

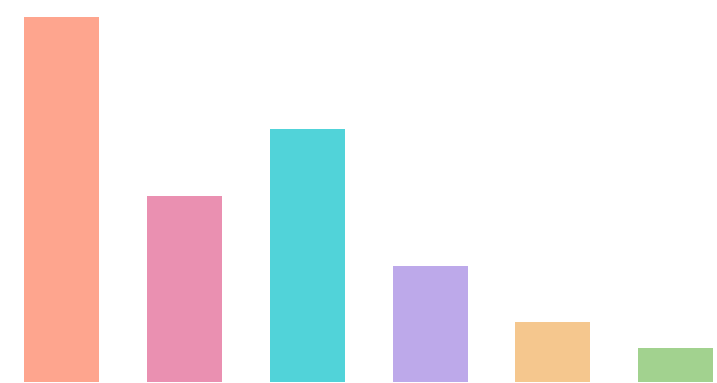
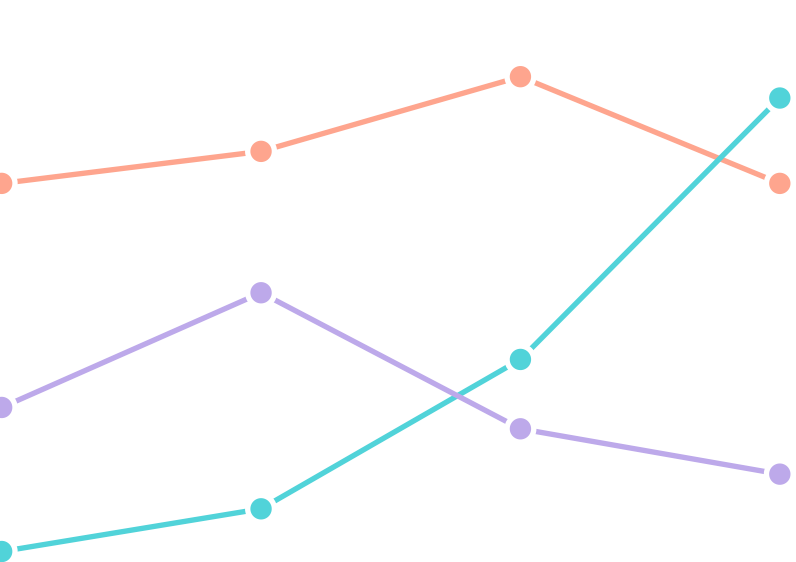


# HubSpot CRM

# Platform ROI Report

## 2021

Insights from HubSpot's 103,000+ customers on the value they experience with the HubSpot CRM Platform.



# About This Report

It's not easy knowing which CRM is right for your company.

There are plenty of options to choose from, but how do you know which one actually helps grow your business?

You don't have to just hope your software tools will improve KPIs - you need evidence they will actually help achieve your business goals.

**We have you covered.**

We took a look at customers' performance in the year since they purchased HubSpot and quantified the value customers get out of their HubSpot products.

In the 2021 HubSpot CRM Platform ROI Report, you'll see the growth HubSpot customers have achieved with HubSpot.

**Let's dig in.**



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# Data Methodology

## How does HubSpot collect customer data?

We collect data as customers use HubSpot 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](#).

Insights primarily come from three types of customer data variables: demographic, product usage, and performance. Demographic data, like location or industry, is collected via form submissions from customers or third-party data enrichment services. Product usage data captures meaningful in-product customer actions. As customers use HubSpot products and services or folks interact with the tools customers build on HubSpot, we capture those interactions and in-product actions as performance data.

## How does HubSpot ensure customer data privacy?

To ensure we maintain the privacy of our customers' data, we employ 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.

## How does HubSpot maintain data accuracy?

It's critically important to not only protect the privacy of customer data shared publicly, but ensure its accuracy. To do so, we employ statistical techniques to identify outliers and clean data so that unusual values do not distort insights. Prior to conducting analyses, we screen data and check for errors, missing data and data distribution. In the case of extremely skewed distributions, we may apply a transformation such as square root, cube root, or log to prepare it for further analyses.

## Which HubSpot customers are included in this report?

Customer performance insights are based on aggregated data from customers that owned a HubSpot product for at least 12 months after January 2019. Performance is primarily measured at 3, 6, 9, and 12 months since purchase and analyzed by region, country, industry, company size, and HubSpot product.

## What kinds of analyses are shown in this report?

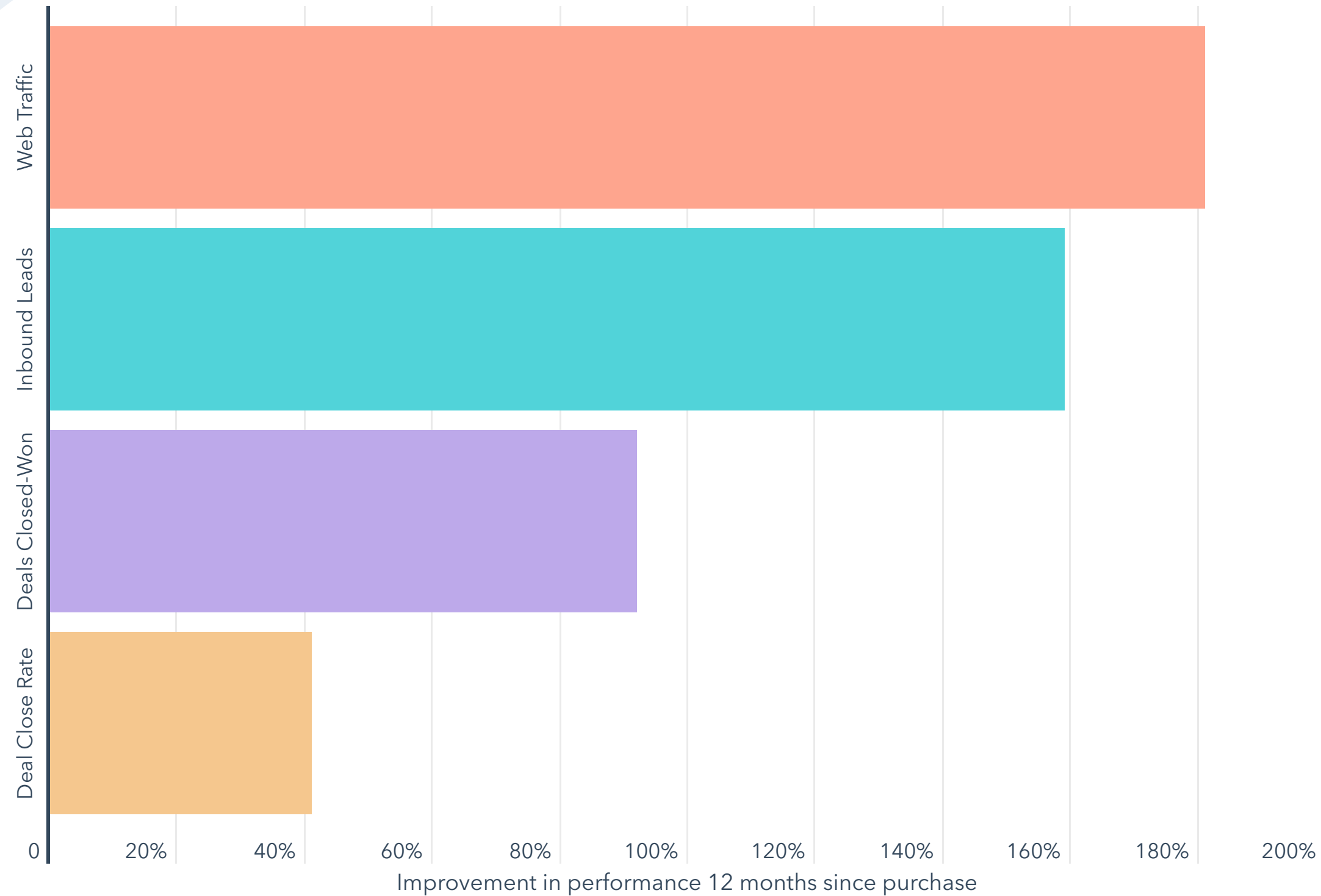
These insights reflect HubSpot customer performance over time since purchase compared to benchmark values. Benchmarks for each metric are determined by the performance of either the first or first three months after purchasing HubSpot. For deal-related metrics, the benchmark is determined by the first quarter of performance.

## One important caveat

Because this data is aggregated from HubSpot customers' businesses, please keep in mind that individual businesses, including HubSpot's, may differ based on their own markets, customer base, industry, geography, stage, and/or other factors.



# ROI of the HubSpot CRM Platform



## After 1 year, HubSpot customers...

### ✓ Attract more website traffic

181% more visitors checked out customers' websites

### ✓ Acquire more inbound leads

159% more inbound leads acquired through form submissions

### ✓ Close and win more deals

Customers closed and won 92% more deals with a 41% better deal close rate



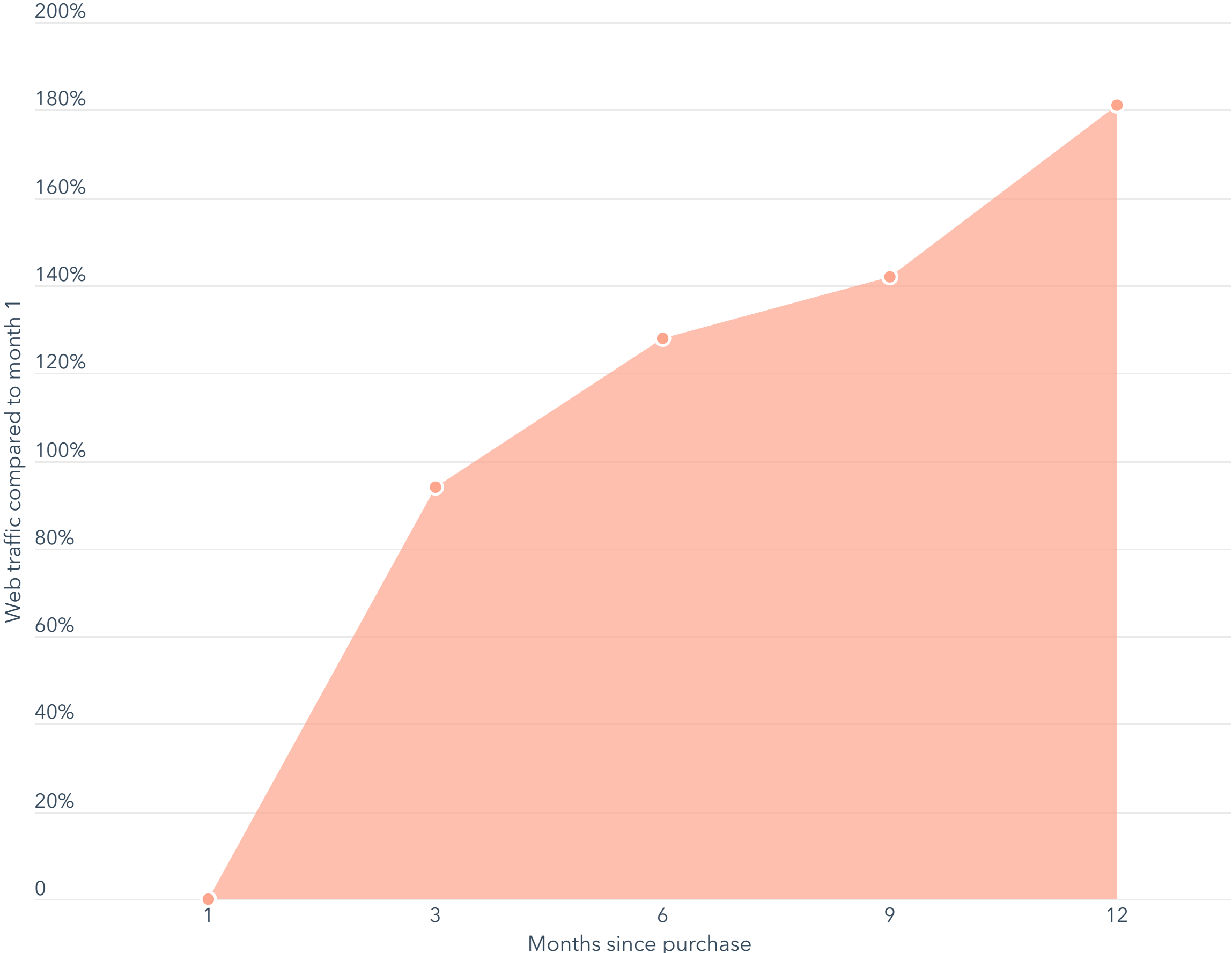
# Website Traffic



# Global Web Traffic Performance

On average, customers see a 181% improvement in the number of visitors to their websites one year after they purchase HubSpot.

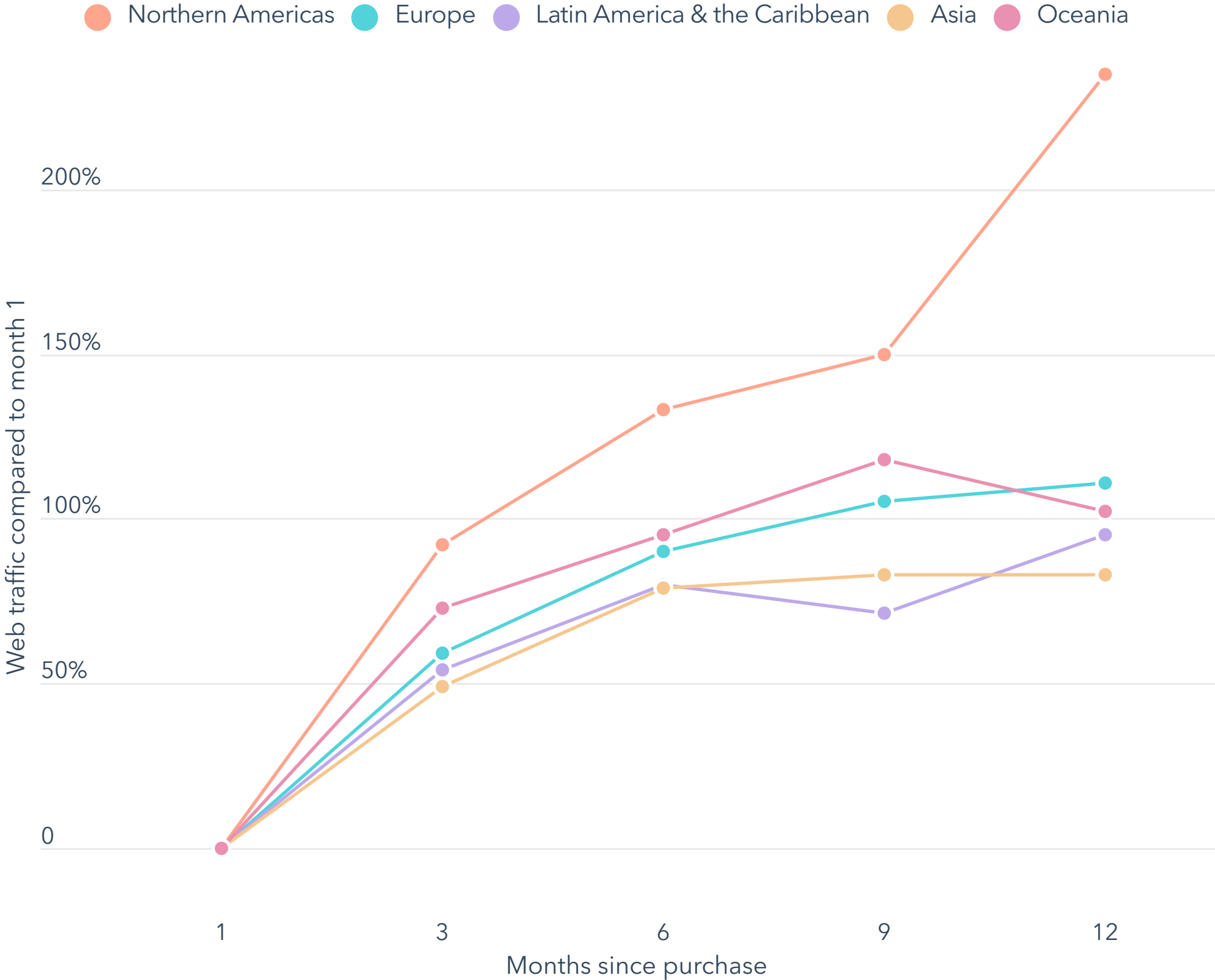
Month	Improvement
3	94%
6	128%
9	142%
12	181%



These insights are based on the total monthly volume of traffic to the websites of 33,366 customers who owned a HubSpot product for at least 12 months between January 2019 and September 2021.



# Web Traffic Performance by Region



Month	Northern Americas	Europe	Latin America & the Caribbean	Asia	Oceania
3	92%	59%	54%	49%	73%
6	133%	90%	80%	79%	95%
9	150%	105%	71%	83%	118%
12	235%	111%	95%	83%	102%

A year after purchasing HubSpot, customers from regions around the globe see the traffic to their websites improve by 83% or more.

These insights are based on the total monthly volume of traffic to the websites of customers in the Northern Americas (n= 16,572), Europe (n=3,724), Latin America & the Caribbean (n=1,950), Asia (n=2,210) and Oceania (n=2,103) who owned a HubSpot product for at least 12 months between January 2019 and September 2021.



