

HubSpot gains a 50%+ increase in affiliate revenue and signups



Situation

HubSpot needed a partnerships platform that could keep up

As a leading customer relationship management (CRM) platform, [HubSpot](#) has been helping businesses grow better since its founding in 2005.

Affiliate partnerships were a key component of HubSpot's acquisition strategy, but the limitations of its former partnership management platform hampered growth. The team needed a platform that could expand along with its partnerships program.



Like many B2B businesses, HubSpot experienced these challenges when expanding its partnerships program:

- **Lack of reporting and data.** HubSpot needed a source of truth and deeper insight into what was working and what wasn't. Its previous platform didn't have this function.
- **No payout flexibility.** HubSpot's previous platform had limited payout capabilities. The team needed automation to pay partners monthly, based on their level.
- **Difficulty recruiting partners.** Using a previous platform, HubSpot struggled to adopt new partners that aligned with its business goals. It needed automation to find a steady stream of partners and encourage them to respond to outreach, join its program, and promote HubSpot.

About

HubSpot

HubSpot's platform includes marketing, sales, service, operations, and website management products that start free and scale to meet its customers' needs at any stage of growth. Today, more than 177,000 customers across more than 120 countries use HubSpot's powerful and easy-to-use tools and integrations to attract, engage, and delight customers.

Part of HubSpot's mission was to find a platform to support the growth of its partners and partnerships program.





Solution

Teaming up with [impact.com](https://www.impact.com) to reallocate spending while investing more in partnerships

Recruiting new partners, faster

HubSpot used [impact.com](https://www.impact.com)'s marketplace to [Discover and Recruit](#) new affiliates much faster. It could filter partners according to criteria such as location, audience, and engagement rate.

HubSpot focused primarily on partners such as:

- **SaaS reviewers** who provide in-depth reviews of business solutions.
- **Content creators** who share business knowledge through blogs, YouTube videos, or podcasts.
- **Digital educators** who provide online courses and other informative material for business professionals.
- **Product integration** businesses that offer a digital solution that integrates with HubSpot.



“We looked at all the options, and impact.com was clearly the best fit — especially for a B2B company. It’s the only platform that gives us what we need today, and we’re confident it will continue to grow alongside HubSpot.”



Nancy Harnett

Head of Affiliate Marketing
HubSpot

Solution (con't)

Teaming up with [impact.com](https://www.impact.com) to reallocate spending while investing more in partnerships

Paying partners easily with integration and Dynamic Payouts

HubSpot integrated its own CRM platform with [impact.com](https://www.impact.com)'s application programming interface (API) to track signups, payments, cancellations, and the validity of purchases. The API pulled down partners into its campaign and synced them to HubSpot's CRM.

The company took full advantage of [impact.com](https://www.impact.com)'s [Dynamic Payouts](#) to incentivize partners and drive demand. This feature allowed HubSpot to pay partners on a cost-per-action (CPA) and/or cost-per-lead (CPL) model.

With Dynamic Payouts, HubSpot implemented a three-tiered compensation structure. Partners graduated to the next tier once they reached certain performance thresholds.

The tier levels are as follows:

- **Tier 1. HubSpot affiliate partners** receive 30% commission on every signup that converts to a paid subscription.
- **Tier 2. Super affiliate partners** receive 30% commission on every signup that converts to a paid subscription plus additional bonuses.
- **Tier 3. Elite affiliate partners** receive custom commissions based on their performance in the HubSpot program.

Additionally, HubSpot cultivated stronger relationships with affiliates through its own CRM platform. The team sent custom performance emails to each partner tier. As a result, partners were informed and motivated, and HubSpot stayed top-of-mind for partners.

Solution (con't)

Teaming up with [impact.com](#) to reallocate spending while investing more in partnerships

Keeping up to date with data

HubSpot used [impact.com](#)'s in-depth [reporting data](#) to track the quality of leads and implement quality checks to ensure the greatest impact.

When discussing business goals with partners, the company used [impact.com](#)'s performance reports to pull up and delve into relevant metrics easily. This ensured that all parties were always up to date on what was working and what wasn't. HubSpot and its partners could use this essential information to adjust partnership efforts for better results.

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“Having all the metrics on a call with a partner is huge. We're able to dig in and see where things went well or went wrong. The payout customization is also great — powerful and easy to set up.”

Nancy Harnett

Head of Affiliate Marketing
HubSpot



Outcome

HubSpot's Affiliate Program sees significant YoY growth

With impact.com's help, HubSpot increased affiliate revenue and signups by **more than 50%**. It also substantially boosted earnings per click (EPC). By using a platform that matched its evolving needs, HubSpot achieved remarkable program results and ultimately delivered a better partner and customer experience.



As added benefits, HubSpot was able to:

- Recruit a steady stream of affiliates that matched its business goals
- Gain deep insights into its campaign performance
- Use data to optimize its partnership efforts
- Automate payments to motivate affiliates

Want to get incredible partnership results? Check out impact.com's [app integration](#) with HubSpot. This integration is a seamless way for businesses to automate and manage partnerships, and track and attribute partner value through every stage of the sales funnel.

HubSpot's new Affiliate Program offers:

- 30% commission on sales
- A large creative library of 400+ marketing assets
- Detailed performance reports
- A generous 180-day cookie window
- Reliable support from the HubSpot affiliate team

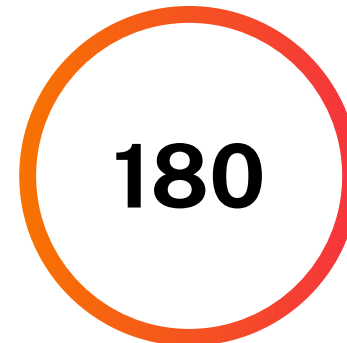
Working with the reporting capabilities and payout customization of impact.com, HubSpot has introduced a new tiered payout and bonus structure, so affiliates who perform well are rewarded accordingly.



commission
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Who should join HubSpot's affiliate program?

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