

RevOps Bulletin

Newsletter | June 2025

AI might not be magic, but in RevOps and MarOps, it can feel pretty close when it's used well. From sharper targeting to faster reporting and less busywork, it's all about helping your team focus on the work that drives real results.

This month, we're exploring how to put AI to work in a way that actually makes your day-to-day easier. Think helpful automations, real-life use cases, and simple ways to boost efficiency without overcomplicating things.

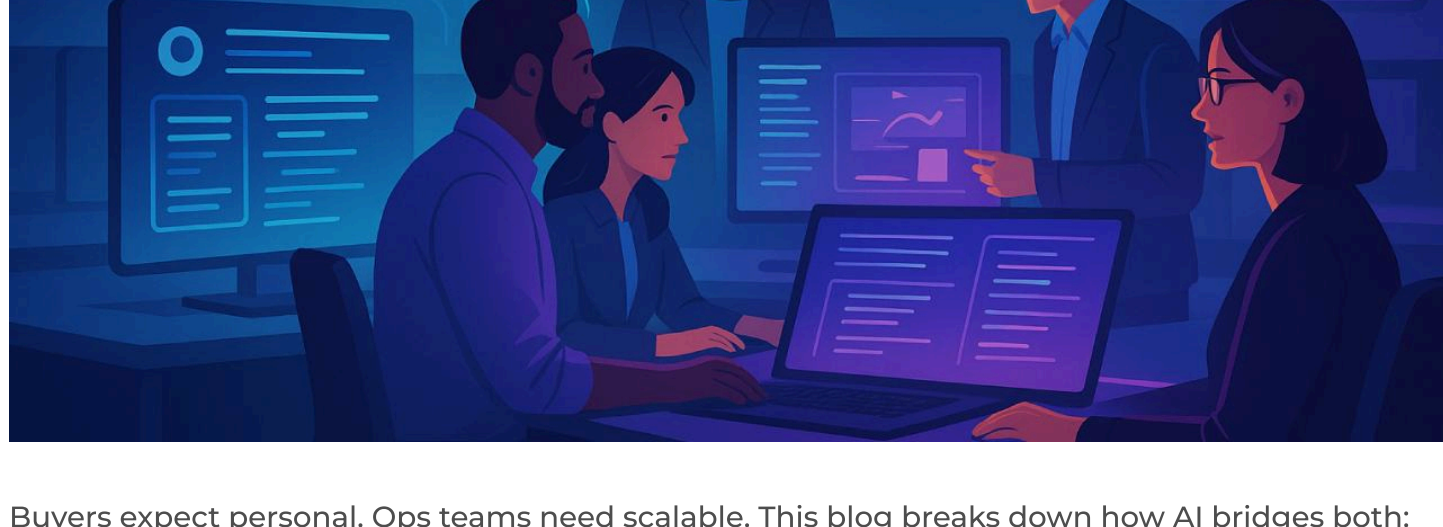
Crafted 100% with revenue growth in mind. ❤️

INSIDE THIS NEWSLETTER:

- ✅ **Blog:** The AI upgrade your marketing ops has been waiting for
- ✅ **Blog:** Why AI-Powered attribution is the game-changer for smarter marketing ops
- ✅ **RevXpert Academy:** Make AI-powered workflows in HubSpot
- ✅ **HubSpot update:** HubSpot now integrates directly with ChatGPT
- ✅ **HubSpot update:** Your HubSpot feed now has a new home
- ✅ **Case study:** How Galaxy Diagnostics fixed its sales pipeline

BLOGS

AI-Powered personalization is changing the way marketing ops teams scale and succeed



Buyers expect personal. Ops teams need scalable. This blog breaks down how AI bridges both: without burning out your team.