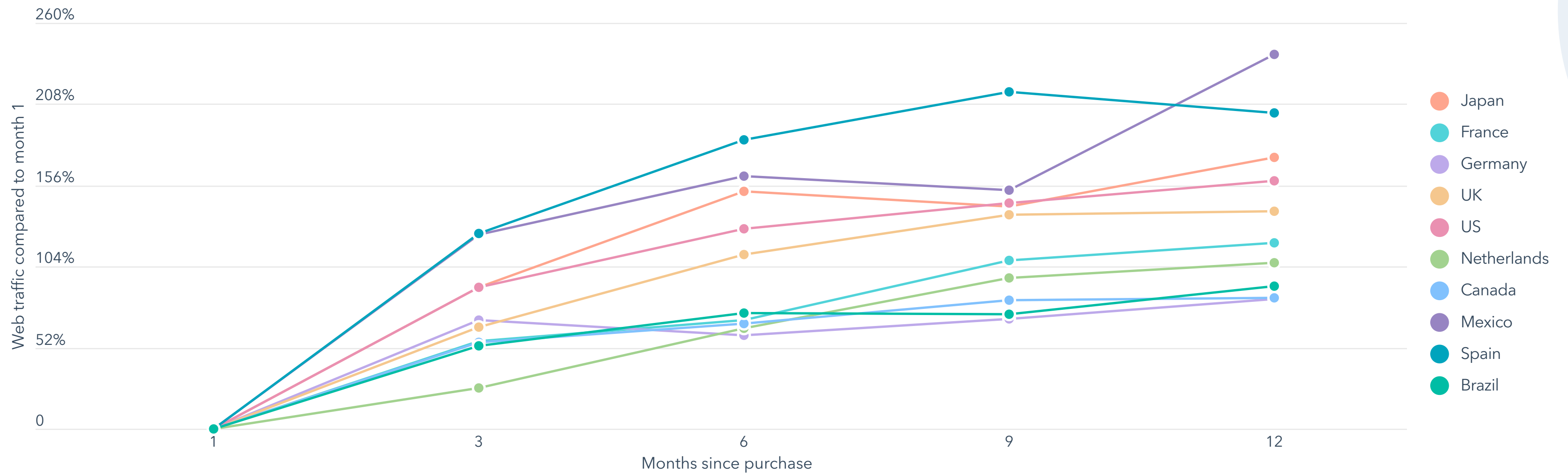


# Web Traffic

## Performance by Country

HubSpot customers in countries around the world see sustained increases in website traffic.

Month	Japan	France	Germany	UK	US	Netherlands	Canada	Mexico	Spain	Brazil
3	91%	56%	69%	65%	90%	26%	55%	124%	125%	53%
6	152%	69%	60%	111%	128%	65%	67%	162%	185%	74%
9	142%	108%	70%	137%	145%	96%	83%	153%	216%	74%
12	174%	119%	83%	139%	159%	106%	84%	239%	202%	92%

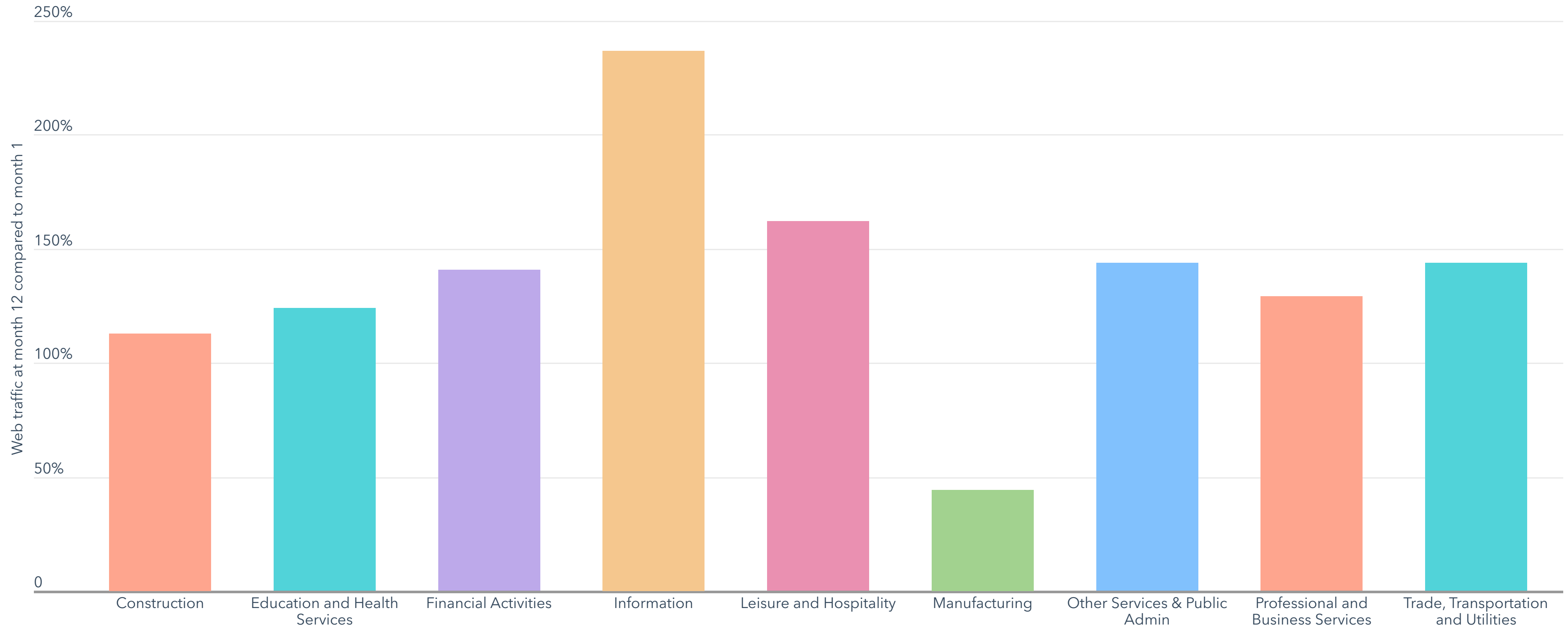


These insights are based on the total monthly volume of traffic to the websites of customers in Japan (n=569), France (n=1,169), Germany (n=1,084), United Kingdom (n=2,811), United State (n=15,007), Netherlands (n=636), Canada (n=1,569), Mexico (n=579), Spain (n=686) and Brazil (n=628) who owned a HubSpot product for at least 12 months between January 2019 and September 2021.



# Web Traffic Performance by Industry

After 1 year of owning HubSpot, companies across industries see increased website visitors.



These insights are based on the total monthly volume of traffic to the websites of customers in Construction (n= 358), Education and Health Services (n= 896), Financial Activities (n= 976), Information (n= 2,394), Leisure and Hospitality (n= 278), Manufacturing (n= 1,013), Other Services & Public Admin (n= 254), Professional and Business Services (n= 3,702), Trade, Transportation and Utilities (n= 960) industry that owned a HubSpot product for at least 12 months between January 2019 and September 2021.



# Web Traffic Performance by Industry

After 1 year of owning HubSpot, companies across all industries see increased website visitors.

Month	Construction	Education & Health Services	Financial Activities	Information	Leisure & Hospitality	Manufacturing	Other Services & Public Admin	Professional & Business Services	Trade Transportation & Utilities
3	104%	95%	99%	137%	55%	24%	107%	89%	108%
6	109%	127%	122%	192%	82%	29%	130%	120%	174%
9	130%	125%	147%	224%	86%	47%	145%	115%	182%
12	113%	124%	141%	237%	162%	44%	144%	129%	144%

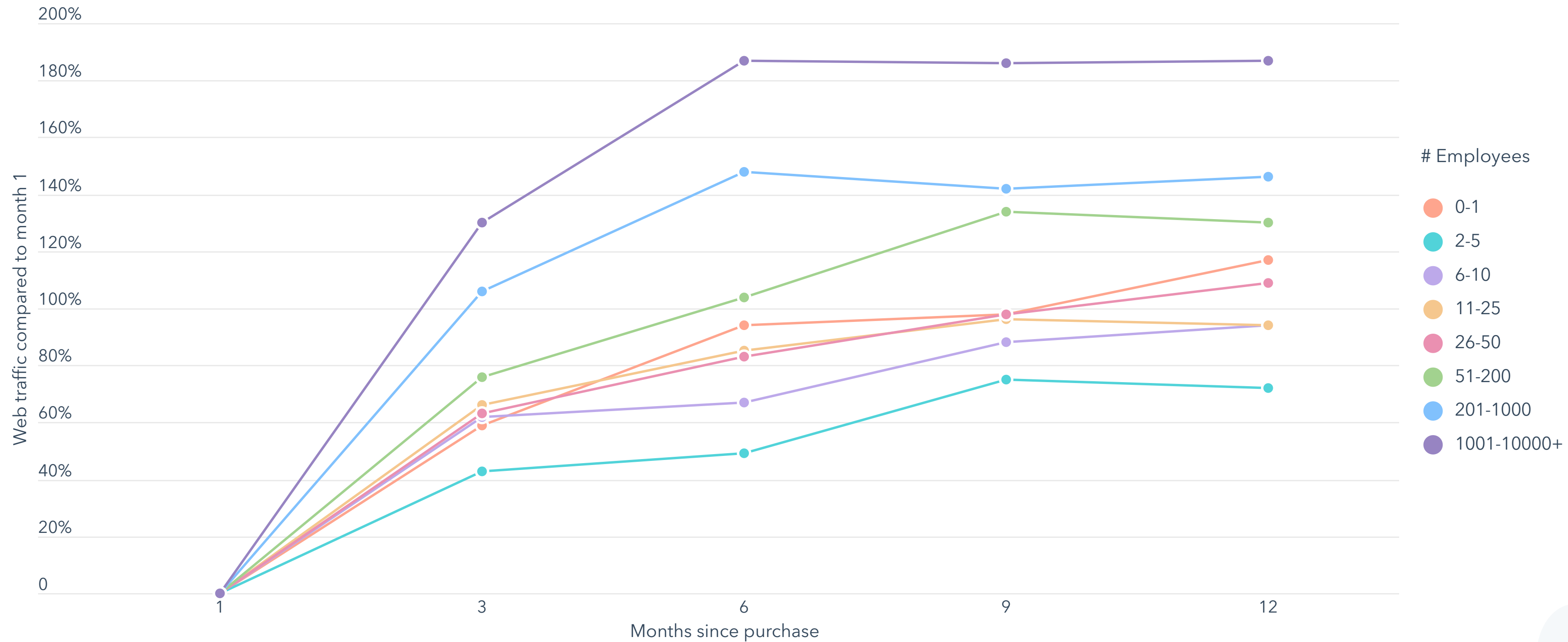
Web traffic compared to month 1

These insights are based on the total monthly volume of traffic to the websites of customers in Construction (n= 358), Education and Health Services (n= 896), Financial Activities (n= 976), Information (n= 2,394), Leisure and Hospitality (n= 278), Manufacturing (n= 1,013), Other Services & Public Admin (n= 254), Professional and Business Services (n= 3,702), Trade Transportation and Utilities (n= 960) that owned a HubSpot product for at least 12 months between January 2019 and September 2021.



# Web Traffic Performance by Company Size

While companies of all sizes experience an increase in traffic to their sites, large companies see the greatest improvement over time.



These insights are based on the total monthly volume of traffic to the websites of companies with 0-1 (n=856), 2-5 (n= 5,352), 6-10 (n=10,306), 11-25 (n=3,467), 26-50 (n=5,398), 51-200 (n=3,733), 201-1000 (n=1,696), and 1001-10000+ (n=947) employees who owned a HubSpot product for at least 12 months between January 2019 and September 2021.



# Web Traffic Performance by Company Size

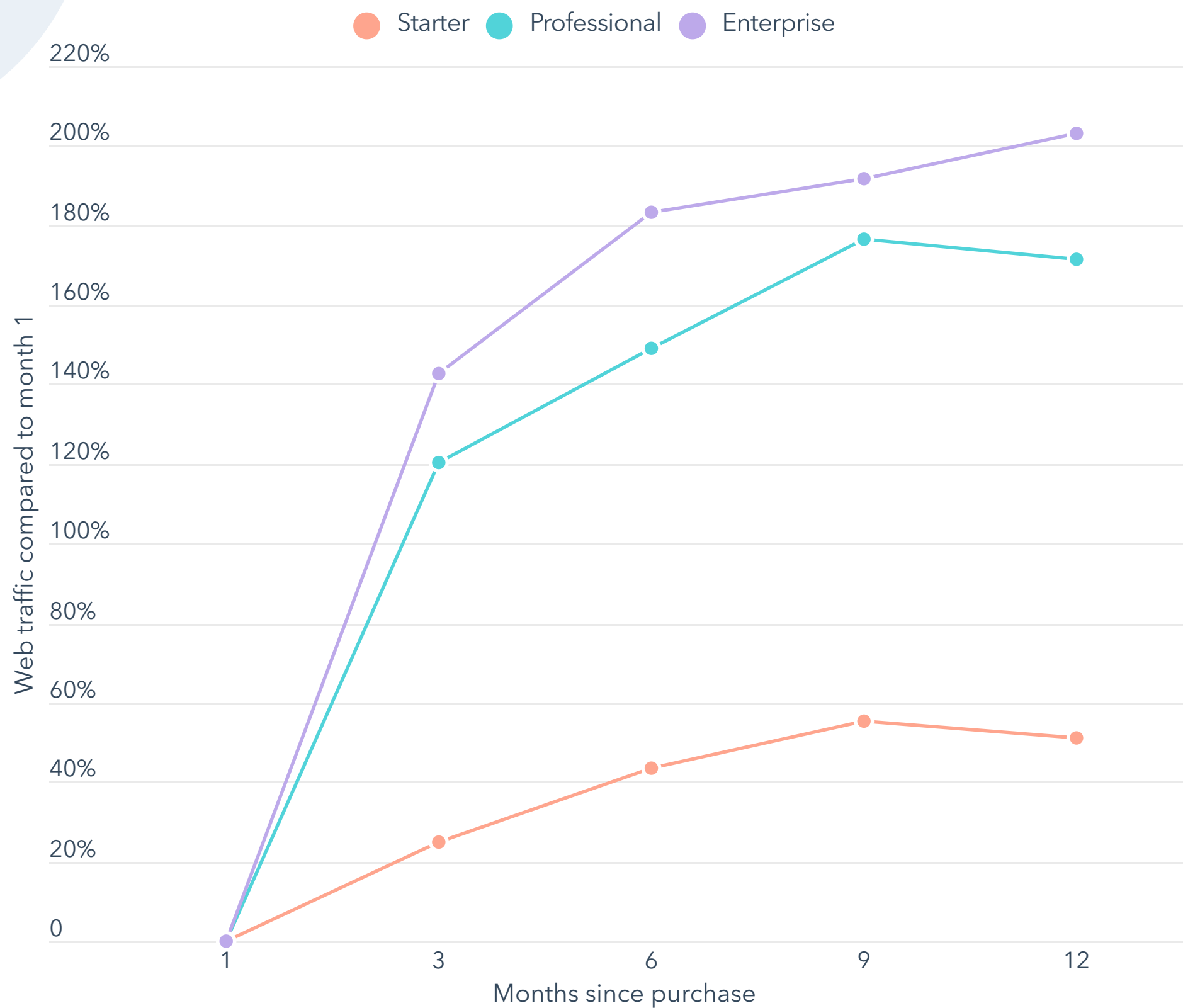
While companies of all sizes experience an increase in traffic to their sites, large companies see the greatest improvement over time.

Month	# Employees							201-1000	1001-10000+
	0-1	2-5	6-10	11-25	26-50	51-200			
3	59%	43%	62%	66%	63%	76%	106%	130%	
6	94%	49%	67%	85%	83%	104%	148%	187%	
9	98%	75%	88%	96%	98%	134%	142%	186%	
12	117%	72%	94%	94%	109%	130%	146%	186%	

Web traffic compared to month 1

These insights are based on the total monthly volume of traffic to the websites of companies with 0-1 (n=856), 2-5 (n= 5,352), 6-10 (n=10,306), 11-25 (n=3,467), 26-50 (n=5,398), 51-200 (n=3,733), 201-1000 (n=1,696), and 1001-10000+ (n=947) employees who owned a HubSpot product for at least 12 months between January 2019 and September 2021.





# Web Traffic Performance by Product Marketing Hub

All Marketing Hub customers see over 50% growth in traffic a year after purchase, but Enterprise customers see the greatest improvement.

Month	Starter	Professional	Enterprise
3	25%	120%	143%
6	44%	149%	183%
9	55%	177%	192%
12	51%	171%	203%

These insights are based on the total monthly volume of traffic to the websites of HubSpot customers who owned Marketing Hub Starter (n=13,105), Marketing Hub Professional (n=8,582), or Marketing Hub Enterprise (n=1,215) for at least 12 months between January 2019 and September 2021.

