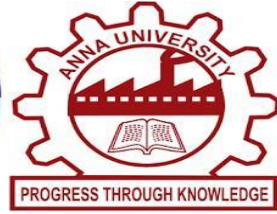




**நான்
முதல்வன்**
உலகை வெல்லும் இளைய தமிழகம்



A PROJECT REPORT ON
How to Create Brand Name, Brand Mail and Brand Logo in Canva

DOMAIN: Digital Marketing

DOCUMENTATION

UNDER THE GUIDANCE OF

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DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING



KRISHNASAMY COLLEGE OF ENGINEERING & TECHNOLOGY

ANNA UNIVERSITY: 2020-2024.

BONAFIDE CERTIFICATE

Certified this project report “**How to Create Brand Name, Brand Mail and Brand Logo in Canva**” is the bonafide work of **S. Krishnakumar** (421320106019), **M. Sooriya** (421320106035), **K. Vinayagamurugan** (421320106041), **G. Manikandan** (421320106302) who carried out the project under my supervision.

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HOW TO CREATE BRAND NAME, BRAND MAIL AND BRAND LOGO IN CANVA

OUR PROJECT DESCRIPTION:

BRAND NAME CREATION:

In order to create a compelling brand name and project description, it's essential to distill the essence of your endeavor into a concise yet impactful paragraph. Begin by defining your brand's identity, encompassing its values, mission, and unique attributes. Next, brainstorm potential brand names that resonate with this identity, ensuring they are memorable and aligned with your industry or niche. Simultaneously, consider your project's core purpose and what sets it apart from others. Once you've settled on a brand name, craft a one-paragraph project description that succinctly conveys your mission, target audience, and unique value proposition. The ultimate goal is to create a brand name and description that together encapsulate your project's essence and immediately capture the attention and interest of your audience.

TIPS FOR CREATING A BRAND NAME:

- Start by brainstorming a list of keywords related to your product or service. This could include the product or service itself, its benefits, features, target audience, and industry.
- Once you have a list of keywords, start combining them to create different name ideas. You can also try using acronyms, rhymes, or puns.
- Once you have a few name ideas, evaluate them against the following criteria:
 1. Meaningful: Does the name convey something about your product or service?
 2. Unique: Does the name stand out from the competition?
 3. Memorable: Is the name easy to remember and pronounce?
 4. Available: Is the trademark and domain name available?
 5. Scalable: Can the name grow with your business and not limit its future potential?
- Get feedback from others on your name ideas. This could include friends, family, colleagues, or potential customers.

EXAMPLE OF SUCCESSFUL BRAND NAMES:

1. Apple: This name is simple, memorable, and unique. It also evokes positive associations with freshness, innovation, and creativity.
2. Google: This name is also simple and memorable. It is also a play on the word "googol," which is a mathematical term for a very large number. This suggests that Google is a vast and powerful search
3. Amazon: This name is inspired by the Amazon River, which is the largest river in the world. This suggests that Amazon is a vast and powerful online retailer.

REGISTERING YOUR BRAND NAME AS A TRADEMARK:

Once you have chosen a brand name, it is important to register it as a trademark. This will protect your name from being used by others without your permission. You can register your trademark online with the United States Patent and Trademark Office (USPTO).

BRAND LOGO CREATION:

INTRODUCTION:

A brand logo is a visual representation of your brand. It is what customers will see first and what will help them to identify your brand. A good brand logo should be simple, memorable, and unique. It should also be versatile and be able to be used on a variety of marketing materials, such as your website, business cards, and social media pages.

TIPS FOR CREATING A BRAND LOGO:

- Start by thinking about what your brand represents.
 1. What are your brand values?
 2. What are your target audience's values?
 3. What do you want your brand to be known for?
- Once you have a good understanding of your brand, you can start to brainstorm logo ideas. You can sketch out ideas on paper or use a digital design tool.
- When designing your logo, keep the following tips in mind:

1. Keep it simple: A complex logo will be difficult to remember and reproduce.
 2. Make it memorable: Use bold colors and shapes that will stand out from the competition.
 3. Make it unique: Avoid using generic symbols or clip art.
 4. Make it versatile: Your logo should be able to be used at different sizes and on different materials.
- Get feedback from others on your logo ideas. This could include friends, family, colleagues, or potential customers.

EXAMPLE OF SUCCESSFUL BRAND LOGOS:

1. Apple: The Apple logo is simple, yet effective. It is a bitten apple, which symbolizes knowledge and temptation.
2. Google: The Google logo is also simple and effective. It is a colorful wordmark that is easy to remember and pronounce.
3. Amazon: The Amazon logo is unique and memorable. It features a stylized arrow that points from A to Z, suggesting that Amazon sells everything.

