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## HUBSPOT SWOT & PESTLE ANALYSIS

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**Company Name :** HubSpot

**Company Sector :** Information Technology- Cloud Computing and Software

**Operating Geography :** United States, North America, Global

**About the Company :**

HubSpot operates as an American developer and marketer of software products. They primarily engage in the provision of cloud-based, inbound marketing software that helps businesses in marketing their product online. Its diverse portfolio includes social media publishing and management, blogging, predictive lead scoring, sales productivity, ticketing and helpdesk tools, customer NPS (net promoter score), email marketing, SEO, marketing automation, website content management, search engine optimization and reporting and management. The company is headquartered in Cambridge, Massachusetts and it employs a dynamic workforce of 5,895 full-time employees and 135,442+ customers from over 120 countries as of early 2022. HubSpot was founded by Brian Halligan and Dharmesh Shah in 2006. The company's primary focus was "inbound"- the idea that people do not want to be harassed or interrupted by salesmen but want to be helped. In simpler terms, customer satisfaction was brought to the forefront of their business strategies. HubSpot offers its services through various segments such as Marketing Hub, Sales Hub, Service Hub and a powerful free CRM. HubSpot received multiple Customer Review Awards, Including #2 Best Global Seller for 2022 by G2.

HubSpot's unique selling proposition or USP lies in being a leading growth platform for businesses. HubSpot's mission statement reads, "There's this notion that to grow a business, you have to be ruthless. But we know there's a better way to grow. One where what's good for the bottom line is also good for customers. We believe businesses can grow with a conscience, and succeed with a soul — and that they can do it with inbound. That's why we've created a platform uniting software, education, and community to help businesses grow better every day."

**Revenue :**

\$1.3 billion - FY ending 31st December 2021 (y-o-y growth of +47%)

\$883 million - FY ending 31st December 2020

## SWOT Analysis :

The SWOT Analysis for HubSpot is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1.All round solution to manage marketing, sales and service under a single roof</li> <li>2.Global leader in implementing an inbound experience in marketing and sales</li> <li>3.Global outreach and high growth product line up</li> <li>4.Well diversified customer portfolio</li> <li>5.Extendable and open architecture of Growth Platform with powerful Network effects</li> <li>6.Subscription and freemium based business model make HubSpot feasible for everyone</li> <li>7.Large and growing solutions partner program</li> </ol>	<ol style="list-style-type: none"> <li>1.Lack of patents makes HubSpot features susceptible to duplication</li> <li>2.Surmounting losses and increasing debts, weakening finances</li> <li>3.Lack of company-owned data centers</li> <li>4.Subscription based business model makes HubSpot revenue generation highly performance dependent</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1.With flexible pricing and free CRM software HubSpot can target small sized enterprises</li> <li>2.Grow as open platform for app developers</li> <li>3.Expansion into international market to provide new growth opportunities</li> </ol>	<ol style="list-style-type: none"> <li>1.High dependence on Growth Platform indicates lack of diversification of services</li> <li>2.Multiple alternatives from competitors eating into market share</li> <li>3.Develop disparate point applications to cater to specific needs of clients</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for HubSpot is given below:

Political	Economical
1.Uncertain business environment due to Brexit 2.Variations in rules and regulations of data management globally	1.Novel Corona virus pandemic dampening global economic health and creating headwinds
Social	Technological
1.Inclination of millennial towards internet gives digital marketing an edge	1.Better Internet facilities can help HubSpot grow in growing economies 2.Employing distributed big data technologies to get actionable insights into discrete data sets 3.Surging demand for digital marketing services
Legal	Environmental
1.Stricter anti tracking law enforcements on cloud computing in Europe 2.US federal statutes supporting internet service providers related to data protection and sharing 3.Adherence to specific email requirements for commercial email messages under the CAN-SPAM Act and standardisations followed by blacklisting entities	1.Digital marketing inclines towards environmental sustainability goals

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