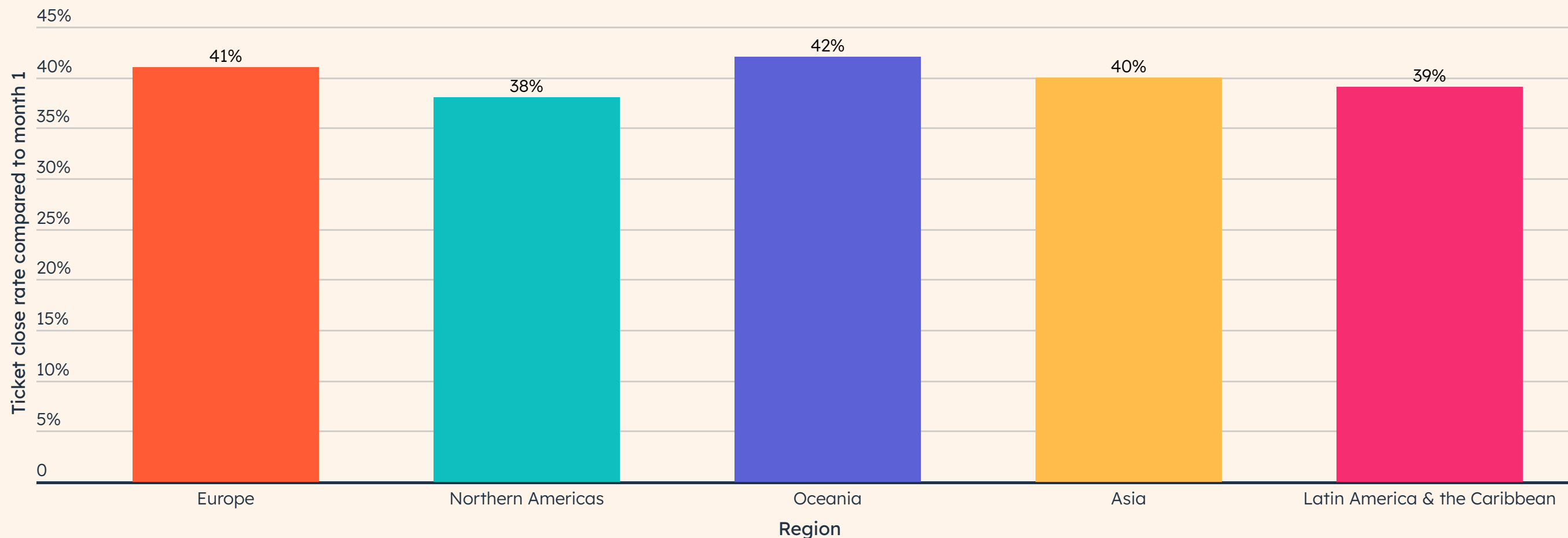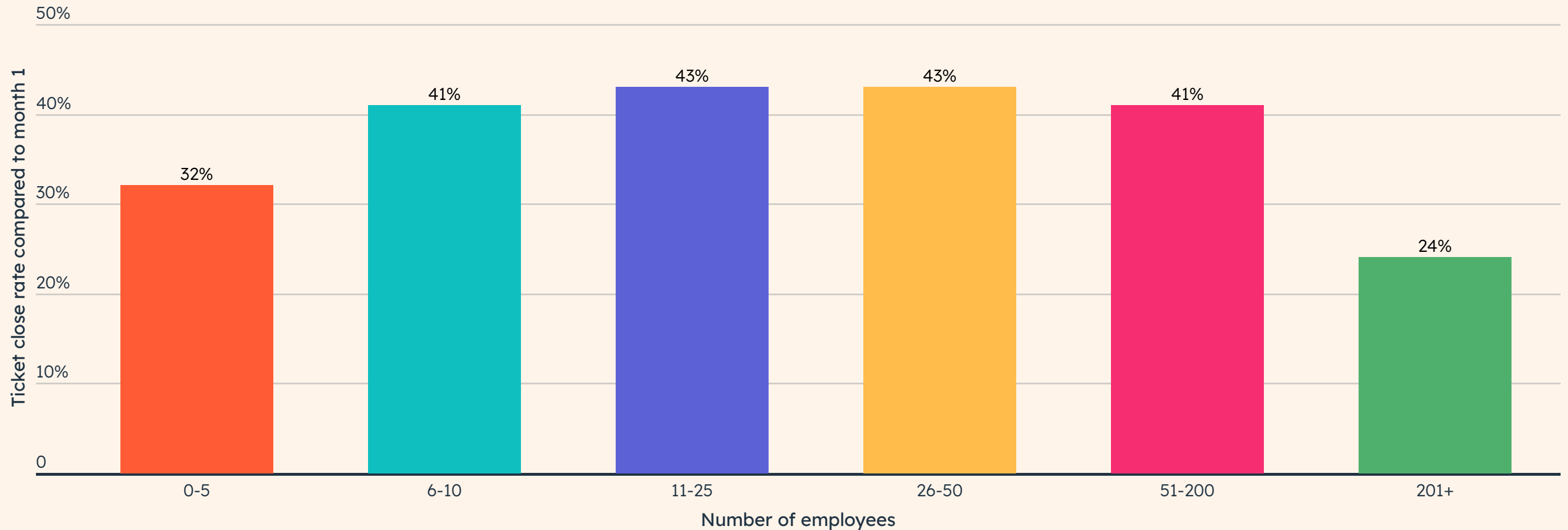## Service Hub customers from regions around the globe see their ticket close rate increase by at least 38% after 12 months.

