

HUBSPOT + LEADDOUBLER

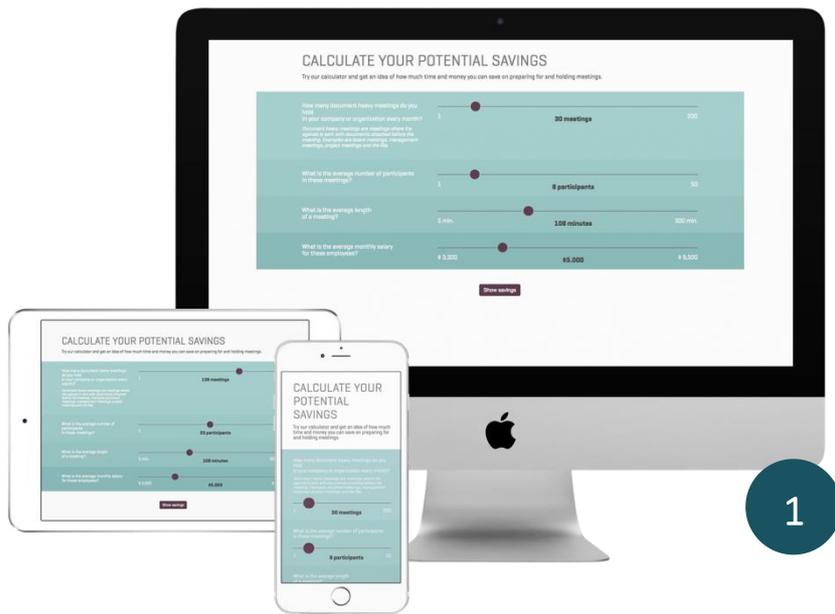
Your bridge to sale

Launch amazingly efficient and beautiful mobile friendly interactive content in minutes with LeadDoublor.

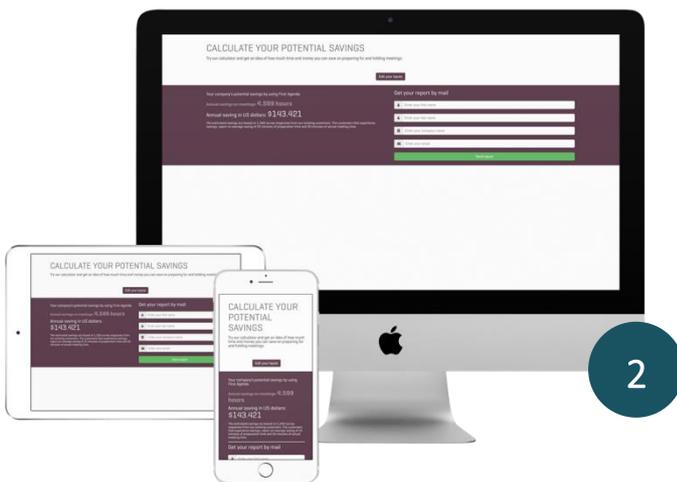
Convert 3 times better than ebooks and give your sales team the numbers they need to close those sales.

Case: First Agenda

The Danish software company First Agenda is using LeadDoublér with HubSpot. With LeadDoublér they've created an online calculator that automatically generates and sends a business case in pdf form to the end user.



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Using it

A calculator directly on their website: www.firstagenda.com helps the user calculate their potential savings and generates leads directly into HubSpot.

First Agenda also present the calculator by email to contacts from other sources. As soon as the contact uses the calculator and submits their data, it is pushed automatically into First Agenda's HubSpot.

First Agenda has measured the effect of linking to a calculator from emails with subjects like: "Use our calculator and calculate your potential savings".

The results were quite convincing:

The opening rate leaped from 22% - 32% and the click rate leaped from 3-4% to 8%.

In total this means a staggering 2.9 x the usual effect when compared to eBooks and other pieces of content.

First Agenda has followed the effects of adding a calculator to their HubSpot driven content marketing strategy.

Here's what they've told us:

- ✓ LeadDoubler gives us a better dialogue with potential clients
- ✓ Sales reps can speak directly into the challenges of the client because they've already got data and ROI before the first sales call.
- ✓ Marketing efforts can be tailored much more precisely to each specific client automatically

Your bridge to sale

In a complex B2B content marketing strategy a calculator is typically used in the following phases:

- ✓ Lead generation on a website or as a part of an outbound call
- ✓ Lead nurturing – typically published by emails targeting the members of your contact list or by direct sales driven messages
- ✓ Face to face presentations where ROI is calculated to help sell using value-based selling techniques

LeadDoublr allows you to

- ✓ Setup interactive calculators in minutes through our innovative online dashboard
- ✓ Use a Excel file to define input, output and calculations
- ✓ Generate leads
- ✓ Connect it with your marketing automation software



The LeadDoubler Platform

There are 2 ways interactive calculators like this one can be created. In development project or using a platform like the LeadDoubler platform.

Choosing the right path depends on your strategy.

Developing your calculator without a platform gives you a calculator exactly as you defines it (assuming you've chosen developers who can do the job). There is not necessarily any licensing cost. Hosting and updating the calculator will still be a cost though.



Choosing a platform like LeadDoubler gives you a calculator fast (within days or hours). The calculator will be created using your own LeadDoubler account – allowing you to apply any changes, copy and change it and even to run AB tests – ensuring it will be optimized for all the segments you're targeting.

The platform is integrated with HubSpot, and other marketing automation suites ensuring all the users input is pushed realtime into your HubSpot account. The platform keeps the calculations behind bars – ensuring your competitors can't copy or see how you've defined it.

Here's what we usually see happens:

A calculator like this one needs to be tweaked quite a few times before it's 100% there. When calculators are created by a developers each modification takes time and costs money. With LeadDoubler tweaking and modifying takes as little as 2 min.

Time to market is usually **1-6 months** when developing the calculator without LeadDoubler.

Time to market with LeadDoubler can be done in **15 min**.

The initial cost of developing a calculator without LeadDoubler is usually more expensive than with our platform. This means you take the full risk

before launching the calculator. With LeadDoubler you can get started with low up front cost.

When the calculator needs to be changed over time you risk not being able to do get those changes applied if you've chosen to get a custom calculator built. With LeadDoubler comes support and a platform that allows you to apply changes in minutes without knowing a programmer.

One of the key differences between LeadDoubler and DIY projects is that you get access to a team that has created more than 10.000 calculators over time. We do know how a calculator must be designed to give you the business value that will make your company scale.

DIY vs. LeadDoublер

DIY Projects

Doing the project

Time to market: 1-6 months

High up-front costs

All changes costs extra

Launching

You'll need to install it on a server or setup a new.

Optimizing

All changes must be done by your developers. Ensure you've set aside time and money.

Integrating

Getting it integrated with HubSpot and other CRM and automation tools costs your money and take time.

Modifying

You'll need a developer to get changes done.

Done in 3 weeks / change

LeadDoublер

Doing the project

Time to market: 15 min - 10 days

Low up-front costs

All changes are included

Launching

Click a button – decide a URL or cut'n paste embed code.

Optimizing

Login, apply changes or use our AB testing

Integrating

All included. Setup takes less than 2 minutes and can be done in a few clicks.

Modifying

You can do everything yourself or ask our support team.

Done in minutes.

Highlights



Get your first calculator online in as little as 20 minutes



Integrate it with your marketing automation setup by the click of a button

Ready to learn more?

www.leaddoubler.com/book-demo-session