

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 three stages: consultation meetings to formalise the structure of how Vapormatt was going to use HubSpot and lead score etc. 4CM then built the HubSpot structure to suit these discussed processes, the third stage was cleaning and optimising the data, and inputting the live leads to minimise bounce backs and speed up the marketing and sales cycle for the team. 4CM then trained and onboarded 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.

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



Optimised lead nurturing and sales process
led to shorter marketing and sales cycle

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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