

# RevOps Bulletin

NEWSLETTER | JUNE 2024

## Maximize conversions with an effective lead management system 🌱

Leads and prospects make your business future-proof, and lead generation is a never-ending process. 🗣️

This is why **91% of marketers** say that lead management is their single most important goal. But is lead generation enough? Here's another data point:

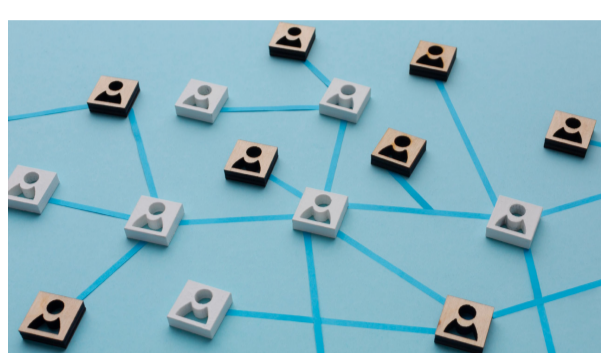
**80% of leads never turn into sales.** 😞

This begs the question: how do you maximize the conversion potential of a lead?

In this edition of the RevOps bulletin, we discuss various ways to implement an effective lead management system.

*"To build a long-term, successful enterprise, when you don't close a sale, open a relationship."*

— Patricia Fripp



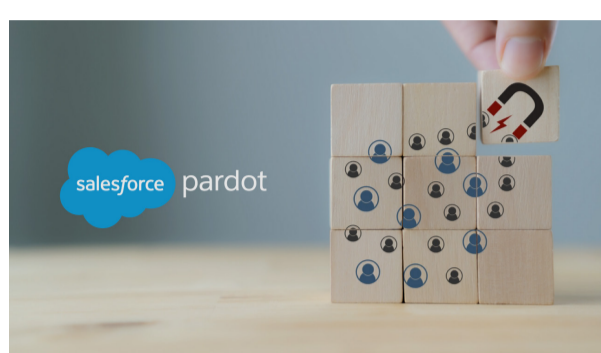
### BLOG

#### How a lead scoring system can help you find leads that convert 😊

Generating leads is an important, but only the first step to finding your next customer. So how do you decide which leads to prioritize, which leads require more nurturing, and which ones to let go of? Well, lead scoring can be a starting point.

In this blog, you learn the basics of lead scoring and some primary elements that make up a lead scoring model.

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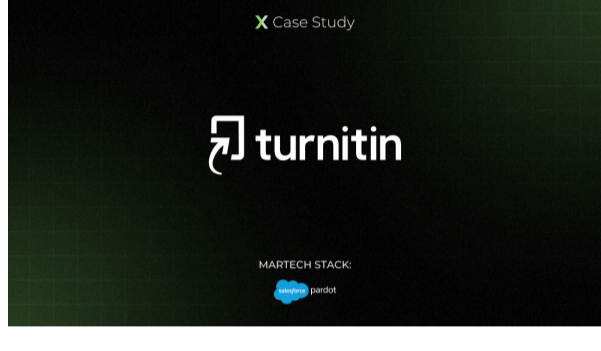
### BLOG

#### Leveraging Pardot to nurture leads like a pro! 🏆

An effective lead management system requires tech that integrates data points and user behavior seamlessly. Pardot can be a brilliant tool for sorting through useless cold leads to find ones more likely to convert, with some love, of course.

Find out the best Pardot practices and strategies in this blog.

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### CASE STUDY

#### Turnitin grew its leads by 250% and bagged 1800 MQLs using Pardot 😊

Turnitin struggled with UTM attribution and this was impacting its pipeline. Their SFDC and Pardot instances weren't integrated, hampering its lead generation and lead management systems. Their campaign launches were also prone to errors.