BRAND GMAIL CREATION:

INTRODUCTION:

A brand Gmail account is an email account that uses your company's domain name, such as or This is different from a personal Gmail account, which uses a @gmail.com domain name.

There are several benefits to creating a brand Gmail account:

- **Professionalism:** A brand Gmail account looks more professional and credible than a personal Gmail account.
- **Trust:** A brand Gmail account can help to build trust with your customers and clients.

- **Branding:** A brand Gmail account helps to promote your brand and make it more recognizable.
- **Control:** With a brand Gmail account, you have more control over your email addresses and how they are used. For example, you can create email addresses for different departments or teams, and you can easily disable or delete email addresses when they are no longer needed.

TIPS FOR CREATING A BRAND GMAIL:

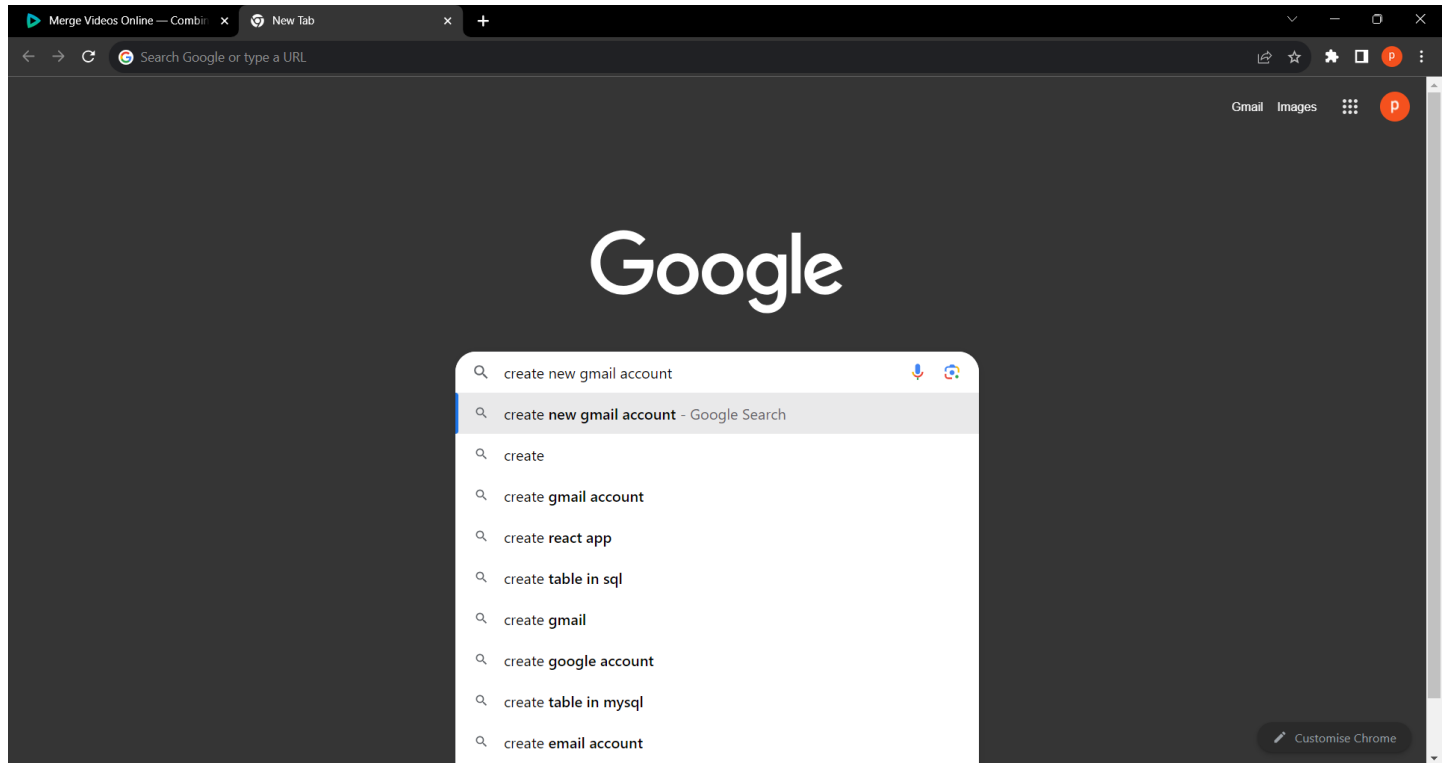
- Use descriptive email addresses: When creating email addresses for your employees, use descriptive addresses that reflect their role in the company. For example, or
- Create a naming convention: Create a naming convention for your brand Gmail accounts so that they are all consistent. For example, you might decide to use the following naming convention: [firstname].[lastname]@[yourdomain.com]
- Use a strong password: Choose a strong password for your brand Gmail accounts. It should be at least 12 characters long and include a mix of upper and lowercase letters, numbers, and symbols.
- Enable two-factor authentication: Enable two-factor authentication on your brand Gmail accounts to add an extra layer of security.

