

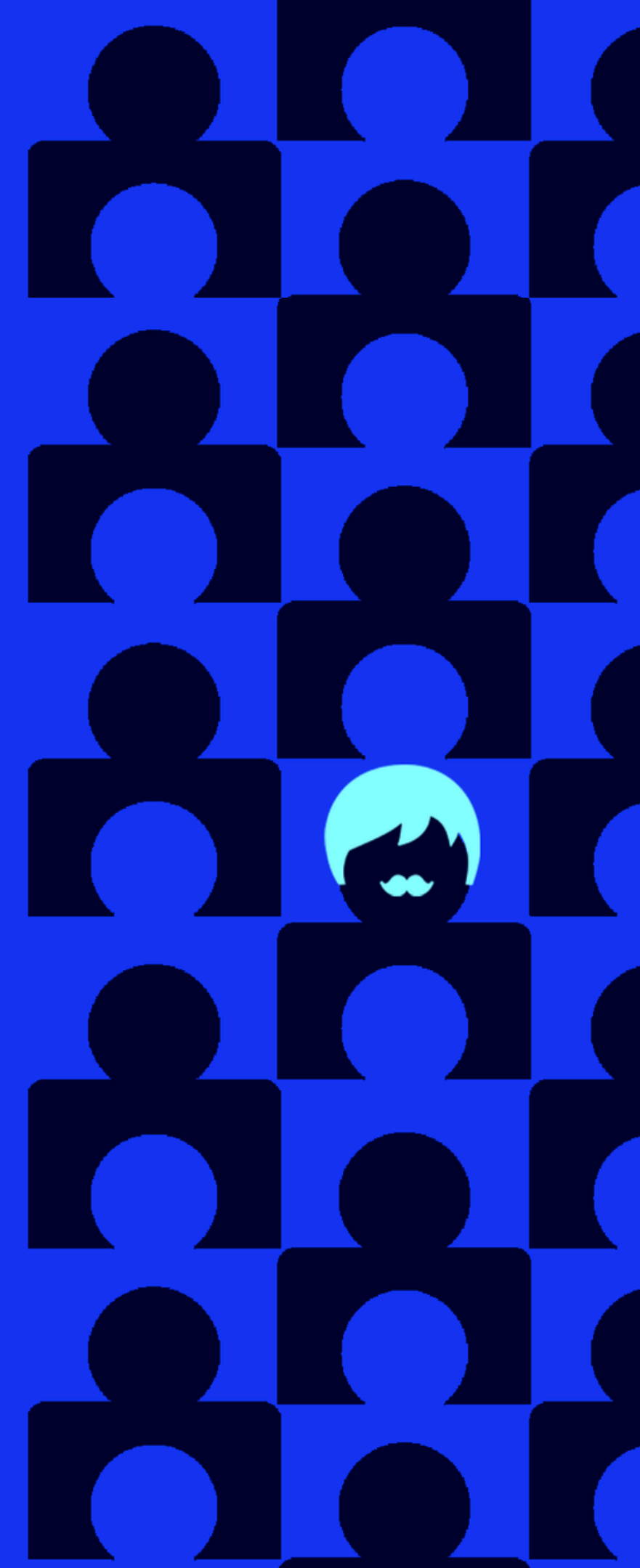
CASE STUDY

colt

Migrating from HubSpot to Salesforce:

Why telecom giant Colt achieved superior sales and marketing alignment with SalesWings.

Powered by  **SALESWINGS**



The challenge of data integrity

Data integrity is an issue many businesses struggle with.

To maintain accuracy across platforms and systems and create standardized processes is no small feat—especially at larger companies. At leading telecommunications company Colt, the situation was no different. Stuck with a setup that didn't quite serve them, a move to Salesforce Marketing Cloud (SFMC)—and the addition of [SalesWings](#)—started to bring much-needed clarity to truly enable teams to start optimizing processes, and most importantly, **bridging the data gap and create alignment across departments.**

We spoke with Sandra Palencia, Growth Marketing Manager at Colt, about why they decided to migrate from HubSpot to Salesforce and why they chose to implement longstanding Salesforce ISV partner SalesWings to complement existing Salesforce Marketing Cloud (SFMC) capabilities.

Let's start at the beginning and dig into the data.

Challenge overview

Data silos: Marketing and sales teams couldn't easily access shared data, leading to misalignment and friction.

