

CUSTOMER STORY · PROFESSIONAL SERVICES

AdLib Media Group

370%

Deal growth in five months

AdLib Media Group, a digital service provider, was scaling on Google Sheets. Workflows fragmented, records updated by hand, leads slipping through the cracks. INSIDEA implemented HubSpot Sales Hub, Service Hub, and Marketing Hub Professional. Five months later, deal creation was up 370% with 73 new...

ACCREDITATIONS

Five HubSpot Solutions Partner accreditations

PARTNER TIER

Elite Solutions Partner

HubSpot's highest partner tier



HubSpot Onboarding



Platform Enablement



CRM Data Migration



Custom Integration



CRM Implementation

THE CHALLENGE

AdLib was running sales data through Google Sheets. As the business grew, the cracks widened. Manual updates were time-consuming and prone to costly errors. Without a way to connect companies, contacts, and opportunities, leadership couldn't track revenue or prioritize leads in any structured way. The need wasn't just to fix today's pain. It was to build the foundation for tomorrow's growth.

WHAT INSIDEA BUILT CRM & Platforms (HubSpot Pro x3) + RevOps + Growth Marketing

✓ Form integration without data loss

AdLib's non-WordPress forms wired into HubSpot via custom tracking codes. Every submission flowed seamlessly into the CRM, no leaks, no orphan records.

✓ Workflow automation

Company and deal records auto-created on form submission. Custom pipelines and deal stages structured around the actual sales and service motion.

✓ Centralized deals and tickets

Service tickets and deals consolidated into HubSpot, creating a single source of truth for B2B operations. Duplication eliminated, confusion gone.

✓ Real-time custom dashboards

Monthly and quarterly revenue trends, ticket resolution times, and pipeline health all surfaced in HubSpot. Raw data turned into actionable insight.

✓ Sales + Service + Marketing alignment

All three hubs configured to share data and triggers. Marketing hands off to sales cleanly, sales hands off to service cleanly, all under one platform.

✓ Scalability foundation

The setup wasn't just for today's scale, it was built to absorb the growth AdLib was already heading into. Pipelines, automations, and reports designed to scale without...

MEASURABLE RESULTS

370%

Deal creation growth. May to September, post-implementation

73

Deals in a single week. Record-breaking surge in September

85.43%

Pipeline in active deals. Strong growth and engagement signal

Down

Avg ticket resolution time. Tickets resolved within reasonable SLA

"It was like flipping a switch from a slow trickle to a powerful flow of opportunities."

AdLib Media Group

Stack: HubSpot Sales Hub Pro · HubSpot Service Hub Pro · HubSpot Marketing Hub Pro · Custom Form Tracking · Workflows · Custom Dashboards

Want results like these in your business?

A 30-minute strategy call to map your systems and goals. Fixed-fee proposal if we are a fit.

Book a Strategy Call →