HERE ARE SOME ADDITIONAL TIPS FOR CREATING A SUCCESSFUL BRAND:

- Be consistent with your branding: This means using the same brand name, logo, and messaging across all of your marketing materials. This will help to create a strong and unified brand identity.
- Be authentic: Your brand should be a reflection of your company's values and culture. Be genuine in your interactions with customers and let your brand personality shine through.
- Be creative: There is no one right way to brand your business. Be creative and think outside the box to create a brand that is unique and memorable.

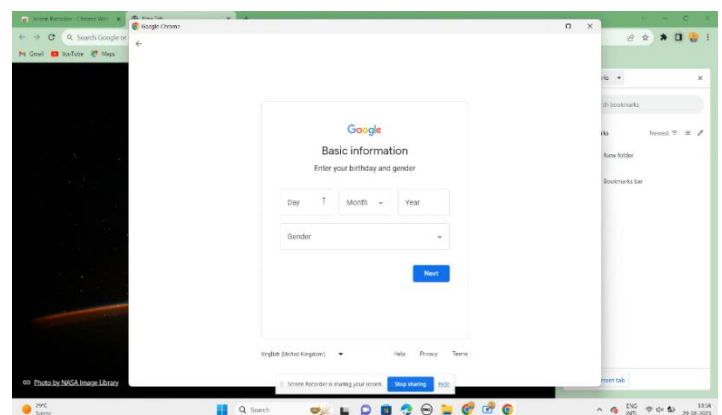
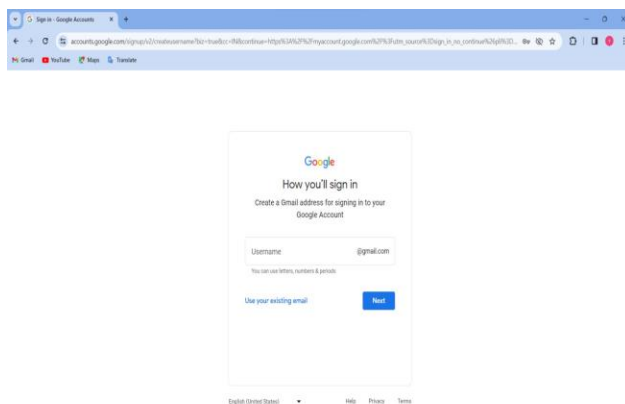
1.IMPLEMENTATION OF THE CREATION OF EMAIL ACCOUNT ON GMAIL FOR BRAND

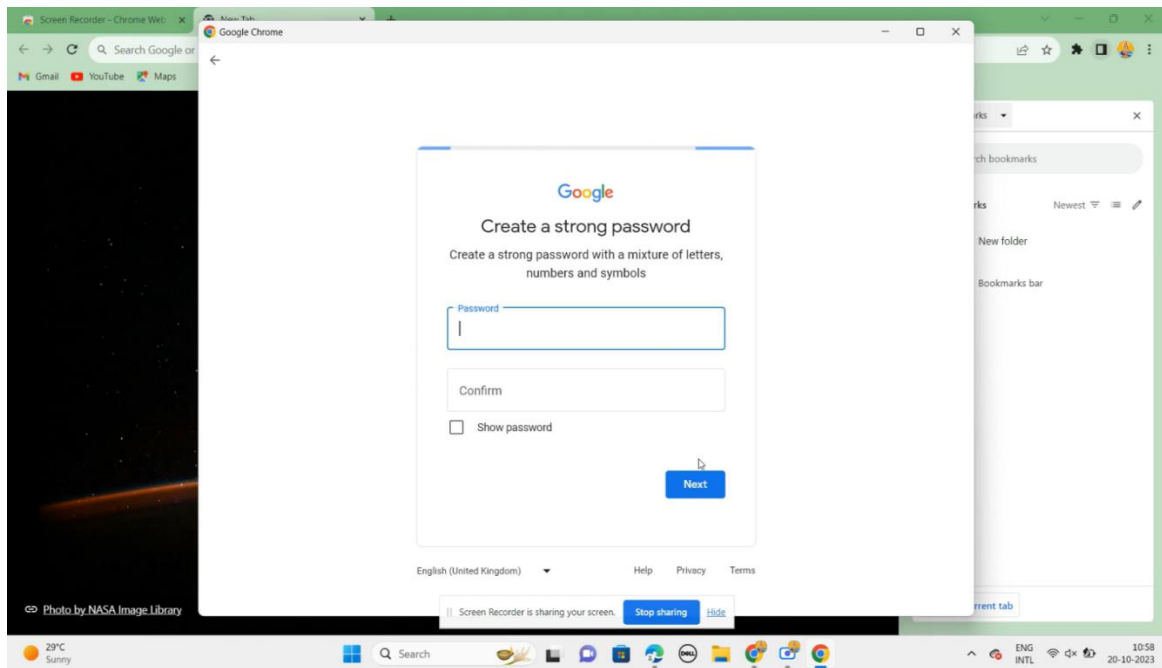
1.1 NAVIGATION AND SEARCH FOR GMAIL CREATION FOR BRAND