Poor visibility: Sales didn't have any data on previous marketing engagement for leads, making it difficult to accurately prioritize and target.

Broken lead scoring model: Leads fell between the cracks between two platforms, leading to missed opportunities and lost revenue.

Leaving Hubspot for Salesforce

Palencia refers to the topic of HubSpot as a “hot potato in the business” as it had been left without clear ownership.

The crux of the issue was this: Teams were using HubSpot without standardized processes and without understanding how the platform was set up. From a data and architecture standpoint, there was no structure around how the data fed into the different objects and data sets, quickly leading to data integrity issues.

As a result of the setup, HubSpot’s limitations were surfacing at an alarming pace, prompting Colt to consider bigger changes. Soon, migrating from HubSpot to Salesforce was inevitable, a decision aligned with larger strategic goals.

This transition was not just about swapping tools, but about redefining workflows, aligning departments, and ultimately improving business processes that would lead to greater revenue impact.

The need for SalesWings

From the beginning, Colt identified significant data gaps which would instantly created barriers if not addressed during the platform migration.

In particular, Salesforce Marketing Cloud (SFMC) lacked some critical B2B capabilities for sales and marketing alignment.

Recognizing the limitations of their existing solutions, Colt set out on a quest to find a tool that would bridge the data gaps and help them approach lead and account qualification systematically.

The Solution: Trusting SalesWings to empower sales and marketing with first-party buyer insights

Effective lead and account scoring can make or break your business. If your lead scoring setup doesn't help you better understand your customers, optimize lead gen campaigns, prioritize accounts, and, ultimately, drive more revenue—it's broken.

Colt understood this from the very beginning. They knew that they needed to collect more first-party behavioral insights to feed into their lead scoring model.

Palencia shares that, “we knew that we required specific marketing activities to be tracked that Marketing Cloud and Sales Cloud couldn't deliver. For example, we had no visibility on website engagement.”

SalesWings enabled Colt to track and analyze over 130,000 monthly website sessions across key product pages, gated content, and campaign landing pages—insights that were previously unavailable in Salesforce Marketing Cloud.

“

SalesWings gave us the missing puzzle piece. We now have a single source of truth and actionable intelligence that drives better conversations, better campaigns, and ultimately, better revenue outcomes.

”



Sandra Palencia, Growth Marketing Manager at Colt Technology Services

The Results

From the get-go with SalesWings, Colt gained full visibility into individual lead and account intent and was finally able to understand which buyers were actively engaging - and which engagement signaled interest.

The onboarding and implementation process was seamless, with the SalesWings team working closely alongside Colt to ensure quick setup, alignment with the new Salesforce architecture, and tailored configuration to match their specific goals. The result was immediate value and actionable insights that both sales and marketing teams could use from day one.

The impact?

A successful transition from HubSpot to Salesforce, empowered teams, and an aligned go-to-market strategy with data at its core.



Breaking data siloes with SalesWings

By partnering with SalesWings, Colt was able to take full control of its data narrative—turning a previously siloed system into a unified, insights-driven operation.

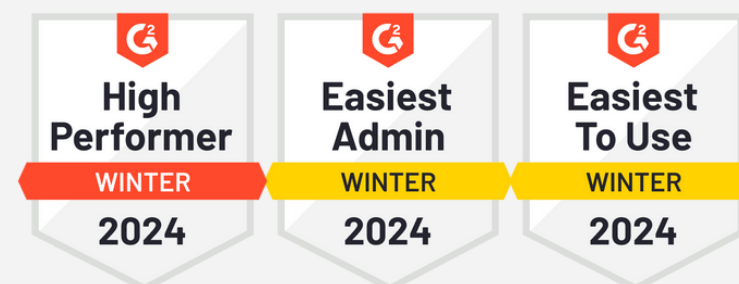
With real-time behavioral tracking, enhanced visibility into website engagement, and a scalable lead scoring model tailored to their needs, both the marketing and sales teams gained the clarity and confidence to act fast—and act smart.

About

SalesWings

SalesWings provides sales and marketing teams with rich first-party data insights into the needs, interests and sales-readiness of their leads, contacts and accounts.

SalesWings first-party intent data is deeply and natively integrated into Salesforce, Braze as well as other partner platforms, powering highly personal, timely and well-orchestrated sales and marketing engagements.



Resources

- [SalesWings Website](#)
- [The Ultimate Lead Scoring Guide](#)
- [Follow us on LinkedIn](#)

Talk to us