



HubSpot and Amplitude Join Forces to Bolster Product-led Growth

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Strategic partnership enables Go To Market teams to automatically prioritize leads, improve sales conversion, and retain more customers

BOSTON--(BUSINESS WIRE)--Sep. 18, 2024-- Today at [INBOUND 2024](#), [Amplitude, Inc.](#) (Nasdaq: AMPL), a leading digital analytics platform, and [HubSpot, Inc.](#) (NYSE: HUBS), the customer platform for scaling companies, announced a global strategic partnership to help Go To Market (GTM) teams close more deals.

HubSpot's [Smart CRM](#) offers a comprehensive, customizable company record, allowing marketing, sales, and service teams to have a single, unified view of the customer. However, most GTM teams still struggle to understand how customers are using their products. They don't know which users are most engaged, when they're ready to upgrade, or why they're struggling.

Now, teams can combine the power of HubSpot and Amplitude's customer behavior data to drive growth. Marketers can leverage HubSpot's enhanced Lead Scoring with Amplitude insights baked in, enabling them to serve up better leads to sales and build more targeted marketing campaigns. Sales and Customer Success teams can use HubSpot's Customer Health Scoring to understand the right time for expansions and mitigate the risk of customer churn. With behavioral insights infused into every customer touchpoint, your entire GTM organization can produce better results.

"HubSpot customers have told us they want better visibility into user behavior in their products. They know this data is key to accelerating growth," said Andy Pitre, Executive Vice President of Product at HubSpot. "Our partnership with Amplitude delivers the context organizations need to be successful. When marketing, sales, and support teams are aligned, they can drive better results."

With HubSpot and Amplitude's expanded [integration](#), GTM teams can easily track product usage alongside traditional CRM data. Before, product and marketing data were disconnected, making it impossible to deliver personalized experiences at scale. Now, joint customers can see Amplitude charts in their HubSpot dashboards and target customer cohorts based on product usage or other key buying signals. This empowers teams to engage users with the right message at the right time. Teams can also bring HubSpot data into Amplitude to understand marketing campaign performance. Joint customer UserGuiding says the integration between Amplitude and HubSpot has significantly boosted its sales conversions, while also delivering operational gains.

"We want to help every company achieve their growth goals, and that starts with unlocking the power of their products," said Francois Ajenstat, Chief Product Officer at Amplitude. "Product-led growth is the most efficient way to drive revenue, but it's not easy to pull off. Amplitude and HubSpot are changing that. Instead of wasting time on the wrong leads and the wrong campaigns, teams can use product behavior signals to upsell, convert, and retain more customers."

It's now easier and faster for HubSpot customers to install and get value from Amplitude as well. With one line of code and no learning curve, anyone can get up and running in a matter of minutes. Amplitude is also natively integrated into the [HubSpot App Marketplace](#). As a HubSpot Certified App, Amplitude meets HubSpot's security, privacy, reliability, performance, usability, accessibility, and value standards.

"Marketing campaigns are notoriously difficult to measure, and email open rates aren't enough. We want to understand how campaigns influence customer behavior in the product and affect key metrics like retention and revenue growth," said Anas Masood, Growth Product Manager at Polly. "Amplitude and HubSpot are making this possible. When product and marketing data are unified, we can create a more cohesive and personalized experience for our users."

Learn more about HubSpot and Amplitude's partnership [here](#). Visit Amplitude at booth #44 at INBOUND 2024, happening now through September 20, 2024.

About HubSpot

HubSpot (NYSE: HUBS) is the customer platform that helps businesses connect and grow better. HubSpot delivers seamless connection for customer-facing teams with a unified platform that includes AI-powered engagement hubs, a Smart CRM, and a connected ecosystem with over 1,500 App Marketplace integrations, a community network, and educational content. Learn more at www.hubspot.com.

About Amplitude

Amplitude is a leading digital analytics platform that helps companies unlock the power of their products. More than 3,200 customers, including Atlassian, NBCUniversal, Under Armour, Shopify, and Jersey Mike's, rely on Amplitude to gain self-service visibility into the entire customer journey. Amplitude guides companies every step of the way as they capture data they can trust, uncover clear insights about customer behavior, and take faster action. When teams understand how people are using their products, they can deliver better product experiences that drive growth. Amplitude is the best-in-class analytics solution for product, data, and marketing teams, ranked #1 in multiple categories by G2's Summer 2024 Report. Learn how to optimize your digital products and business at amplitude.com.

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