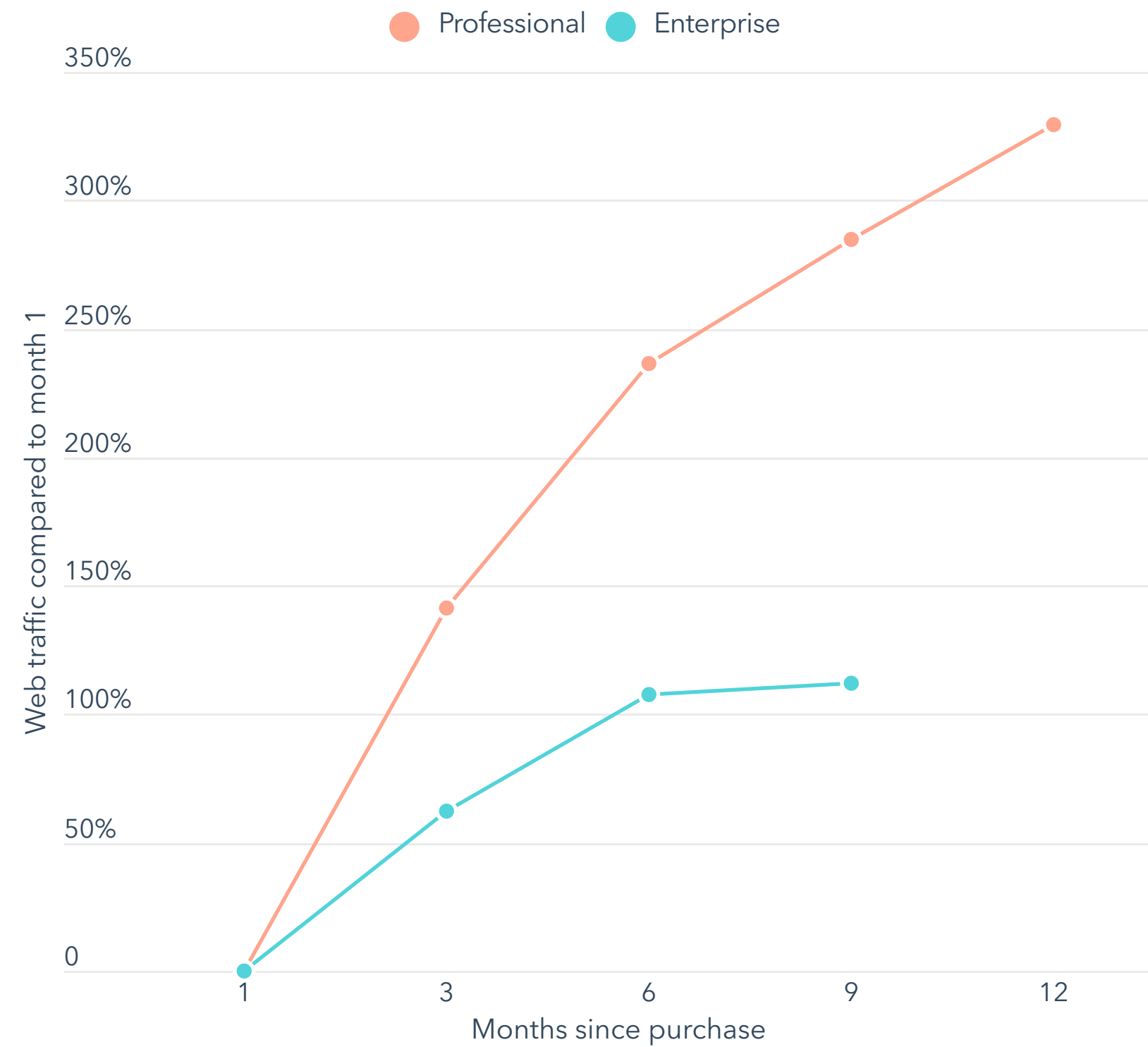


# Web Traffic Performance by Product

## CMS Hub

CMS Hub Professional customers see a 330% improvement in traffic to their websites one year after their HubSpot purchase.

Month	Professional	Enterprise
3	141%	62%
6	236%	108%
9	285%	112%
12	330%	

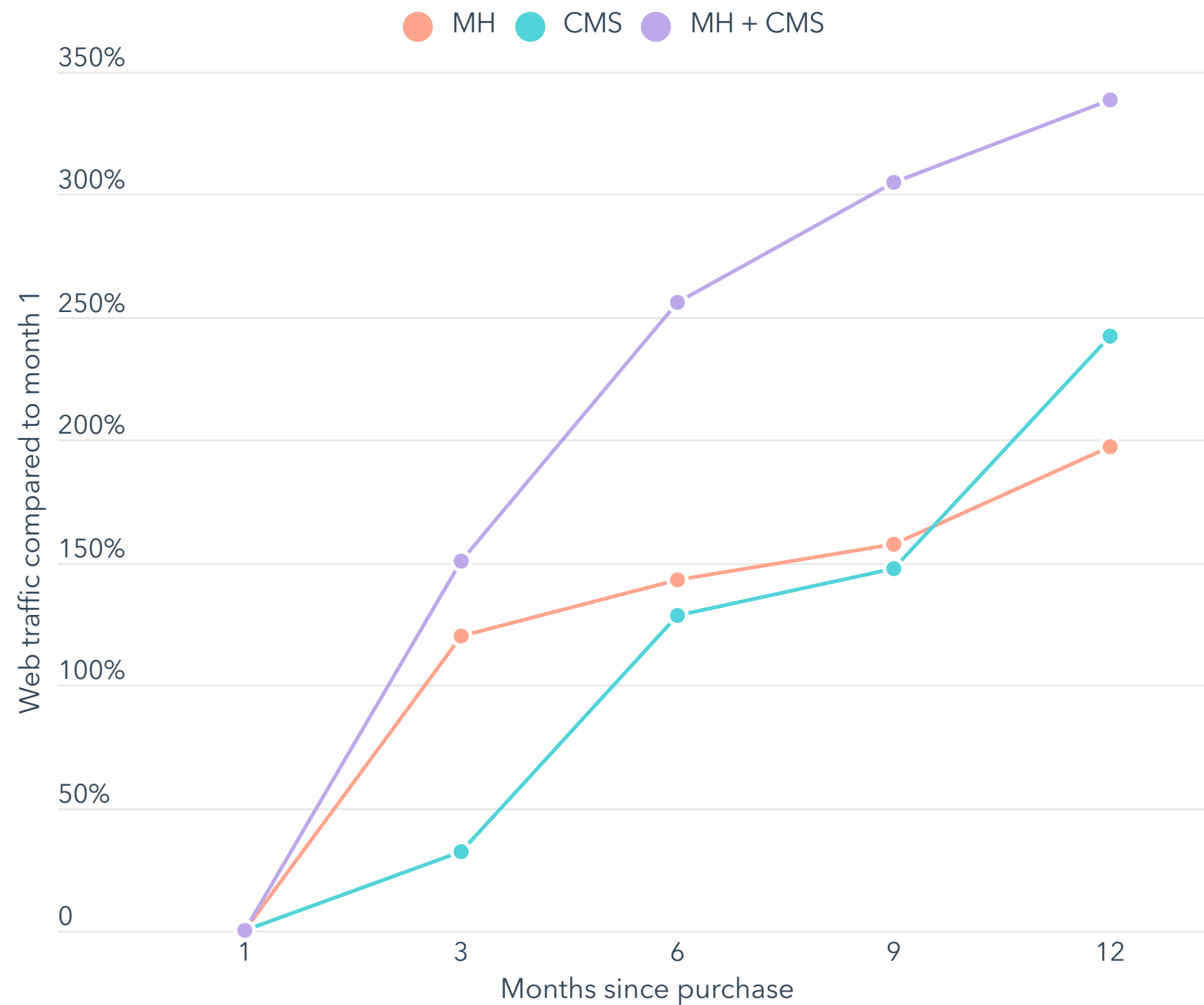


These insights are based on the total monthly volume of traffic to the websites of HubSpot customers who owned CMS Hub Professional (n = 2,136) for at least 12 months or CMS Hub Enterprise (n = 139) for at least 9 months between January 2019 and September 2021.



# Web Traffic Performance by Product

## Marketing + CMS Hub



By combining Marketing Hub and CMS Hub, customers see even greater improvement in website traffic over time.

Month	Marketing Hub	CMS Hub	MH + CMS
3	120%	32%	150%
6	143%	128%	256%
9	158%	147%	305%
12	197%	243%	338%

MH = Marketing Hub | CMS = CMS Hub

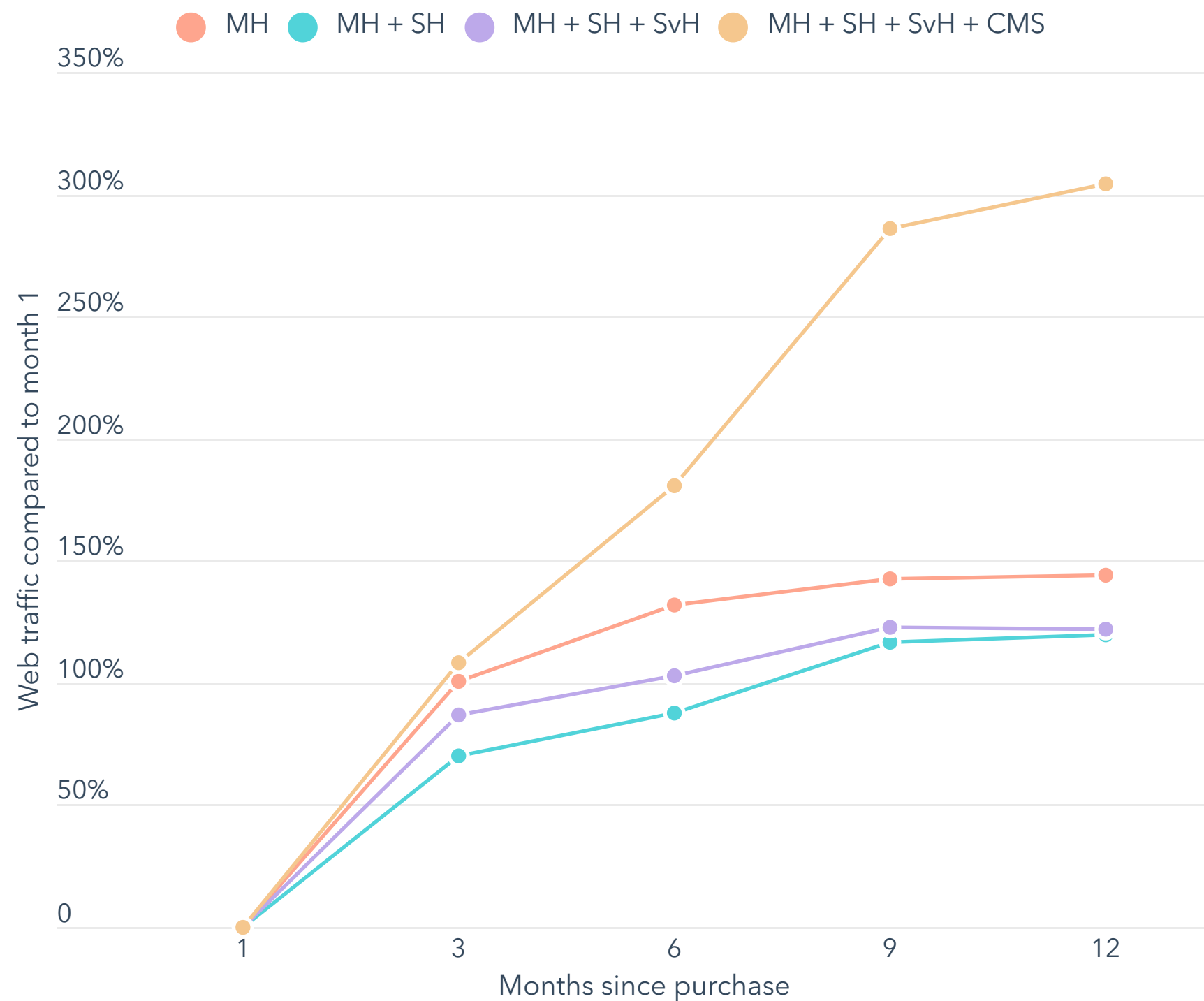
These insights are based on the total monthly volume of traffic to the websites of HubSpot customers who owned Marketing Hub only (n=21,311), CMS Hub only (n=526), or Marketing and CMS Hub (n=1,583) for at least 12 months between January 2019 and September 2021.





# Web Traffic Performance by Product

## Marketing, Sales, Service, CMS Hub Bundles



The Marketing, Sales, Service, and CMS bundle outperforms individual products by more than 160% a year after purchasing HubSpot.

Month	MH	MH + SH	MH + SH + SvH	MH + SH + SvH + CMS
3	100%	70%	87%	108%
6	132%	88%	103%	180%
9	143%	116%	123%	286%
12	144%	119%	122%	304%

MH = Marketing Hub | SH = Sales Hub | SvH = Service Hub | CMS = CMS Hub

These insights are based on the total monthly volume of traffic to the websites of HubSpot customers who owned Marketing Hub only (n=11,241), Marketing and Sales Hub only (n=5,379), Marketing, Sales and Service Hub only (n= 6,067), and Marketing, Sales, Service and CMS Hub (n= 409) for at least 12 months between January 2019 and September 2021.



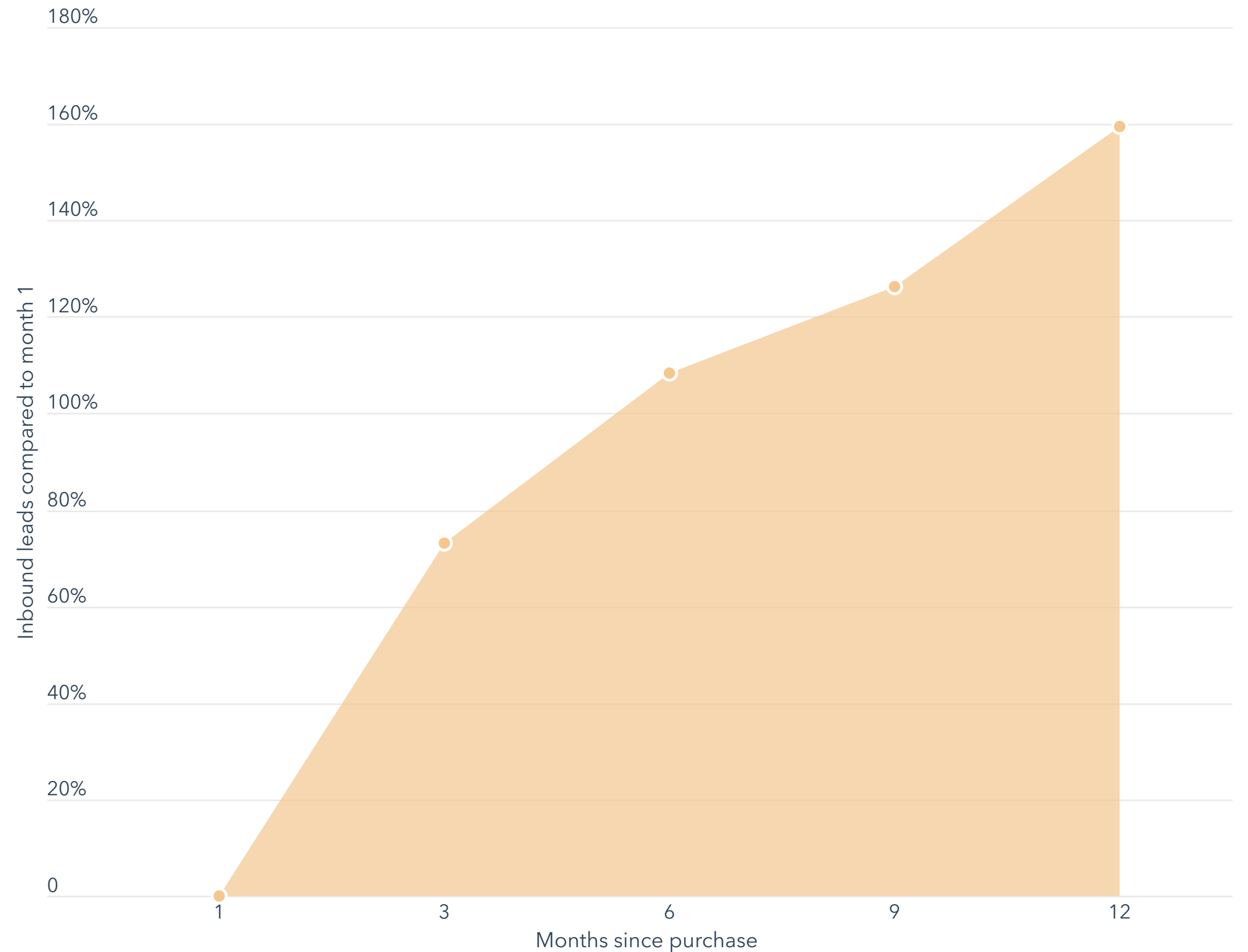
# Inbound Leads



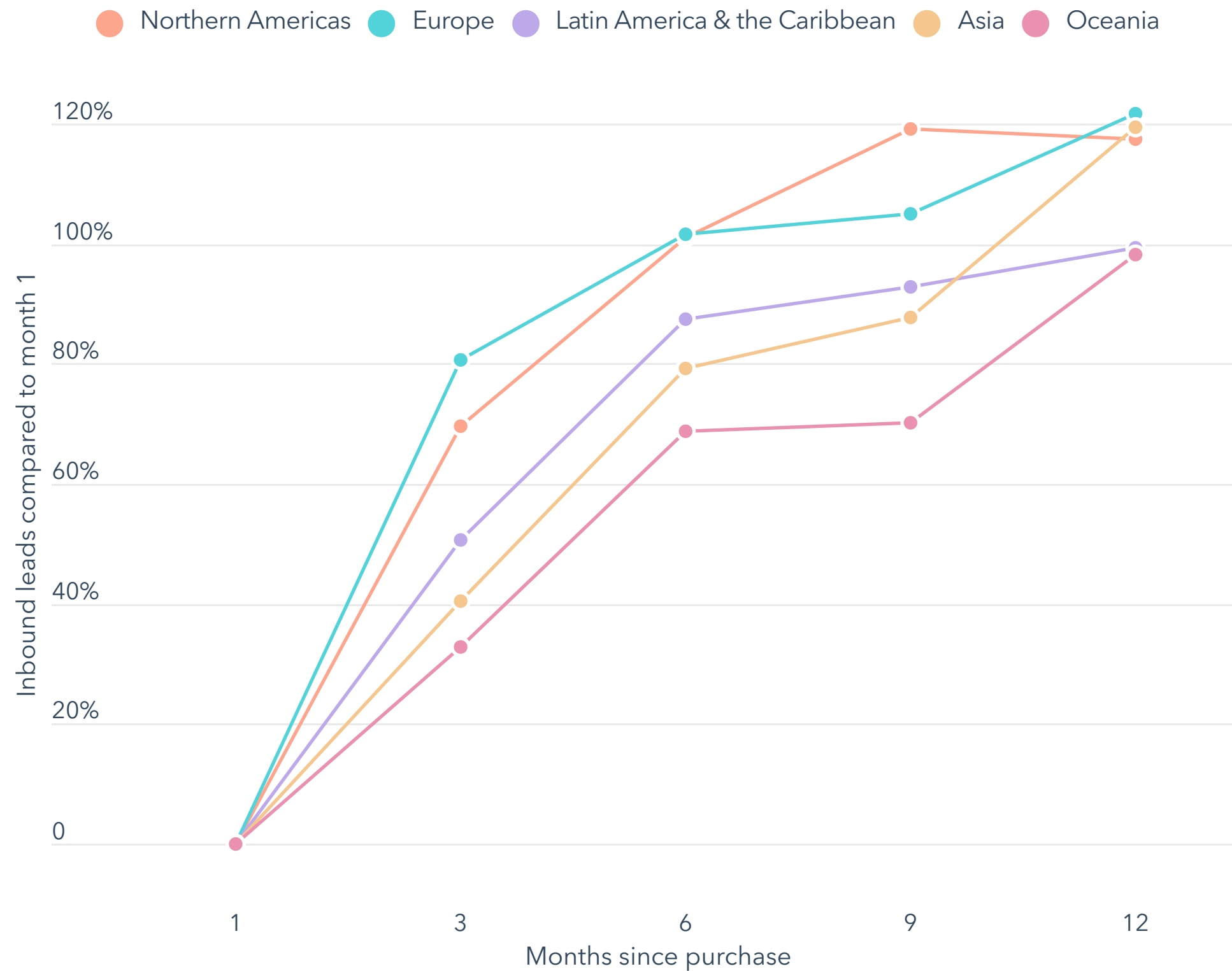
# Global Inbound Lead Performance

On average, customers see 159% increase in the number of inbound leads they generated one year after they purchase HubSpot.

