



## 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

**NAM**  
Location

HubSpot + digital<sup>J2</sup>



# Why HubSpot + digital<sup>J2</sup>



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.

Previous Platform

MailChimp

Spreadsheets

Hubs

HubSpot CRM

HubSpot Marketing Hub Enterprise

HubSpot Sales Hub Enterprise

100%

Full pipeline visibility

100%

Improved forecasting accuracy

89%

Reduced manual entry time