

Customer Case Study - nOps

Customer Overview



Customer Name: **nOps**



Industry: **Information Technology (SaaS Software)**



Location: **San Francisco, California, United States**



Website: **nOps.io**

About nOps

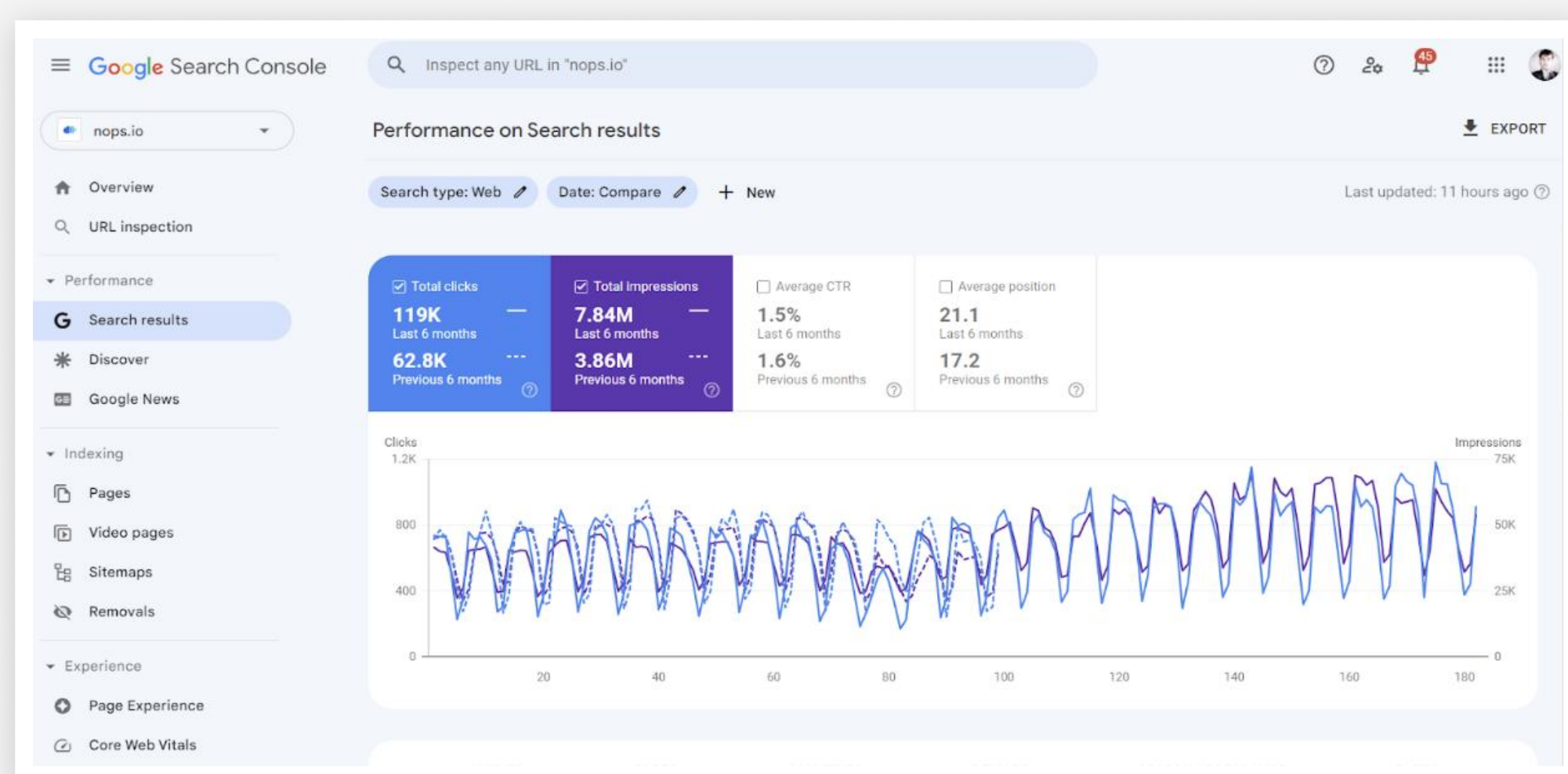
nOps is an automated FinOps platform that specializes in optimizing AWS costs. Their platform provides real-time insights, helping businesses reduce expenses by up to 50% with minimal engineering effort. With one-click integrations and intelligent workload provisioning, nOps has become a leader in cloud cost management.

Services Provided

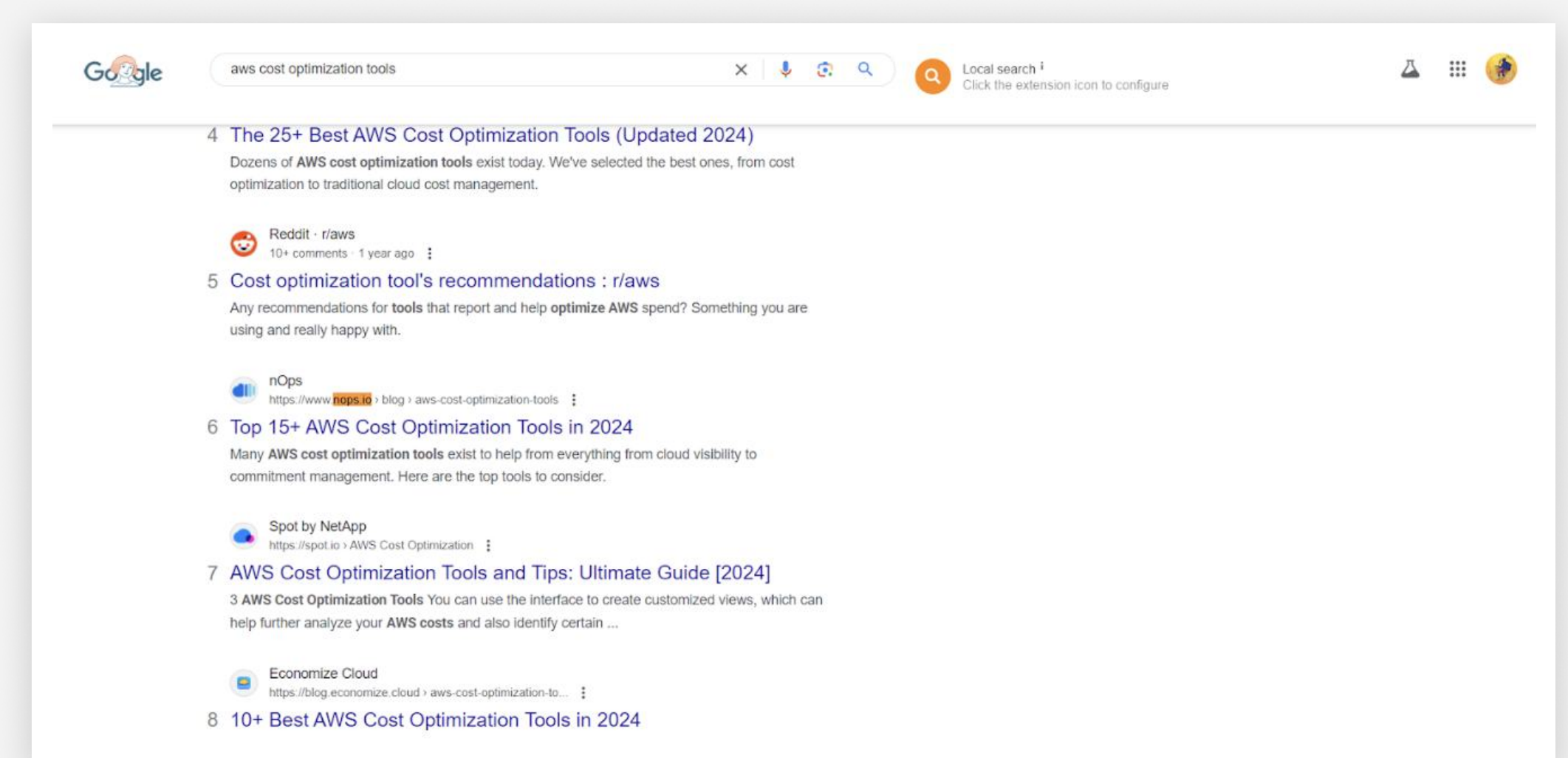


Search Engine Optimization (SEO)

Developed a robust SEO strategy to improve organic traffic and rankings for key industry terms.



➤ **Google Search Console** data that represents **organic search clicks and impressions** received by nOps.

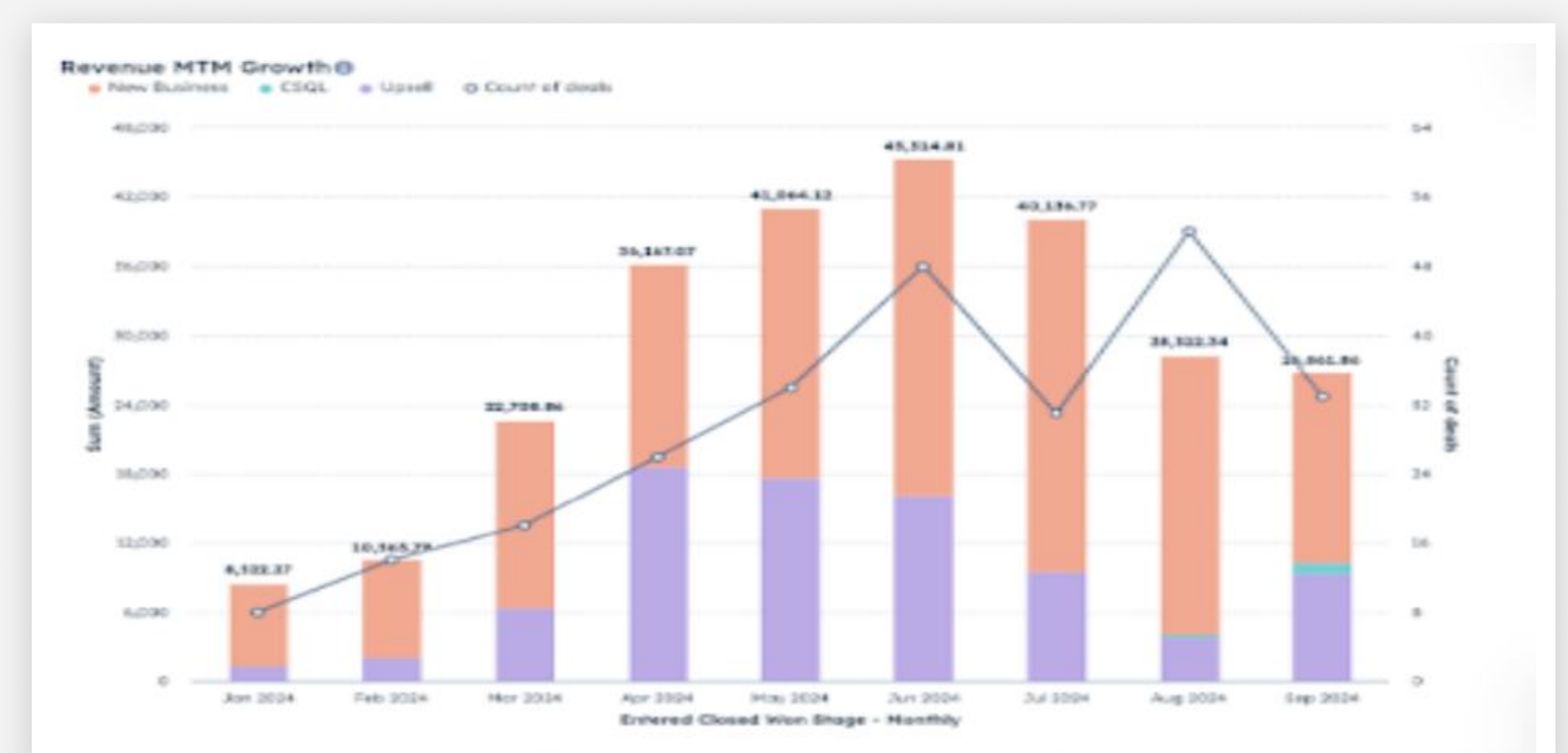


➤ **Top ranking high CPC keywords** on the first page of **Google Search**



HubSpot Management

Migrated sales data from Salesforce to HubSpot, improving the sales cycle and consolidating data for better reporting.





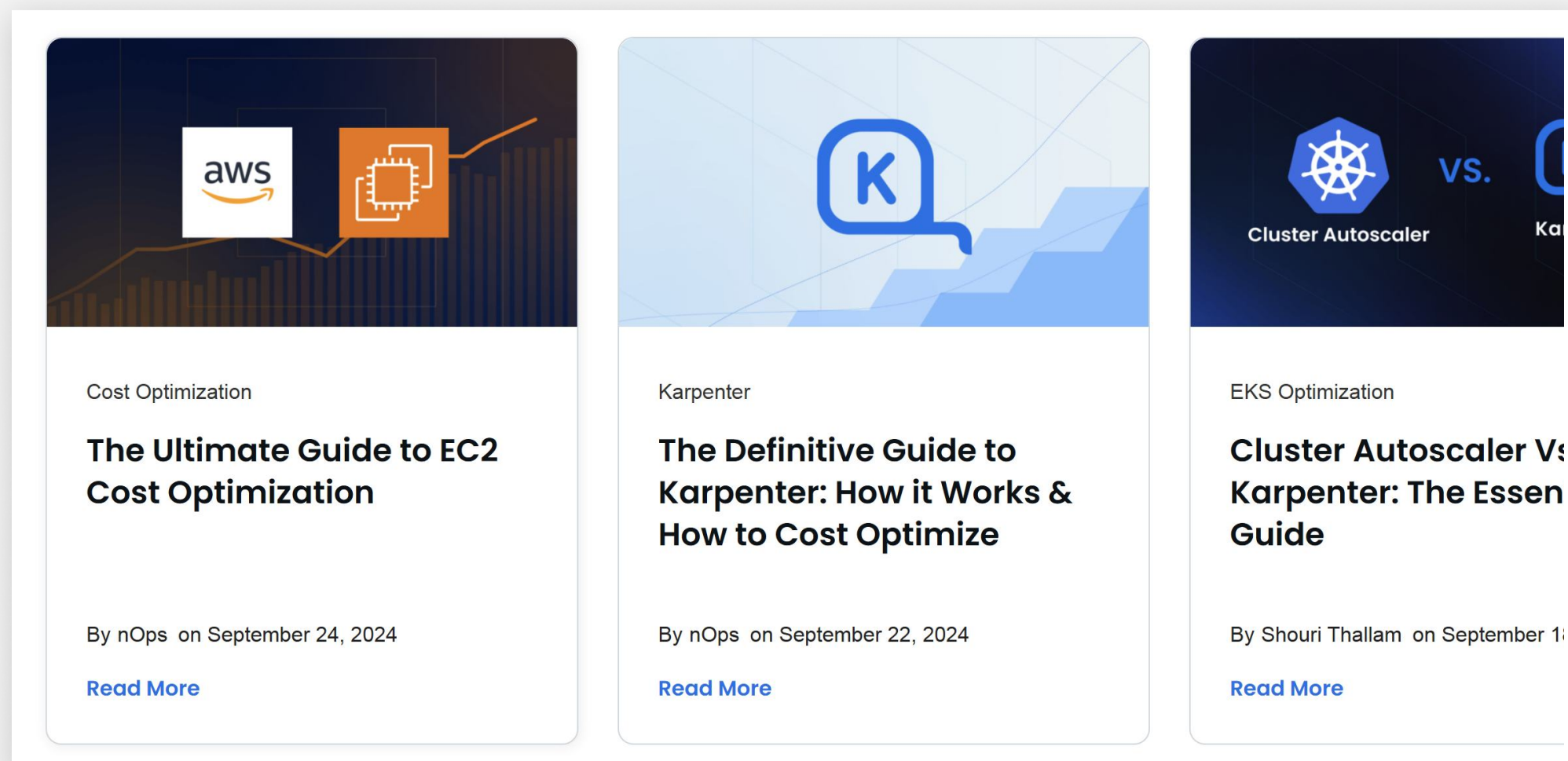
Sales Development Representative (SDR) Services

Handled lead management, enabling better tracking and follow-up on sales opportunities.



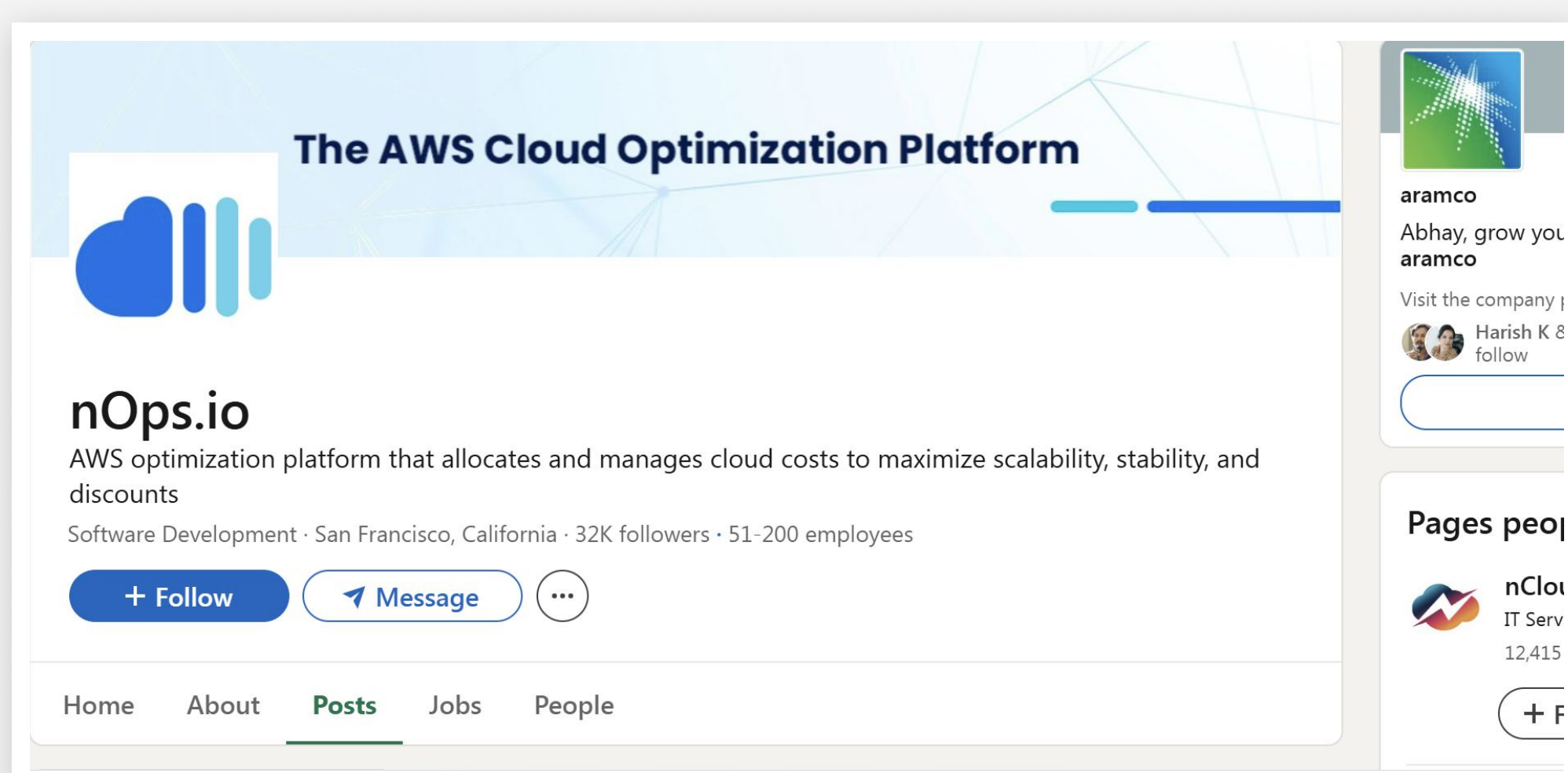
Content Marketing

Created targeted content strategies to capture the attention of prospects and enhance the buyer's journey.



Social Media Marketing

Leveraged social channels to expand brand reach and drive engagement.



Key Challenges

- ▶ Difficulty managing the sales cycle with Salesforce
- ▶ Limited reporting and analytics capabilities
- ▶ Lead tracking and management inefficiencies
- ▶ Difficulty onboarding new employees quickly
- ▶ Need for a unified view of customer data

Solutions Implemented by INSIDEA

Salesforce to HubSpot Migration

INSIDEA successfully migrated nOps from Salesforce to HubSpot, integrating new workflows to enhance business processes. This migration helped streamline operations, allowing both sales and marketing teams to work more cohesively.

Lead Management & Sales Funnel Development

INSIDEA designed a sales funnel, improving clarity on where each lead was in the sales process. Reports now clearly indicate the status of leads, with better visibility of closed/won and closed/lost deals.

Data Consolidation

Combined HubSpot and Google Analytics data provided better insights into lead sources and customer behavior, making reporting clearer and more actionable.

Lead Nurturing Workflows

Developed email workflows that guide leads through the buyer's journey, segmented by product offerings. These workflows also enhanced customer engagement.

Reporting & Dashboards