Month	Improvement
3	73%
6	108%
9	129%
12	159%



# Inbound Leads by Region



Month	Northern Americas	Europe	Latin America & the Caribbean	Asia	Oceania
3	70%	81%	51%	40%	33%
6	101%	102%	88%	79%	69%
9	119%	105%	93%	88%	70%
12	118%	122%	99%	120%	98%

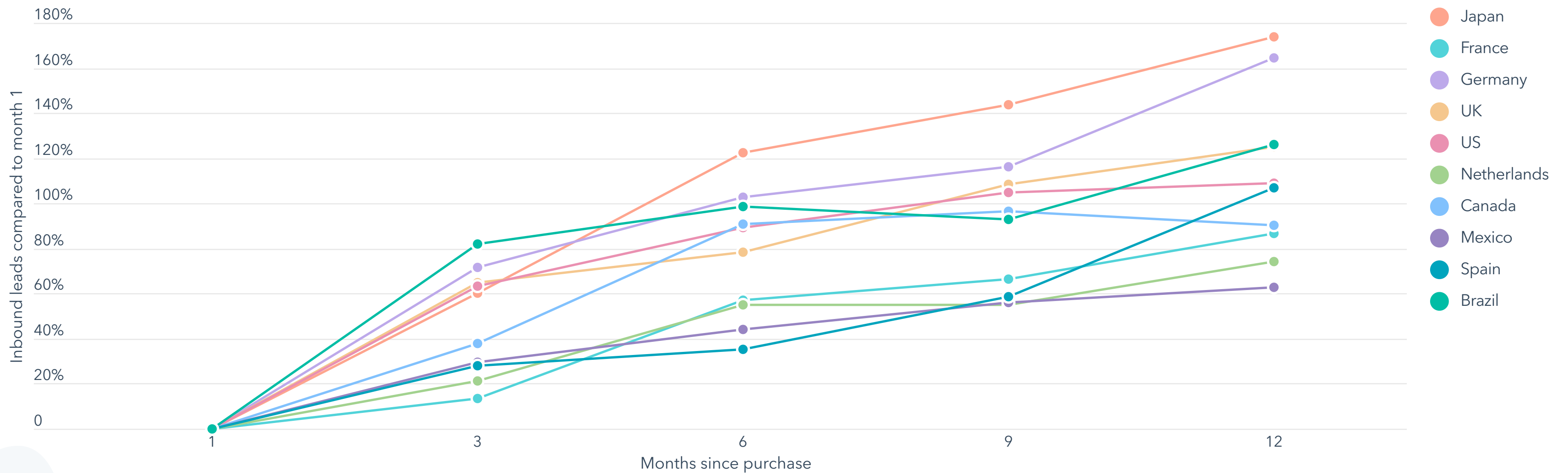
Companies from regions across the globe see their monthly inbound leads increase by up to 122% one year after purchasing HubSpot.



# Inbound Leads by Country

HubSpot customers in countries around the world see inbound leads increase by up to 174% in just one year.

Month	Japan	France	Germany	UK	US	Netherlands	Canada	Mexico	Spain	Brazil
3	60%	14%	72%	65%	63%	21%	38%	30%	28%	82%
6	122%	57%	103%	78%	89%	55%	91%	44%	35%	99%
9	144%	66%	116%	108%	105%	55%	97%	56%	59%	93%
12	174%	86%	164%	125%	109%	74%	90%	63%	107%	126%

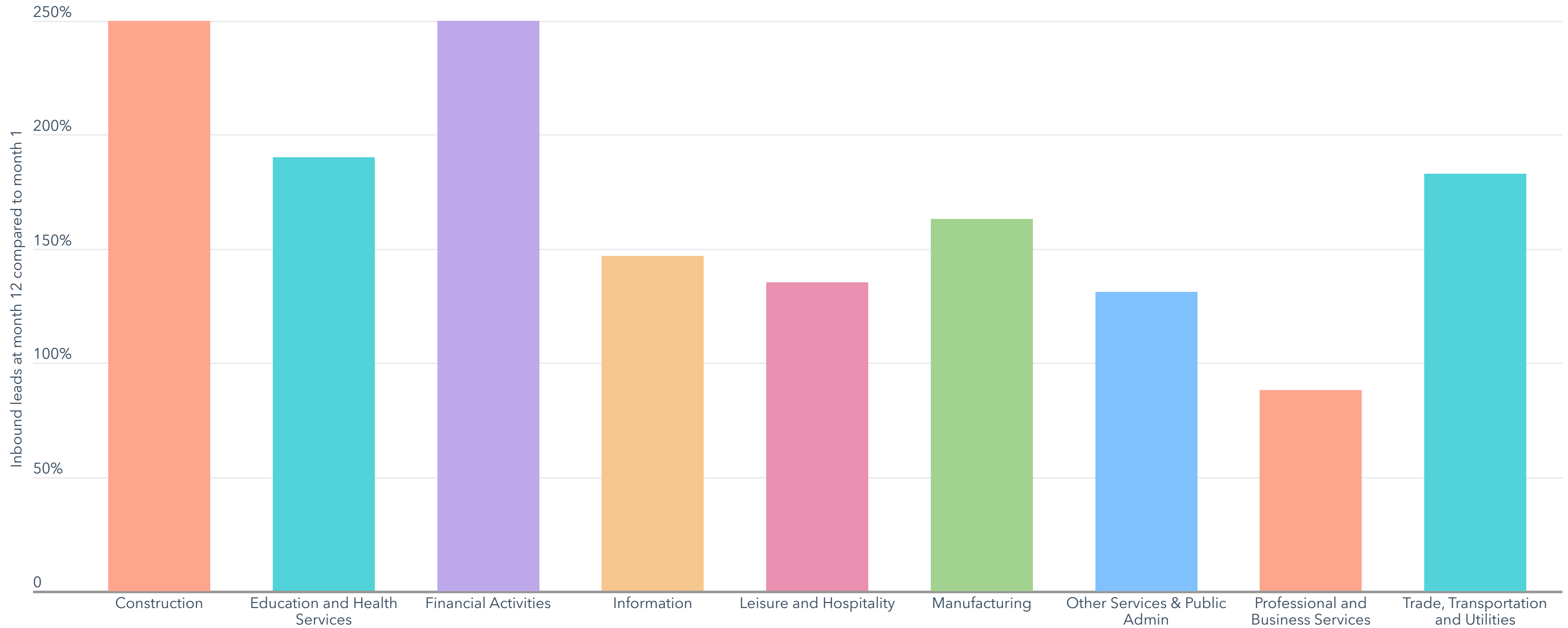


These insights are based on the total monthly volume of form submissions for customers in Japan (n=649), France (n=1,305), Germany (n=1,170), United Kingdom (n=3,042), United States (n=16,546), Netherlands (n=683), Canada (n=1,154), Mexico (n=375), Spain (n=488) and Brazil (n=454) who owned a HubSpot product for at least 12 months between January 2019 and October 2021.



# Inbound Leads by Industry

After 1 year of owning HubSpot, companies across all industries see increased inbound leads.



These insights are based on the total monthly volume of form submissions for customers in Construction (n= 394), Education and Health Services (n= 973), Financial Activities (n= 1,067), Information (n= 2,625), Leisure and Hospitality (n= 289), Manufacturing (n= 1,122), Other Services & Public Admin (n= 280), Professional and Business Services (n=4,020), Trade, Transportation and Utilities (n= 1,043) industry that owned a HubSpot product for at least 12 months between January 2019 and October 2021.

# Inbound Leads by Industry

After 1 year of owning HubSpot, companies across all industries see increased inbound leads.

Month	Construction	Education & Health Services	Financial Activities	Information	Leisure & Hospitality	Manufacturing	Other Services & Public Admin	Professional & Business Services	Trade Transportation, & Utilities
3	177%	96%	81%	58%	84%	86%	98%	25%	115%
6	254%	235%	202%	120%	102%	92%	119%	62%	123%
9	304%	235%	216%	144%	123%	117%	121%	65%	152%
12	288%	263%	282%	147%	135%	163%	131%	88%	183%

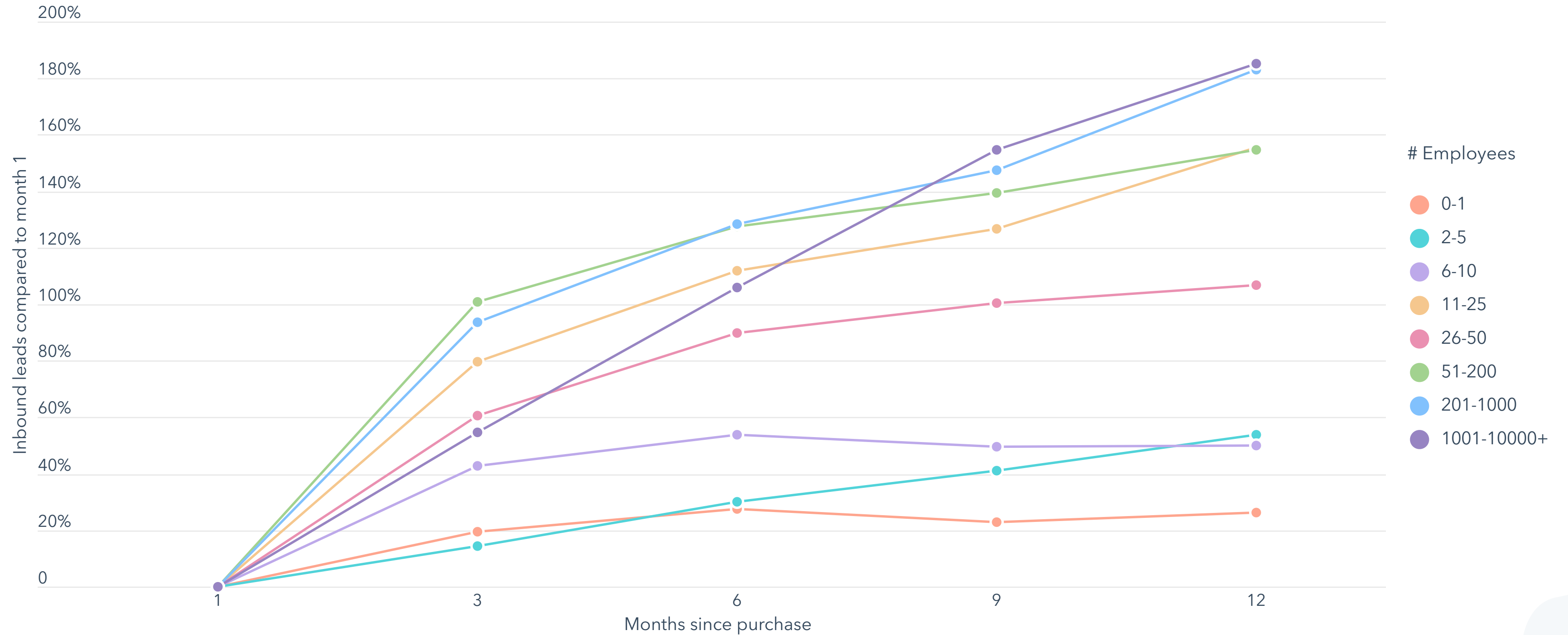
Inbound leads compared to month 1

These insights are based on the total monthly volume of form submissions for customers in Construction (n= 394), Education and Health Services (n= 973), Financial Activities (n= 1,067), Information (n= 2,625), Leisure and Hospitality (n= 289), Manufacturing (n= 1,122), Other Services & Public Admin (n= 280), Professional and Business Services (n=4,020), Trade, Transportation and Utilities (n= 1,043) industry that owned a HubSpot product for at least 12 months between January 2019 and October 2021.



# Inbound Leads by Company Size

While companies of all sizes experience an increase in monthly inbound leads, large companies see the greatest improvement after one year.



These insights are based on the total monthly volume of form submissions for customers with 0-1 (n=938), 2-5 (n= 5,705), 6-10 (n=11,642), 11-25 (n=3,757), 26-50 (n=5,965), 51-200 (n=4,122), 201-1000 (n=1,855), and 1001-10000+ (n=1,032) employees who owned a HubSpot product for at least 12 months between January 2019 and October 2021.





# Inbound Leads by Company Size

While companies of all sizes experience an increase in monthly inbound leads, large companies see the greatest improvement after one year.

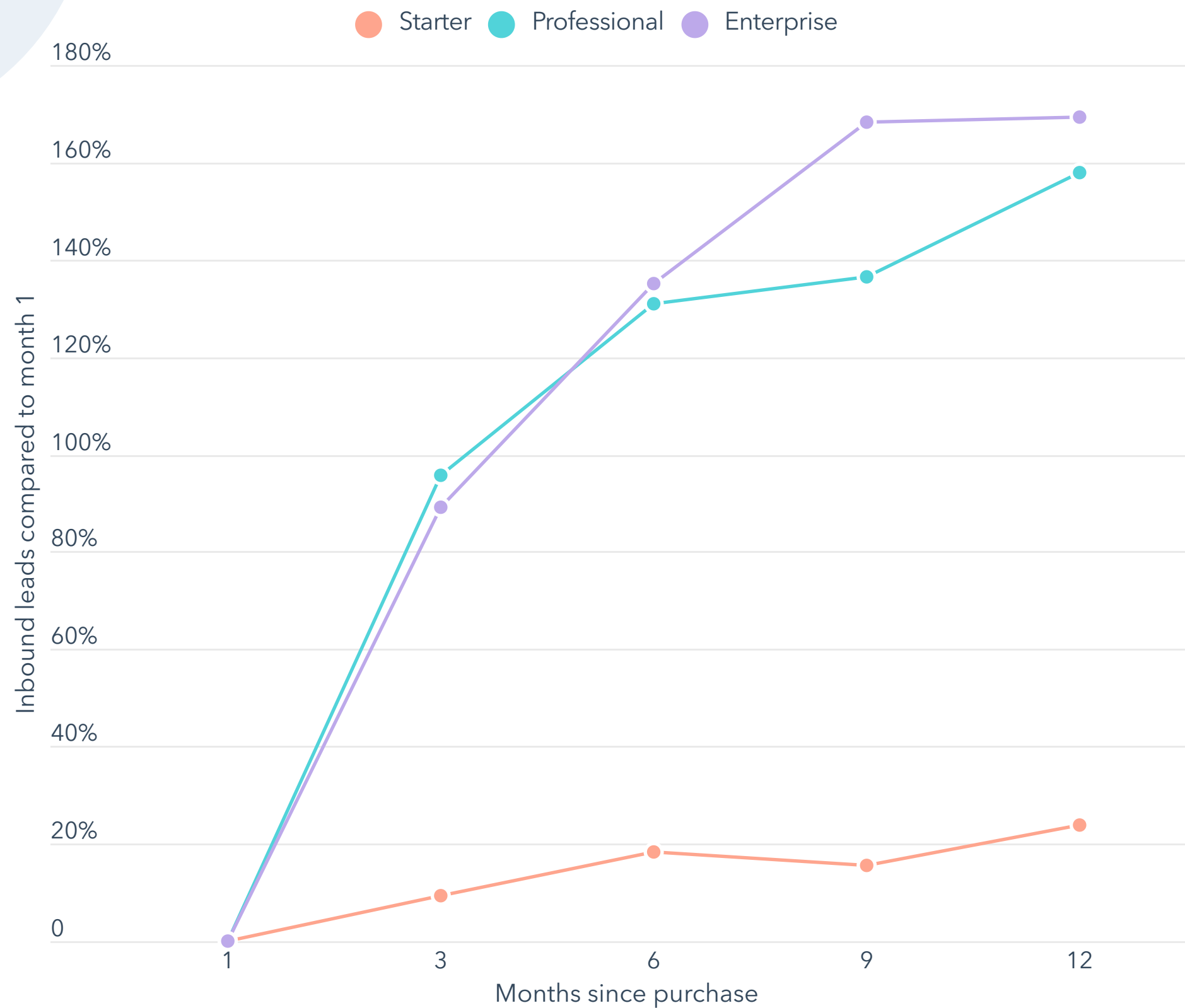
Month	# Employees							201-1000	1001-10000+
	0-1	2-5	6-10	11-25	26-50	51-200			
3	20%	14%	43%	80%	61%	101%	94%	54.71%	
6	28%	30%	54%	112%	90%	128%	129%	105.75%	
9	23%	41%	50%	127%	100%	139%	148%	154.68%	
12	26%	54%	50%	155%	107%	155%	183%	185%	

Inbound leads compared to month 1

These insights are based on the total monthly volume of form submissions for customers with 0-1 (n=938), 2-5 (n= 5,705), 6-10 (n=11,642), 11-25 (n=3,757), 26-50 (n=5,965), 51-200 (n=4,122), 201-1000 (n=1,855), and 1001-10000+ (n=1,032) employees who owned a HubSpot product for at least 12 months between January 2019 and October 2021.