These insights are based on the ticket close rate (number of tickets marked closed divided by the number of tickets) for customers located in the Northern Americas (n=1,883), Europe (n=1,836), Latin America & the Caribbean (n=445), Asia (n=365), or Oceania (n=369) who owned Service Hub for at least 12 months between January 2019 and August 2022.

HubSpot

Ticket Close Rate 12 Month Performance Since Purchase

Service Hub customers with every size of company see their ticket close rate increase by 24% or more after 12 months.

These insights are based on the ticket close rate (number of tickets marked closed divided by the number of tickets) for customers with a company size of 0-5 (n=832), 6-10 (n=1,892), 11-25 (n=649), 26-50 (n=827), 51-200 (n=476), or 201+ (n=264) employees and who owned Service Hub for at least 12 months between January 2019 and August 2022.

HubSpot

Ticket Close Rate Performance Since Purchase

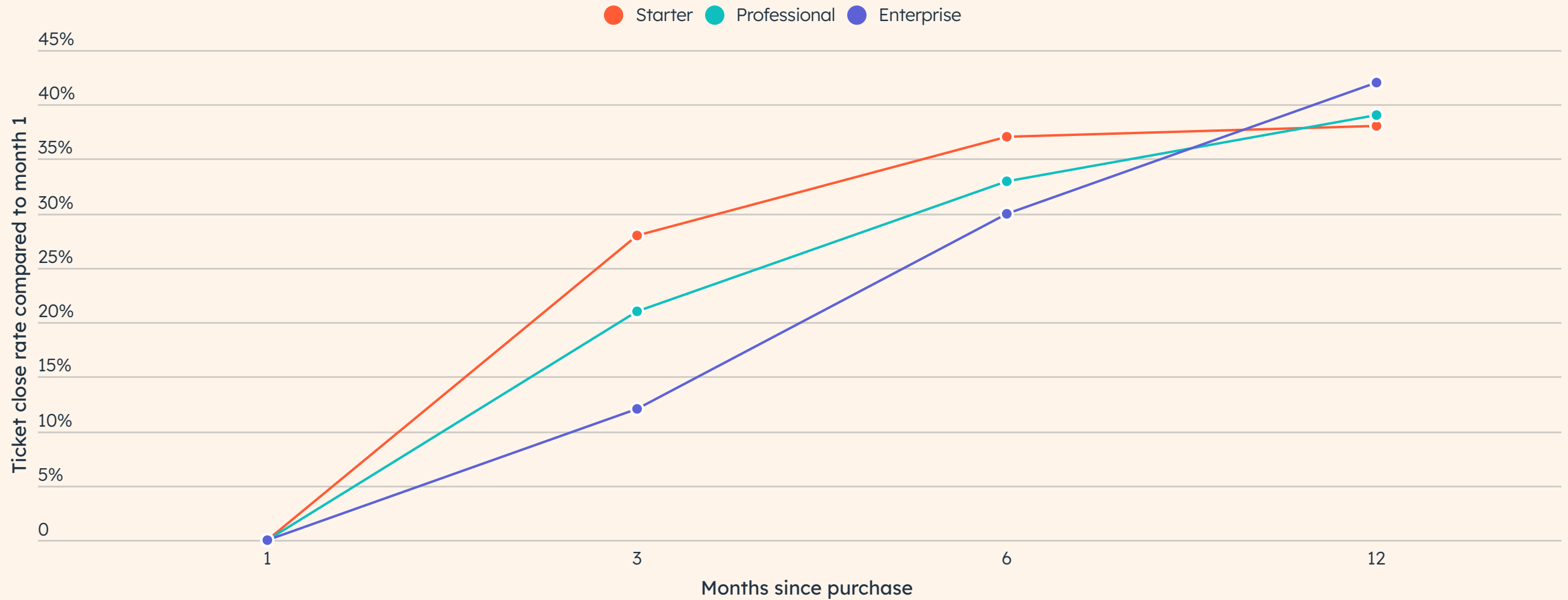## Service Hub customers see their ticket close rate increase by 38% or more after 12 months.

