The HubSpot team was looking for a platform to help build and scale their Competitive Intelligence program. They had 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 approvals 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 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.

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’. 

HubSpot’s Compete program supports a large number of sellers, product managers, marketers, strategic teams, and CSRs, 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.

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 of their 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.

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 manage, approve, and maintain all of their Compete content. At the same time, links to battlecards, as well as digests, were available on the Klue dashboard, Slack and Seismic. When combined with HubSpot automation, the right battlecards were instantly created and sent to reps. This helped a lot. 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 and stages of growth. Today, over 150,000 businesses around the world use their products and services, and insights to interact with customers, drive growth and delight their customers.