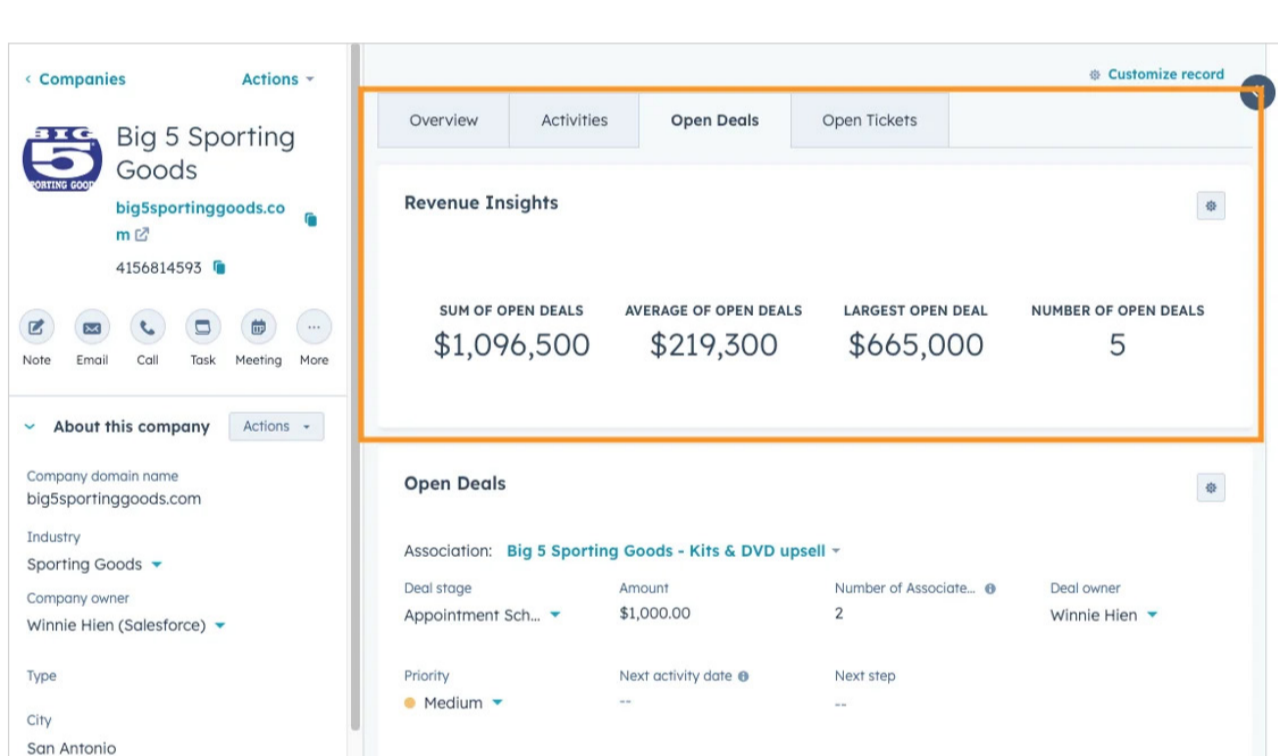
With RevX, Turnitin was able to:

- Build robust dashboards and improve UTM attribution
- Achieve error-free launches
- Integrate Salesforce and Pardot seamlessly and find 1800 MQLs
- Increase their leads by 250%

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## HubSpot product updates: what's the goss? 🗣️

### The new statistics card lets you create your own insights



With this new feature on HubSpot, you can create your own insights inside the Smart CRM record page. This lets you visualize the health of your pipeline at a single glance.

This feature also eliminates the need for calculated properties when just seeing metrics at record level.

The Statistics card will be accessible for all object types: Contact, Company, Deals, Tickets, and Custom Objects. All hubs and tiers will receive this feature.

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### HubSpot's new feature lets you manage participant data at marketing events 😊

HubSpot has a new functionality that lets you manage important participant data during marketing events, including engagement metrics (such as individual interactions).

With Participant State API, you can now make quick adjustments and analyze participant behavior for future events.

With this, you can access event and contact details, retrieve participant engagement, and analyze event performance.

This allows for more flexible on-the-go data updates and helps avoid duplicity of data while integrating seamlessly with various other apps. All hubs and tiers can access this feature.

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## Master the principles of revenue operations with industry experts 🎮 ✨

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### Our clients are our personal cheerleaders! ❤️

(We love being loved 😊)



*"RevX sees the customer as a partner and not just as a new account."*

The number of submissions on our landing pages went from 50 to 80 in the first month, and we've just reached 100 per month. RevX was able to basically double our conversions in the span of 60 days. Their owner understands companies' needs, and he makes sure he brings results before spending more money. RevX sees the customer as a partner and not just as a new account.

**Joseph DeMers**

Director of Demand Generation, Aviso

Sharing is a love language. ❤️

Share this nifty monthly newsletter so your best work buddies are up-to-date with all the RevOps know-how, just like you. 😊

Until then,  
Yours truly! ✨

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