







Marketing Ops is changing - again. But this time, it's not just about new tools or dashboards. It's about a whole new way of thinking. We're seeing big shifts in how teams build, connect, and grow; and the smartest operators are already leaning in.

This month, we're talking about what's next in MOPs. The trends, ideas, and innovations that aren't just cool, they're actually useful. Stuff that'll help business owners and experts do more with less, stay ahead of the curve, and make smarter bets.

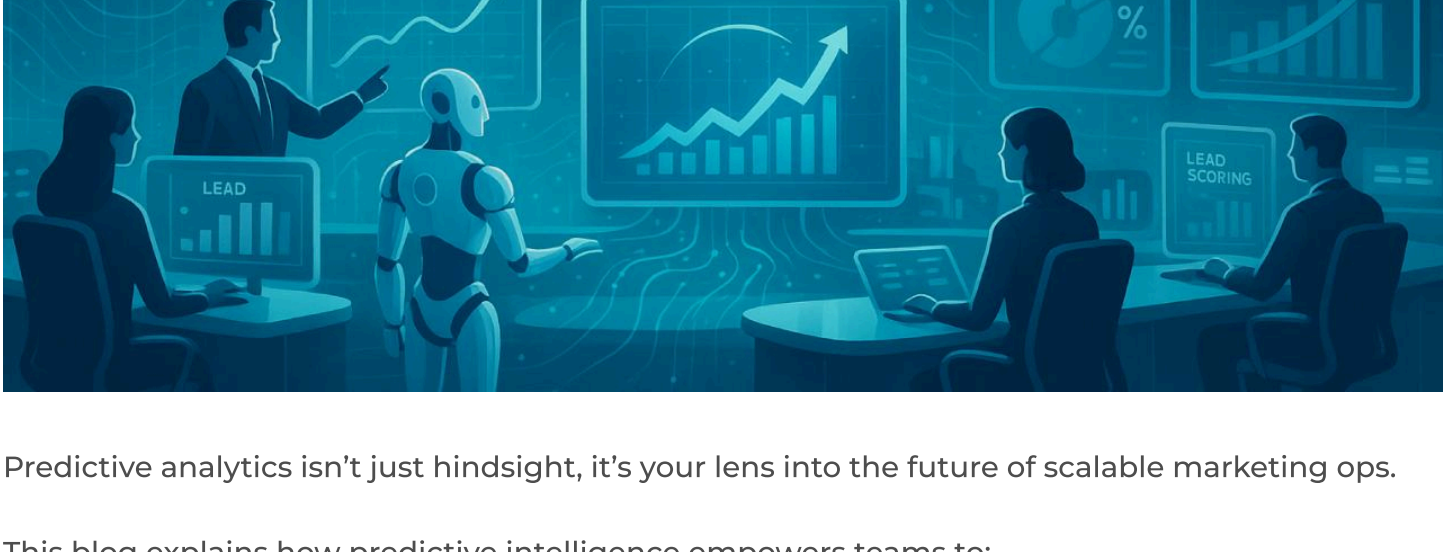
Let's get into it. 

INSIDE THIS NEWSLETTER:

-  **Blog:** The MOPS shortcut: predict, don't guess, with predictive analytics
-  **Blog:** How automated lead nurturing is changing the revenue game
-  **RevXpert Academy:** Build smarter dashboards, faster
-  **HubSpot update:** Support just got smarter with API-powered agents
-  **HubSpot update:** Bring your email designs straight into HubSpot
-  **Case study:** How a venture capital firm nailed segmentation at scale




BLOGS

How predictive analytics is helping marketing ops teams scale smarter and move faster



Predictive analytics isn't just hindsight, it's your lens into the future of scalable marketing ops.

