

# VIAMEDICI: MARKETING & SALES ALIGNMENT WITH HUBSPOT

## VIAMEDICI



**OUR GOAL:**  
To streamline  
lead management  
process while  
enhancing lead quality  
and engagement and  
real-time reporting

**"The integration of HubSpot with key third-party applications has been a game-changer. The ability to source contacts efficiently, identify website visitors, and enhance our social selling capabilities, all while achieving a 70% email open rate, speaks volumes of Nytro Marketing's strategic implementation. This collaboration has set a new benchmark in lead management excellence."**

*~ Jürgen Miller, CEO, Viamedici*



### Viamedici's Challenges

- Poor data migration from previous CRM
- Invalid contact information importation
- No centralized platform for email marketing, social media, landing pages or CTA management
- No analytics for campaign management
- Fragmented systems made it difficult to manage



### Hubspot Benefits

- Reduced administration and substantial cost savings
- Increased efficiency due to significant workflow process optimization
- Dramatic increase in data quality and email deliverability
- Enhanced sales adoption of the CRM and increased reporting capability.
- marketing, social media, landing pages or CTA management
- No analytics for campaign management
- Fragmented systems made it difficult to manage

## ✓ Hubspot implementation

### Best Practices:

- Nytro Marketing collaborated with Viamedici's sales leadership to align sales and marketing processes. Sales and Marketing Professional hubs were customized to provide US and European teams to track inbound leads, execute sales sequences and monitor deals

### Third-Party Application Integration:

- Apollo Integration for Contact Sourcing and Mass Emailing: Apollo's integration with HubSpot enabled efficient sourcing of contacts and streamlined mass emailing campaigns

### Dealfront for Website Visitor Identification:

- Dealfront's tool was integrated to identify and track website visitors, providing valuable insights for personalized engagement

### Overloop for LinkedIn Social Selling:

- Leveraging Overloop, Viamedici enhanced its LinkedIn social selling strategy, directly syncing with HubSpot for a unified view of lead interactions

### Lead Stages, Scoring and Qualification:

- A dynamic lead management framework was established, with a custom lead scoring model prioritizing leads based on potential engagement and value
- With HubSpot Sales Hub, Managers can track the progress of the SDR team as they qualify leads directly from the platform and use HubSpot to call and email contacts without leaving the solution.

## ✓ Results

Integrating HubSpot with third-party applications like Apollo, Dealfront, and Overloop transformed Viamedici's lead management process. Notably, the email open rate skyrocketed from 12% to an impressive 70%, demonstrating the effectiveness of the integrated approach in engaging leads. By leveraging several Marketing Hub and Sales Hub integrations, Viamedici has reached its engagement goals for leads, helping to fuel its continued rapid growth.

Viamedici has been able to consolidate insights and use that information to inform everything from strategic decisions to sales tactics.

### About Viamedici:

Viamedici is a leading provider of Multi-Domain MDM, PIM 360°, DAM, and Guided Selling - Dynamic Configuration/CPQ software for more than 350 global companies. We are the only company providing all of these capabilities in a single integrated platform in real-time