● Starter   ● Professional   ● Enterprise

Ticket close rate compared to month 1

45%
40%
35%
30%
25%
20%
15%
10%
5%
0

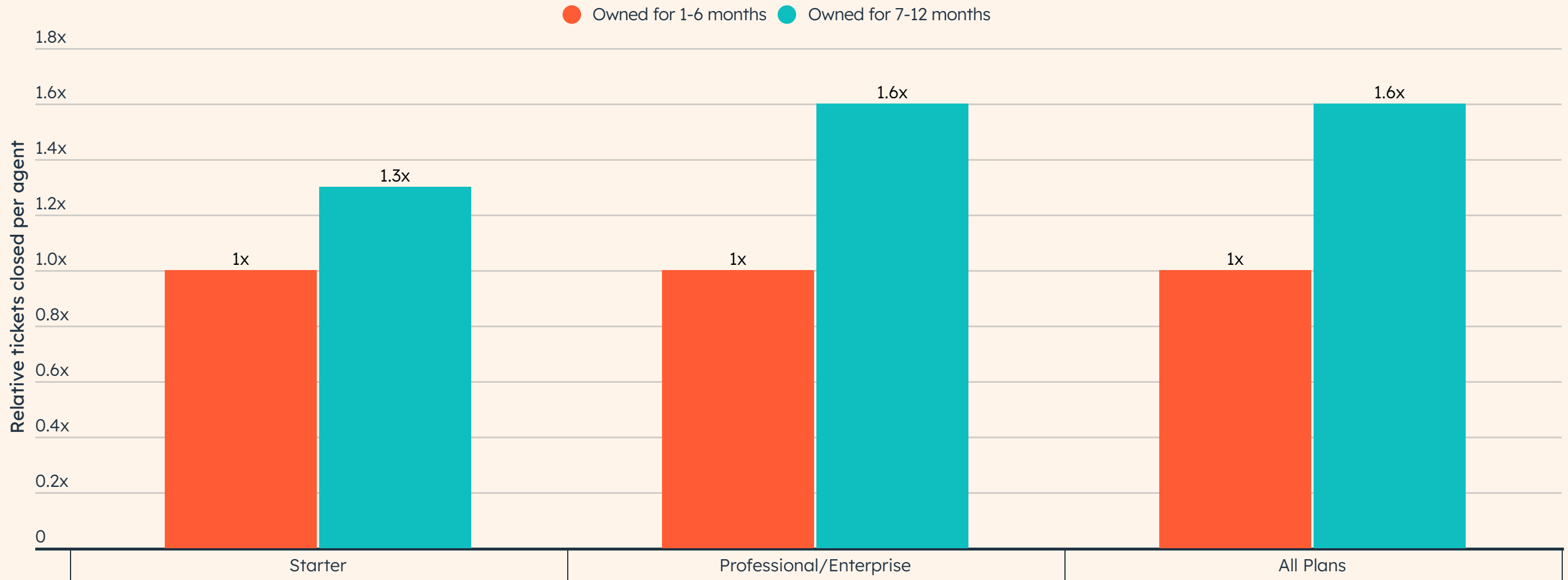1   3   6   12

Months since purchase

These insights are based on the ticket close rate (number of tickets marked closed divided by the number of tickets) for customers who owned Sales Hub Starter (n=2,630), Professional (n=2,176), or Enterprise (n=175) for at least 12 months between January 2019 and August 2022.

HubSpot

Tickets Closed Per Agent

Tickets Closed Per Agent Performance

Customers who own Service Hub for 7-12 months see a higher ticket close rate than customers who own Service Hub for less time.

● Owned for 1-6 months ● Owned for 7-12 months

Relative tickets closed per agent

|	Starter	Professional/Enterprise	All Plans
Owned for 1-6 months	1x	1x	1x
Owned for 7-12 months	1.3x	1.6x	1.6x

These insights are based on the number of tickets marked closed per assigned service seat for customers who owned Service Hub Starter (n=269; 232), Service Hub Professional or Enterprise (n=324; 422), or any Service Hub plan (n=593; 653) in August 2022. The chart compares customers who owned their product for 1-6 months to those who owned it for 7-12 months, using 1-6 month customers as the baseline. For example, if the number of tickets closed per rep for Starter Hub 1-6 month customers is 100, the number of tickets closed per rep for Starter Hub 7-12 month customers would be 130.

HubSpot

Product Adoption

Average Time to Activation

Service Hub customers take an average of 51 days to activate Service Hub.
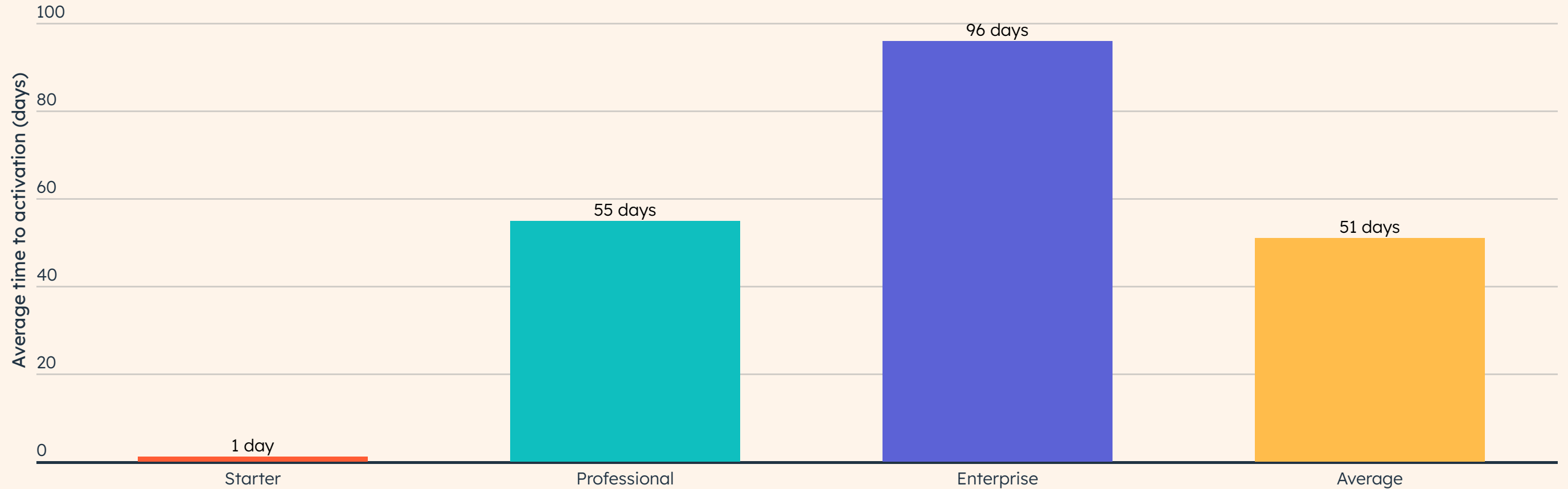
Average time to activation (days)