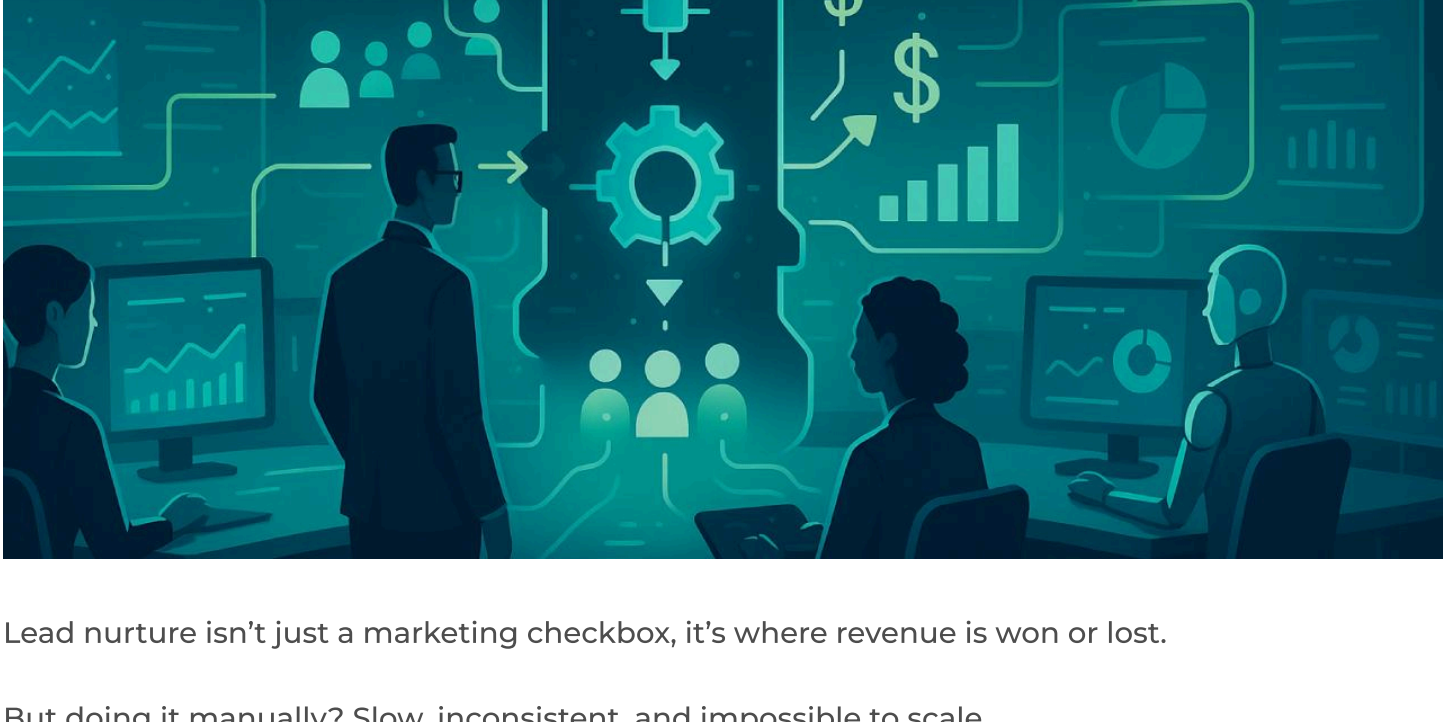
This blog explains how predictive intelligence empowers teams to:

-  Rank leads by conversion likelihood with laser precision
-  Dynamically allocate budget to top-performing channels
-  Forecast trends and campaign outcomes before they happen

If you're still reacting to past metrics instead of anticipating customer behavior, this is the strategic shift your Ops team needs.

SCALE YOUR MOPS




Automated lead nurturing is redefining how marketing ops teams drive revenue at scale



Lead nurture isn't just a marketing checkbox, it's where revenue is won or lost.

But doing it manually? Slow, inconsistent, and impossible to scale.

This blog breaks down how high-performing Marketing Ops teams are using automation to:

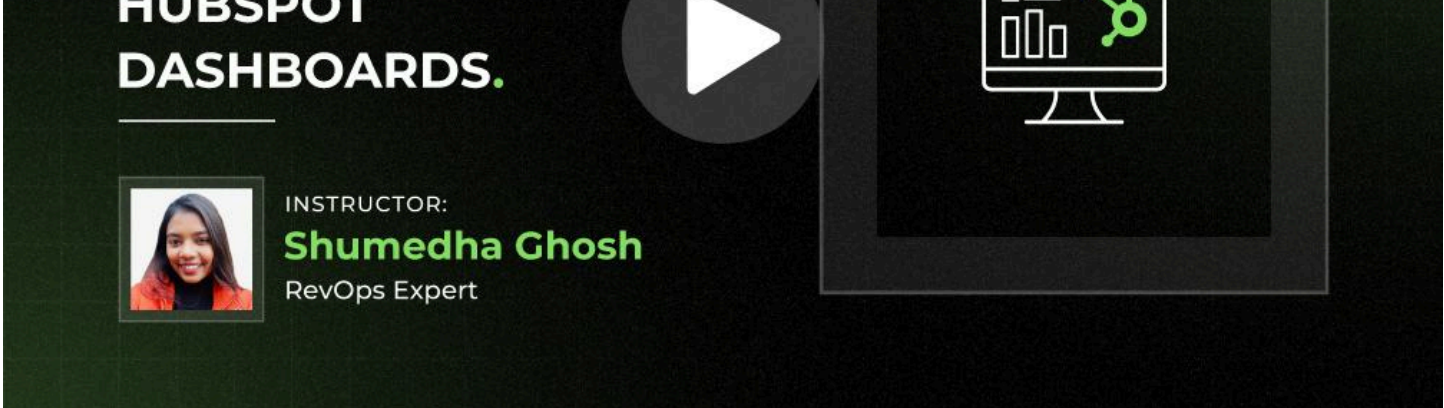
-  Match content to buyer intent, automatically
-  Trigger timely, multi-channel follow-ups
-  Shorten sales cycles without burning out the team

If your nurture strategy still lives in spreadsheets and guesswork, it's time for an upgrade.

UNLOCK SMARTER LEAD NURTURE




REVPERT ACADEMY

Build HubSpot dashboards that turn raw data into real decisions



Dashboards aren't just for reporting, they're a Marketing Ops power move.

