



B I D S  U A R E

Bidsquare
CLIENT

**Online Auction
Technology**
INDUSTRY

18
EMPLOYEES

7
HUBSPOT USERS

IMPLEMENTATION SUMMARY

Objectives

- Strengthen sales process consistency and visibility.
- Integrate marketing and sales for a more fluid customer journey
- Enable an easier user experience for the sales organization during a time of rapid growth.

Configuration

- HubSpot Sales Hub Enterprise
- HubSpot Marketing Hub Professional
- HubSpot Operations Hub Professional

Technical

- Migrate off Salesforce CRM
- Customize pipelines
- Advanced workflows and reporting

IMPACT
37%
INCREASE IN
DEAL VELOCITY



HUBSPOT CASE STUDY

BIDSQUARE

From Salesforce to HubSpot on the Path to Growth

Like many investor-backed enterprises, Bidsquare originally implemented Salesforce CRM since it has long been the 'de facto' product selected by venture capital firms. However, when it came time to truly catalyze growth, **Bidsquare** moved to HubSpot.

Selection

Bidsquare is an **innovative developer of dynamic online auction events and technologies for use in the art**, antiques, decorative arts, jewelry and other complex, high-value sectors. As a company that marries deep domain expertise with powerful emerging technologies, Bidsquare has to compete dynamically in a field with very high expectations and deeply entrenched competitors. Overcoming those odds as a startup requires flawless execution across all aspects of the buyer's journey and the customer experience. The Bidsquare team recognized this and elected to unify marketing and sale on a single CRM platform: HubSpot.

Implementation

Migrating off Salesforce while actively driving growth across multiple channels requires a carefully planned roadmap that will protect data quality and minimize disruption to active sales efforts. **Wendt Partners worked very closely with Bidsquare leadership** to make this process smooth and worry-free while also providing customized training for both CRM admin users and sales and marketing end-users. The implementation process also enabled Bidsquare to evaluate best practices that could be used to enhance sales velocity.

Success

Bidsquare founded its growth strategy on the power of the HubSpot platform, and Wendt Partners delivered a nimble and flexible implementation journey that also positioned the Bidsquare team to achieve new levels of success together by harnessing the power of HubSpot's sales acceleration and marketing automation capabilities. **The result has been consistent new growth.**

Testimonial

"The Wendt Partners team worked tirelessly to ensure that we successfully transitioned from Salesforce to HubSpot while also empowering our team members to get the most out of the platform. They have been an invaluable partner to us."

ALLIS GHIM
PRESIDENT & CEO, BIDSQUARE



Begin Your HubSpot Implementation Journey Today

Contact Doug Wendt, Senior Partner at **718-841-7169** or via email to doug@wendtpartners.com.