carriersource | **LEAD COVERAGE**

Activating In-Market Shippers with Single Stream Intent™ + Custom HubSpot Integration Included

THE CLIENT

CarrierSource is the fastest-growing carrier intelligence and discovery platform in freight. It enables shippers to search, evaluate, and connect with vetted carriers and brokers across North America. LeadCoverage is the logistics industry's leading demand generation and RevOps consultancy. Together, we've developed a custom HubSpot integration that converts intent data from CarrierSource into pipeline-driving action.

This collaboration powers LeadCoverage's proprietary Single Stream Intent™ system, enabling logistics companies to act on real-time behavioral signals from shippers—without leaving HubSpot.

We make market leaders by turning visibility into velocity. Our clients don't just watch the market—they lead it.

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1 FINAL MILE & EVENT SERVICES BROKER

GO-TO-MARKET FOCUS

Drive qualified pipeline for final mile and event logistics services

Live Insights:

- 35 event services companies searched CarrierSource in the past 30 days, including LA28 Olympic & Paralympic Games, Daytona International Speedway, and The Expo Group
- 9 shippers searched specifically for Final Mile capacity, including DuPont, The Yankee Candle Company, and Lamb Weston

THE IMPACT

Signals pushed into HubSpot were scored against the ICP and used to trigger sales alerts and nurture campaigns—enabling follow-up within hours of real buyer activity.

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2 CROSS-BORDER FREIGHT BROKER (CANADA/US)

GO-TO-MARKET FOCUS

Identify and prioritize U.S.–Canada cross-border shipping intent

Live Insights (30-Day Snapshot):

- 123 ICP-fit shippers searched for capacity in Canada
- 7 shippers searched lanes from Canada → U.S., including Walmart, SLB, and AbbVie
- 6 shippers searched lanes from U.S. → Canada, including Walmart, SLB, and Procter & Gamble
- 6 shippers filtered for Cross-Border service, including Samsung, Analogic, and Penguin Random House

THE IMPACT

All search data was synced directly into HubSpot workflows, enabling reps to launch personalized outreach to accounts in active buying motion.

Deliverable: A custom-built CarrierSource → HubSpot integration that powers lead scoring, segmentation, real-time campaign triggers, and full-funnel attribution inside HubSpot.

Note: This integration and methodology is exclusive to HubSpot and delivered by LeadCoverage.