Starter	Professional	Enterprise	Average
1 day	55 days	96 days	51 days

These insights are based on the time between the date of purchase and the date the customer completed the required action that defines activation. The sample includes customers who purchased Service Hub Starter (n=12,959), Professional (n=3,117), or Enterprise (n=306) between January 2019 and August 2022. Starter activation = activated Tickets or Conversations; Professional activation = activated Tickets or Conversations and Knowledge Base or Feedback; Enterprise activation = activated Tickets, Conversations, Knowledge Base or Feedback, and 2 additional Enterprise features.

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High Feature Usage

55% of Service Hub Professional and 68% of Enterprise customers display high Service Hub feature usage.
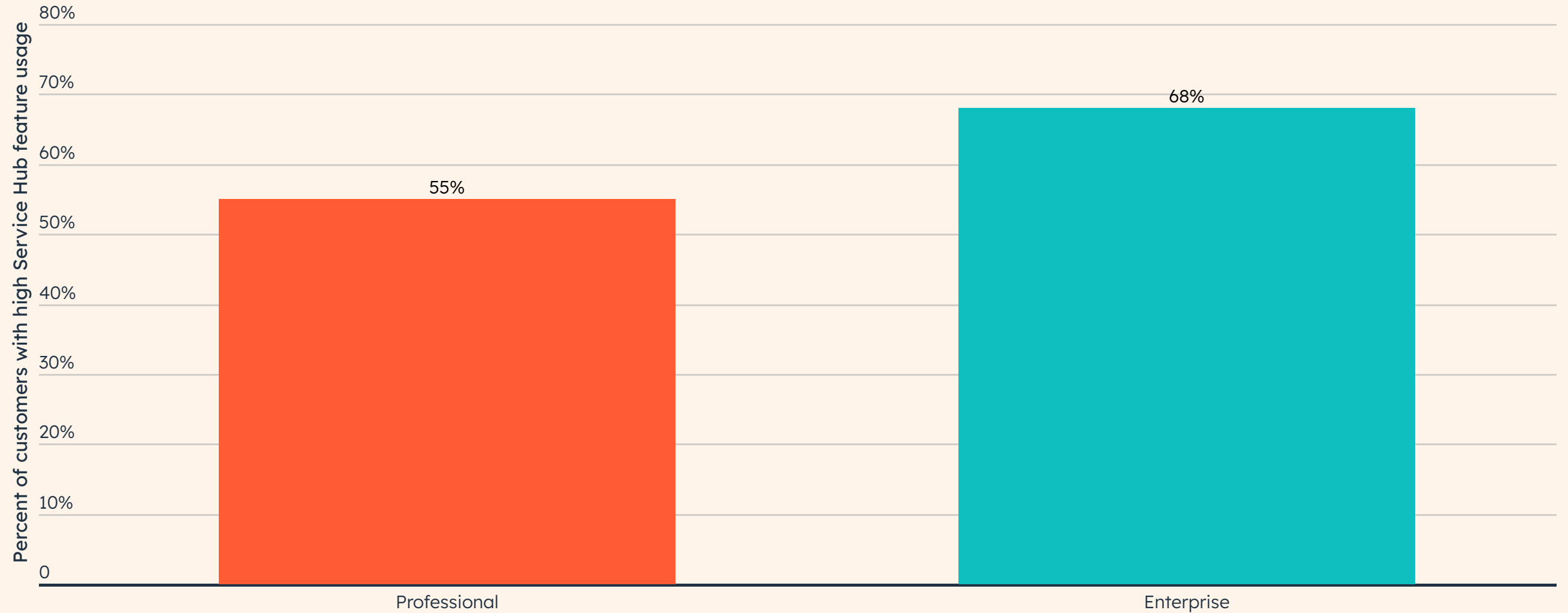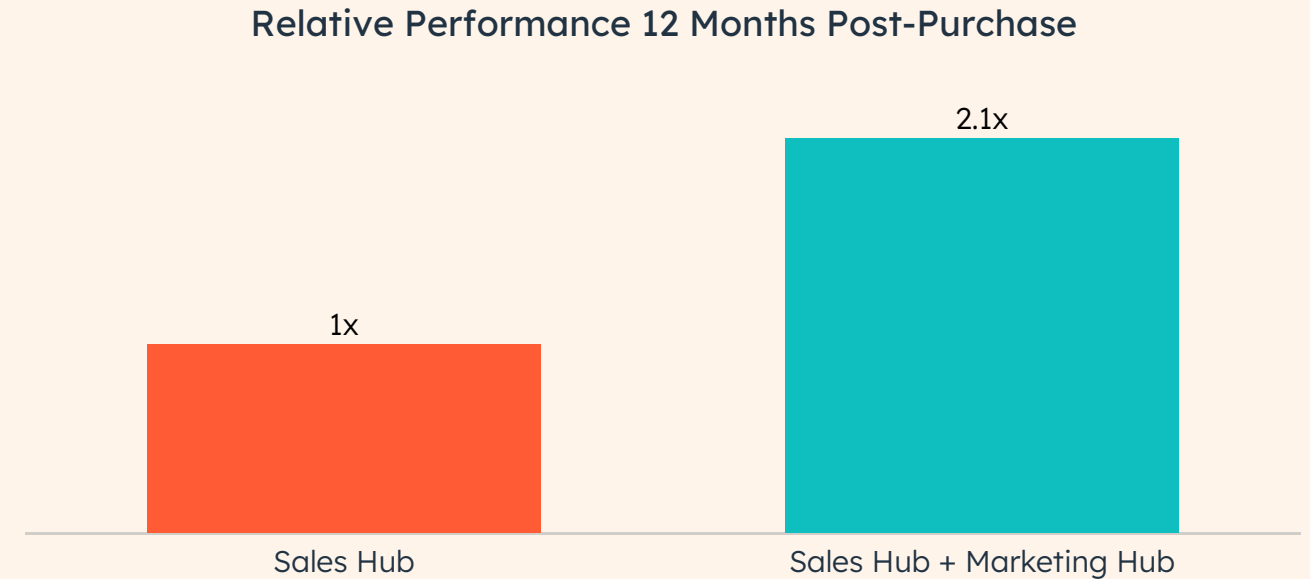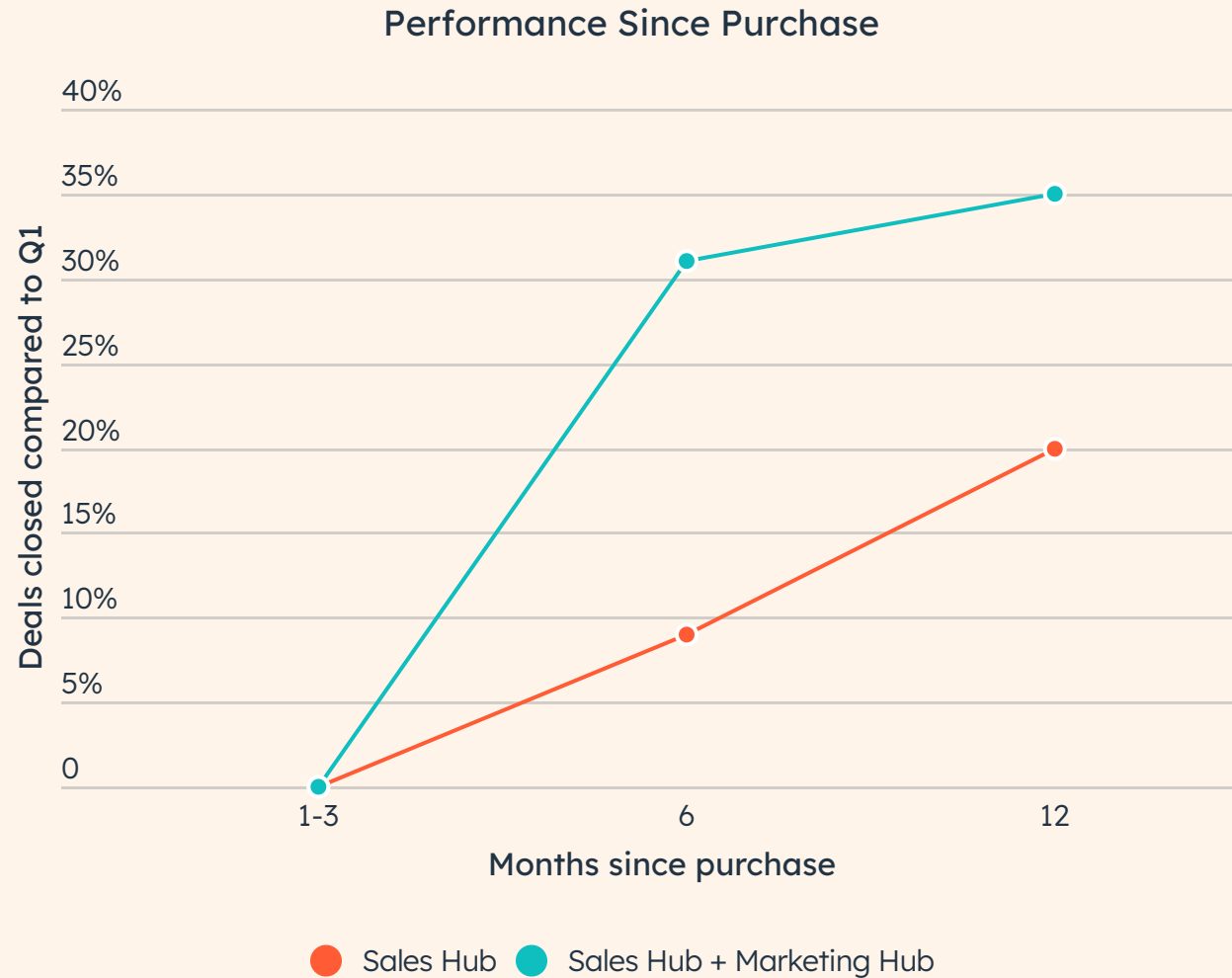

The insights are based on the percent of Service Hub Professional (n=2,452) or Hub Enterprise (n=204) customers with high Service Hub feature usage as indicated by activating 75% (3 out of 4) or more of Service Hub's core features.