In this short, under-10-minute LMS video, you'll learn how to build HubSpot dashboards that help you:

-  Track what's driving real revenue
-  Spot issues before they escalate
-  Keep teams aligned with one source of truth

Less guesswork. More clarity. Smarter decisions, fast.

WATCH THE FULL VIDEO

HUBSPOT UPDATES

Faster support, less handoff: HubSpot agent now supports API actions

Describe the action

Help Luma understand when and how to use this action.

Name *

Order status

Description *

Help customers track the status and ETA of their order.

Trigger phrases *

Provide examples of phrases that will trigger this action. Luma will look for similar — not exact — phrases in messages to determine when to respond See examples.

Where is my order?

Can you tell me the status of my order?

When will my order arrive?

I haven't received my order

+ Add trigger

Your customer agent can now make API calls to your apps: unlocking faster, more personalized support without human handoffs.

Over half of customer queries involve simple tasks like order lookups, billing info, or password resets. Now, instead of routing these to reps, your agent can handle them directly by pulling real-time data from your systems.

You can customize:

-  Trigger phrases the agent listens for
-  Inputs it collects from the customer
-  The API it calls + how to format the response

Fewer delays, smoother experiences, and support that scales.

Available on Service Pro & Enterprise.

Skip the rebuild: AI now imports your email designs into HubSpot

Bringing external email designs into HubSpot just got way easier.

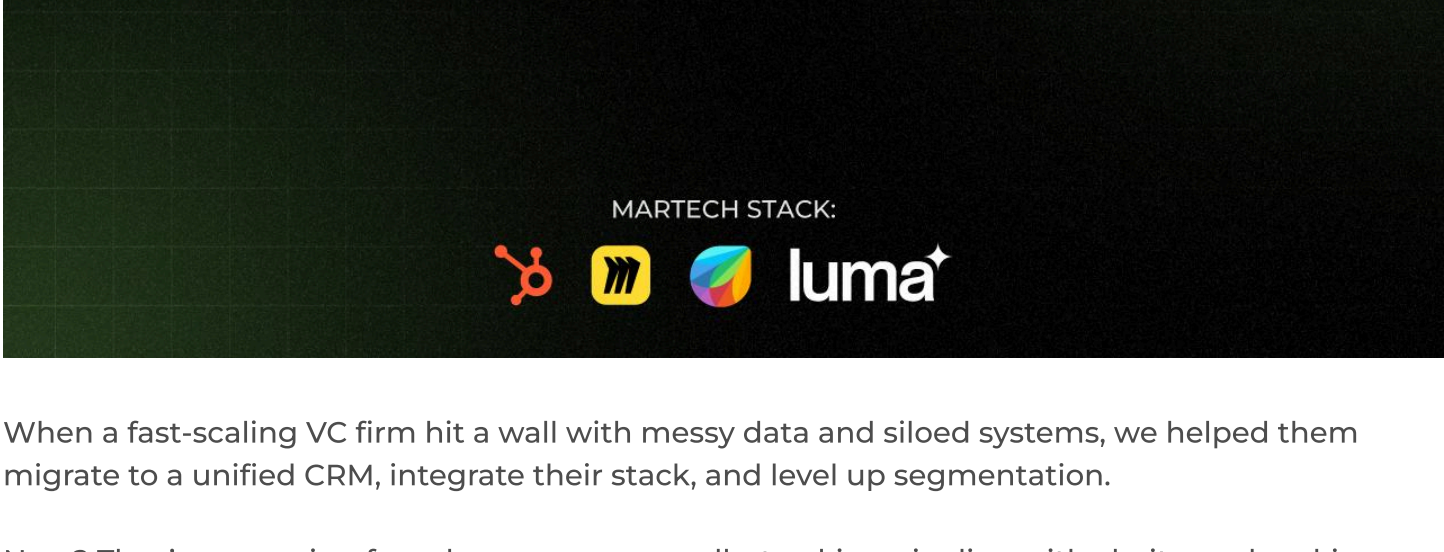
With the new AI Email Template Upload, you can paste HTML from platforms like Mailchimp, Klaviyo, or even Figma, and HubSpot will instantly turn it into a fully editable drag-and-drop template. No more manual rebuilding, no more time wasted.

Perfect for fast migrations, design consistency, and getting campaigns out the door quicker.

Available on Marketing Pro & Enterprise.

CASE STUDY

Better segmentation, less chaos: here's how this venture capital firm did it



When a fast-scaling VC firm hit a wall with messy data and siloed systems, we helped them migrate to a unified CRM, integrate their stack, and level up segmentation.

Now? They're engaging founders more personally, tracking pipeline with clarity, and making better, faster decisions, with way less manual work.

Smart systems = smoother scaling.

Check out the full case study 

LEARN MORE

Well look at you, scrolling all the way down like a champ. 🏆

Got a question, a wild idea, or just need to vent about your tech stack?

Our inbox is your inbox. Hit us up anytime.

We don't sleep. (Okay, we do, but we love a good email.)