



**RevInfotech**  
revolution redefined

# Portfolio of HubSpot

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## VERSION:

DATE	AUTHOR	VERSION	CHANGE SUMMARY
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# Portfolio of HubSpot

## Overview:-

**Revinfotech Pvt. Ltd.** specializes in delivering customized HubSpot CRM solutions tailored for multi-website businesses in industries such as IT services, healthcare technology, and information services. In this project, Revinfotech partnered with **QServices IT Solutions**, a global IT services company, to implement an advanced HubSpot Sales Hub and Marketing Hub system. The solution focused on multi-domain lead management, localized forms, automated workflows, and integrated analytics for enhanced marketing and sales performance.

## Portfolio

**Website Lead Management with HubSpot Sales Hub & Marketing Hub**

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# 1. Project Overview

**Client:** QServices IT Solutions

**Industry:** IT Services

**Duration:** 2 Months

**Location:** India



Our client manages custom software development, AI solutions, mobile and web applications, DevOps, and Microsoft technologies like Azure and Dynamics 365.. They needed to centralize their lead management across multiple websites, streamline form submissions and workflows for different locations, and gain clear insights through unified analytics—powered by HubSpot’s Sales Hub and Marketing Hub.

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## 2. Project Objectives:-

Implement a **multi-website setup** with unified branding and localized content

Enable **centralized lead and customer management** through a single HubSpot CRM

Create **location-specific forms and workflows** for each region

Provide **integrated analytics** to track marketing and sales performance across all websites

Automate **lead nurturing, follow-ups**, and email communications

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## 3. Our Solution

### Custom HubSpot CRM & Marketing Hub for QServices

- **Multi-Domain Support:** Enabled multi-website management in HubSpot CMS, providing centralized control with localized flexibility for different regions.
  - **Custom Forms & Workflows:** Tailored lead capture forms for each website, ensuring inquiries were routed to the right team or location seamlessly.
  - **Integrated Analytics:** Tracked website performance metrics within HubSpot for data-driven decision-making.
  - **Unified CRM:** Centralized lead and customer management in a single HubSpot CRM, offering a complete 360° view of customer interactions.
  - **Automated Email Sequences:** Personalized email campaigns based on lead behavior and engagement.
  - **Lead Scoring & Qualification:** Configured automated lead scoring based on form inputs and interactions for better sales prioritization.
  - **Performance Dashboards:** Built custom reports to monitor campaign success across different regions.
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## 4. Technology Stack

Technology	Description
CRM Platform	HubSpot Sales Hub & Marketing Hub
CMS Platform	HubSpot CMS for multi-domain websites
Forms & Workflows	HubSpot Forms, Zapier (where applicable)
Analytics & Reporting	HubSpot Analytics & Dashboards
Email Automation	HubSpot Email Sequences
Lead Scoring	HubSpot Lead Scoring & Segmentation
CRM for IT Services	HubSpot CRM for Software Development & B2B Tech Solutions

## 5. Business Impact

Metric	Before	After	Improvement
Lead Response Time	8 hrs (manual follow-up)	2 hrs (automated workflows)	75% faster response
Conversion Rate (Form → Meeting)	20%	60%	40% higher conversion
Deal Closure Time	70 days	50 days	28% faster closures
Email Open Rates	25%	55%	30% improvement
Meeting Booking Rate Post-Campaign	15%	40%	25% higher engagement
Revenue per Lead	Baseline	+50% per lead	Increased sales potential
Lead Qualification Accuracy	60%	90%	30% more accurate lead targeting
Customer Satisfaction (NPS Score)	50	75	NPS +25 – Higher satisfaction & loyalty

## 6. Revinfotech's Role

- Enabled **multi-website setup** with centralized HubSpot CRM
- Designed **custom forms & lead routing workflows** for each location
- Created **automated email sequences** for lead nurturing and follow-up
- Implemented **lead scoring** to prioritize qualified leads
- Configured **performance dashboards** for marketing and sales teams
- Trained the QServices team on using HubSpot features effectively
- Provided **post-implementation support** for continuous optimization

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## 7. Why Revinfotech?

- Deep expertise in HubSpot Sales, Marketing, and CMS Hubs
- Proven success in multi-domain setups and global CRM implementations
- Tailored solutions for technology and healthcare companies
- Data-driven approach with focus on ROI, conversion, and customer satisfaction
- Experience integrating HubSpot with complex business ecosystems

## Workflow of Solution:-

### 1. Multi-Domain Website & Lead Capture

**Modules Involved:** HubSpot CMS, HubSpot Forms, HubSpot CRM

#### Details:

- Implemented multi-region websites in one HubSpot account
- Built localized forms for India, Canada, and USA
- Automatically assigned leads to regional teams

**Benefits to Clients:**

Consistent brand across global sites, accurate lead routing & centralized CRM.

## 2. Automated Lead Nurturing & Deal Pipelines

**Modules Involved:** HubSpot Workflows, Sequences, Deals

**Details:**

- Triggered nurturing emails and follow-ups based on form behavior
- Managed deals by country and service category
- Shortened deal cycles with automated task assignments

**Benefits to Clients:**

- Reduced manual work
- Faster sales execution
- Higher close rates

## 3. Email Personalization & Campaigns

**Modules Involved:** HubSpot Email Templates, Lists,

Campaigns

**Details:**

- Sent personalised email sequences based on lead source
- Ran localized email campaigns with regional content
- Used engagement metrics to optimize content

**Benefits to Clients:**

- Higher open and click rates
- More booked meetings

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