# Inbound Leads by Product Marketing Hub



All Marketing Hub customers see an increase in inbound leads year after purchase with Enterprise customers seeing a 169% improvement.

Month	Starter	Professional	Enterprise
3	4%	69%	69%
6	18%	131%	135%
9	16%	136%	168%
12	24%	158%	169%

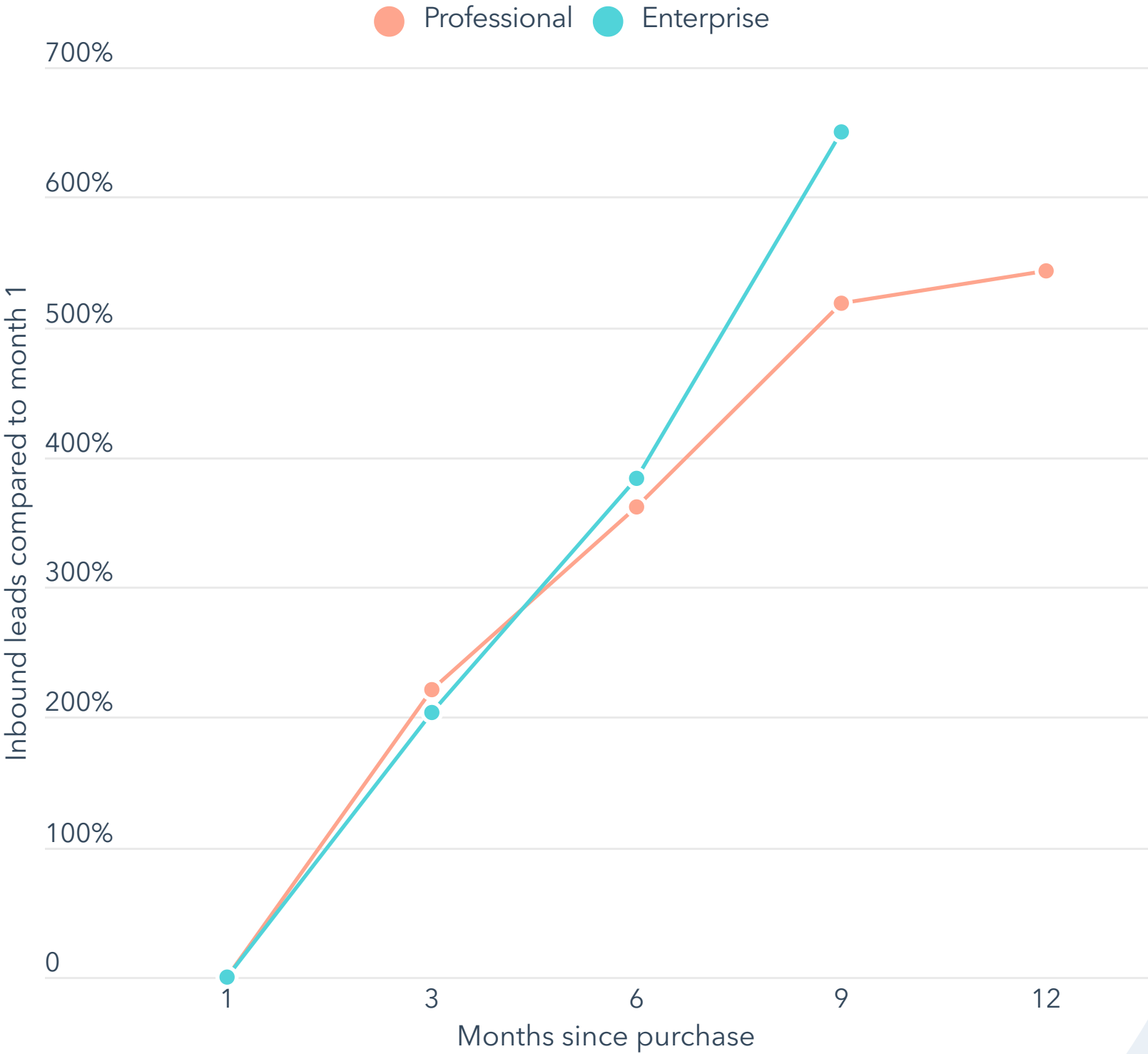
These insights are based on the total monthly volume of form submissions for customers who owned Marketing Hub Starter (n=14,777), Marketing Hub Professional (n=9,367), or Marketing Hub Enterprise (n=1,327) for at least 12 months between January 2019 and October 2021.

# Inbound Leads by Product

## CMS Hub

CMS Hub customers see exponential growth in monthly inbound leads 9 and 12 months after purchase.

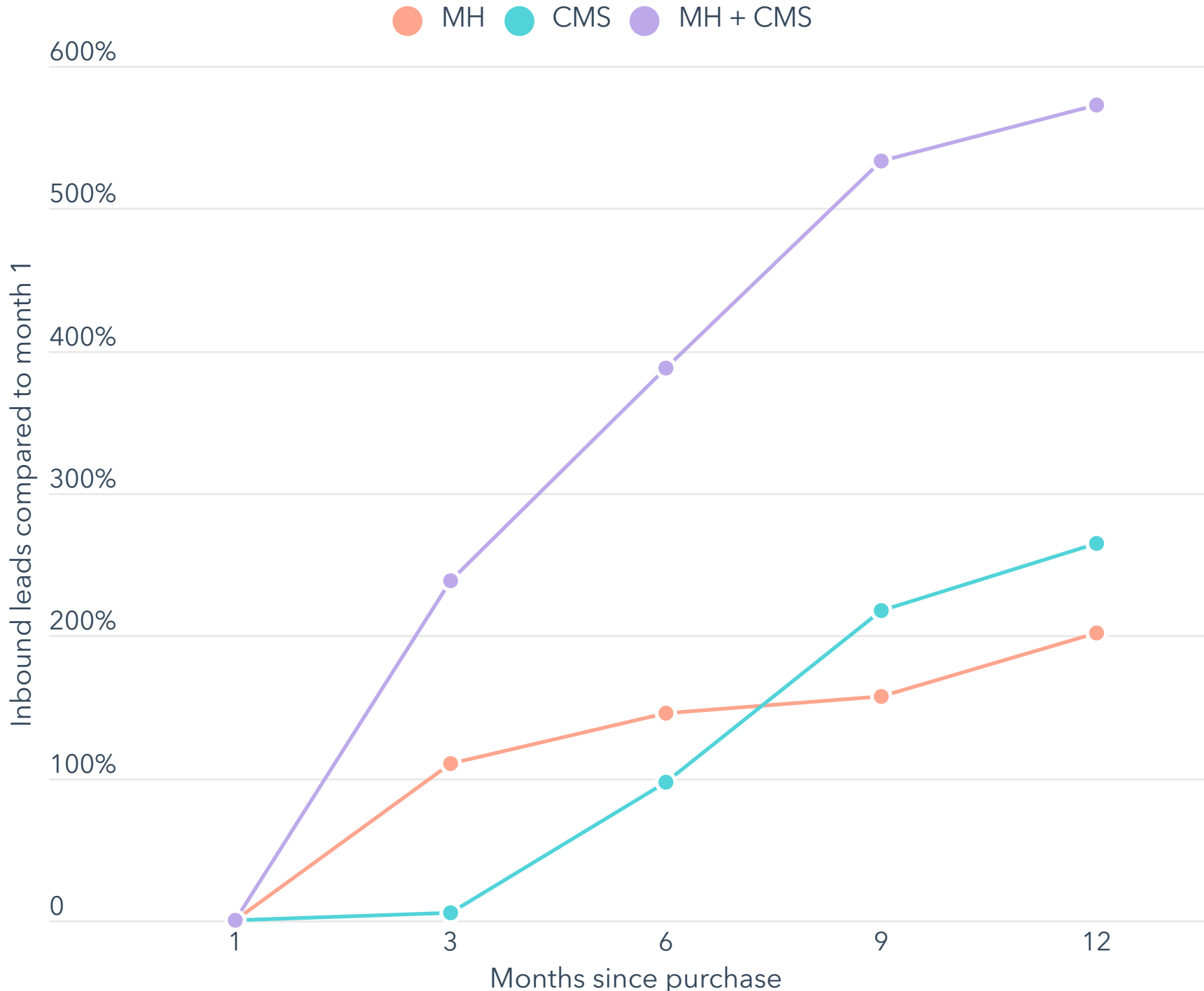
Month	Professional	Enterprise
3	221%	204%
6	362%	384%
9	519%	651%
12	544%	



These insights are based on the total monthly volume of form submissions for customers who owned CMS Hub Professional (n = 2,227) for at least 12 months or CMS Hub Enterprise (n = 172) for at least 9 months between January 2019 and October 2021.

# Inbound Leads by Product

## Marketing + CMS Hub



By combining Marketing Hub and CMS Hub, customers see even greater improvement in monthly inbound leads over time.

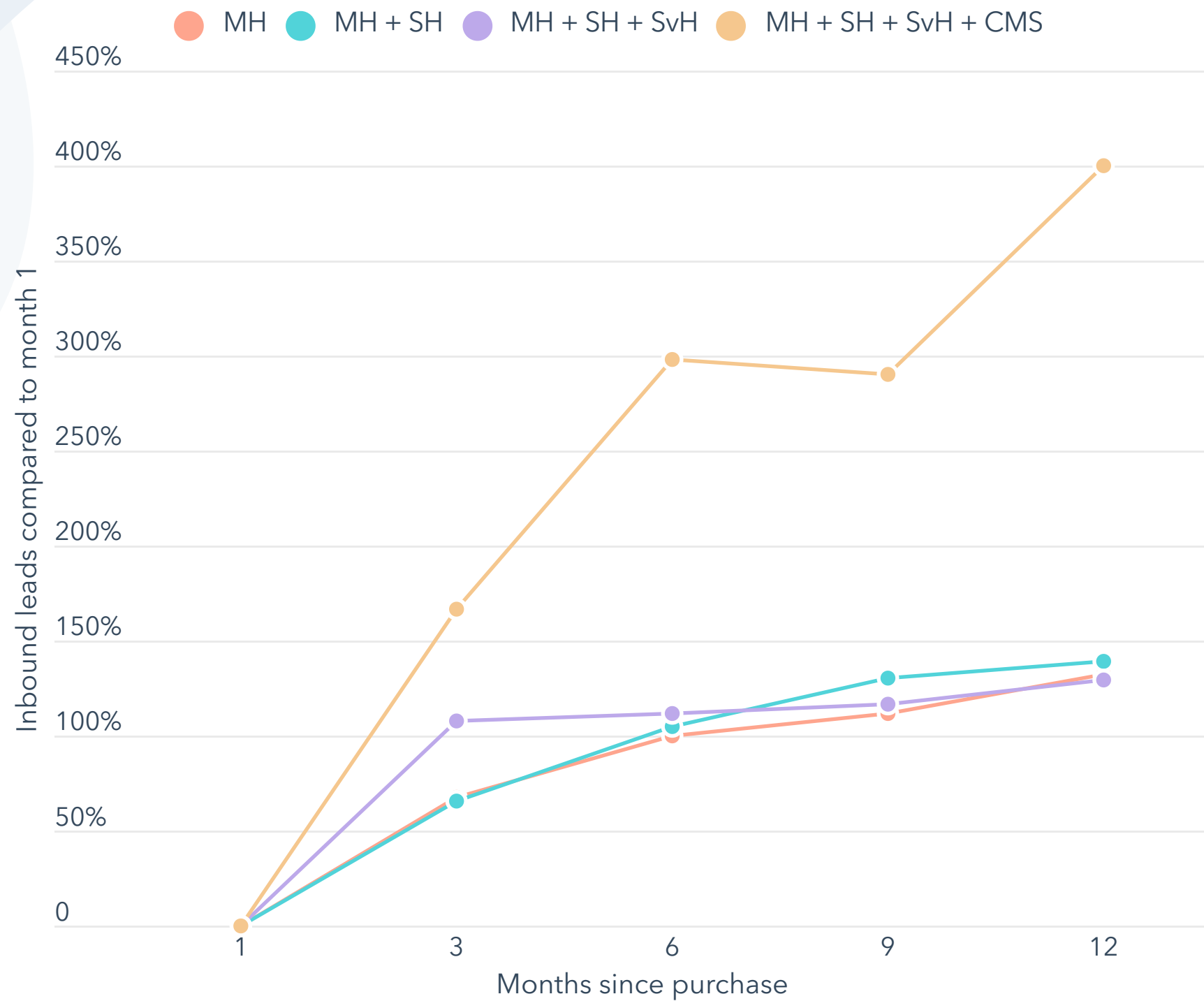
Month	Marketing Hub	CMS Hub	MH + CMS
3	110%	5%	239%
6	145%	97%	388%
9	157%	218%	533%
12	202%	265%	573%

MH = Marketing Hub | CMS = CMS Hub

These insights are based on the total monthly volume of form submissions for customers who owned Marketing Hub only (n=23,763), CMS Hub only (n=608), or Marketing and CMS Hub (n=1,600) for at least 12 months between January 2019 and October 2021.

# Inbound Leads by Product

## Marketing, Sales, Service, CMS Hub Bundles



Customers with Marketing, Sales, Service, and CMS Hub see 2x the increase in inbound leads compared to customers with one, two or three hubs.

Month	MH	MH + SH	MH + SH + SvH	MH + SH + SvH + CMS
3	67%	65%	108%	108%
6	100%	105%	112%	180%
9	112%	131%	116%	286%
12	132%	139%	130%	304%

MH = Marketing Hub | SH = Sales Hub | SvH = Service Hub | CMS = CMS Hub

These insights are based on the total monthly volume of form submissions for customers who owned Marketing Hub only (n=11,316), Marketing and Sales Hub only (n=5,495), Marketing, Sales and Service Hub only (n= 6,828), and Marketing, Sales, Service and CMS Hub (n= 431) for at least 12 months between January 2019 and October 2021.

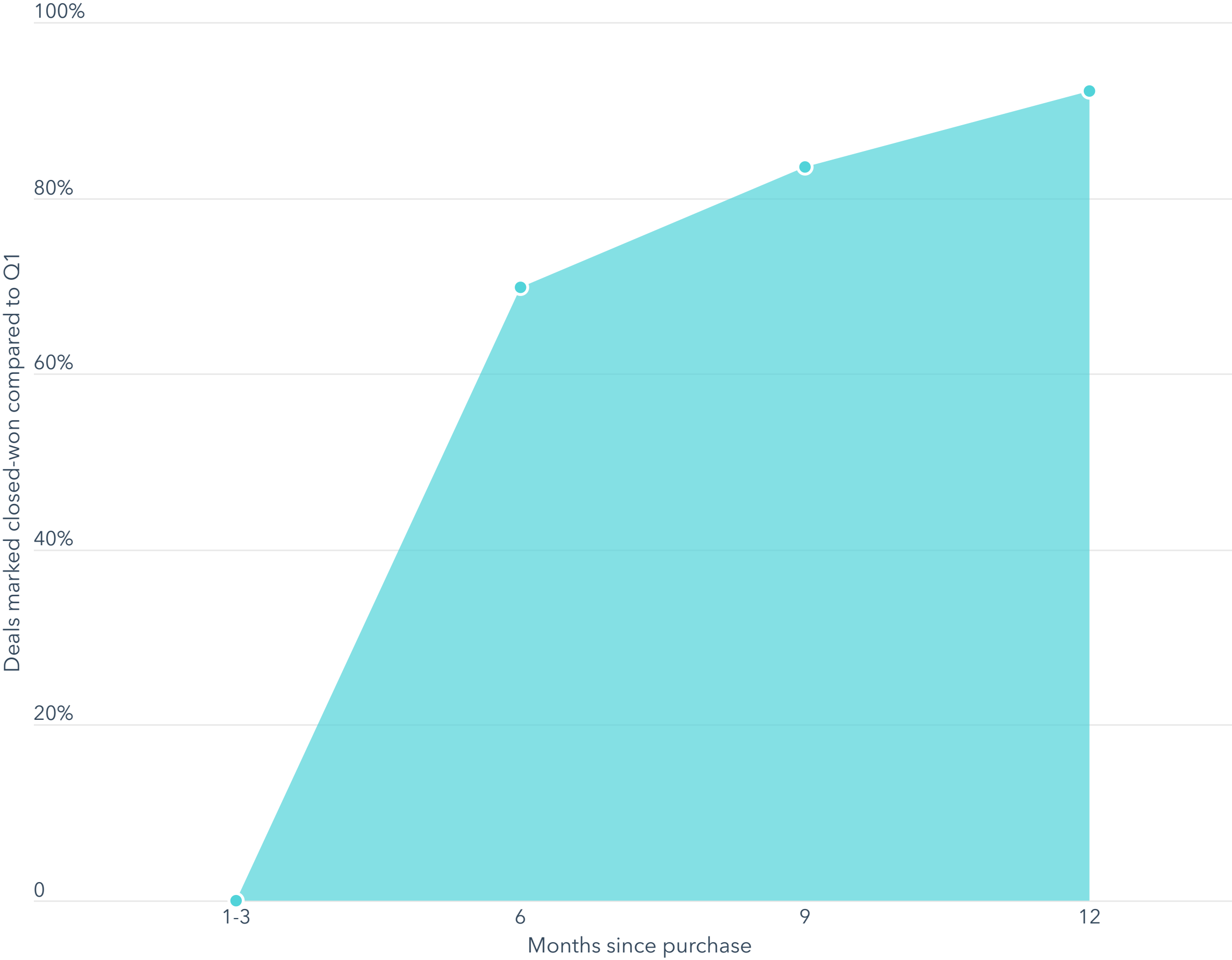
# Deals Closed-Won



# Global Deals Closed-Won Performance

One year after purchasing HubSpot, customers record 92% more closed-won deals on average.

