G FUEL

63% YOY Growth In Returning Customer Sales Over a Nine-month Period

G Fuel produces and sells energy drinks and drink mixes tailored for the e-gaming industry.
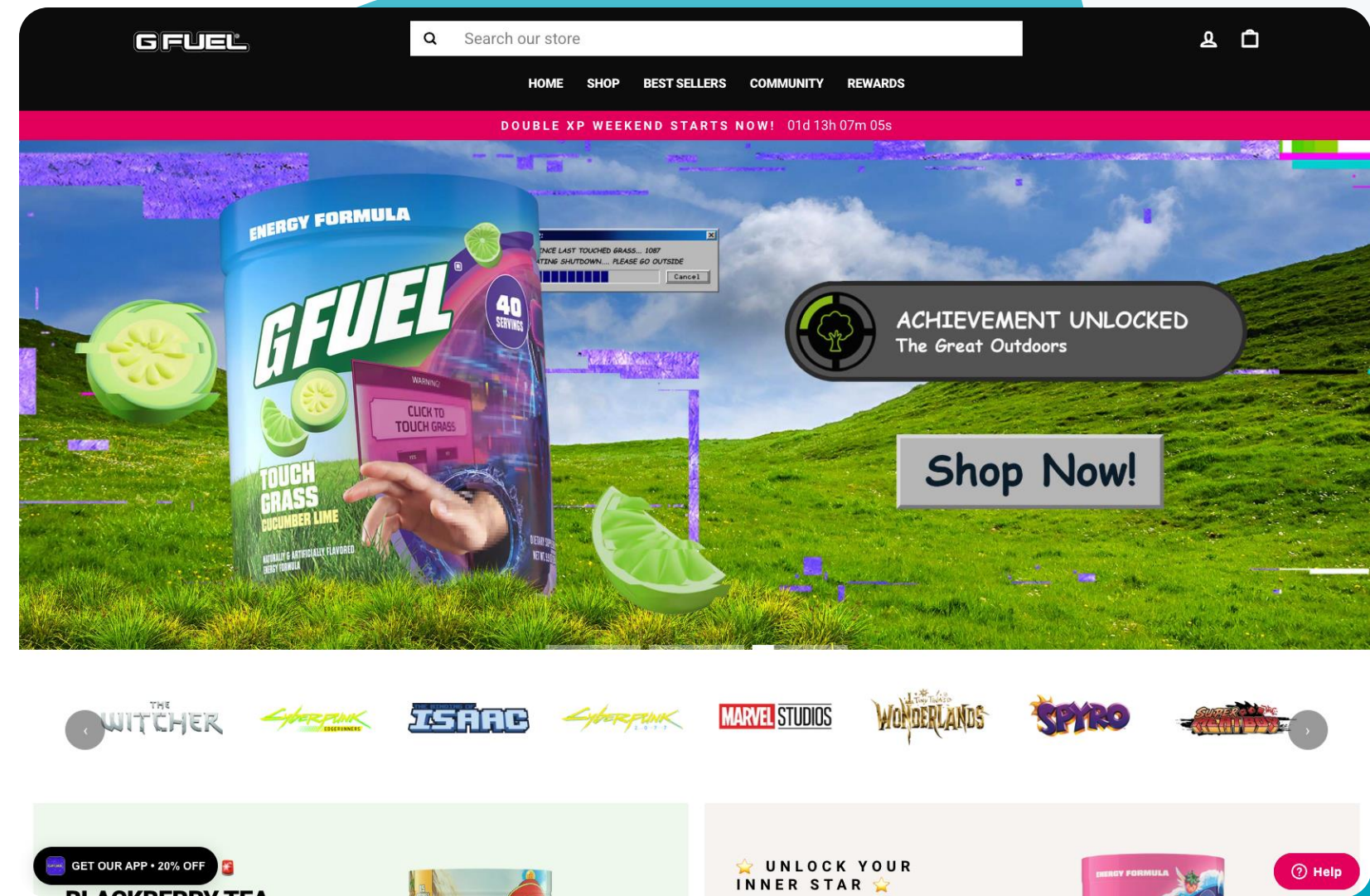
25-200
Employees

NAM
Location

HubSpot + digital^{J2}

Why **HubSpot** + **digital**[J2]

HubSpot helped GFUEL boost existing customer revenue through targeted segmentation and personalized automation workflows, driving 63% growth in returning sales.

Challenge

- Low existing customer sales
- Poor customer relationships
- High customer replacement costs
- Lack of personalization
- Insufficient performance tracking

Solution

- Customer segmentation via smart lists
- Personalized email marketing automation
- Multi-stage workflow implementation
- ROI tracking and campaign attribution
- Abandoned cart recovery system

63%
YOY sales growth in existing customers

40%
Increase in customer lifetime value (LTV)

37,400%
Increase in customer reviews

Time on HubSpot

🕐 9 Months

Previous Platform

⮕ Shopify

Hubs

⚡ HubSpot Marketing Hub Enterprise

◎ HubSpot CRM

Full Case Study →