



Managed IT Service Provider
Industry



Enabled targeted upselling and improved client engagement through HubSpot integration.

WheelHouse IT is a managed IT service provider helping businesses improve operations through technology and support.

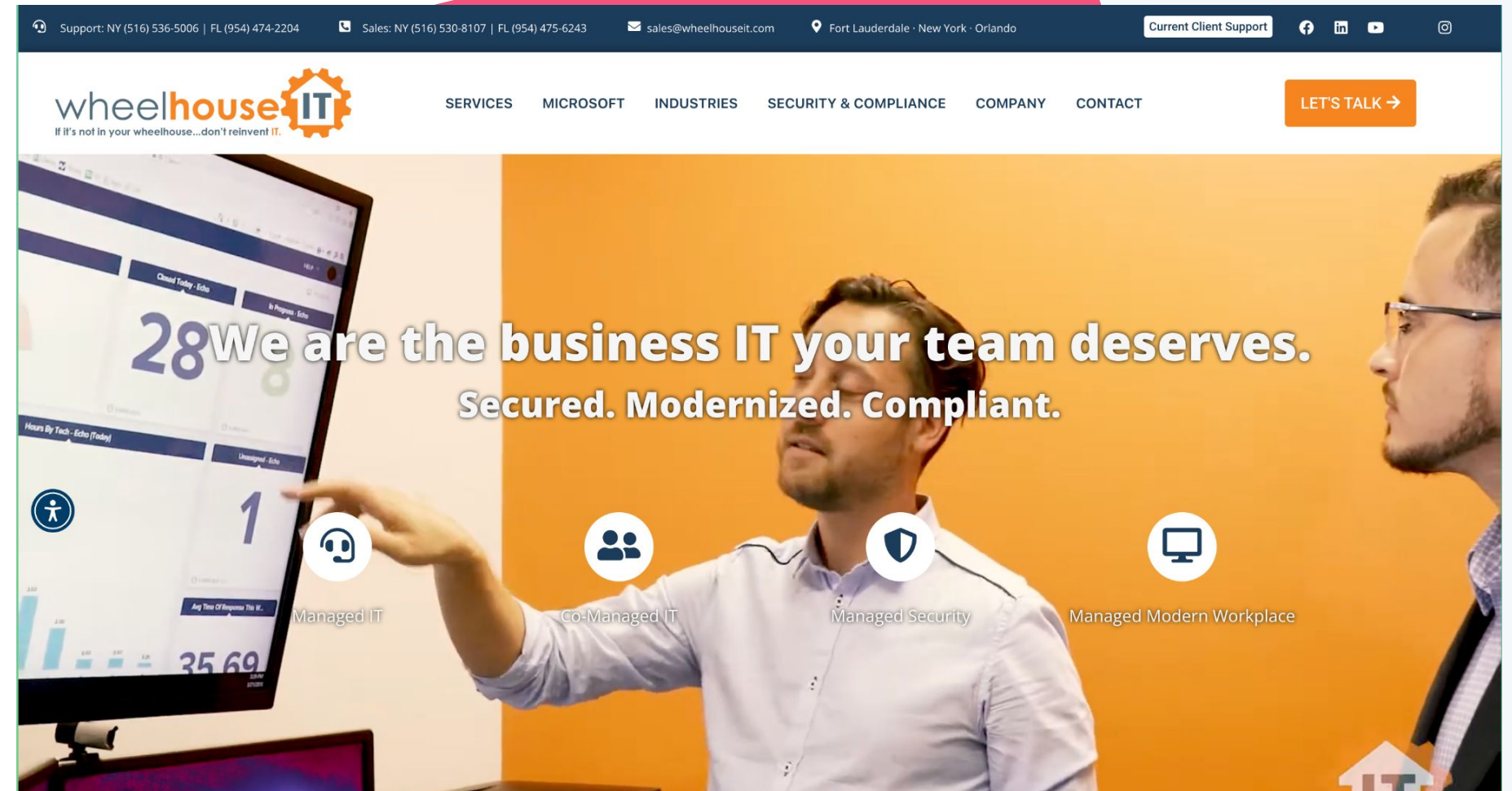
50+

Employees

NAM

Location

HubSpot + digital^{J2}



Why HubSpot + digital^{J2}

HubSpot's seamless integration with ConnectWise, implemented by digitalJ2, empowered WheelHouse IT to unlock upsell potential, enhance client engagement, and align sales and marketing efforts.



Challenge

Inability to market and sell effectively to existing clients using ConnectWise alone.

Solution

Integrated HubSpot with ConnectWise, enabling targeted campaigns, improved visibility into cross-sell/upsell opportunities, and a better overall client experience.

65%

Increased client engagement

98%

Better insight into upsell opportunities

100%

Streamlined sales/marketing coordination

Time on HubSpot

 **3 years**

Previous Platforms

 **MailChimp & ConnectWise CRM**

Hubs

 **HubSpot CRM**

 **HubSpot Marketing Hub Pro**

 **HubSpot Sales Hub Pro**