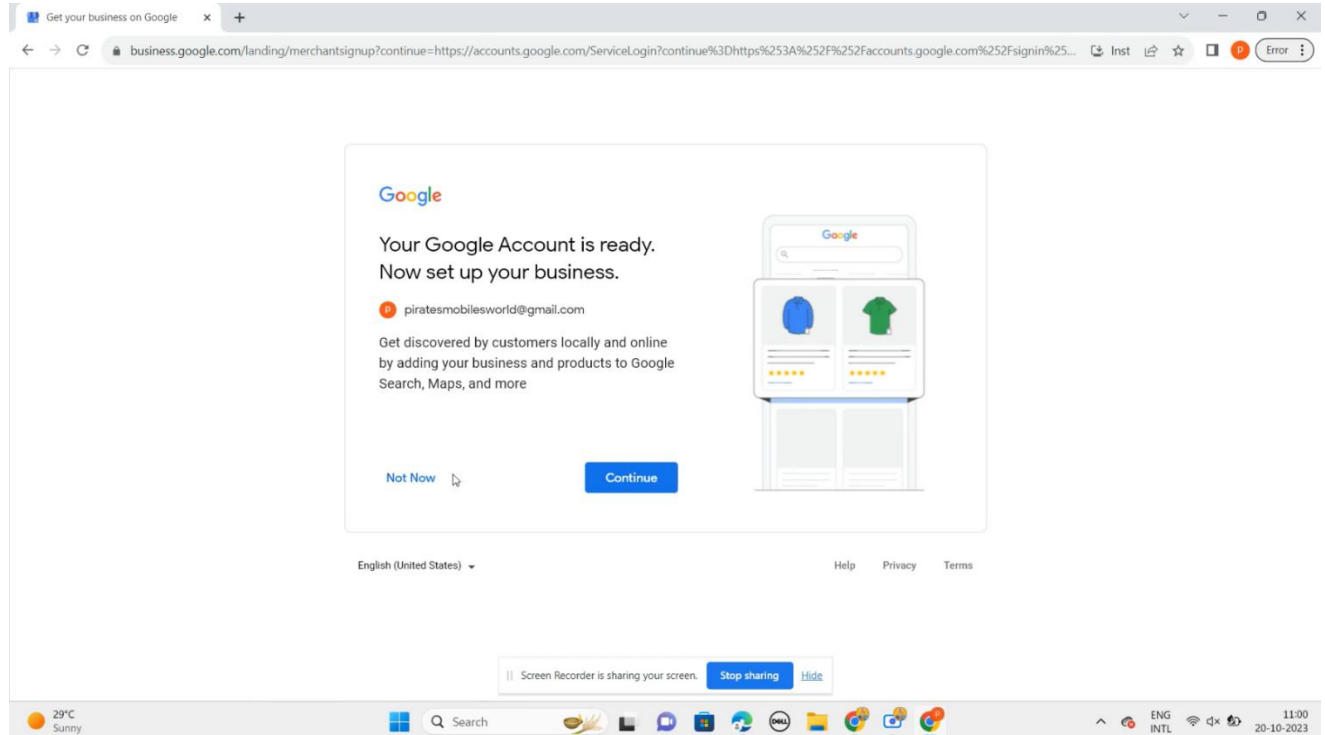
1.2 GMAIL ACCOUNT CREATION PAGE

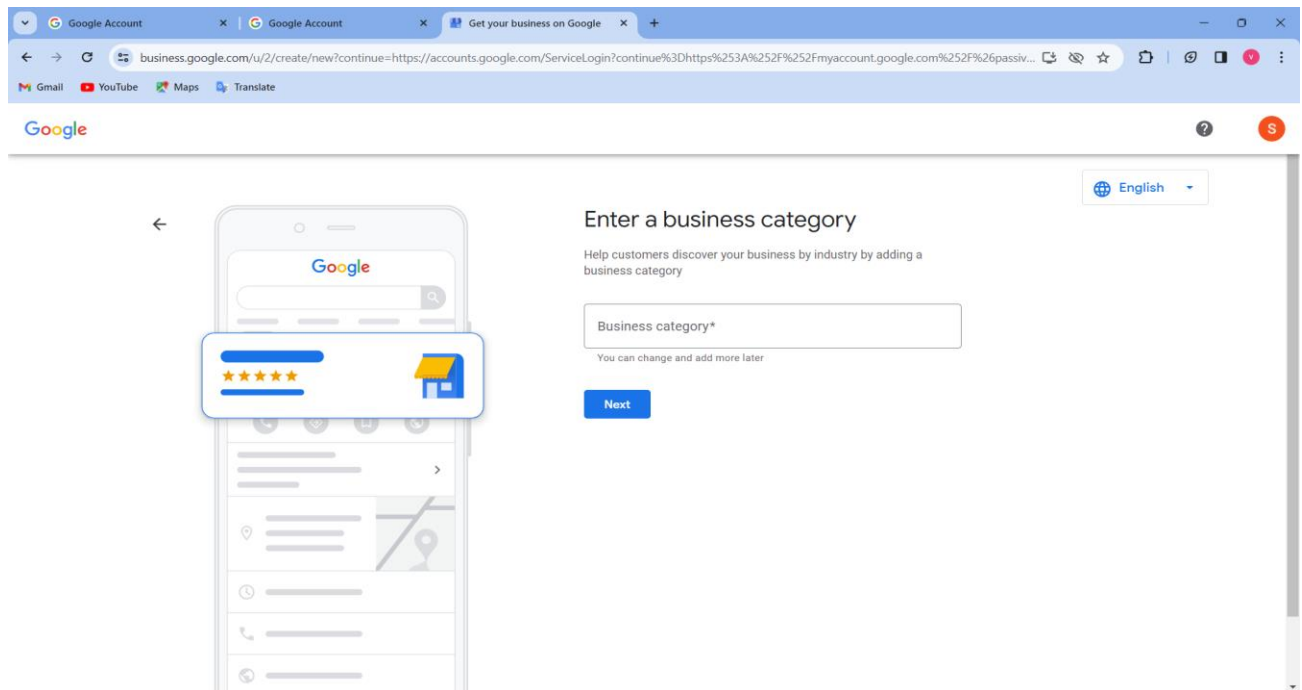
1.3 CREATING USERNAME