

LEAD COVER

Igniting Lead Generation:

HubSpot Case Study in Optimizing Growth for Transportation Brokerage

THE CLIENT >

An innovative brokerage firm redefining the transportation industry through a combination of a proprietary technology and a deep commitment to delivering customer centric transportation solutions.

THE CHALLENGE >

Despite a robust sales operation, the client recognized the need to bolster their marketing foundation. They sought to optimize their MarTech stack and ignite their lead generation engine. Their goals were clear: attract more qualified leads and gain actionable insights into their demand generation efforts.

THE SOLUTIONS >

To address the client's challenges, LeadCoverage implemented a multi-faceted, technology-centered approach:



Strategy &
Data

LeadCoverage partnered with the client to develop a comprehensive MarTech strategy. We assessed their current sales processes, identified pain points, and mapped out deal stages with automation workflows. We migrated historical data from their existing CRM to HubSpot and established a HubSpot integration with Sales Intel.



Enablement
&
Preparation

A comprehensive training program empowered the sales team to leverage the new platform, building upon their existing CRM experience. Finally, we launched a domain warming campaign to prepare their domain for optimal performance in future marketing initiatives.

THE RESULTS >

Improved Alignment & Growth

1

This strategic foundation fostered improved sales and marketing alignment, both technologically and internally. We observed a positive trend in deal velocity – a clear indicator of growth.

Domain Warming Success

2

Our strategic domain warming campaign surpassed industry benchmarks for engagement and deliverability. This ensures a "healthy" domain reputation, paving the way for high-performing email marketing efforts moving forward.

THE MATH

\$192M

value of new deals
created after import of
historical data

386%

increase in tasks created
driving sales efficiencies

99.8%

successful delivery rate for
domain warming campaign
with 0% bounce rate

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We make market leaders.



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