



Presto! Turning a Week of Work into Just a Few Hours with HubSpot

a marketing automation case study

Smartbear Zephyr

Software testing provider

 webmechanix

Introduction

SmartBear Zephyr, a leading provider of software testing tools for application developers, needed to update their most effective lead generation asset, an annual survey report called “How The World Tests”. In the past, refreshing this invaluable resource proved a daunting task. Getting survey responses at scale was difficult, and the company was unable to manage the logistics required to offer a “thank you” gift.

They came to WebMechanix needing an effective solution that would help improve response rates while also dramatically streamlining the data collection process. Naturally, we turned to the powerful automation capabilities of HubSpot, blending integrations with SurveyMonkey and Rybbon to create a powerful, end-to-end solution.



Highlights

In the past, refreshing SmartBear Zephyr’s most valuable lead magnet proved tedious and time-consuming but served a critical business need. By extending HubSpot’s functionality with SurveyMonkey and Rybbon, we saved our client countless hours of follow up while significantly reducing the time it took to get the requisite 500 responses.



Ashley Cox
HubSpot

“I’m proud to work alongside WebMechanix. They have taken every challenge and new idea we’ve thrown at them by storm. Their clients are lucky to have such a dedicated, savvy partner.”

Strategy

One of the most popular resources on the website was a report titled “How the World Tests”. But the report was growing outdated, especially within the software development sector where best practices can change overnight. SmartBear Zephyr wanted to update the survey but couldn’t devote the necessary human resources to do so. WebMechanix chimed in with automation.

Naturally, we turned to HubSpot’s vast Connect partner directory, a marketplace of vendors providing seamless integrations that extend the product’s flexibility. Ultimately, we turned to SurveyMonkey to automatically add responses to HubSpot for easy export and Rybbon to generate and email \$5 gift cards we gave to incentivize participants. This powerful combination made easy work of updating a high-value, prominent lead generation asset for our client.



The Bottom Line

When fully realized, the power of automation makes our lives as marketers much easier. HubSpot’s product is a flexible solution, capable of handling nearly everything we can think of. The added benefit of HubSpot’s wide array of Connect integrations truly distinguishes the product from competitors and gives our clients a substantial advantage in saving time and money.

SurveyMonkey Disconnect

When you turn a survey on, the respondents data will be collected and their details added to contacts. You can also use the survey in other HubSpot tools, like email and list segmentations. It'll be imported regularly so it's always up to date. [More about this integration.](#)

SURVEY TITLE	CREATED	RESPONDENTS	LAST SYNC	SYNC
How the World Tests - Annual Survey 2...	Nov 29, 2018 4:44 PM	481	Dec 9, 2018 1:09 AM	<input checked="" type="checkbox"/>



Contact us:

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or visit

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for more information