AND PASSWORD FOR THE ACCOUNT





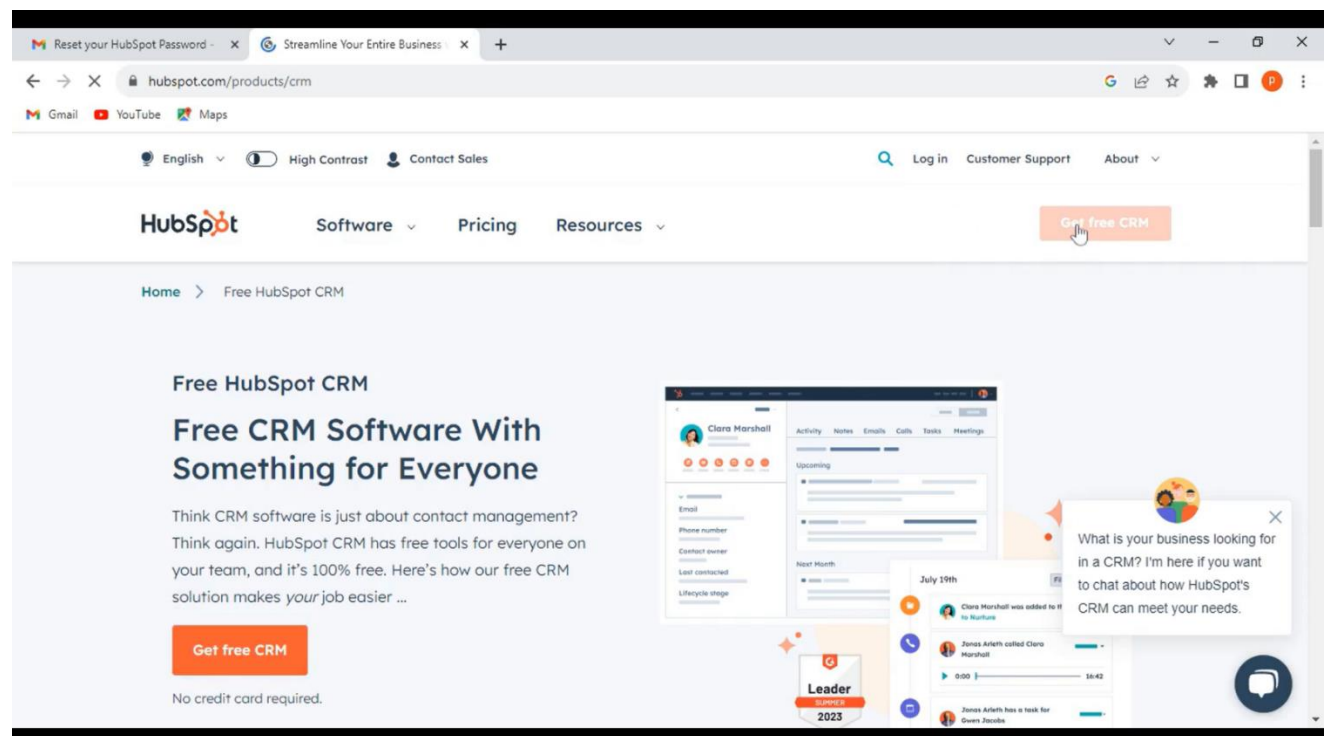
1.4 LINKING THE BUSINESS DETAILS TO THE GMAIL ACCOUNT





