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TECH MARKETING
SURVEY SERIES



REVOPS + TECH STACKS

IN THE REAL WORLD



We surveyed... you answered.

We asked real-life tech marketers to tell us what's REALLY going on behind-the-scenes at their companies in regards to revenue operations and tech stacks.

(Spoiler alert: if you're super confused by RevOps, you're not alone...)

Read on to see detailed responses from the survey...or if you're short on time, here's the summary:

- RevOps may be the hot topic in tech marketing, but in general people are still VERY confused about what it is and how to do it right.
- Only 15% of companies surveyed had a dedicated RevOps person on staff.
- On average, companies grade themselves a 4.6 out of 10 when asked how well they're "doing" RevOps.
- The #1 challenge with RevOps is finding the people/time to get it done.
- Tech companies are most commonly using win rate, annual recurring revenue and renewals/upgrades/cross-sells for RevOps-related KPIs.
- Tech companies are loving HubSpot for marketing automation, but are still using Salesforce as a CRM.
- While most tech companies are using fewer than 10 SaaS products to run marketing/sales/service, they're still relying on custom development to make everything "talk" to each other.



FYI: HubSpot defines RevOps as "responsible for aligning the operations functions, supporting the sales, marketing and customer service organizations."

Tech Stacks in the Real World

What CRM are software and tech companies using?

According to our survey, tech companies are pretty evenly split between using Salesforce and HubSpot for a CRM. A few organizations report using both platforms for CRM purposes, which can be a good compromise as long as the data is set up to correctly sync between platforms. If that includes you, luckily [HubSpot offers a native integration with Salesforce](#).

The HubSpot logo, featuring the word "HubSpot" in a dark blue sans-serif font, with the "o" in "Spot" replaced by an orange icon of a person with arms raised.The Salesforce logo, consisting of the word "salesforce" in a white sans-serif font inside a blue cloud-like shape.

What marketing automation platform are software and tech companies using?

Almost 70% of our survey respondents are using HubSpot to power their marketing automation efforts. That's not surprising in the tech industry because HubSpot is actively targeting upstart customers—especially those receiving funding—to get started on a lower version of their platform that can grow over time. SaaS companies are perfect for that business model compared to an enterprise-level system like Pardot or Salesforce Marketing Cloud.

That said, we found it interesting that of the companies using Salesforce as a CRM, only 23% are using its “sister” company Pardot for marketing automation. By contrast, 38% of Salesforce users are using HubSpot and 15% are using Marketo.

What help desk or customer service platform are software and tech companies using?

While ZenDesk was the winner with 23% of the vote, just as many people said they don't have any help desk solution in place. Intercom came in as the second most popular platform with 15% of the vote, followed by HubSpot and a homegrown/proprietary solution tied for #3 with 12% of the vote each.

How many total SaaS products do software and tech companies use related to marketing, sales and service?

69% of respondents said they use under 10 SaaS platforms related to marketing/sales/service (good job consolidating!), with an additional 23% answering 11-20 products. And yes, one respondent did confess to using more than 50 subscription services!

How are software and tech companies integrating SaaS platforms?

Half of respondents are having to rely on custom development from either in-house or freelance developers. That said, 34% of respondents said they are using platforms with native integrations...a number we expect to see increase in the future, especially with the launch of [HubSpot Operations Hub](#). Zapier was another popular integration option, with 27% of respondents saying they "zap" their way to data success.

92%

of software/tech companies use 20 or fewer SaaS products related to marketing/sales/service



PRO TIP: SaaS management platform [Blissfully](#) reports that medium-sized companies have, on average, 4.3 abandoned subscriptions and 5.8 duplicate subscriptions...so if you haven't done a formal tech inventory lately, now might be a good time!

RevOps in the Real World

Who is “doing” RevOps at software and tech companies?

A CRO (Chief Revenue Officer) may be the hottest job title in tech nowadays, but only 15% of companies have a dedicated specialist taking care of revenue operations. That begs the question: If there isn't at least one person focused on RevOps, whose responsibility is it?

19% of tech companies are putting their marketing department in charge of RevOps and 15% have a C-suite leader leading the process. That said, the most popular answer was actually, “Uh, no one?” with 27% of the vote.

That may be why **the average respondent ranked their tech company a measly 4.6 out of 10 when asked how well they're “doing” RevOps.**

(Interestingly, companies with a dedicated RevOps role ranked themselves even lower than average, at only a 3 out of 10.)

What are the top RevOps challenges at software and tech companies?

