NUCLEUS RESEARCH

DEALHUB.IO ANNOUNCES DEALROOM FOR HUBSPOT

ANALYST
Cameron Marsh

THE BOTTOM LINE

At HubSpot's annual INBOUND conference, DealHub.io announced the launch of its new digital DealRoom for HubSpot CRM. Designed to integrate seamlessly within the HubSpot ecosystem, DealRoom offers a consolidated environment for streamlined and expedited buyer-seller communication. DealHub's approach ensures buyers receive pertinent content at each stage of their journey, enabling organizations to modernize the experience. DealRoom's DealStream feature captures vital deal insights and buyer intent, highlighting its potential to enhance customer interactions and conversion rates. Nucleus expects this to notably improve seller efficiency and productivity and elevate buyer-seller engagement for HubSpot users across all industry sizes and verticals.

THE ANNOUNCEMENT

In the rapidly changing digital sales space, the demand for efficient and integrative platforms is at an all-time high. The unveiling of the Digital DealRoom by DealHub.io for HubSpot CRM illustrates an advancement in this domain. Specifically crafted to fit seamlessly within the HubSpot ecosystem, DealRoom serves as a collaborative space for buyers and sellers to streamline and expedite communications. DealRoom's approach offers an orchestrated strategic narrative, ensuring that buyers are presented with the most pertinent and contextual content at every phase of their purchasing journey. Additionally, enhancing sales engagement and guiding buyers toward the optimal next action paves the way for an efficient self-serve check-out experience. One of DealRoom's primary features is its emphasis on modernizing the B2B buyer experience. By providing a consolidated source of record, the solution integrates all essential information and enables multiple stakeholders to make collaborative decisions. In addition, its innovative capabilities capture previously elusive deal insights and buyer intent, demonstrating its potential to elevate buyer-seller interactions and conversion rates.

> **DealHub's streamlined workflows can reduce sales training time by up to 80%**

The introduction of DealRoom for HubSpot underscores HubSpot's dedication to enriching user experiences and eliminating obstacles in the quote-to-revenue process. DealHub's predictive buyer intent functionality, known as DealStream, keeps all involved parties updated with critical insights into deal trajectories and sentiments. For HubSpot users, DealRoom represents an opportunity to leverage the capabilities of additional AI-driven insights to optimize their sales processes. It not only equips users with a competitive edge in understanding buyer behaviors and tendencies but also streamlines their workflow, ensuring quicker and better informed decision-making.

DEALHUB.IO

DealHub.io delivers an expansive, web-friendly Quote-to-Revenue hub tailored to cater to enterprises, ranging from small startups to established conglomerates across diverse sectors. Central to its value proposition is the provision of a consolidated workspace that synchronizes with an organization's existing CRM infrastructure. A primary feature of DealHub.io's platform is its ability to diminish traditionally cumbersome tasks. It equips users

with the tools to create a high degree of personalization across several channels, including direct engagements, content-sharing, and real-time interactions. The DealRoom feature, a cornerstone of DealHub.io, enables users to orchestrate a holistic buyer narrative to streamline the sales journey.

DealHub.io's centralized content repository, known as DealBox, allows users to compile and manage all deal-associated content from a singular location. This ensures clarity, reduces operational friction, and promotes overall deal transparency. For organizations that prioritize direct and instantaneous communication with prospects, DealHub.io's enhanced engagement tools facilitate dynamic, multimedia-rich content sharing, alongside real-time chat capabilities. This erases the barriers of traditional outreach and places emphasis on fostering genuine, productive connections with prospects demonstrating the highest propensity to close.

HUBSPOT

HubSpot CRM is a cloud-based solution aiming to optimize sales, marketing, and customer service processes for organizations. The platform presents a suite of tools that cover the entirety of the customer journey, from the initial stages of lead capture to long-term retention strategies. Built with adaptability in mind, HubSpot can be modified to cater to the specific requirements of organizations across all sizes and verticals.

An integral component of HubSpot's offering is the Operations Hub, which includes advanced automation capabilities to aid and streamline operations while enhancing data consistency. HubSpot synchronizes data across multiple applications, reducing the need for external integration tools and ensuring the availability of precise, current customer details. HubSpot also places a significant emphasis on analytics and reporting. Organizations can leverage these tools to monitor marketing efforts, identify emergent patterns, and strategize based on actionable insights.

END-USER IMPACT

- **Enhanced seller efficiency and productivity**. Leveraging the capabilities of the Integrated DealBox and Unified Self-Checkout, sellers are now equipped with streamlined workflows for every stage of the deal lifecycle. The centralized content repository ensures rapid information retrieval without the need to toggle between different sources. Additionally, the simplified deal-closing process, from selectable quotes to eSignatures, accelerates transaction completion. This consolidated

workflow allows sellers to focus their sales efforts more effectively, reducing operational inefficiencies and enhancing productivity. Nucleus also found that DealHub's streamlined, intuitive workflows can reduce sales training time by up to 80 percent, resulting in faster time to value for new hires.

- **Improved buyer-seller engagement.** The incorporation of dynamic multimedia content, Mutual Action Plans, and real-time chat functionalities fosters a heightened level of engagement between buyers and sellers. These tools bridge communication gaps, ensuring interactive and timely conversations that resonate with both customers and sellers. DealStream provides actionable insights into buyer sentiments, enabling sellers to engage based on increased context, ultimately leading to elevated customer buying experiences.

LOOKING AHEAD

The digital sales engagement sector is evolving, driven by the deepening synergy between technology and human interactions. The modern buyer-seller dynamic requires real-time insights, tailored communication, and an understanding of buyer intent, leading to increased demand for adaptive platforms. As DealHub.io's DealRoom integrates further into the HubSpot CRM ecosystem, Nucleus expects users to benefit from enhanced seller efficiency, elevated buyer-seller engagement, and more accurate insights into buyer intent, ultimately driving higher conversion rates across diverse industries. With features such as DealStream, DealRoom aims to provide sellers with precise predictive recommendations, optimizing their sales approaches. Combining DealHub.io's focus on modern B2B buyer experiences with HubSpot's commitment to process optimization, the merging of these advancements is set to redefine the digital sales narrative. This shift will guide digital sales platforms and CRM providers in enhancing their tools, making them indispensable in the evolving sales landscape.

BEST PRACTICES

Based on conversations with end users who have previously supplemented their existing CRM technology with tools like DealHub.io, Nucleus recommends the following best practices for organizations looking to leverage DealRoom for HubSpot:

- **Set Clear Objectives**. Establish distinct goals for leveraging the combined capabilities of DealHub.io and HubSpot CRM. Objectives could encompass

enhancing the B2B buyer experience, streamlining the quote-to-revenue journey, and optimizing sales strategies through AI-driven insights.

- **Foster Collaborative Communication**. Encourage teams to fully utilize DealRoom's collaborative space. By facilitating streamlined, efficient communication between buyers and sellers, teams can expedite the sales process, enhancing overall efficiency.

- **Continuous Evaluation and Refinement**. Regularly assess the performance of the combined DealHub.io and HubSpot CRM systems against predefined benchmarks. Use the actionable insights from DealRoom and HubSpot's analytics tools to refine and improve sales strategies.

By meticulously following these best practices, organizations can proficiently harness the combined strengths of DealHub.io and HubSpot CRM, thus optimizing sales strategies and fostering heightened buyer-seller engagement.