2. CREATING ACCOUNT IN HUBSPOT

2.1 LOGIN YOUR BUSSINESS MAIL



The screenshot shows a web browser window with the HubSpot sign-up page. The URL is `app.hubspot.com/signup-hubspot/crm?hubs_signup-url=www.hubspot.com%2Fproducts%2Fcrm&hubs_signup-cta=crmpersona-nav-salesleader&prom...`. The page features the HubSpot logo at the top left. A central white card contains the text "Nice to meet you piratesmobiles!" followed by the question "What industry are you in?". Below this is a text input field labeled "Industry" with the value "Consumer Electronics" and a clear button (X). An orange "Next >" button is at the bottom of the card. To the right of the card, there is a chat bubble icon and a "Manage Cookies" link. A small notification box on the right says "Have questions while signing up for HubSpot's free tools? I have answers."

2.2 DESCRIBE THE TYPE OF BUSSINESS

2.3 DESCRIBE YOUR ROLE IN JOB

The screenshot shows the same HubSpot sign-up page, but at the "What is your job role?" step. The central white card now displays the question "What is your job role?". Below it is a search input field labeled "Job Role" with the placeholder text "Search" and a magnifying glass icon. A secondary input field with the placeholder "Type to search" is visible below the first one. A light blue "Next >" button is at the bottom of the card. The right side of the page remains the same, with the chat bubble icon, "Manage Cookies" link, and the notification box.

2.4 TYPE YOUR COMPANY NAME

The screenshot shows a web browser window with the HubSpot sign-up page. The URL is `app.hubspot.com/signup-hubspot/crm?hubs_signup-url=www.hubspot.com%2Fproducts%2Fcrm&hubs_signup-cta=crmpersona-nav-salesleader&prom...`. The page features the HubSpot logo at the top left. A central white card contains the heading "What is your company's name?" with a "< Back" link. Below the heading is a text input field labeled "Company name" containing the text "Pirates mobiles world". An orange "Next >" button is positioned below the input field. To the right of the card, there is a small chat bubble icon and a "Manage Cookies" link. A small notification box on the right side of the page says: "Have questions while signing up for HubSpot's free tools? I have answers."

2.5 MENTION THE NUMBER OF WORKERS IN YOUR COMPANY

The screenshot shows the next step of the HubSpot sign-up process. The heading is "How many people work at your company?". Below the heading is a grid of nine buttons representing different ranges of workers. A hand cursor is pointing at the "51 to 200" button. The buttons are arranged in a 3x3 grid:

Just me	2 to 5	6 to 10
11 to 25	26 to 50	51 to 200
201 to 1,000	1,001 to 10,000	10,001 or more

At the bottom right of the page, there is a "Manage Cookies" link and a chat bubble icon.

2.6 TYPE THE WEBSITE LIKE OF YOUR COMPANY

The screenshot shows a web browser window with the HubSpot logo at the top left. The main content area is a white card with a light gray border. At the top of the card is a '< Back' link. The heading 'What is your company's website?' is centered. Below it, the text 'Company website' is followed by the URL 'https://piratesmobilesworld.my.canva.site/'. At the bottom of the card is an orange button with a hand cursor icon and the text 'Next >'. In the bottom right corner of the browser window, there is a 'Manage Cookies' link and a chat bubble icon.

HubSpot

< Back

What is your company's website?

Company website
https://piratesmobilesworld.my.canva.site/

Next >

Manage Cookies

2.7 MENTION THE LOCATION WHERE THE DATA TO BE HOSTED

The screenshot shows the same HubSpot signup form, but the question is 'Where would you like your data to be hosted?'. Below the question is a link 'More about how your data is hosted >'. The text 'Based on your location, we recommend US' is displayed. There are two radio button options: 'US' (selected) and 'EU'. At the bottom of the card is an orange button with the text 'Create Account >'. The 'Manage Cookies' link and chat bubble icon are still present in the bottom right corner.

