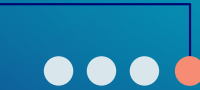
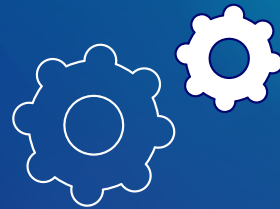


## CASE STUDY

ACUMATICA

HOW VONAZON  
AND HUBSPOT  
HELPED ACUMATICA  
TRIPLE QUALIFIED  
LEADS



## COMPANY BACKGROUND

Established in 2008, Acumatica stands at the forefront of cloud and browser-based enterprise resource planning (ERP) software, tailor-made for small and medium-sized businesses. Their software is designed to streamline operations, offering customizable role-based views and dashboards for various business functions including finance, IT, operations, and sales and marketing. Acumatica's innovative solutions bring unparalleled flexibility, enhanced mobility, robust security, and user-friendly interfaces, all while minimizing IT expenses and fostering seamless collaboration.



**John Case**  
*Chief Executive Officer*



## HUBSPOT MARKETING SOFTWARE

The HubSpot platform is a versatile ally for businesses, enabling them to supercharge their lead capture systems by creating dynamic forms and landing pages that are proven to convert.

HubSpot elevates **ABM strategies** by delivering robust tools and algorithms that empower companies to **personalize content** for a wide range of industry leads, fostering deeper connections. **Sophisticated lead scoring** based on user behavior and demographics ensures that sales teams focus on the most promising prospects to maximize the likelihood of conversion.

Meanwhile, **automated notifications** for MQLs streamline communication between marketing and BDRs, ensuring timely follow-ups and an efficient process.

Finally, **industry-specific engagement tasks** for sales reps are seamlessly managed within HubSpot, allowing for **consistent, multi-touchpoint engagement**.

# STUNTING SUCCESS

## MANUAL PROCESSES STUNTING SUCCESS

Acumatica was on the brink of losing substantial sales and revenue due to a disjointed, manual sales and marketing qualification process that was hindering effective teamwork.

The crux of the issue lay in tracking initial leads during the sales qualifying phase. Their lead generation, heavily reliant on webinars and online forms, was manually transferred to the sales team for further qualification.

This labor-intensive process led to a staggering loss of around **198,000 unengaged leads**, translating to a potential monthly **revenue loss of up to \$198 million**, given that the average Acumatica plan is **priced at approximately \$1,000**.



**198K**  
unengaged  
leads

**\$198M**  
monthly  
revenue loss

**1K**  
unrealized  
revenue

# ACTION PLAN

## BUILDING AN ACCOUNT-BASED ACTION PLAN

Vonazon stepped in with a strategic solution utilizing the HubSpot platform, crafting a revenue opportunity strategy to overhaul Acumatica's sales process. This included refining business development representative (BDR) team strategies, enhancing properties, views, pipelines, and leveraging the power of HubSpot sequences.

**We shifted to an account-based marketing and selling strategy, focusing on industry-specific targeting and personalization for qualified leads.**

### This encompassed:



# LEAD STRATEGY

## STREAMLINED LEAD STRATEGY

Further, Vonazon innovated a method in HubSpot **enabling direct integration of top-tier leads** into Acumatica's ERP system. This method bridged the gap between pre-sales BDRs and account executives, showcasing Acumatica's ERP platform's value. We also crafted a **custom sales tool** using the HubSpot Operations Hub, analyzing multiple databases to optimally match partners with potential clients, significantly enhancing lead-to-customer conversion rates.

Additionally, we introduced an **ABM strategy** to accelerate the pipeline through LinkedIn, complementing the direct nurturing sales strategy.



# RESULTS



## MORE LEADS, **GREATER GROWTH** WITH HUBSPOT AND VONAZON

This targeted, refined approach led to remarkable results: Acumatica **doubled its marketing qualified leads** and **tripled its sales qualified leads** in just a few months. The key to this success was creating a trust-based relationship between customers and Acumatica, driven by highly relevant marketing content.

Acumatica is now on a trajectory towards unprecedented success, equipped with a **state-of-the-art HubSpot lead management system** that capitalizes on every opportunity.



**The potential for future revenue and growth is boundless.**



**2x**  
marketing  
qualified leads



**3x**  
sales qualified  
leads

## CONTACT VONAZON

### LET'S WORK TOGETHER

In today's competitive landscape, each lead is a valuable asset. Missing out on these opportunities can drastically limit a business's growth and success. If you are facing challenges in identifying high-value accounts, nurturing leads, or crafting impactful marketing campaigns, our team at Vonazon is ready to assist. Our expertise in account-based marketing can help skyrocket your revenue, expand your market reach, and propel your business to new heights.

**Tony Herrera, Regional Sales Manager, Vonazon Inc.**

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