

The Mission

Streamline HubSpot processes, drive adoption and integrate in the IT Landscape

Key metrics improvements

 **+1368%**
Downloads

 **+60%**
Email CTR


 **+172%**
Lead generation



Dätwyler Holding AG is an internationally active Swiss industrial group with a turnover of over 1 billion CHF. The group comprises four divisions: cables, rubber, pharmaceutical packaging and technical components.

 Manufacturing

 <https://www.datwyler.com/>

 Altdorf, Uri, Switzerland

Scope

An initial Audit of the Dätwyler HubSpot instance resulted in a scope to:


- Consolidate all marketing channels to HubSpot
- Clean and dedup data
- Create a new lead scoring system
- Define data import procedures
- Develop new Marketing KPI Dashboards & measurement of all assets and channels
- Update Matomo & GA4 Tracking
- Fully automate Lead generation process, including handover to SAP Cloud for Sales (C4C) CRM
- Capture and automatically process Leads globally, including China and other Asian markets

HubSpot Hubs


Initially Marketing, then also Operations, and Sales

Systems integrated


SAP Cloud for Sales

 Integrated SAP CRM Cloud for Sales (C4C) using SAP CPI to connect HubSpot Marketing Automation with SAP CRM for Healthcare and Mobility

SnapADDY

 Dätwyler uses SnapADDY to prepare trade show talk tracks and for lead capturing. All scanned badges and call notes are automatically transferred to HubSpot

iParllay and WeChat

 Push WeChat leads directly to HubSpot using iParllay, a marketing and CRM System used in China.

Team & Timeline

July 2023 - Oct 2024

Client Team:

- Andrea Cosentini, Head of IT
- Tushar Manekar, CRM Applications Lead
- Vishnu Chentala, IT
- Kelly McCarry, Marketing
- Siyu Lin, Marketing

Periti Team:

- Adi Jagannathan
- Catarina Duarte
- Sebastian Hartmann
- Hithesh Shaji



"We are really impressed by the numbers. This is beyond Magic!"

Kelly McCarry, Marketing Manager Healthcare, NY

Impact



Full integration & Automation

Through the integrations, all Leads generated by the Business Units, Mobility and Healthcare, seamlessly flow into the central HubSpot instance for nurturing, segmentation, and lead screening. Marketing qualified Leads automatically transfer to SAP Cloud for Sales.



Improved Usage and Adoption

A "silo-cracking" global team made HubSpot the unquestioned power wheel for all Marketing activities. Literally a global Marketing-Hub.



Further roll-out

Based on the positive results in automation, integration and adoption, Dätwyler is rolling HubSpot out to additional business units incl. their SAP systems.



www.peritidigital.com



Munich - Dublin - Lisbon - New York

About Periti Digital

Periti Digital is an Elite Status European HubSpot consultancy with offices in Dublin, Munich, Lisbon and New York. We have delivered complex CRM Projects and Custom Integrations across Europe.

A Full Service Consultancy,