HubSpot

Marketing Hub + Sales Hub

Deals Closed Performance

Sales and Marketing Hub Customers

Performance Since Purchase

Deals closed compared to Q1

Months since purchase

● Sales Hub ● Sales Hub + Marketing Hub

Relative Performance 12 Months Post-Purchase
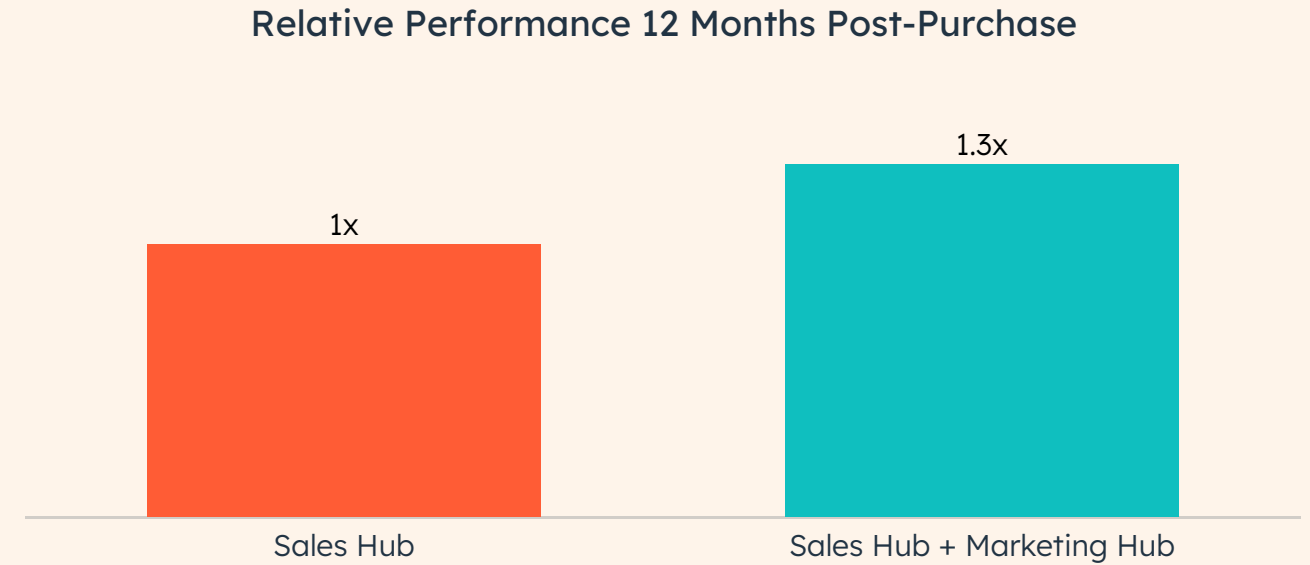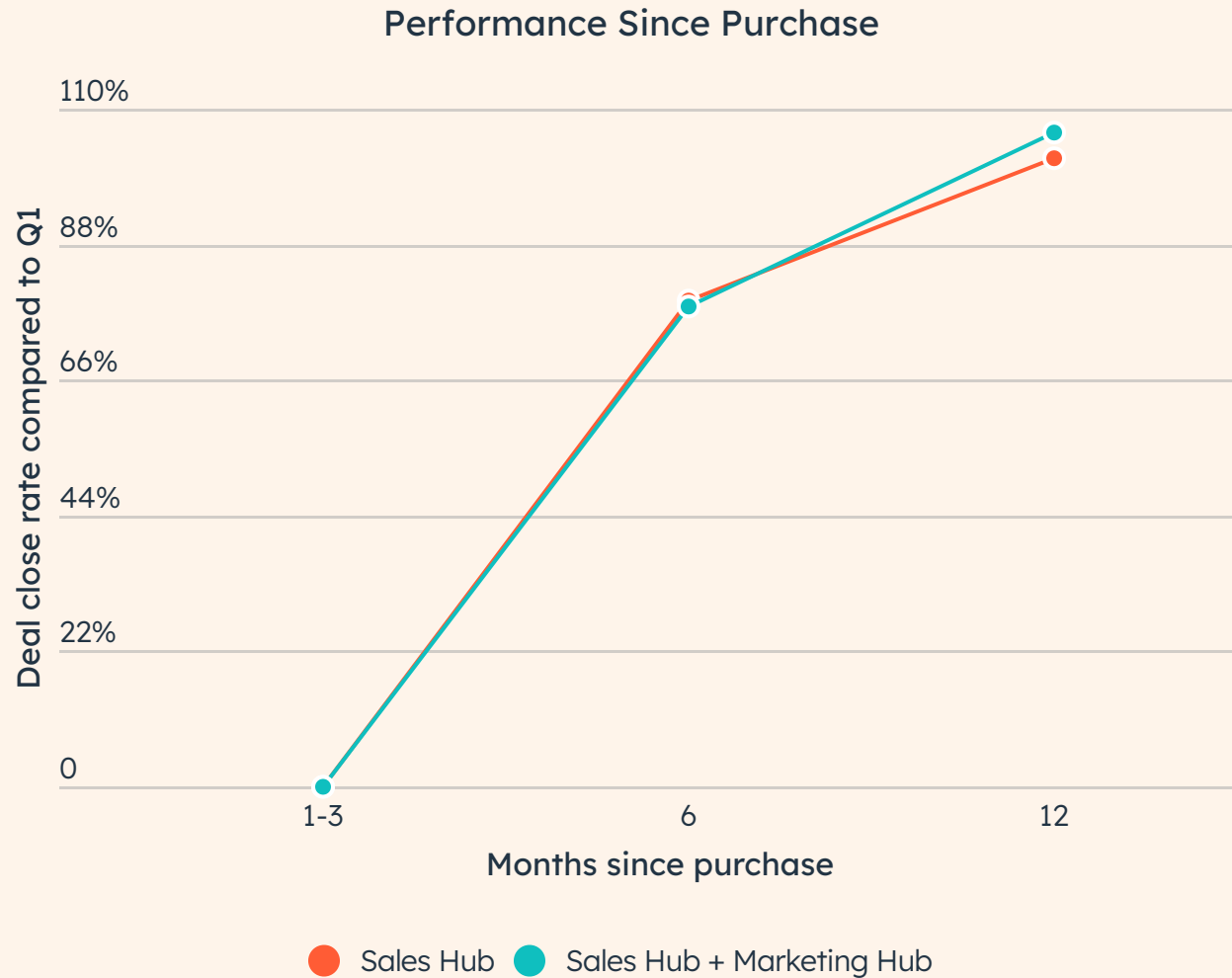