HubSpot

< Back

Where would you like your data to be hosted?

[More about how your data is hosted >](#)

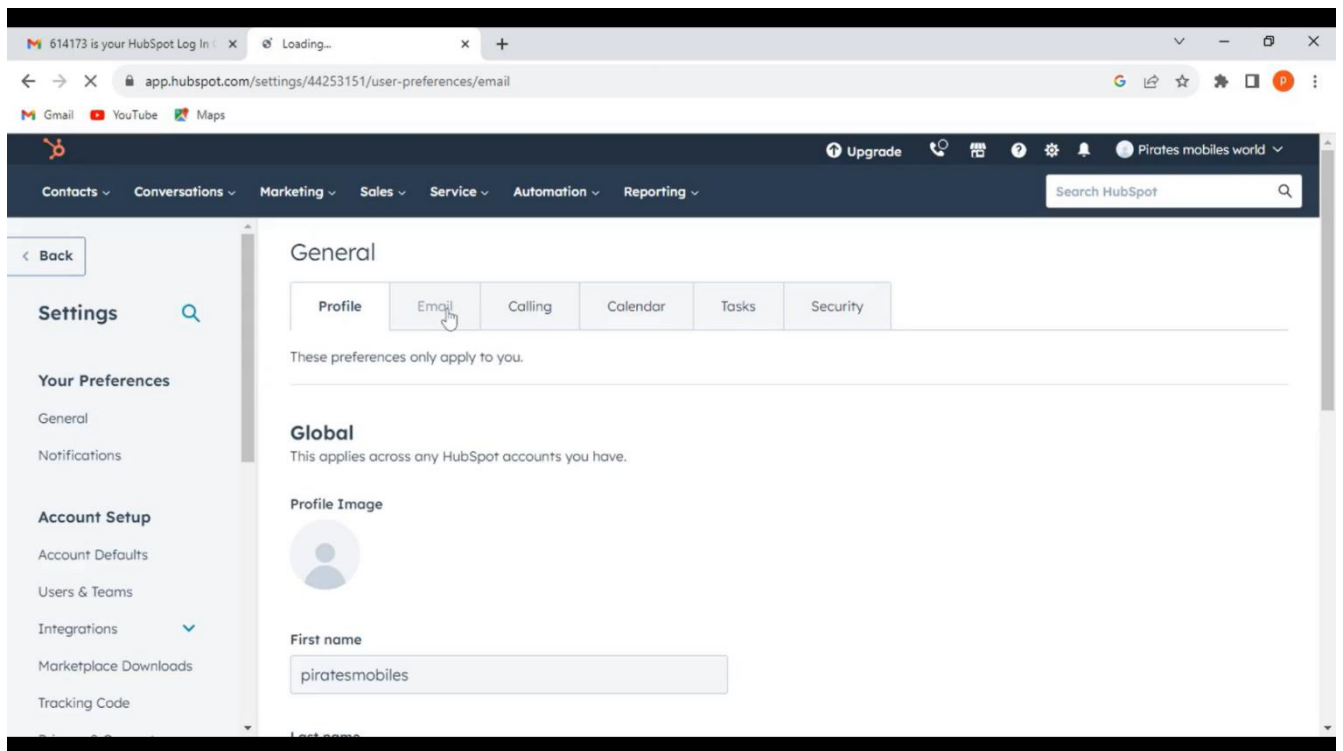
