

# Case Study

Vapormatt

## Transition to Hubspot

Database cleaning and updating

### Client objective

- Vapormatt, a leading supplier of wet blasting surface processing solutions for high value industrial components, needed to update its customer relationship management (CRM) system. Hubspot was the CRM of choice, but the task of sifting through the existing database was a daunting one. That is where Vapormatt called on 4CM's Hubspot experience for guidance.



Vapormatt



Marketing for manufacturers

## The process

The 4CM approach was broken down into two stages: the data cleaning process and the onboarding of training for the Vapormatt team. To clean the existing Maximiser CRM data, 4CM advised on the deletion of certain columns that weren't relevant anymore, the splitting of data into different categories and filtering via companies and people. Following the removal of irrelevant columns and removal of bad records, the remaining emails were then validated by 4CM, to ensure that the cleanest possible list could be inputted into Hubspot.

Once a clean list had been created and inputted, 4CM then ran training courses to onboard the Vapormatt team with Hubspot. Customer properties, the scoring criteria and pipeline were set up and all the data uploaded with 4CM. Following set up, the team liaised with 4CM during the following months with any questions, as they became familiar with using the system.

## The results

Original  
**28,580**  
companies  
(dating back to the 1980's)

Reduced to  
**6,981**  
and validated by 4CM



Original  
**45,791**  
contacts

Reduced to  
**12,151**  
and validated by 4CM



## Impact on Vapormatt's business

“Before we had Hubspot, we didn't have a visible sales pipeline, and reporting was non-existent. Now we have a weekly WIP meeting where everything is reported on, and we can see easily what is in the pipeline and it is all visible in Hubspot. 4CM were very easy to work with and helped us get everything we needed done in a friendly, consultative and non-patronising way. They made the whole process so much easier. I wish that we had made the move across years earlier, as in terms of visibility it is chalk and cheese for us - our ability to run campaigns and measure sales performance is now unbelievably easier - and this was made possible by our collaboration with 4CM.

Vapormatt Ltd

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