



HubSpot gave AdvantaClean centralized data tracking, increased qualified franchise investor traffic by 208% and new franchise lead conversions by 112%.

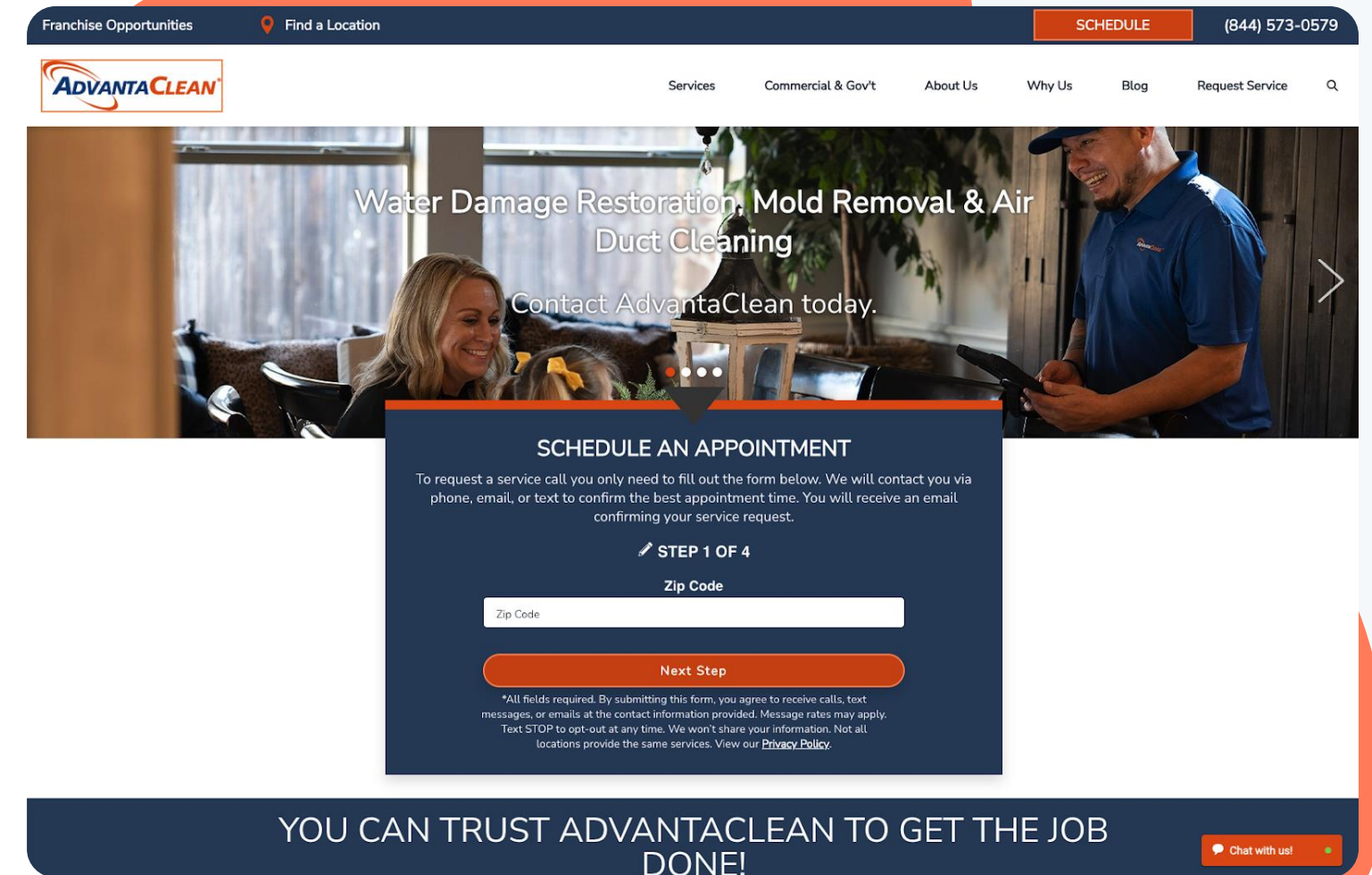
AdvantaClean provides light environmental services including air duct cleaning, mold remediation, emergency water clean-up, and moisture control to create healthier home and business environments.

200+

Employees

NAM

Location



Why HubSpot + digitalJ2



AdvantaClean required a centralized platform to interpret marketing data, execute strategies, and implement targeted automation to deliver content to investors seeking franchise opportunities.

Challenge

- Fragmented marketing data
- Disconnected data sources
- Poor lead data interpretation
- Marketing automation confusion
- Ineffective content targeting

Solution

- Centralized data dashboard
- Targeted persona strategies
- Team training on HubSpot
- Marketing automation implementation
- Ongoing RevOps support from digitalJ2

208%

Increase in qualified franchise investor lead traffic

112%

Increase in franchise investor lead conversions

Time on HubSpot

 7 Months

Previous Platform

 Custom CRM, MailChimp

Hubs

 HubSpot Marketing Hub

 HubSpot CRM