1x — Sales Hub

2.1x — Sales Hub + Marketing Hub

Sales and Marketing Hub customers see a 35% increase in deals closed after 12 months compared to the 20% increase customers see with only Sales Hub.

Customers with Sales and Marketing Hub close 2.1x the number of deals as customers with Sales Hub only.

These insights are based on the number of deals marked closed-won in HubSpot CRM by customers who owned Sales Hub only (n=9,437) or Marketing and Sales Hub (n=16,199) for at least 12 months between January 2019 and July 2022. The chart on the right displays the relative number of deals closed-won at month 12 post-purchase for each product, using Sales Hub as a baseline. For example, if the number of deals closed-won for customers using Sales Hub only is 100, the number of deals closed-won for Marketing and Sales Hub customers would be 210.

HubSpot

Deal Close Rate Performance

Sales and Marketing Hub Customers

Performance Since Purchase

Deal close rate compared to Q1

Months since purchase

● Sales Hub　　● Sales Hub + Marketing Hub

Relative Performance 12 Months Post-Purchase

1x — Sales Hub

1.3x — Sales Hub + Marketing Hub

Sales and Marketing Hub customers see a higher increase in deal close rate after 12 months than customers with only Sales Hub.

Customers with Sales and Marketing Hub have a 1.3x higher deal close rate as customers with Sales Hub only.

These insights are based on the deal close rate (number of deals marked closed-won divided by the number of deals created) for customers who owned Sales Hub only (n=9,393) or Marketing and Sales Hub (n=16,107) for at least 12 months between January 2019 and July 2022. The chart on the right displays the deal close rate at month 12 post-purchase for each product, using Sales Hub only as a baseline. For example, if the deal close rate for Sales Hub only customers is 10%, the deal close rate for Marketing Hub + Sales Hub customers would be 13%.