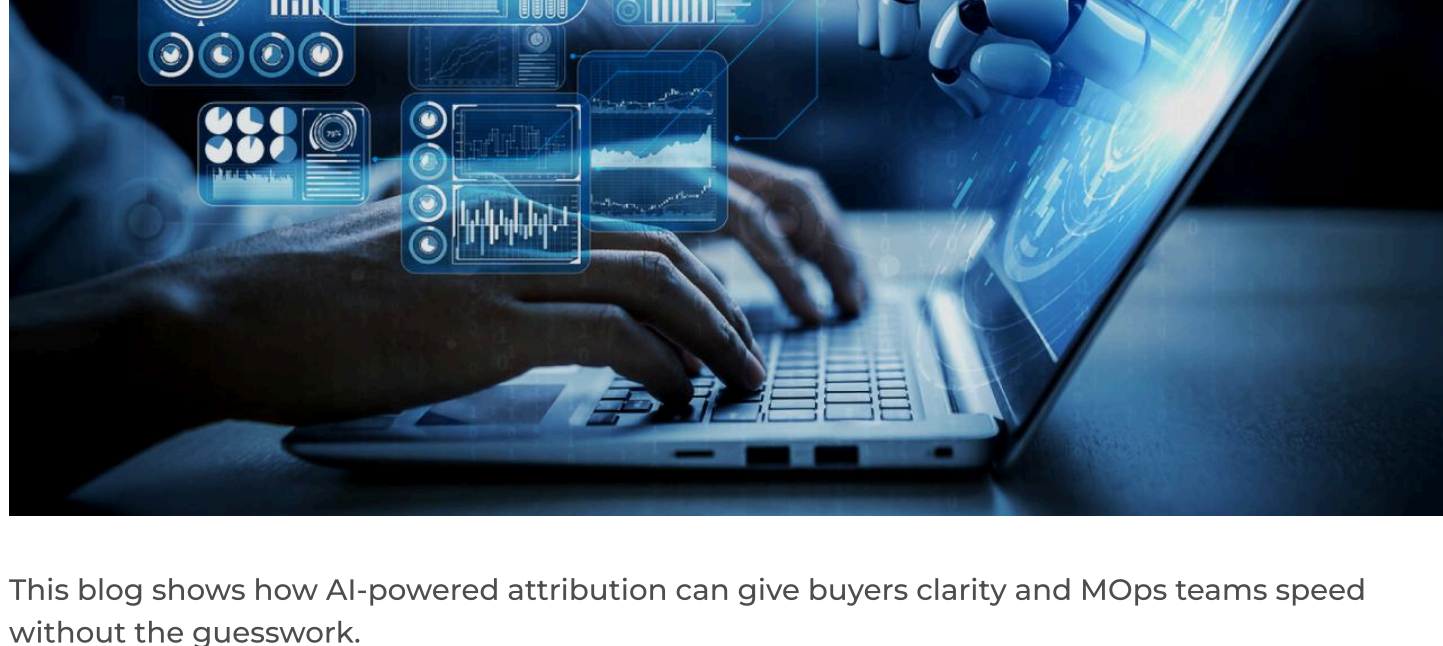
Learn how AI helps you:

- ➡ Personalize across channels in real time
- ➡ Automate campaign tweaks and targeting
- ➡ Turn messy data into clear next steps

If you're still sending one-size-fits-all campaigns, this is your sign to upgrade your playbook.

PERSONALIZE YOUR MOPS

Unlocking true ROI: how AI is revolutionizing marketing attribution for better decisions



This blog shows how AI-powered attribution can give buyers clarity and MOps teams speed without the guesswork.

