

klue + HubSpot

HUBSPOT BUILDS THEIR COMPETE PROGRAM USING

Klue Compete + Win-Loss & HubSpot Automation

The Problem

The HubSpot team was looking for a platform to help build and scale their Competitive Intelligence program. They had tried two previous tools but didn't get the value or vendor partnership they required.

Competitive content was a challenge to keep updated and they lacked the proper approval system to keep insights fresh and "on-demand" for sellers when they most needed it. They had Seismic in place for seller enablement but existing Compete content was in a different tool.

Given the growth in their industry, and release cycles of many new products, they were also facing a huge market landscape and more complex deal cycles. HubSpot's Compete team is a strategic, lean team. Scale, automation, and a well-planned strategy were key components for Competitive Enablement success, especially for their large teams of global sellers.

Why switch to Klue?

Jessica Davis leads the HubSpot Compete team, and they looked to replace their existing Compete tool stack in favor of one consolidated platform.

After looking at all options in the Competitive Intelligence market, they chose Klue for:

- *Klue's presentation layer*—to organize and customize complex content in a succinct, visually appealing way. Being a Marketing org, HubSpot has very high design standards for all of their content and collateral, and appreciated this in Klue
- *Automation and AI*—Klue offered more automation and needed AI functionality, saving Jessica and her team from time-consuming manual efforts to find and distribute insights
- *Multiple integration options*—Flexibility on how and where to surface content - Klue, Slack, Seismic and HubSpot - and make the latest insights available to wherever reps need it
- *Win-loss program*—Klue Win-Loss so buyer insights can be included in their Compete program in one unified platform
- *Engagement reporting*—User segmentation, visibility groups, and the ability to track different groups and content so the team knows what's getting used
- *Search tracking*—Track which competitors reps search the most to ensure they have a good read on any 'emerging threats'

The Results

HubSpot's Compete program supports a large number of sellers, product managers, marketers, strategy teams, and CSM's, so the partnership with Klue Services was instrumental in building a strong Compete program.

Klue Customer Success supported Jessica and her team with best practices for great Compete content, ideas for getting seller feedback and engagement, and ideas for reporting and measuring success of their program. Results so far include:

- Access to one central platform with approval workflows, so Jessica and team could easily maintain a large volume of Competitive insights
- Strong awareness and consistent content usage by HubSpot reps
- Protecting existing tech stack with support for multiple integrations
- Success so far has allowed the Compete team to add on Win-Loss services

Klue Everywhere Drives Seller Adoption

To drive strong user adoption, Jessica and team knew they had to make Compete content available wherever reps went.

Klue was the central platform to create, approve, and maintain all Compete content. At the same time, links to battlecards, cards and digests were available on the Klue dashboard, Slack and Seismic. When combined with HubSpot automation, the right battlecards are now instantly emailed to reps when they add a Competitor field.

Klue's Slack integration auto-fetched battlecards directly within Slack when requests were made.

Customer Overview

HubSpot is a leading CRM platform that provides software and support to help businesses grow better.

Their platform includes marketing, sales, service, and website management products that start free and scale to meet customers' needs at any stage of growth. Today, thousands of customers around the world use their powerful and easy-to-use tools and integrations to attract, engage, and delight customers.

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Having a compete picture of market, competitor and buyer insights, all driven by AI, makes it possible for us to build a program that multiple HubSpot teams rely on to foster our customers and win more.

Jessica Davis
MANAGER OF COMPETITIVE INTELLIGENCE



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The partnership we have with multiple Klue teams is amazing. We have so much support, which gives my team the freedom to focus on ways to continually improve engagement and make our program even better. We're getting overwhelmingly positive feedback from our Rev teams.

Jessica Davis
MANAGER OF COMPETITIVE INTELLIGENCE



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