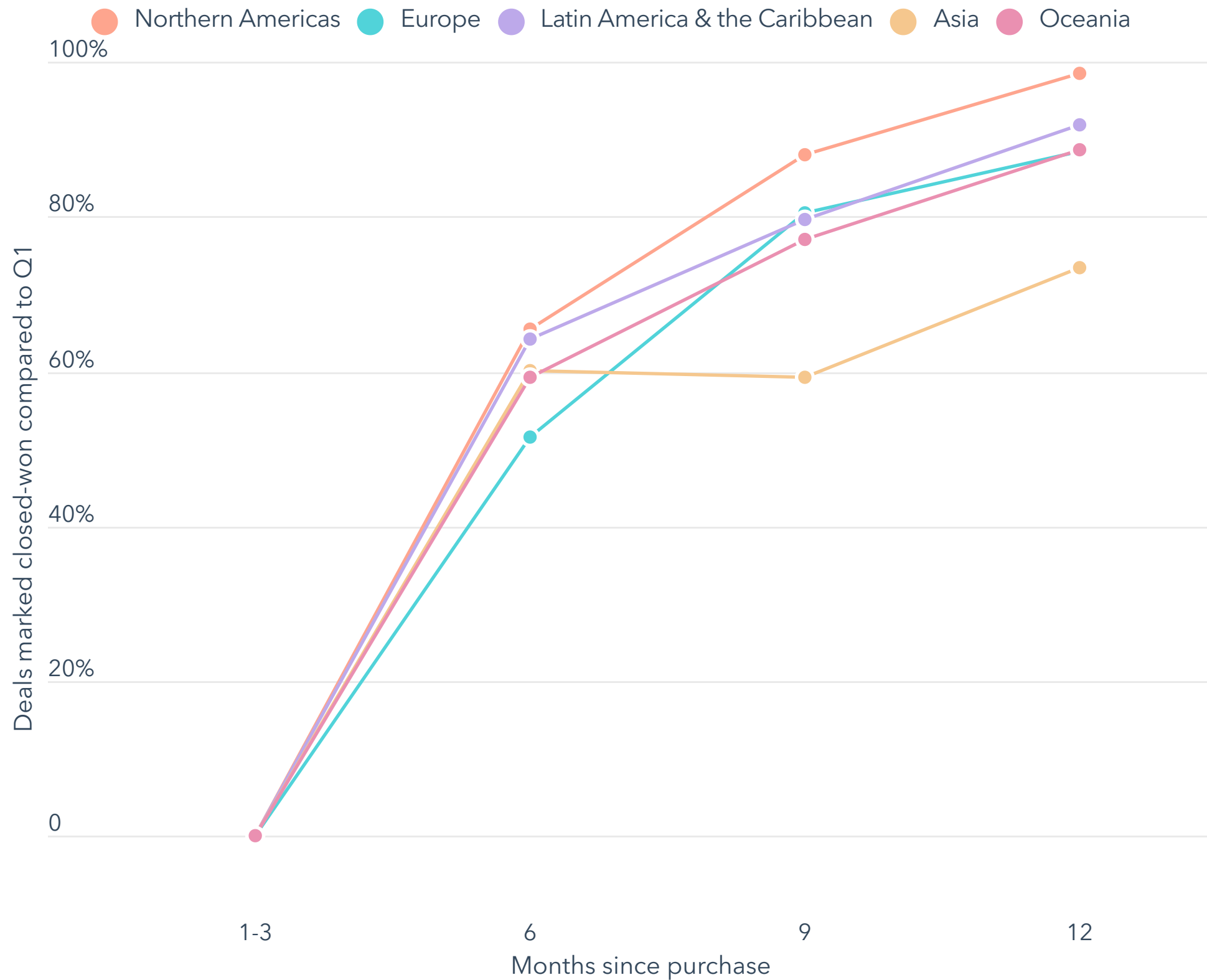
Month	Improvement
6	70%
9	84%
12	92%



These insights are based on the total number of deals marked closed-won by 18,826 customers who owned a HubSpot product for at least 12 months between January 2019 and September 2021.



# Deals Closed-Won by Region



Month	Northern Americas	Europe	Latin America & the Caribbean	Asia	Oceania
6	65%	51%	64%	60%	59%
9	88%	80%	80%	59%	77%
12	99%	88%	92%	73%	89%

Companies from regions across the globe see increases in the number of deals marked closed-won in the year after purchasing HubSpot.

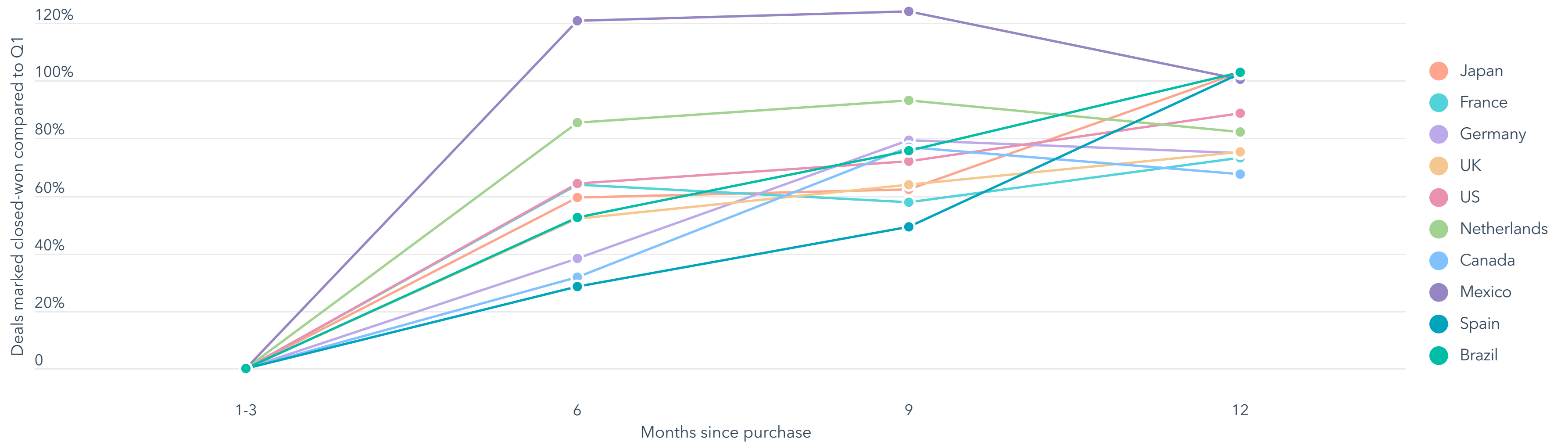




# Deals Closed-Won by Country

Companies in countries around the world increase their volume of closed-won deals by at least 67% one year after purchasing HubSpot.

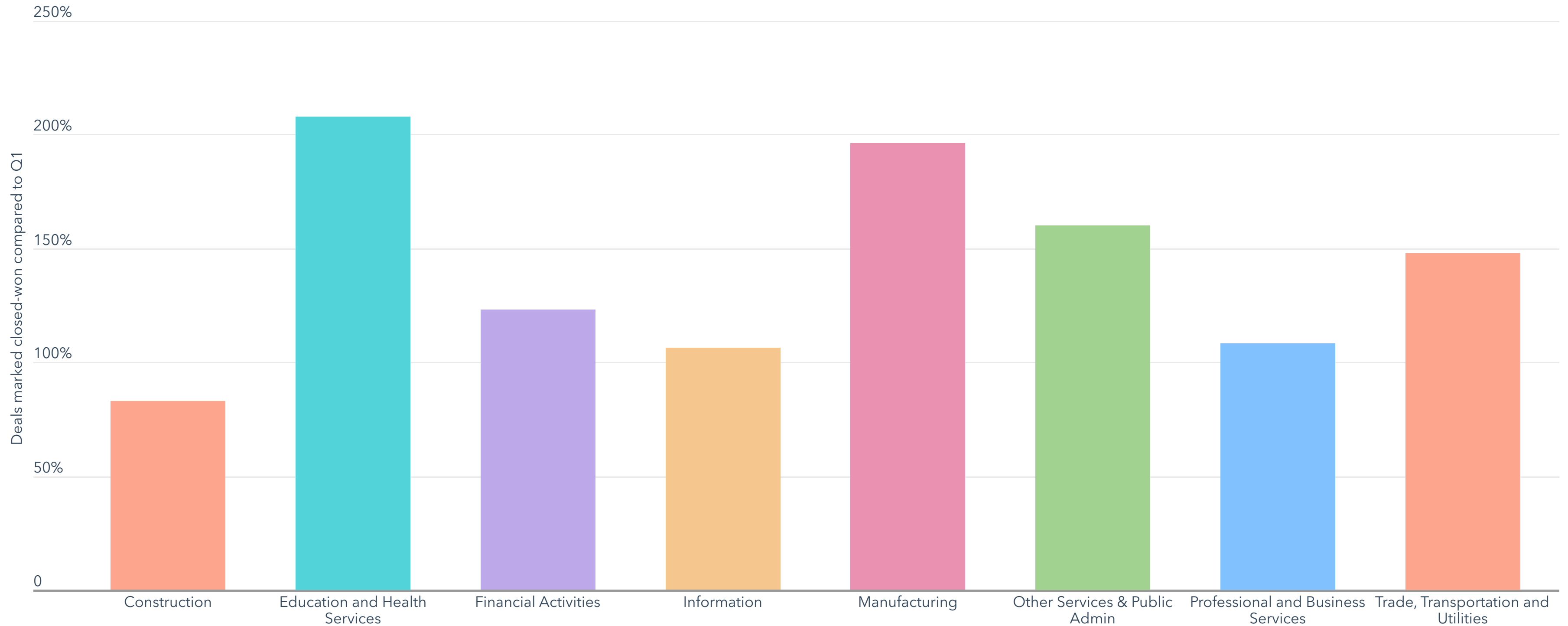
Month	Japan	France	Germany	UK	US	Netherlands	Canada	Mexico	Spain	Brazil
6	59%	64%	38%	52%	64%	85%	32%	121%	29%	53%
9	62%	58%	79%	64%	72%	93%	77%	124%	49%	76%
12	103%	73%	75%	75%	89%	82%	67%	100%	102%	103%



These insights are based on the total number of deals marked closed-won by customers in Japan (n=262), France (n=751), Germany (n=419), United Kingdom (n=1,782), United States (n=7,560), Netherlands (n=379), Canada (n=923), Mexico (n=372), Spain (n=377) and Brazil (n=460) who owned a HubSpot product for at least 12 months between January 2019 and September 2021.

# Deals Closed-Won by Industry

After 1 year of owning HubSpot, companies across all industries see more closed-won deals.



These insights are based on the total number of deals marked closed-won by customers in Construction (n=189), Education and Health Services (n= 458), Financial Activities (n=462), Information (n=1,583), Manufacturing (n=607), Other Services & Public Admin (n=117) , Professional and Business Services (n=2,135), Trade, Transportation and Utilities (n=564) industry that owned a HubSpot product for at least 12 months between January 2019 and September 2021.



# Deals Closed-Won by Industry

After 1 year of owning HubSpot, companies across all industries see more closed-won deals.

Deals marked closed won-compared to Q1

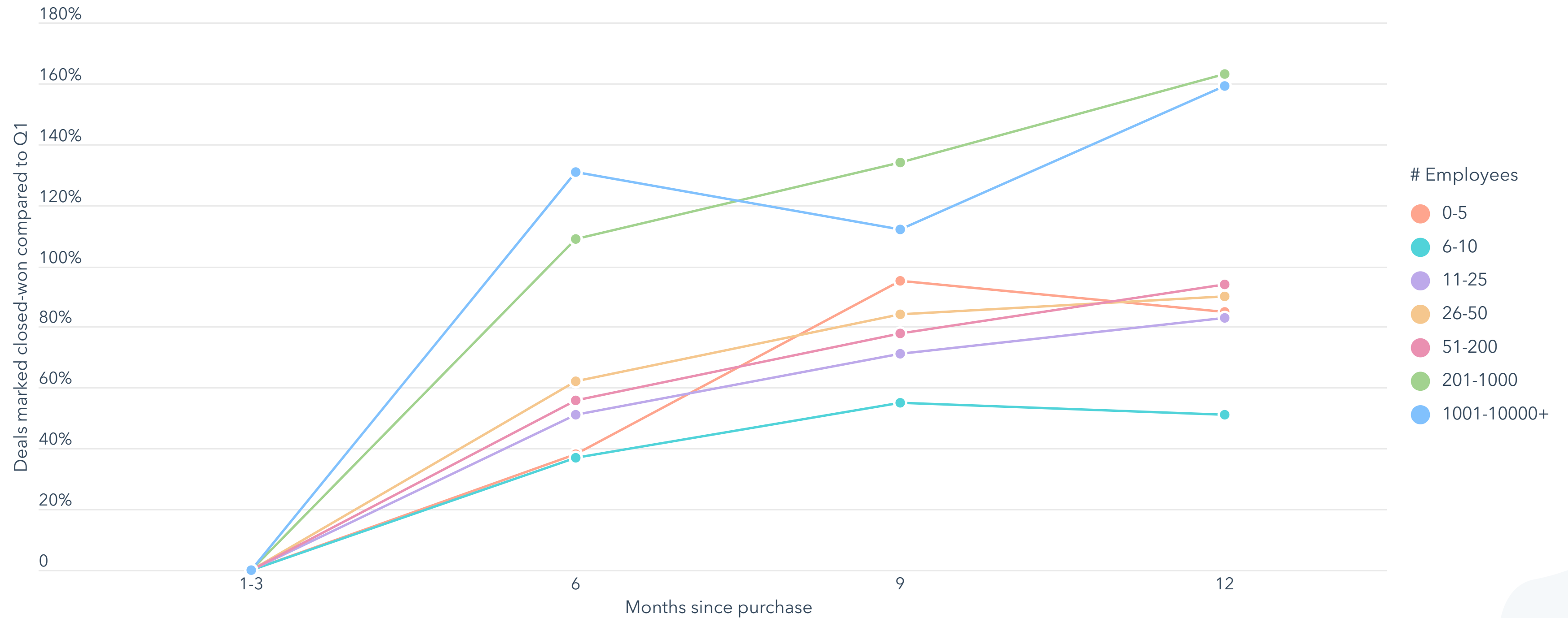
Month	Construction	Education & Health Services	Financial Activities	Information	Manufacturing	Other Services & Public Admin	Professional & Business Services	Trade, Transportation & Utilities
6	57%	144%	64%	84%	106%	42%	82%	67%
9	94%	169%	61%	83%	127%	126%	92%	144%
12	83%	208%	123%	106%	196%	160%	108%	148%

These insights are based on the total number of deals marked closed-won by customers in Construction (n=189), Education and Health Services (n= 458), Financial Activities (n=462), Information (n=1,583), Manufacturing (n=607), Other Services & Public Admin (n=117) , Professional and Business Services (n=2,135), Trade, Transportation and Utilities (n=564) industry that owned a HubSpot product for at least 12 months between January 2019 and September 2021.



# Deals Closed-Won by Company Size

Companies of all sizes record at least 50% more closed-won deals after 12 months. That said, companies with more than 200 employees see the greatest improvement over time.



These insights are based on the total number of deals marked closed-won by customers with 0-5 (n=3,401), 6-10 (n= 6,220), 11-25 (n=2,234), 26-50 (n=3,382), 51-200 (n=2,190), 201-1000 (n=871), and 1001-10000+ (n=395) employees who owned a HubSpot product for at least 12 months between January 2019 and September 2021.



# Deals Closed-Won by Company Size

Companies of all sizes record 50% or more closed-won deals. That said, companies with more than 200 employees see the greatest improvement over time.