Learn how AI helps you:

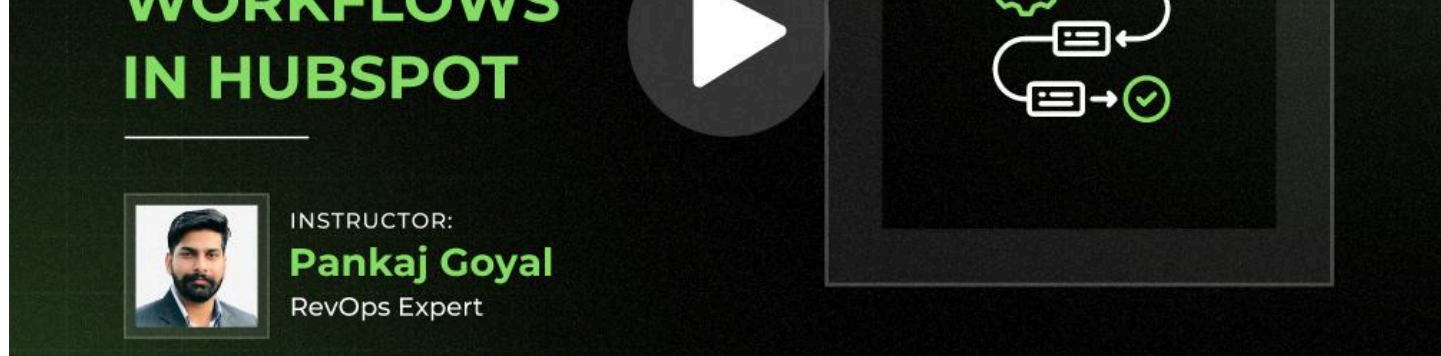
- ➡ Track every touchpoint across the customer journey
- ➡ Deliver real-time performance insights and agile budget shifts
- ➡ Detect anomalies and fraud to protect your ROI

If you're still relying on last-click logic, this is your wake-up call—time to measure what really matters.

UNLOCK ACCURATE ATTRIBUTION

REVPERT ACADEMY

⚙️ **Smarter workflows start here**



Take a few minutes with us and explore how to build smart, AI-powered workflows in HubSpot—no heavy lifting required.

In this short, bite-sized LMS video (yep, under 10 minutes!), you'll see how to:

- ➡ Let AI do the heavy lifting with auto-generated workflows
- ➡ Send follow-ups that feel personal, not robotic
- ➡ Scale your messaging without losing the human touch
- ➡ Seamlessly connect lifecycle stages with the right automations

Simple tips, real impact—and zero overwhelm.

WATCH THE FULL VIDEO

HUBSPOT UPDATES

HubSpot Meets ChatGPT: Finally, CRM insights without the click-fest

OpenAI × HubSpot

Tired of jumping between tools? This new integration brings your HubSpot CRM data right into ChatGPT for smooth, AI-powered insights.

Ask “deep research” questions like:

- Who are my top-converting cohorts this quarter?
- Which enterprise accounts have growth potential?
- ✅ Connects with real CRM context—filtered by rep permissions—and even pulls in data from other apps like Google Drive & SharePoint
- ✅ Get instant analysis AND launch workflows directly in HubSpot (e.g. nurture sequences, staffing forecasts)

If your team's still drowning in data silos, this is your sign to let AI do the heavy lifting, without overloading your reps.

A smarter starting point: say hello to the new HubSpot home

Your HubSpot experience just got a major upgrade. Meet HubSpot Home: a personalized, role-aware homepage designed to help you get to the right data, take the next best action, and get more out of your day (and the platform).

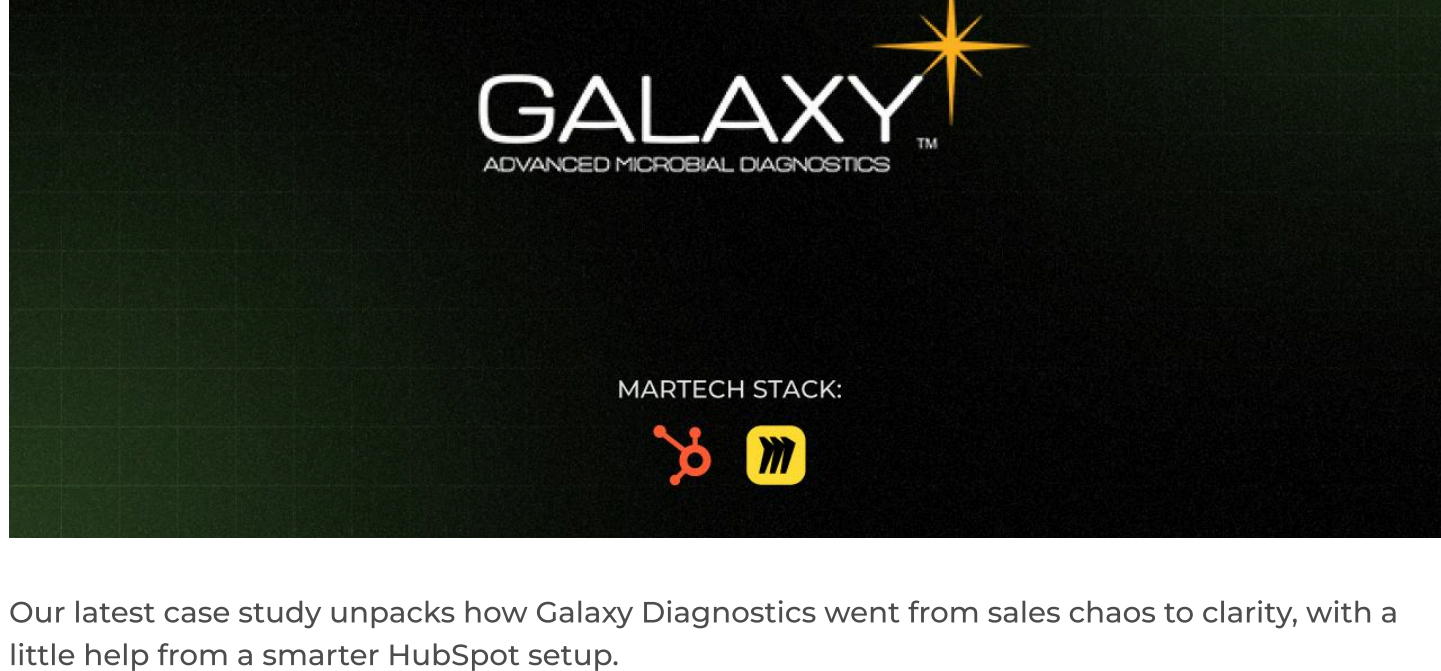
No more digging around. With HubSpot Home, you can:

- ✅ See today's tasks, meetings, and deadlines at a glance
- ✅ Catch important updates or issues that need your attention
- ✅ Quickly jump back into recent work, like that form or email draft
- ✅ Access your go-to tools without clicking through layers
- ✅ Stay in sync with your team via approvals, comments, and mentions
- ✅ Explore bite-sized Academy lessons to keep growing

It's live for all users, across all hubs and tiers. Just click the “Home” icon in your top nav to start your day with more clarity and a whole lot less chaos.

CASE STUDY

Cleaning the pipeline: a HubSpot fix that actually worked



Our latest case study unpacks how Galaxy Diagnostics went from sales chaos to clarity, with a little help from a smarter HubSpot setup.

- ⚡ Revamped pipeline stages that actually reflect the buyer journey
- ⚡ Cleaner data and smarter forms that reduced manual effort across the board
- ⚡ Automated tasks and reminders that kept reps focused on selling, not updating fields
- ⚡ Real-time dashboards that gave leadership instant visibility into revenue

If your CRM feels more like a black hole than a sales enabler, this is your sign to fix the system, not fight your team.

LEARN MORE

Whoa, you made it to the end! Gold star for you. 🌟

We're thrilled to have you here.

Got a burning question? Random thought? Just wanna say hey? Slide into our inbox anytime.

We're all ears (and emails) — always open, always ready.