



How We Helped Brightspot Handle +1,200 Leads with a HubSpot CRM Migration

Brightspot Incentives & Events specializes in creating, launching, and managing customized incentive programs for Fortune 1000 businesses. Evenbound partnered with Brightspot to transform their CRM system from archaic to cutting-edge.

- **Industry:** Corporate Services
- **Company Size:** 50+ Employees
- **Location:** Texas
- **Service Areas:** Nationwide



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Custom Reports &
Dashboards Created

“Excellent”

HubSpot Usage Grade
for Marketing & Sales

+1,200

Tracked Leads in
HubSpot in 2024

THE CHALLENGES



Outdated CRM Stifling Efficiency

20-year-old CRM system was not web-based, had slow load times, and required access through a local file.

Disjointed Marketing and Sales Processes

Siloed CRM made it hard to track leads and execute effective campaigns.

Limited Data Visibility

System lacked real-time updates and couldn't monitor key metrics or pipelines.



HUBSPOT PRODUCTS USED



HUBSPOT CRM



MARKETING HUB



SALES HUB

OUR SOLUTION



HubSpot CRM Implementation and Migration

New web-based system offered real-time data availability, improved functionality, and eliminated inefficiencies of previous software.

Comprehensive Team Training

Sales, marketing, and administration teams learned to use HubSpot CRM to optimize workflows, build automations to support processes, and improve lead tracking.

Streamlined Processes and Automations

Combined marketing and sales into one platform so the teams could track leads effectively and deliver a more cohesive client experience.



At each step, from sharing our needs with sales to scoping services to implementing with the great team of Sara Mac and Hunter, we're grateful for Evenbound's work to assist our migration to HubSpot CRM. If you need a job done on time, with personal care, great service, and strong program guidance and expertise, call Evenbound!

Michael, Vice President of Sales

THE RESULTS



Increased Lead Tracking & Visibility

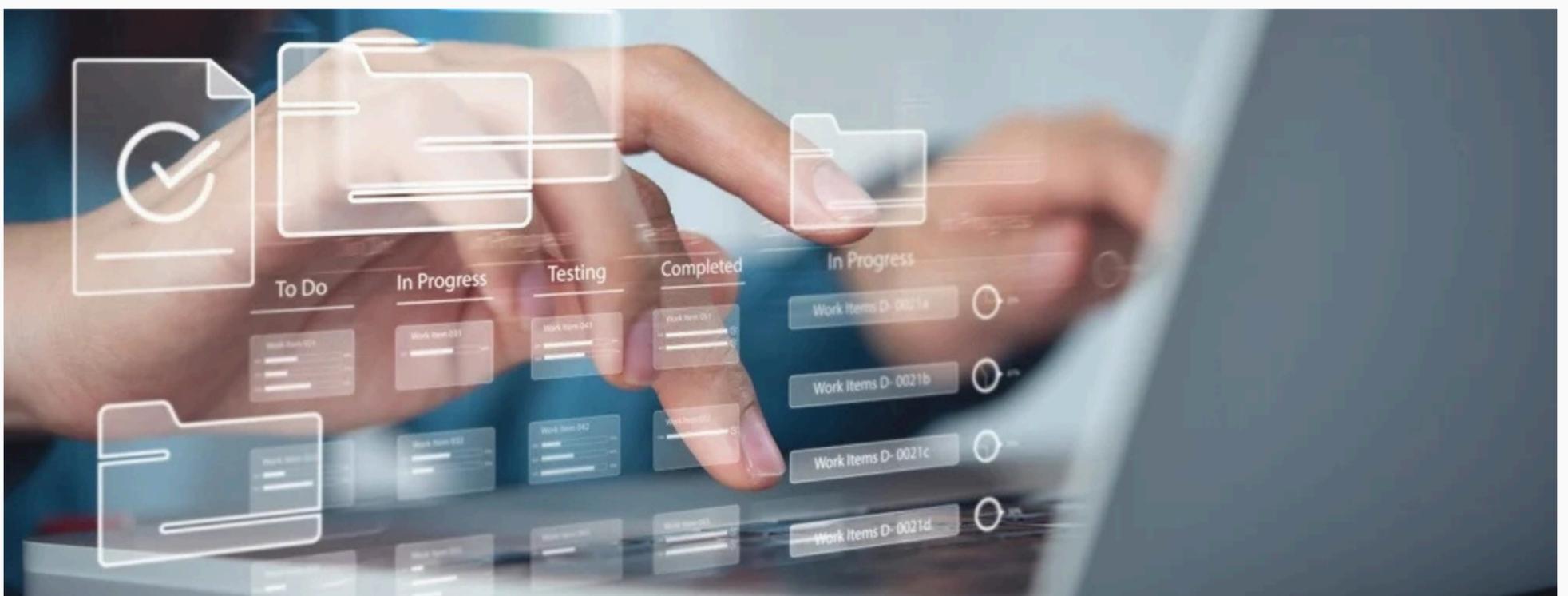
Tracked +1,200 leads and +400 MQLs in 2024, ensuring better pipeline management and improved conversion opportunities.

Faster Sales & Marketing Processes

Custom dashboards and automated workflows reduced lead response time and eliminated inefficiencies.

Seamless Collaboration Between Sales & Marketing

A single, streamlined CRM eliminated silos, improving customer experience and cross-team communication.



Want To Streamline Your Business's Operations with the HubSpot CRM?

Let's Chat