With 54% of the vote, respondents said their biggest hang-up with RevOps is that they just don't have the people or time to get it done. Understanding how to measure results (to gauge if RevOps is actually working or not) came in as the next most common challenge.

Technology that was too complicated or too expensive didn't seem to be a concern, with almost half of the respondents ranking it as their smallest RevOps challenge.

What KPIs are software and tech companies using to measure RevOps success?

Tech companies are most commonly using win rate, annual recurring revenue and renewals/upgrades/cross-sells to see how well RevOps is working. Other notable KPIs include sales cycle time and customer satisfaction.

15%

of software/tech companies have a dedicated RevOps specialist on staff

27%

of software/tech companies say no one is in charge of RevOps at their organization



Top KPIs for RevOps

1. win rate
2. annual recurring revenue
3. renewals/upgrades/cross-sells

RevOps in a Dream World

Clearly RevOps is a huge challenge at tech companies nowadays. But marketers can dream...so what's their vision for the future of revenue operations at their organization?

What *should* a dedicated RevOps expert be doing at a software/tech company?

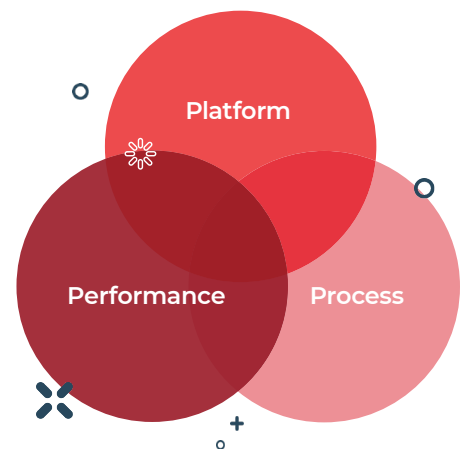
While many survey respondents honestly weren't quite sure what a RevOps role should be doing, other people had some pretty insightful ideas...most of which were focused around a single concept: alignment.

Here are some notable quotes from the survey:

“ A RevOps person should ensure alignment and simplify platform use to ensure an enterprise system is used across the board, while also ensuring there's a backup strategy in case that platform was to go down. ”

“ A RevOps person should focus on three primary areas:

- **Process:** Building and maintaining sustainable/scalable processes for the business and tools used
- **Platforms:** Evaluating/recommending/selecting potential new tools, implementing/ managing integrations between tools/ platforms, ensuring peak performance and usage of existing tools/platforms
- **Performance:** Measuring/analyzing data from multiple sources to provide reporting on key performance indicators, making recommendations for improvement based on findings ”



What does RevOps success look like at a software or tech company?

It's clear that survey respondents don't think they're currently doing a good job at RevOps (remember that 4.6 out of 10 ranking?), but here's how they'd define revenue operations success at their company in the future:

“ Helping us make better decisions, faster (with the data to back it up) ”

“ Sales and Marketing alignment and visibility, plus measurement best practices ”

“ All systems, processes and people aligned and following the rules of engagement ”

“ Efficient reporting of accurate metrics and optimized tech stack ”

“ Great data and knowing which levers to pull ”

“ Everyone knowing exactly what was going on in sales and an extremely detailed reporting system ”

“ Having clear visibility into the entire customer lifecycle across platforms, including performance measurement for each stage and knowing what contributes to success or failure at each ”

Extra Resources

So...how do you compare to our survey respondents? Do you feel like your software/tech company is behind or ahead of the curve based on the insights from your industry peers?

If you'd like more information on RevOps, here are some of our favorite resources:

HubSpot User Group (HUG) for B2B Technology

Recording and slide deck from a presentation called "[How B2B Tech Companies Can Leverage HubSpot for Long-Term RevOps Success.](#)"

HubSpot Academy Lesson

[Introduction to Revenue Operations](#) (3 videos for a total of 39 minutes)

RevOps Thought Leaders

- [Channing Ferrer](#), VP of Sales Operations and Strategy at HubSpot
- [Brad Smith](#), Co-founder/CEO of Sonar Software + Founder at Wizards of Ops
- [Jen Igartua](#), Chief Services Officer at Go Nimbly
- [Jen Spencer](#), CRO, Smartbug Media
- [Connor Jeffers](#), RevOps Instructor at HubSpot and CEO + Founder of Aptitude8



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This report was created by **Kiwi Creative**, a digital marketing agency and HubSpot Platinum Solutions Partner for growing B2B software and technology companies.

To learn more about how our agency can help with revenue operations, technology integrations and more, visit kiwicreative.net