# Employees

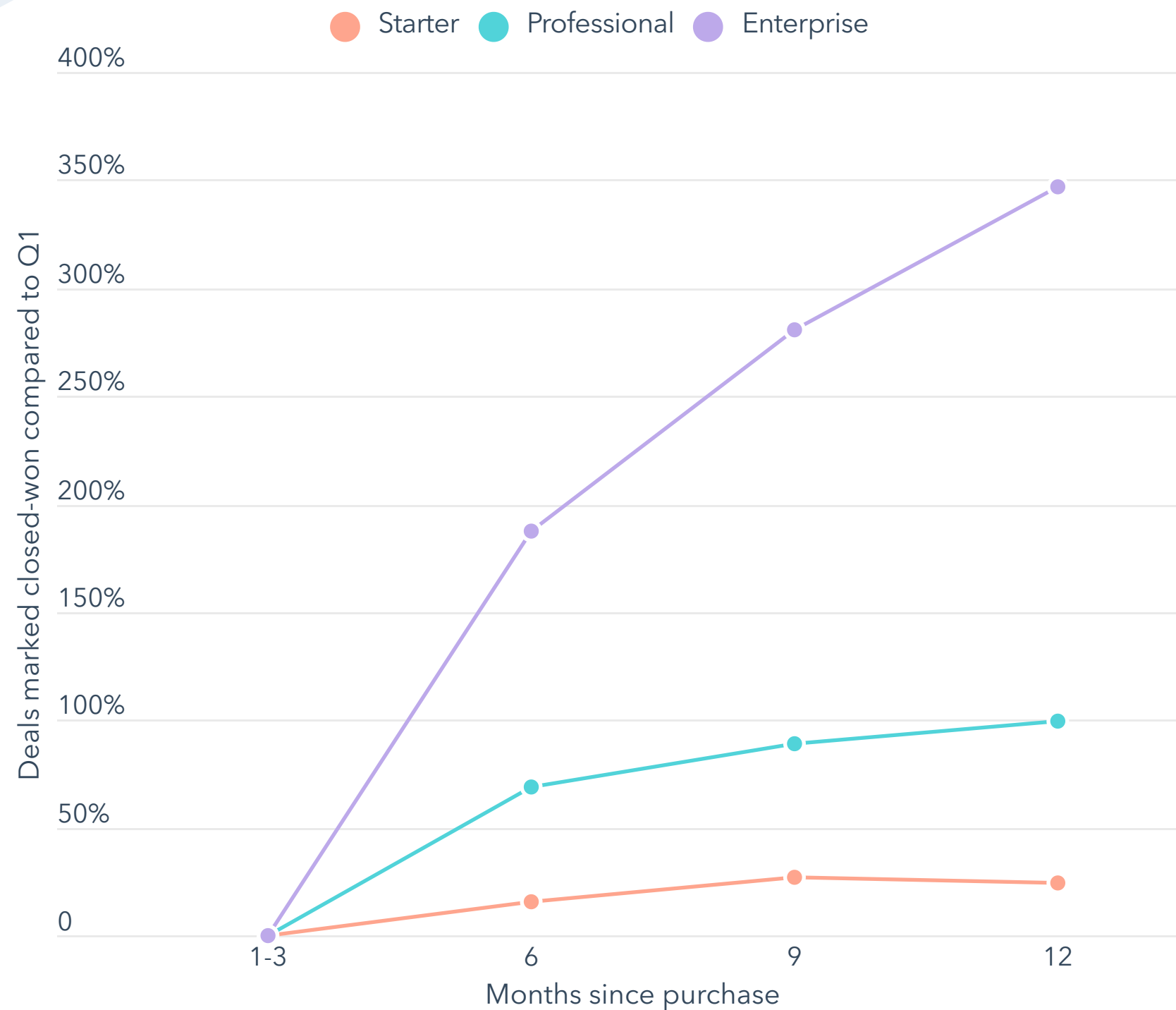
Month	0-5	6-10	11-25	26-50	51-200	201-1000	1001-10000+
6	38%	37%	51%	62%	56%	109%	131%
9	95%	55%	71%	84%	78%	134%	112%
12	85%	51%	83%	90%	94%	163%	159%

Deals marked closed-won compared to Q1



# Deals Closed-Won by Product

## Sales Hub



Month	Starter	Professional	Enterprise
6	16%	69%	187%
9	27%	89%	281%
12	24%	99%	347%

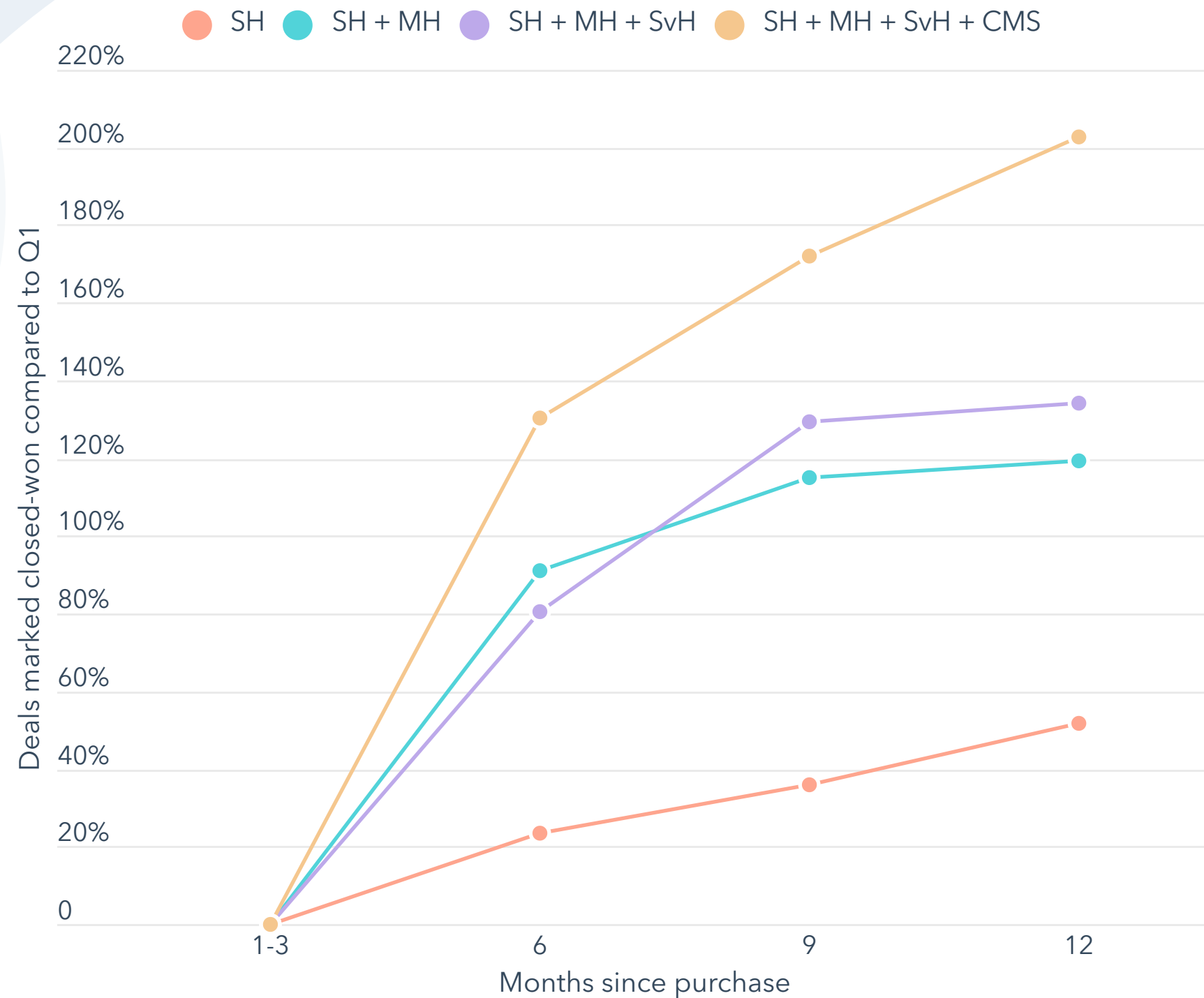
12 months after purchasing Sales Hub, customers see at least a 24% increase in deals closed-won, with Enterprise customers seeing 347% improvement. That's more than 248% than Professional or Starter.

These insights are based on the total number of deals marked closed-won by customers who owned Sales Hub Starter (n=7,140), Sales Hub Professional (n=6,211), or Sales Hub Enterprise (n=498) for at least 12 months between January 2019 and September 2021.



# Deals Closed-Won by Product

## Marketing, Sales, Service, & CMS Hub Bundles



The Marketing, Sales, Service, and CMS Hub bundle outperforms Sales Hub alone and other bundles for deals closed-won one year after purchasing HubSpot.

Month	SH	SH + MH	SH + MH + SvH	SH + MH + SvH + CMS
6	24%	91%	81%	130%
9	36%	115%	129%	172%
12	52%	120%	134%	203%

MH = Marketing Hub | SH = Sales Hub | SvH = Service Hub | CMS = CMS Hub

These insights are based on the total number of deals marked closed-won by customers who owned Sales Hub only (n=6,018), Sales and Marketing Hub only (n=3,962), Sales, Marketing, and Service Hub only (n= 3,981), Sales and Marketing and Service and CMS Hub (n= 283) for at least 12 months between January 2019 and September 2021.



# Deal Close Rate

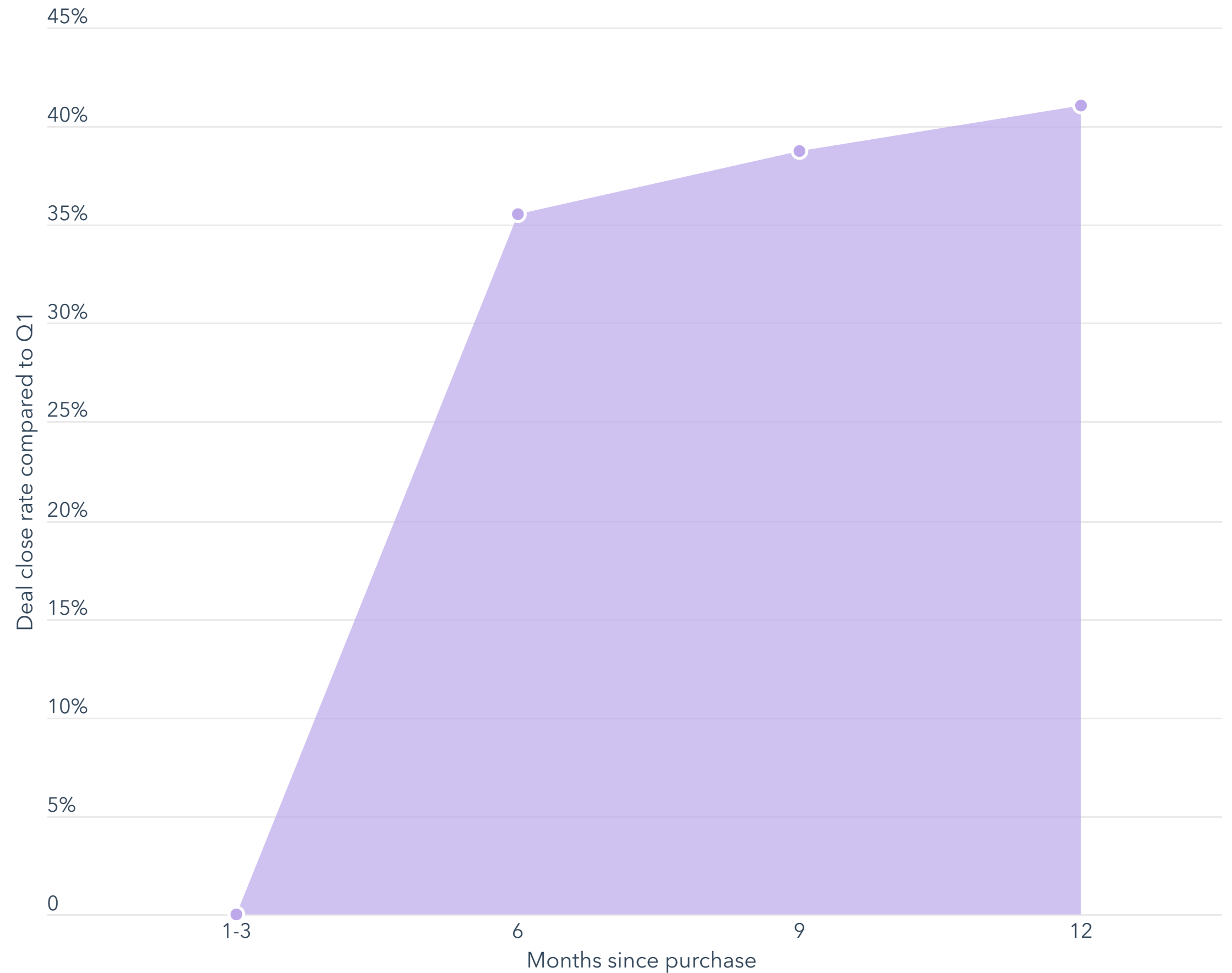




# Global Deal Close Rate Performance

One year after purchasing HubSpot, customers see a 41% improvement in their deal close rate.

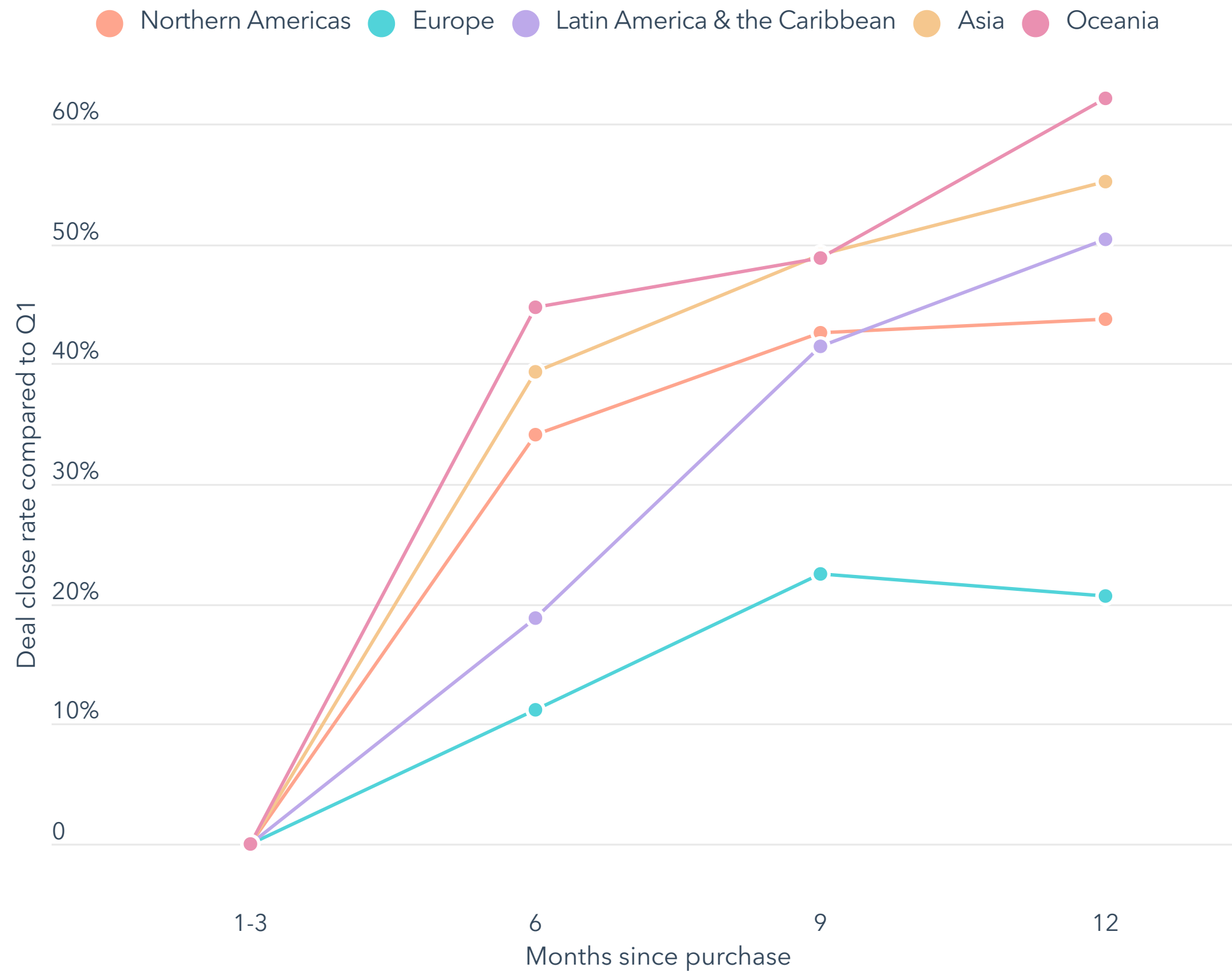
Month	Improvement
6	36%
9	39%
12	41%



This chart shows the number of deals marked closed-won divided by the number of deals created in HubSpot CRM by 15,367 customers who owned a HubSpot product for at least 12 months between January 2019 and September 2021.



