

RevOps Bulletin

NEWSLETTER | OCTOBER 2024

All aboard the automation train.

Ever since AI became this big wave of revolution in tech, people have been a little wary of where technology seems to be going. But we think it's going someplace great. 😊

According to *this article*, automated emails accounted for 30% of all email orders, and 47% users admitted that automation helps move leads from marketing to sales faster.

What's indisputable is that automation allows users to save time and improve efficiencies. And when growing a business, nothing's more valuable than time. 🚀



BLOG

Our key takeaways from Inbound '24

We were thrilled to be attending HubSpot Inbound '24 in Boston. Discover what experts had to say about industry shifts due to AI, their results, and what HubSpot is doing to leverage it.

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BLOG

How you can use Pardot to leverage predictive analytics

Predictive analytics may sound like a fancy name for fortune-telling, but there is robust science to back it up. Here's how Pardot uses AI and deep data to identify future trends and behaviors.

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PODCAST

Skills to look for when hiring RevOps teams across the globe

In our latest podcast episode, experts chip in to establish what are some of the most important skills to look for when hiring offshore talent in RevOps teams that work with global clients.

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CASE STUDY

Classic Journeys: HubSpot optimization | automated workflows

Classic Journeys needed a HubSpot expert to help them optimize their HubSpot usage. Learn how they improved customer journey mapping, automated workflows, and optimized their engagement rate.

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HubSpot product updates: here's what's up 🤖

Admins can now change filters for unowned views

HubSpot is rolling out a new update that grants admins more control over the CRM by letting them change and edit filters for views created by other users.

This update is limited to only editing the views and not renaming or changing their share settings. Editing features are currently limited to filter, column, and sort changes.

This update is available for all Hubs and tiers.

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You can now chat with Breeze AI during LIVE calls

HubSpot has recently introduced a bevy of AI-centric features, including Breeze AI, a powerful AI assistant.

With this new update, reps can chat with Breeze AI during live calls. They can, among other things, use the AI assistant to help them make notes, draft a follow-up email, and even check if the caller has any open tickets or deals.

This update is available to Professional Customer Platform, Enterprise Customer Platform, Sales Pro, Sales Enterprise, Service Pro and Service Enterprise.

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REVPERT ACADEMY

Learning about RevOps concepts has never been easier

Curious to understand important RevOps themes to help align your teams and streamline your revenue growth efforts? Learn all about UTM attribution, lead and partner management, setting up your HubSpot, and more.

ADDING UTM PARAMETERS IN HUBSPOT FORMS.

INSTRUCTOR:
Megha Bansal
RevOps Expert

Learn on the go with our bite-sized educational videos that allow you to work and learn in peace at the same time.

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Just Ask Our Clients



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

— Joseph DeMers

Director of Demand Generation, Aviso



"Really reliable, efficient and helpful with problem-solving and executing high-end workflows."

— Sofia Vindas

Senior CRM & Automation Manager, Lingoda

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