

CUSTOMER STORY · SAAS

Cloud SaaS Company

89%

Increase in Organic Clicks (6 months)

A fast-growing SaaS company in the cloud cost optimization space was struggling with fragmented sales operations, limited reporting visibility, and minimal organic presence. INSIDEA deployed a comprehensive strategy spanning CRM migration, structured sales funnel design, lead nurturing automation...

PARTNER TIER

Elite Solutions Partner

HubSpot's highest partner tier

ACCREDITATIONS

Five HubSpot Solutions Partner accreditations

HubSpot
OnboardingPlatform
Enablement

CRM Data Migration



Custom Integration



CRM Implementation

THE CHALLENGE

As the company scaled, a combination of operational and growth-related challenges began limiting its ability to execute efficiently and capitalize on market demand. Disconnected tools, fragmented data, and the absence of a structured inbound strategy were holding back both sales performance and organic growth potential.

WHAT INSIDEA BUILT SEO, CRM & Marketing

✓ CRM Migration & Data Consolidation

INSIDEA migrated the company to HubSpot, preserving all historical sales data and creating a unified platform that aligned sales and marketing teams with a single source...

✓ Sales Funnel Design & Lead Management

A structured sales funnel was built with clearly defined stages, standardized lead statuses, and improved closed/won and closed/lost visibility, reducing missed...

✓ Lead Nurturing & Workflow Automation

Segmented email workflows tailored to product offerings and buyer journey stages ensured every lead received relevant, timely communication, improving engagement without...

✓ SEO & Content Marketing Strategy

INSIDEA built a robust SEO program targeting high-intent, high-CPC industry keywords, optimizing site content for search visibility, and producing targeted content that...

✓ Reporting, Dashboards & SDR Services

Weekly and monthly dashboards were implemented for campaign-level performance tracking. INSIDEA's SDR team also handled lead management and follow-up, improving pipeline...

✓ Onboarding Enablement & Social Media

Standardized workflows and HubSpot training reduced new team member ramp-up time. Social media marketing expanded brand reach and supported the broader content and...

MEASURABLE RESULTS

89%

Increase in Organic Clicks (6 months)

103%

Increase in Search Impressions (6 months)

27K

Monthly Organic Visitors (up from 18K)

60

Qualified Organic Leads Per Month

"INSIDEA helped us achieve significant revenue growth in a short period. Their strategic approach to marketing and operations made a meaningful impact on our business. The team executes with speed and precision, allowing us to focus on scaling while they handle the complexity of marketing and systems."

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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 →