



SENNEBOGEN®

Launched a new product in a new industry and achieved \$9.3m in annual sales

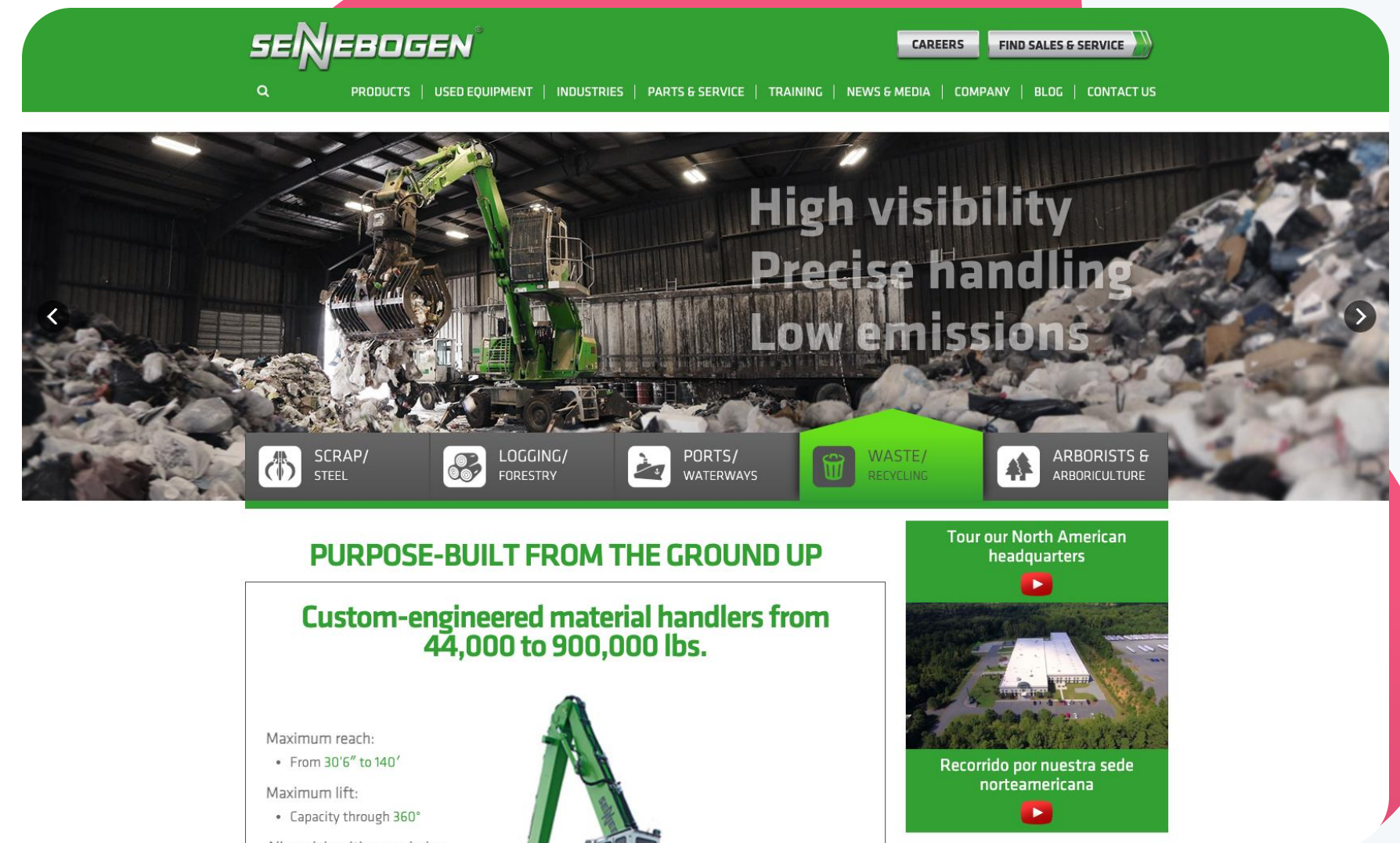
Sennebogen manufactures material handling equipment for industries including recycling, scrap metal, demolition, port operations, log-handling, waste facilities, and urban forestry.

25-200

Employees

NAM

Location



Why HubSpot + digital^{J2}

digitalJ2 introduced Sennebogen to the tree service industry through comprehensive inbound marketing, industry partnerships, and demonstration events, generating \$9.3 million in sales by addressing safety and efficiency pain points.

Challenge

Go-to-Market Strategy:

- "New kid on the block" status
- Generating awareness in new industry
- Going direct for the first time
- Educating the market on new innovative product

Solution

By switching to HubSpot:

- CRM implementation
- Multi-channel campaign attribution
- Full-funnel Reporting
- Lead management
- Aligned Sales and Marketing

\$9.3m

Net-New Revenue in One-Year in New Industry

23%

Leads to MQL Conversion Rate

63.4%

MQL to Event Attendance Conversion Rate

SENNEBOGEN

Time on HubSpot

 1 year

Previous Platforms

 **Microsoft Dynamics 365**

Hubs

 **HubSpot Marketing Hub**

 **HubSpot CRM**

[Full Case Study](#) →