



LogiNext is a leading global enterprise SaaS company for field service and logistics optimisation, using data analytics and machine learning algorithms to optimise movements across the globe. On a marketing team of six people, Kruthi Aramanamada and Sharjeel Siddiqui head up product marketing and digital marketing respectively. The company experienced a phenomenal 150% growth in their first year and 20% growth month-on-month ever since. Before HubSpot, this rapid growth meant LogiNext experienced a number of challenges across lead tracking, nurturing and data clarity. Since implementing HubSpot, LogiNext now have a crystal-clear view of where their leads come from and also the quality of these leads. The company built an automated process to effectively nurture leads into opportunities and customers through the use of HubSpot workflows, while the HubSpot CRM provides them with total clarity of sales-driving data. They've also shortened their sales cycles by an impressive two months, and this targeted approach to marketing and sales has had a positive effect on customer delight, with their Net Promoter Scores improving by 25%. This has coincided with a five-fold increase in website traffic and a four-fold increase in lead qualification, along with a 70% reduction in manual effort through process automation.

5x increase in month on month website traffic

4x increase in lead qualification

70% reduction in the manual effort

Rapid growth and a need to scale

The nature of LogiNext's products mean that a prospect must be guided properly from first interaction to conversion, with the adoption process also dependent on the type of lead nurturing applied to specific prospects. To determine what nurturing process should be applied, LogiNext's marketing team must identify the circumstances, source and the interaction points of each inbound lead. To assure credibility and authenticity of every lead, they had to manually track each one. Prior to HubSpot, LogiNext used multiple tools for lead-tracking and nurturing, none of which were a good fit for the company. They had also recently launched a new self-service model which supercharged their already-impressive growth trajectory, so scalability of lead tracking and nurturing had to be duly upgraded and streamlined accordingly. With the demands on the team increasing, so too did the need to automate manual processes and work more efficiently. All these requirements called for the integration of a more robust automation tool and central CRM database that marketing and sales could cohesively work around. By meeting these needs, LogiNext's marketing team could focus on other value-adding activities. "We started getting a lot of leads once we optimised the website for inbound leads. The next obvious step was to understand where these leads come from and appropriately nurture them"



Workflows, content and cohesion

While the company evaluated a number of solutions, including Marketo, Intercom, WordStream, and LeadSquared, it was the all-encompassing capabilities of HubSpot that stood out the most. Once the marketing team were convinced that HubSpot's offerings were a perfect fit for their own requirements, they began to transform their processes immediately. Kruthi quickly got up to speed with HubSpot by dipping into the extensive library of resources on offer. She then applied this knowledge to build a series of email campaigns and workflows that enabled LogiNext to reach out to, track and nurture leads; and also boost the self-service model of LogiNext's products.

Sharjeel used HubSpot's extensive Content Strategy feature to build SEO and content campaigns around specific topics and keywords gleaned from the tool. Using a simplified design manager, he also created multiple landing pages around a specific set of keywords targeting different buyer personas, with the conversion rates of these SEO-optimised landing pages increasing the quality and precision of their leads. LogiNext also embedded the HubSpot CRM and Sales features to centrally house all their data, meaning both marketing and sales work in unison on the same information. While the HubSpot solution has greatly helped LogiNext, Sharjeel alluded to his satisfaction with the initial onboarding process, which he felt was timely and impressive in equal measure. Kruthi explained that the ongoing service has matched their onboarding experience and has been consistently effective. "If we have any issues or queries, the HubSpot team always respond to us very quickly and try to resolve our issues immediately."



More traffic and leads with better qualification and less effort

Post-integration, the results began to show immediately. LogiNext quickly leveraged HubSpot to increase the functionality of their new self-service model, resulting in a boost to their already outstanding growth period. The company is now generating five times more traffic than they did before and qualifying four times more leads. HubSpot's scalability has also kept pace with LogiNext's growth, with their team successfully saving 70% of time spent on manual processes by streamlining the automation capabilities of HubSpot.

However, they're not finished there. Sharjeel believes that they've only just started to discover the potential of HubSpot, with plans to start further improving the quality of leads through utilising the Ads tool for retargeting campaigns and implementing more smart content into their landing pages and emails. Sharjeel elaborated on the potential of HubSpot for LogiNext by stating: "We still feel we're exploring only about 40% of what HubSpot has to offer and we're very excited to see what the other features can do for us."

About LogiNext

LogiNext is a leading global enterprise SaaS company for field service and logistics optimisation, using data analytics and machine learning algorithms to optimise movements across the globe.

Industry: Business Services

Company Size: Small Business

Location: India

Software: Marketing, Sales