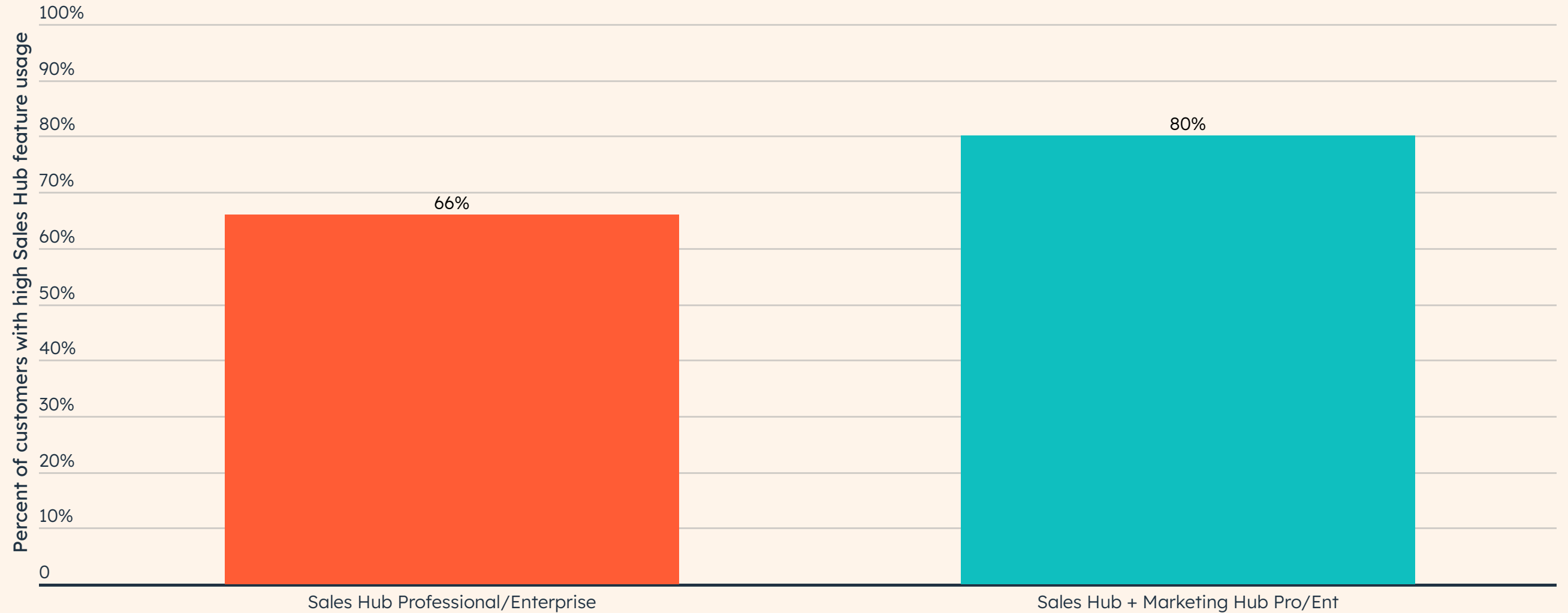HubSpot

Deals Closed Per Sales Rep

Sales and Marketing Hub customers see 1.1x the number of deals closed per sales rep as customers with only Sales Hub.
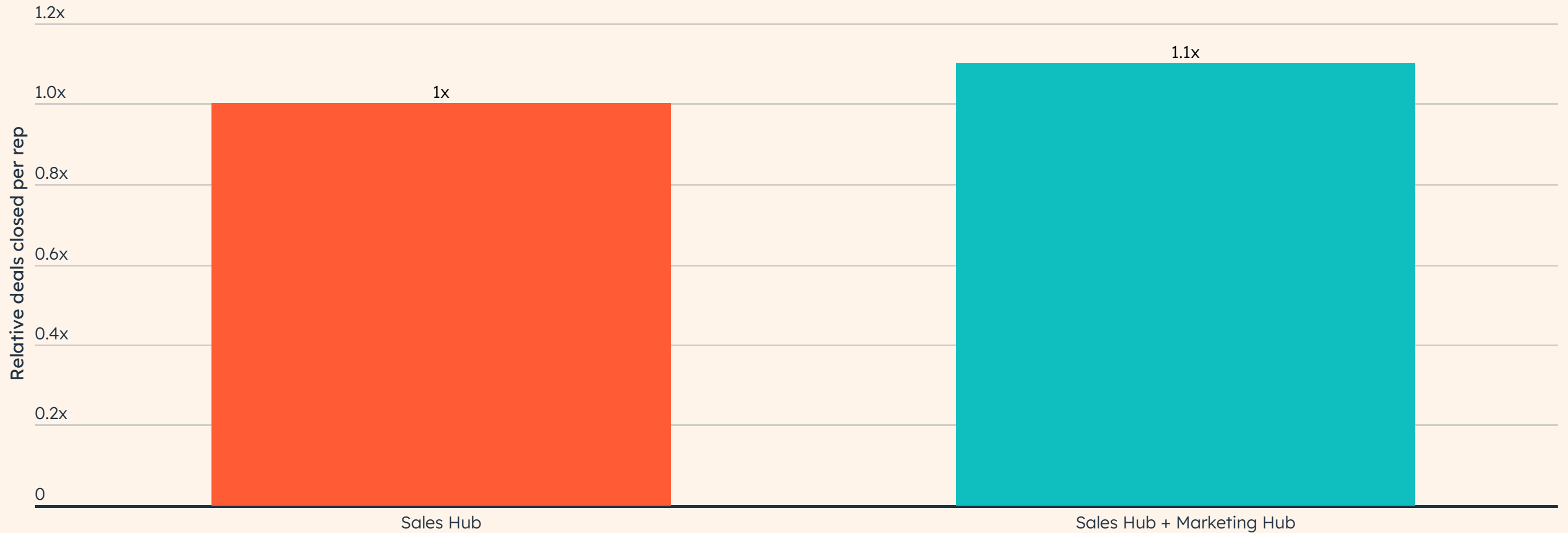
These insights are based on the number of deals marked closed-won per assigned sales seat for customers who owned Sales Hub only (n=13,833) or Marketing and Sales Hub (n=26,877) in August 2022. The chart displays the relative deals closed per rep, using Sales Hub only as a baseline. For example, if the number of deals closed per rep for Sales Hub only customers is 100, the number of deals closed per rep for Sales and Marketing Hub customers would be 110.

HubSpot

High Feature Usage

Customers with Sales and Marketing Hub are more likely to display high Sales Hub feature usage than customers with Sales Hub only.

Percent of customers with high Sales Hub feature usage

- Sales Hub Professional/Enterprise: 66%
- Sales Hub + Marketing Hub Pro/Ent: 80%

The insights are based on the percent of only Sales Hub Professional and Enterprise (n=5,429) or Sales and Marketing Hub Pro/Ent (n=5,408) customers with high Sales Hub feature usage as indicated by activating 64% (9 out of 14) or more of Sales Hub's core features.

HubSpot

Conclusion

HubSpot customers around the world better connect with their customers and see improvements in the metrics they care about most, no matter their industry, size, or location.

After just one year with HubSpot, customers close more deals at higher rates, generate more inbound leads and web traffic, and resolve support tickets with greater efficiency.

Businesses achieve their growth goals with the HubSpot CRM Platform. Yours can too -- get in touch to learn more.

Want more data to help you grow better? Visit the...
ROI Calculator
Growth Grader
Business Stats Directory
State of Marketing Trends Report 2022