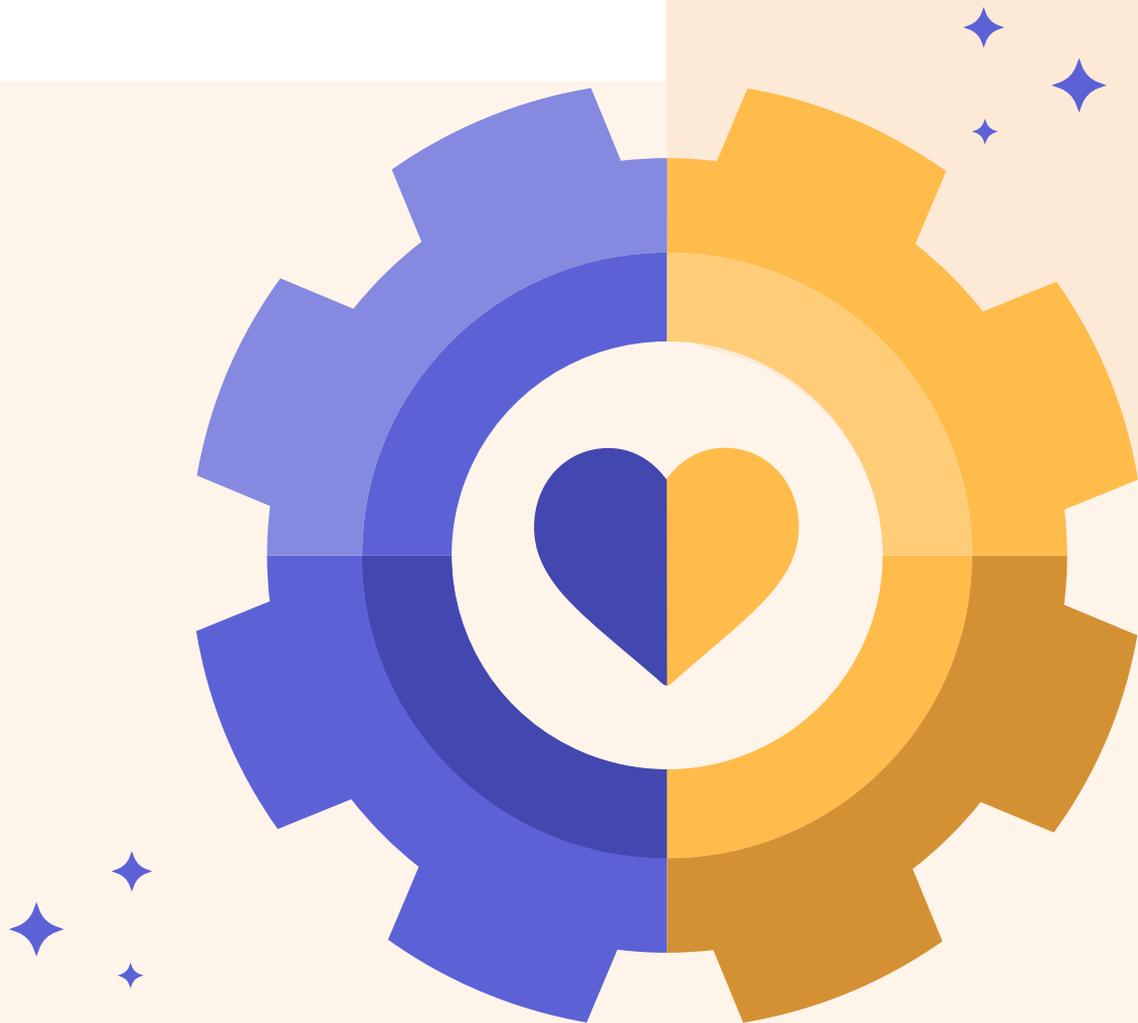




Marketing Hub + Operations Hub

Powerful Alone, Better Together



Market Challenge

The Bottom Line (Right Up Top)

Customers have high expectations, and they are only getting higher. Even the most beloved brands are struggling to keep up.

Disconnected tools and disjointed internal processes create disconnected touchpoints and disjointed customer experiences. While you see complex internal structures, your customers see one logo...and expect an easy, unified experience.

To compound the issue, it has also never been easier to find a different logo. If your brand doesn't deliver effortless interactions from end-to-end, chances are good customers will look for a competitor that does.



Three Roadblocks for Modern Marketers

If It Were Easy, Everyone Would Do It

What makes winning on customer experience so hard?

Adapting to constraints often takes precedence over pushing the envelope.

Constraint #1

Bad Data

Marketing can't implement hyper-targeted, personalized campaigns with unreliable data spread across tools and systems. (Read: with inaccurate and incomplete views of each customer).

Constraint #2

Bad Automation

Inflexible automation makes it tough to work quickly and efficiently, especially when attempting to streamline sophisticated processes.

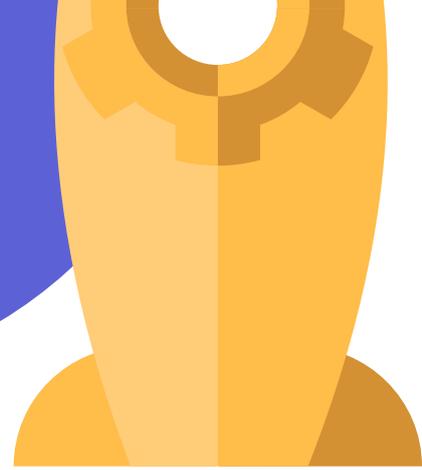
Constraint #3

Bad Reporting

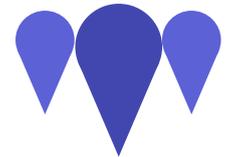
Without leaning on friends in Operations, Marketing struggles to make out-of-the-box reports more powerful, repeatable, and demonstrative of ROI.

The Solution

Trade Constraints for Benefits



Get more from Marketing Hub with Operations Hub.



You get

- Better Data
- Better Automation
- Better Reporting



Which creates

- More Efficient and Aligned Teams



And drives

- Exceptional Customer Experiences

Benefit #1

Better Data

Marketing can deliver a customer-centric experience powered by clean, connected data. (With one clear view of the customer journey across all internal and third-party touchpoints.)

Benefit #2

Better Automation

Scaling marketing teams can focus less on routine administrative tasks and more on creative campaigns (without curtailing ideas to suit tool limitations).

Benefit #3

Better Reporting

With Operations Hub, marketers can pull advanced reports quickly, easily, and consistently. With insights correlated to custom KPIs, they can show ROI, make better business decisions, and forecast growth more accurately.

What's the end result?

The cumulative effects of better data, better automation, and better reporting, including:

- More efficient and aligned teams
- More exceptional customer experiences
- Better business growth

Run Better, So You Can Grow Better

Today's buyers expect their experience to be frictionless. They want businesses to be easy to engage with, easy to buy from, and easy to get service from.

Meet those rising expectations by amplifying **Marketing Hub** (a Leader in the 2021 Gartner Magic Quadrant™ for B2B Marketing Automation Platforms →) with **Operations Hub** (voted Best iPaaS Software by G2 →).

[Learn more](#)

