



CASE STUDY:

Keyland Polymer Replaces Salesforce and Pardot with a Unified HubSpot Platform to Transform Sales and Marketing



INDUSTRY

Science
Technology

COMPANY PROFILE

Keyland Polymer develops advanced UV-curable powder coatings, delivering sustainable, high-performance solutions for industrial manufacturers across global markets.



Keyland Polymer, a leader in UV-curable powder coatings, partnered with Vonazon to **migrate from Salesforce and Pardot systems to HubSpot**.

→ **Migration:** Salesforce +
Pardot > HubSpot

→ **Scale:** 75K–90K
records migrated

→ **Outcome:** Unified platform
and improved sales execution

This digital transformation streamlined sales and marketing operations, enhanced lead management, and increased automation across the company's multiple business segments. The migration not only **reduced friction** from the switch but also set the stage for **long-term scalability and growth**.




The Business Context

Keyland Polymer, based in Ohio, specializes in UV-curable powder coatings used across industries such as automotive, furniture, and appliances. Known for its high-performance, environmentally friendly solutions, Keyland's transition to HubSpot marked a pivotal moment in its digital transformation journey.

To ensure business continuity throughout the transition, the company aimed to:

- modernize its internal processes
- increase operational efficiency
- enable data-driven decision-making

After a decade of using Salesforce and Pardot, Keyland faced significant challenges in managing multiple business segments with unique sales processes. Its reliance on Pardot for marketing automation created friction in scaling operations and aligning sales and marketing teams. **The move to HubSpot provided an opportunity to unify systems, automate workflows, and reduce the burden of manual tracking.**



“Our goal is to modernize while minimizing disruption and complexity.”

THE CHALLENGE

Revenue continuity was at risk during a high-volume, multi-system migration.

The core challenge was to **migrate 75,000 to 90,000 contacts** from Salesforce and Pardot to HubSpot without disrupting day-to-day operations. This transition had to be seamless across **both sales and marketing teams**, which operated across different business units. Keyland Polymer needed to streamline its sales pipeline, enhance **marketing automation**, and ensure that no **lead management delays** occurred during the transition.

Key areas of focus included:

01

Data integrity during migration, ensuring seamless integration of contacts, accounts, and leads.

02

Sales and marketing alignment, utilizing HubSpot's capabilities to enhance collaboration and efficiency.

03

Managing **multiple sales pipelines** specific to the resin, powder, and other product lines.

04

Training and enabling Becca, the sole marketing resource, to maximize HubSpot's potential and drive **organization-wide adoption**.

VONAZON'S APPROACH

Vonazon's strategy focused on **seamless migration, system integration,** and **platform optimization.** The approach was structured and phased, ensuring the transition was smooth while meeting Keyland's long-term growth goals.

01

Discovery and
Strategic Planning

02

Salesforce and
Pardot Migration

03

Sales Hub
Configuration

04

Marketing Hub
Configuration

05

Ongoing Support
and Best Practices

01

Discovery and Strategic Planning

Vonazon's team conducted an in-depth discovery phase, reviewing Salesforce and Pardot workflows to **identify areas of inefficiency**. The team worked closely with Keyland's leadership to map out processes and **develop a phased implementation plan**, ensuring both immediate needs and long-term scalability were addressed.

02

Salesforce and Pardot Migration

Vonazon executed a **comprehensive data migration**, transferring contacts, accounts, leads, and custom properties into HubSpot. The migration process ensured that lead scoring models, workflows, and email templates were rebuilt with precision. To mitigate risks, Vonazon implemented **deduplication** and **data cleansing**, ensuring Keyland's sales and marketing records remained accurate and actionable.

03

Sales Hub Configuration

HubSpot's Sales Hub was configured to align with Keyland's sales processes. The team standardized sales pipelines, implemented task management automation, and set up custom forecasting dashboards to track revenue trends. The integration of HubSpot with other tools further **streamlined communication across teams**, ensuring that sales activities aligned closely with marketing efforts.

04

Marketing Hub Configuration

Vonazon's team automated **drip campaigns**, developed **account-based marketing (ABM)** strategies, and configured **lead scoring** based on **customer behavior** and **demographics**. Marketing workflows were updated to enhance **lead engagement** and facilitate re-engagement for **inactive leads**. Vonazon also migrated landing pages and forms, integrating them with HubSpot workflows to streamline **lead capture**.



05

Ongoing Support and Best Practices

Vonazon provided ongoing **training** for Becca and the broader team, ensuring they were equipped to leverage HubSpot's features for **automating marketing workflows** and **managing sales leads** effectively. The team also worked with Keyland to continuously optimize processes, ensuring HubSpot's functionality was adapted to Keyland's evolving needs.

Keyland Polymer replaced fragmented systems with a unified revenue platform, improving visibility, execution, and scalability across the business.

THE RESULTS: OPERATIONAL IMPROVEMENTS ACROSS THE BUSINESS:

BEFORE

Salesforce
Pardot
Manual Tracking
Limited Visibility

AFTER

HubSpot
Unified Platform
Automated Workflows
Full Visibility

Unified Data and Visibility

Single source of truth
across sales and marketing

Faster Sales Execution

Automated follow-ups and
standardized pipelines

Scalable Infrastructure

Supports multiple business
units without complexity

75K – 90K records migrated with no disruption to active sales and marketing operations

LOOKING AHEAD

With HubSpot's implementation complete, Keyland Polymer is now positioned to scale its operations while maintaining efficiency. The new system enables **real-time reporting** and **data-driven insights** into sales and marketing performance. As automation continues to be a core focus, Keyland is well-equipped to refine its strategies and remain agile in an evolving marketplace.



Moving off Salesforce? Let's build a unified HubSpot platform.



Let's Get Started.



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