



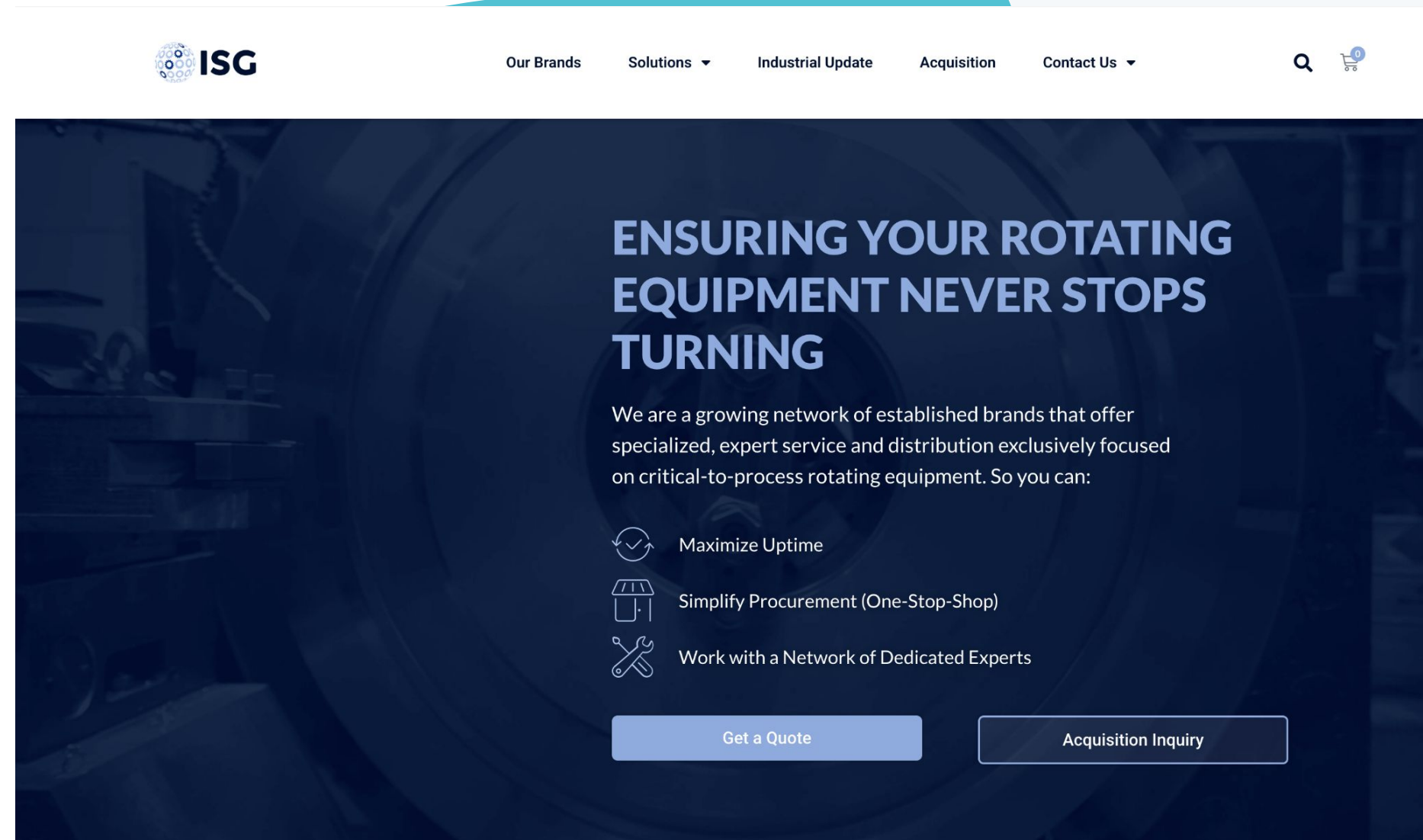
## Unified Marketing & Sales Across 17 Separate Business Units

ISG Services is a private equity platform that acquires and rolls up multiple companies. They needed a scalable CRM to unify marketing and sales processes across 17 separate business units.

**1000+**  
Employees

**NAM**  
Location

HubSpot + digital<sup>J2</sup>



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



HubSpot's scalable platform, paired with digitalJ2's expertise, empowered ISG Services to unify marketing and sales across 17 business units—centralizing data, standardizing workflows, and enabling cross-portfolio growth with enterprise-grade automation and reporting.

## Challenge

Disparate tech stacks and inconsistent sales processes across individual companies.

## Solution

Implemented HubSpot and Business Units to centralize company data, standardize sales workflows, enable cross-sell motion, and build unified reporting. Leveraged marketing automation for re-engagement across the portfolio.

**100%**

Accurate,  
Centralized  
Reporting

**100%**

Platform  
Adoption Across  
companies

**100%**

Unified Client  
Engagement  
Strategy

Time on HubSpot

 **1 year**

Previous Platform

 **MailChimp,  
Spreadsheets**

Hubs

 **HubSpot CRM**

 **HubSpot Marketing Hub Enterprise**

 **HubSpot Sales Hub Enterprise**