

RevOps Bulletin

NEWSLETTER | JANUARY 2025

2025 is here. What's new?

2024 was one modest stride for humanity, a monumental leap for artificial intelligence.

More and more tech platforms introduced native AI features that blew our minds - so what could be new this year? Well, lots.

Expect AI to majorly assist *cyber security and sustainable supply management* and expect a boom in robotics with *generalist robots* becoming more commonplace.

If it isn't clear already, 2025 isn't just going to be a year of crazy innovation, but also improving what we already have. 😊



INFOGRAPHIC

Effectively manage leads in Salesforce

Target your leads more strategically with these effective best practices for lead management in Salesforce. Learn all about lead scoring, segmentation, qualification, and automated distribution.

[READ MORE](#)



BLOG

Syncing RevOps with interdepartmental goals

RevOps can prove to be the thread that brings all your departments together. Learn how you can leverage RevOps to streamline processes and strategies across teams in your manufacturing business.

[READ MORE](#)



BLOG

Leverage RevOps to align your KPIs

RevOps can be leveraged to push your manufacturing business in the right direction. Learn how to streamline KPIs like customer acquisition costs, total cycle time, changeover time, etc.

[READ MORE](#)



CASE STUDY

Achieving maximum efficiency with HubSpot

Learn how Scorpion identified gaps and inefficiencies in their HubSpot setup through an extensive HubSpot audit with RevX and addressed them with automated workflows and an actionable roadmap.

[READ MORE](#)

HubSpot product updates: Sizzling hot 🔥

Marketing made personal: add personalized tokens in URLs

With this new feature available to all Hubs and tiers, HubSpot is making personalized marketing easy for everyone.

This update allows users to add personalization tokens to each URL shared inside buttons and images inside a marketing email.

[READ MORE](#)

You can now custom create invoicing presets

Nobody enjoys invoicing - not even the person who's paid to do it.

But don't you worry, this new HubSpot feature makes invoicing a cakewalk with pre-designed templates that can be used for different groups of clients and customers to save time (and headaches.)

[READ MORE](#)

REVPERT ACADEMY

Actionable RevOps insights to level up your career 📈

Short on time but big on dreams? A busy schedule is no excuse to put your professional growth on the back burner. Our bite-sized videos ensure effortless learning without hindering your day job.

INTEGRATING SLACK WITH HUBSPOT.

INSTRUCTOR:

Sakshi Jain

RevOps Expert

Join the RevXpert Academy and explore curated content for RevOps leaders, industry experts, and curious learners.

Made by experts, for experts. Enroll today.

[SIGN UP FOR REVPERT ACADEMY](#)

Just Ask Our Clients



"No project is beneath them if it helps the client, and they're deeply committed to delivering excellence."

— Dan Klos
Co-founder and CEO, Outco



"We loved working with them — they were extremely helpful, friendly, and efficient."

— Kera DeMars
Head of Marketing, Venture Capital Firm

**Did someone forward this email to you?
Join the fam.**

[SIGN UP HERE](#)

YOU CAN ALSO FIND US ON:

