

# RevOps Bulletin

NEWSLETTER | MARCH 2024

## Maximize efficiency with marTech integration 🙌

In the realm of marketing technology, seamless integrations are the Avengers of efficiency, bringing together the Hulk-like strength of one tool with the lightning-fast agility of the other. ⚡

Organizations prioritizing these integrations experience a significant productivity boost. 🚀

To ensure customer satisfaction, remember: the power of integrated marketing technology is your go-to. 😊



### BLOG

#### Streamline your operations with HubSpot-ERP integration 🔄

As a savvy business owner, you strive for seamless operations but may encounter fragmented data and disjointed team collaboration. Picture your team as potential heroes, awaiting assembly, akin to the Avengers under Nick Fury's leadership. 🦋

Unlock transformative potential by integrating databases across platforms—starting with HubSpot & ERP.

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### CASE STUDY

#### Frozen Dessert Supplies experiences better data sync between HubSpot and Shopify and enhanced website reporting. 🔥

Frozen Dessert Supplies faced challenges with HubSpot-Shopify integration, website reporting, and email template creation.

fractional CMO came onboard and helped them with:

- HubSpot-Shopify integration audit to figure out and rectify the missing gaps between the two due to data sync.
- Website tracking in Shopify
- Email personalization research
- Shopify email template creation

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### BLOG

#### Why to build a revOps function: Latest podcast 🎧

Dropping our latest revOps podcast episode, delving deep into the importance of crafting a robust RevOps function within organizations.

Explore actionable strategies, best practices, and insider tips from industry experts as we uncover the keys to unlocking revenue potential and driving sustained growth.

A heartfelt thank you to our esteemed guests **Srikanth Vadrevu**, **Omkarnadh Sanka**, and **Shreyansh Surana** for sharing their invaluable insights and enriching this enlightening conversation. 🙌

WATCH HERE

## HubSpot product updates - Here's what's hot 🔥

### HubSpot's new deal properties NEW

HubSpot has introduced Deal Stage Calculated Properties.

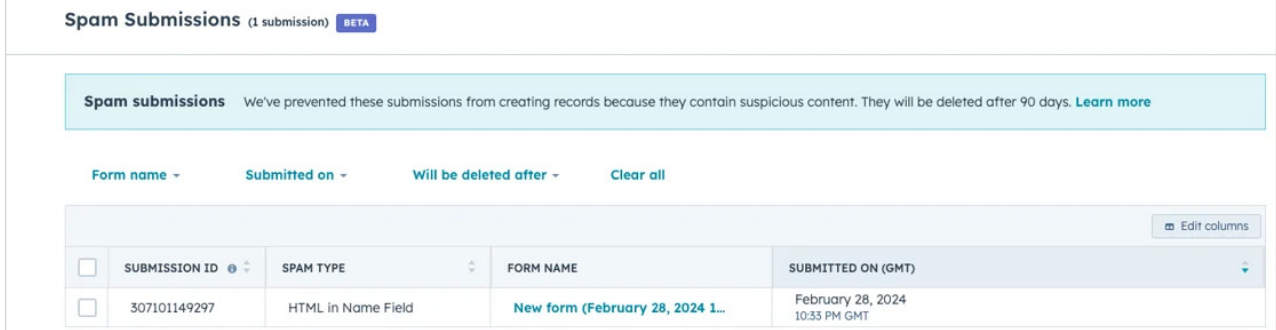
Professional or Enterprise clients gain access to four new HubSpot-defined deal properties, including Date entered {stage id}, Date exited {stage id}, Latest time in {stage id}, and Cumulative time in {stage id}.

These properties help identify sales process bottlenecks and gauge deal pipeline velocity. They automatically update as deals progress and can be utilized to review property history, enhance reporting, and incorporate properties into automated workflows.

This update is available to clients with CMS Pro, CMS Enterprise, Marketing Pro, Marketing Enterprise, Ops Pro, Ops Enterprise, Sales Pro, Sales Enterprise, Service Pro, or Service Enterprise plans.

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## Combat Spam 🛡️: HTML tag detection



HubSpot has updated the Spam Submissions tool under Forms.

Now, submissions with HTML tags in the first or last name contact properties will be flagged as spam and isolated. This ensures data quality and safeguards against phishing attacks or spam data, streamlining the process for marketing teams.

These submissions will be automatically categorized as "HTML in Name Field" spam type and can be reviewed in the Spam Submissions tool. Note that any submissions marked as spam will be automatically deleted after 90 days.

This enhancement applies to all hubs and tiers.

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## Unlock revOps, marOps, campaignOps, sales & marketing know-how! 📚💡

Step into the RevXpert Academy.

Explore videos crafted for revenue ops, demand gen leaders, MOps learners, and fractional CMOs.

Enroll now and dive into the knowledge pool.

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## Our customers just can't stop loving us. 🥰💬

(Emotional outburst alert 🧡)

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*"Despite the time difference, they are committed to finding solutions to our unique needs, in realtime."*

Their timeliness of project progress was impressive. The team has continued to support our changing needs with great communication, friendly engagement, clear direction and training on how to use the system, and reasonable pricing.

**Deeatra Kajfosz**  
Managing Partner, Colorful Concrete Solutions

Share the wealth of knowledge gained through the revOps Bulletin newsletter and empower your peers to thrive in the fast-paced world of revenue operations.

Your monthly dose of revOps tips and tricks, best practices, and updates.

Until then,  
Yours truly!

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