# Deal Close Rate by Region



Month	Northern Americas	Europe	Latin America & the Caribbean	Asia	Oceania
6	34%	11%	19%	39%	45%
9	43%	22%	41%	49%	49%
12	44%	21%	50%	55%	54%

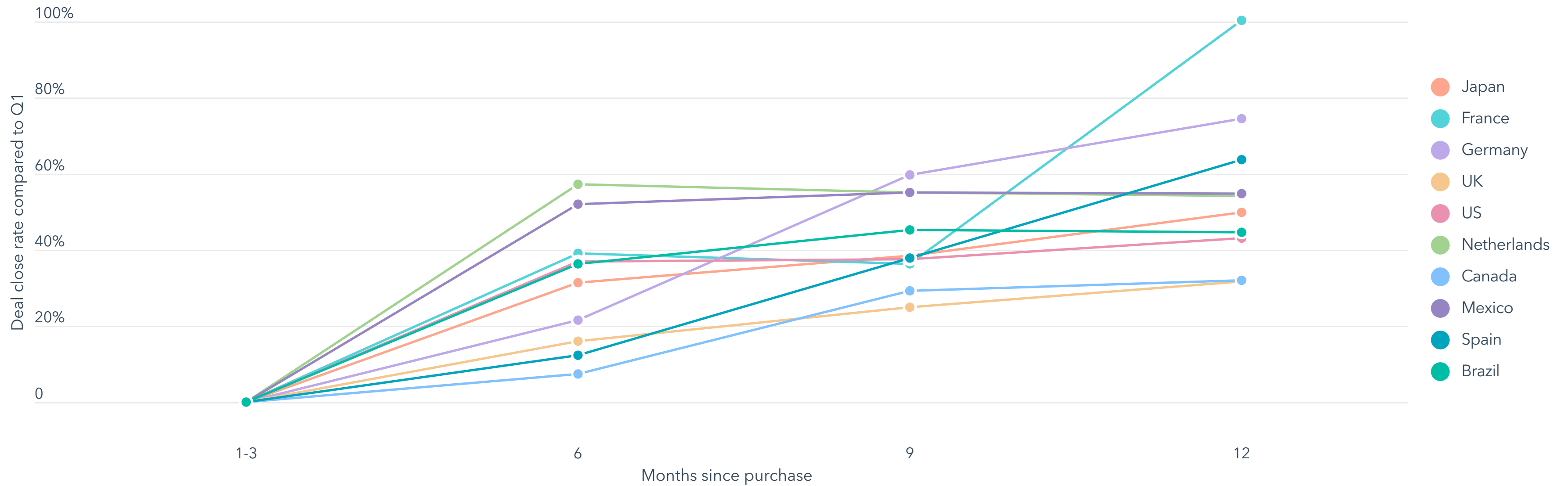
Companies from regions across the globe see increases in their deal close rate the year after purchasing HubSpot.



# Deal Close Rate by Country

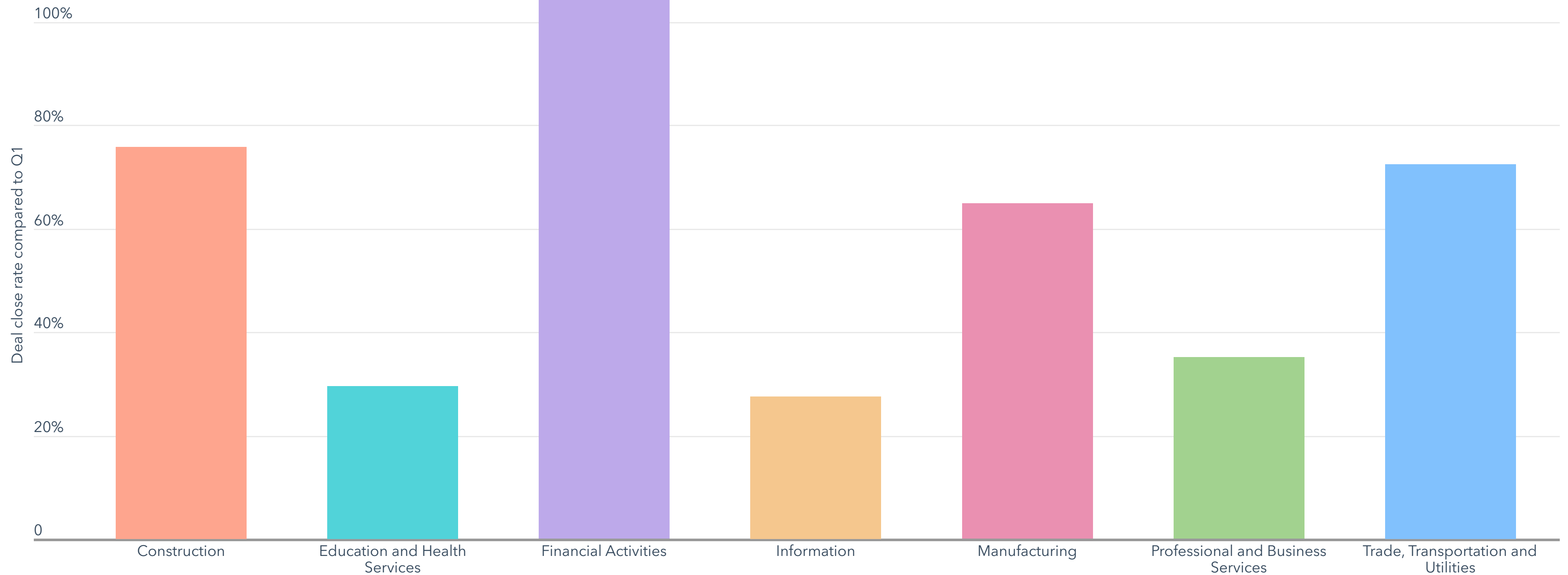
Companies in countries around the world improve their deal close rate a year after purchasing HubSpot.

Month	Japan	France	Germany	UK	US	Netherlands	Canada	Mexico	Spain	Brazil
6	31%	39%	22%	16%	37%	57%	8%	52%	13%	36%
9	38%	36%	60%	25%	38%	55%	29%	55%	38%	45%
12	50%	100%	74%	32%	43%	54%	32%	55%	64%	45%



# Deal Close Rate by Industry

After 1 year of owning HubSpot, companies across all industries see at least a 28% increase in their deal close rate.



These insights are based on the number of deals marked closed-won divided by the number of deals created by HubSpot customers in Construction (n= 154), Education and Health Services (n= 437), Financial Activities (n= 371), Information (n= 1,627), Manufacturing (n= 469), Professional and Business Services (n= 1,810), Trade, Transportation and Utilities (n= 438) that owned a HubSpot product for at least 12 months between January 2019 and September 2021.



# Deal Close Rate by Industry

After 1 year of owning HubSpot, companies across industries see at least a 28% increase in their deal close rate.

Month	Construction	Education & Health Services	Financial Activities	Information	Manufacturing	Professional & Business Services	Trade, Transportation & Utilities
6	53%	4%	56%	19%	36%	28%	21%
9	90%	21%	33%	16%	43%	31%	92%
12	75%	30%	105%	28%	65%	35%	72%

Deal close rate compared to Q1

These insights are based on the number of deals marked closed-won divided by the number of deals created by HubSpot customers in Construction (n= 154), Education and Health Services (n= 437), Financial Activities (n= 371), Information (n= 1,627), Manufacturing (n= 469), Professional and Business Services (n= 1,810), Trade, Transportation and Utilities (n= 438) that owned a HubSpot product for at least 12 months between January 2019 and September 2021.



# Deal Close Rate by Company Size

Deal close rates improve for all company sizes in the year since purchasing HubSpot, though companies with 0-5 and 1001+ employees see the greatest increases.



This chart shows the number of deals marked closed-won divided by the number of deals created in HubSpot CRM by customers with 0-5 (n=3,404), 6-10 (n=5,388), 11-25 (n=2,224), 26-50 (n=1,913), 51-200 (n=1,728), 201-1000 (n=649), and 1001-10000+ (n=272) employees who owned a HubSpot product for at least 12 months between January 2019 and September 2021.



# Deal Close Rate by Company Size

Deal close rates improve for all company sizes in the year since purchasing HubSpot, though companies with 0-5 and 1001+ employees see the greatest increases.

Month	# Employees						201-1000	1001-10000+
	0-5	6-10	11-25	26-50	51-200			
6	35%	28%	26%	23%	37%	25%	50%	
9	64%	41%	28%	30%	53%	28%	55%	
12	70%	35%	24%	23%	61%	42%	63%	

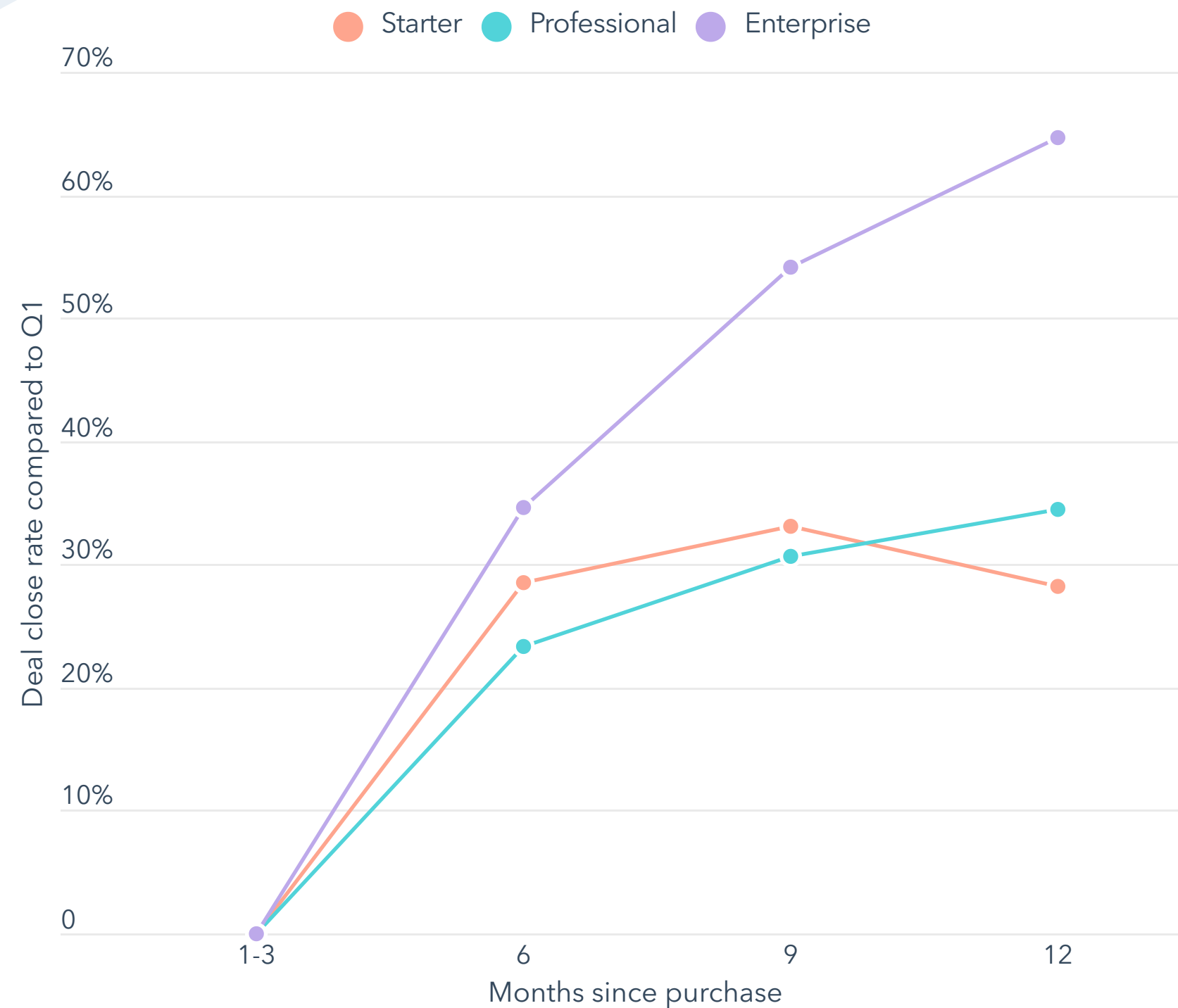
Deal close rate compared to Q1

This chart shows the number of deals marked closed-won divided by the number of deals created in HubSpot CRM by customers with 0-5 (n=3,404), 6-10 (n=5,388), 11-25 (n=2,224), 26-50 (n=1,913), 51-200 (n=1,728), 201-1000 (n=649), and 1001-10000+ (n=272) employees who owned a HubSpot product for at least 12 months between January 2019 and September 2021.



# Deal Close Rate by Product

## Sales Hub



Month	Starter	Professional	Enterprise
6	29%	23%	35%
9	33%	31%	54%
12	32%	35%	65%

Deal close rates improve for customers that own Sales Hub for a full year, particularly at the Enterprise level.

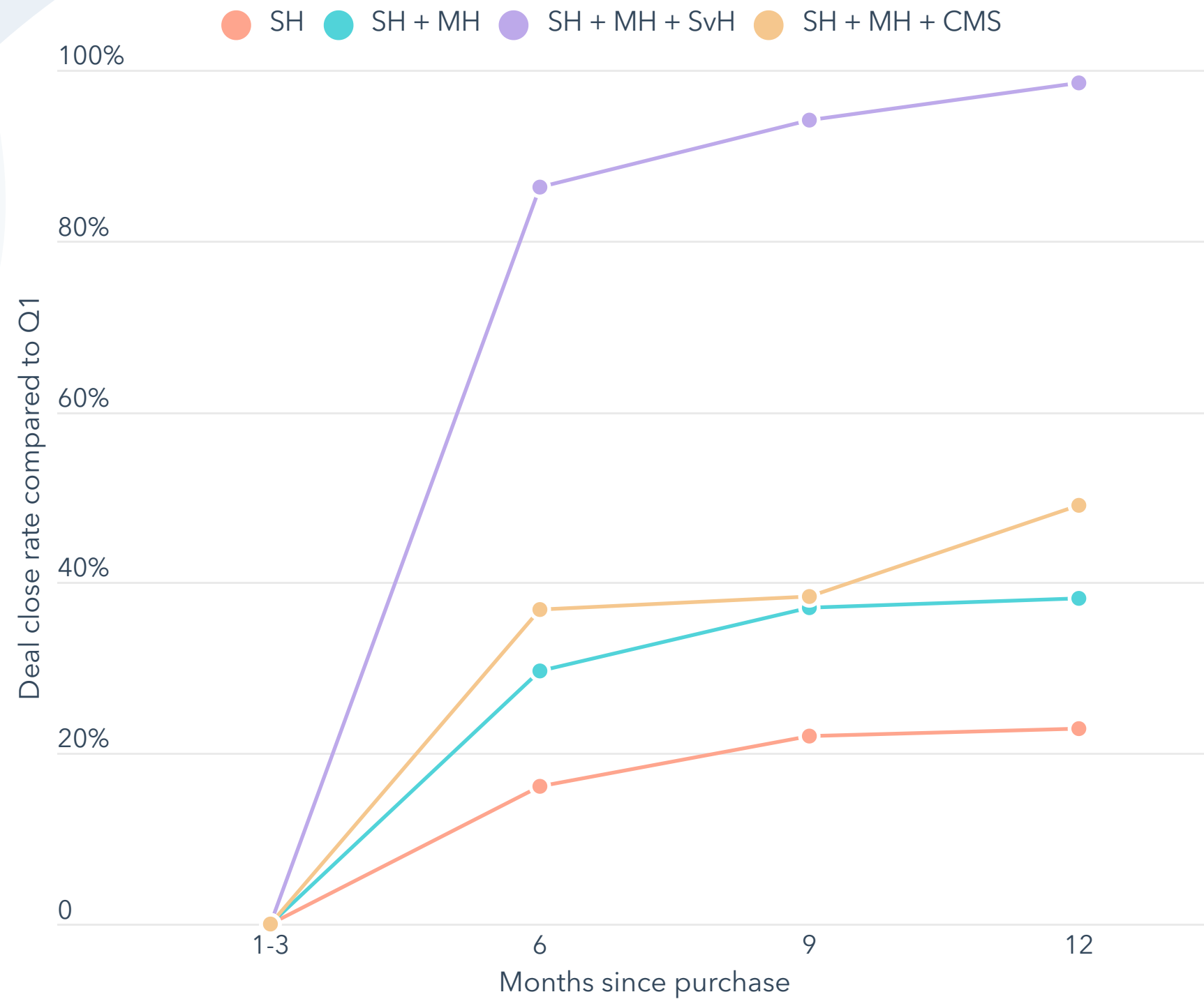
This chart shows the number of deals marked closed-won divided by the number of deals created in HubSpot CRM by customers who owned Sales Hub Starter (n=7,953), Sales Hub Professional (n=5,714), or Sales Hub Enterprise (n=504) for at least 12 months between January 2019 and September 2021.





# Deal Close Rate by Product

## Marketing, Sales, Service, & CMS Hub Bundles



Customers that own a bundle with 3 Hubs see the greatest deal close rate improvements after 1 year.

Month	SH	SH + MH	SH + MH + SvH	SH + MH + CMS
6	16%	30%	86%	37%
9	22%	37%	94%	40%
12	23%	38%	99%	49%

MH = Marketing Hub | SH = Sales Hub | SvH = Service Hub | CMS = CMS Hub

This chart shows the number of deals marked closed-won divided by the number of deals created in HubSpot CRM by customers who owned Sales Hub only (n=6,149), Sales and Marketing Hub only (n=4,059), Sales, Marketing, and Service Hub (n= 4,500), Sales, Marketing and CMS Hub (n= 481) for at least 12 months between January 2019 and September 2021.



# Conclusion

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

After just one year with HubSpot, customers have more closed-won deals, improved deal close rates, increased web traffic volume, and more inbound leads.

Businesses achieve their growth goals with the HubSpot CRM Platform. Yours can too -- [get in touch](#) to find out more.

## Want more data to help you grow better?

- [Industry Benchmark Site](#)
- [Growth Grader](#)
- [Not Another State of Marketing Report](#)

