

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. 9

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.

improve efficiencies. And when growing a business, nothing's more valuable than time. 🐧

What's indisputable is that automation allows users to save time and



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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How you can use Pardot to leverage

predictive analyticsPredictive 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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REV)

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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X Case Study

automated workflows

Classic Journeys needed a HubSpot expert

Learn how they improved customer journey mapping, automated workflows, and optimized their engagement rate.

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to help them optimize their HubSpot usage.

HubSpot is rolling out a new update that grants admins more control over the CRM by letting

Admins can now change filters for unowned views

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

them change and edit filters for views created by other users.

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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This update is limited to only editing the views and not renaming or changing their share

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

Pro, Sales Enterprise, Service Pro and Service Enterprise.

You can now chat with Breeze AI during LIVE calls

the caller has any open tickets or deals.

This update is available to Professional Customer Platform, Enterprise Customer Platform, Sales

HubSpot has recently introduced a bevy of Al-centric features, including Breeze Al, a powerful

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,

Learning about RevOps concepts has never been easier

REVXPERT ACADEMY

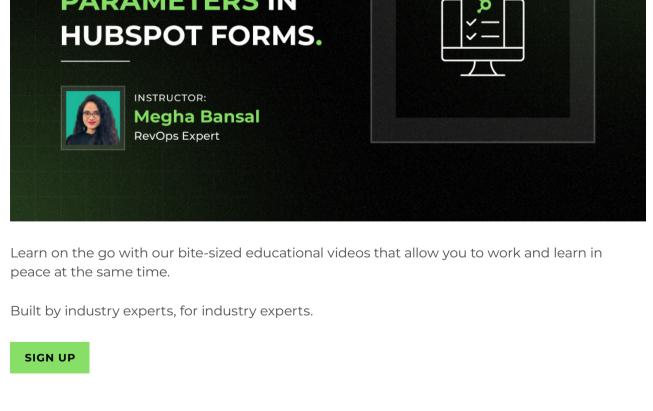
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Al assistant.

REV X

setting up your HubSpot, and more.

ADDING UTM
PARAMETERS IN



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

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

Just Ask Our Clients

— Joseph DeMers

Director of Demand Generation, Aviso

— Sofia Vindas

workflows."

Senior CRM & Automation Manager, Lingoda

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