Manufacturing Industry



Automated sales pipeline, improved forecasting, and eliminated manual tracking.

IAC is a leader in compressed air systems, offering equipment, installation, and maintenance to industrial customers.

100+ Employees







ABOUT -

СН СОЛТАСТ

REQUEST QUOTE

ONLINE PAR

EXPERT ENGINEERING

Performing compressed air assessments and audits provides very accurate results to save plant facilities thousands of dollars a year and to assist plant personnel with critical information for the decisions pertaining to future growth and efficiency.

Why HubSpot + digital^{J2}

HubSpot's powerful CRM, implemented by digitalJ2, gave IAC full pipeline visibility, automated sales workflows, and accurate forecasting to replace manual, spreadsheet-driven processes.

Challenge

Sales processes were tracked manually using spreadsheets, limiting visibility and forecast accuracy.

Solution

Implemented HubSpot CRM, Marketing and Sales Hub to manage pipeline, automate follow-ups, and provide sales leadership with clear forecasting and reporting tools.

100% Full pipeline visibility

100%

Improved forecasting accuracy **89%** Reduced manual entry time



Previous Platform

▷ MailChimpⅢ Spreadsheets

Hubs

HubSpot CRM

UNDER CONTRACT HUD Spot Marketing Hub Enterprise

HubSpot Sales Hub Enterprise