Weekly and monthly dashboards focused on specific campaigns, offering actionable insights to guide strategy adjustments.

Onboarding and Operations Management

INSIDEA played a key role in onboarding new nOps team members, ensuring they were fully trained on HubSpot and could manage day-to-day sales and marketing operations.

Business & Technical Benefits

- ▶ Expanded market reach by catering to businesses of all sizes
- ▶ Optimized marketing and sales processes through better sales insights
- ▶ Real-time reporting for swift strategy adjustments
- ▶ Streamlined data visualization with HubSpot and Google Analytics integration
- ▶ Increased website traffic from targeted ad campaigns
- ▶ Holistic understanding of customer interactions through data consolidation
- ▶ Increased customer engagement and loyalty
- ▶ Reduced employee onboarding time and costs
- ▶ Targeted customer outreach via segmented email workflows
- ▶ Efficient day-to-day operations management

Client Testimonials



JT Giri
CEO

INSIDEA has helped us grow our revenue 10x in a very short time. Their strategic insights were key to our marketing success.



Ghazaleh Davoudzadeh
Marketing Manager

The INSIDEA team handles everything with speed and precision, allowing us to focus on scaling our business.

Results Achieved

- ▶ 60 leads per month generated through organic search
- ▶ Organic monthly traffic growth from 18K to 27K
- ▶ 89% increase in organic clicks, from 62.8K to 119K (in 6 months)
- ▶ 103% increase in impressions, from 3.86M to 7.84M (in 6 months)
- ▶ High-CPC keywords like "cloud cost optimization tools" consistently rank on Google's first page