Based on your location, we recommend US

☒ US

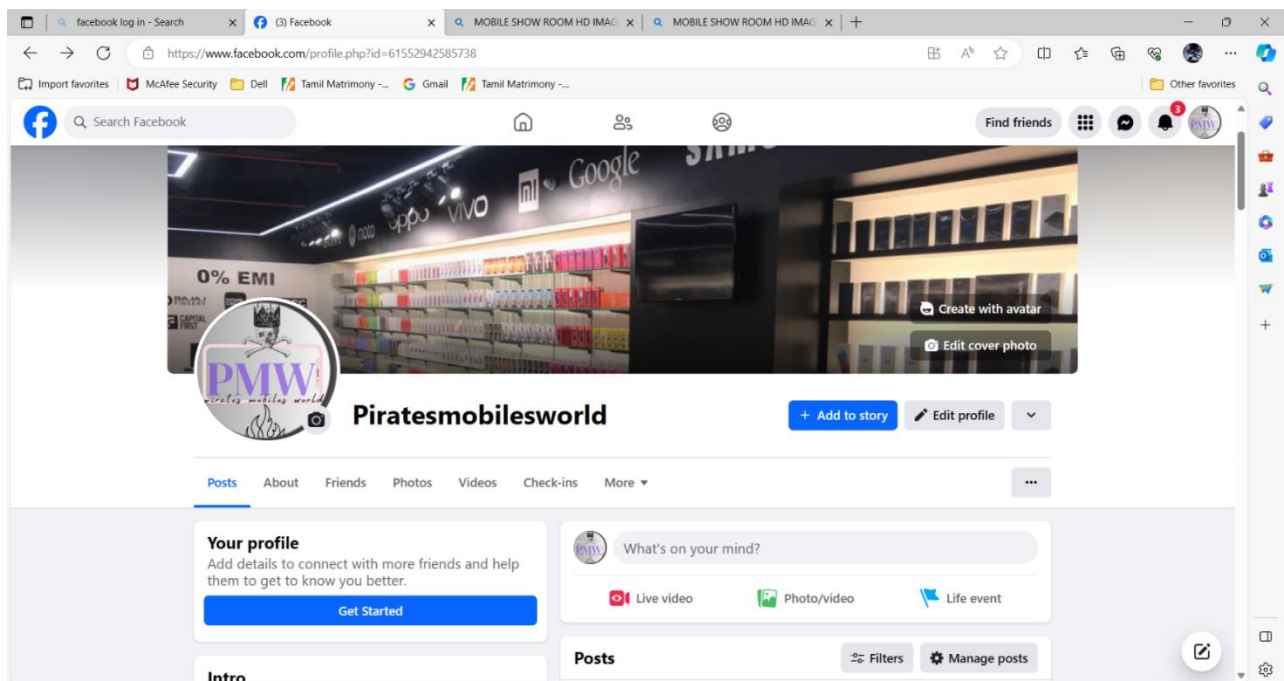
☐ EU

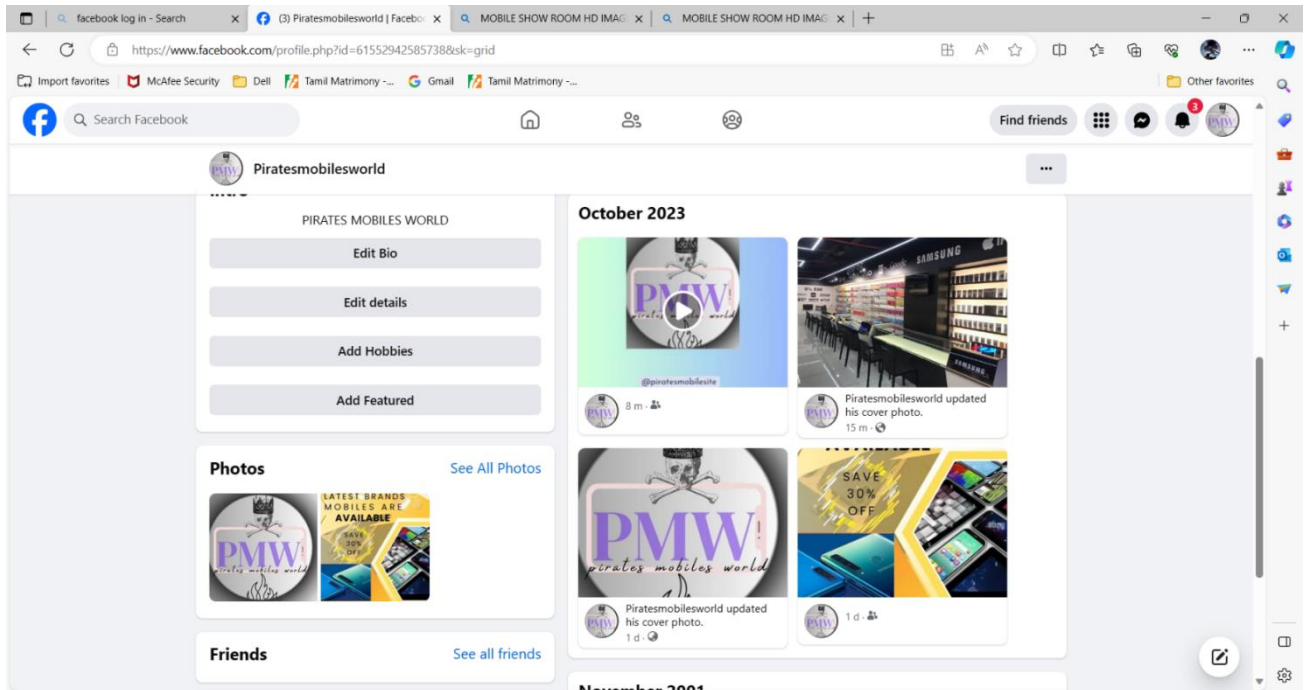
Create Account >

Manage Cookies

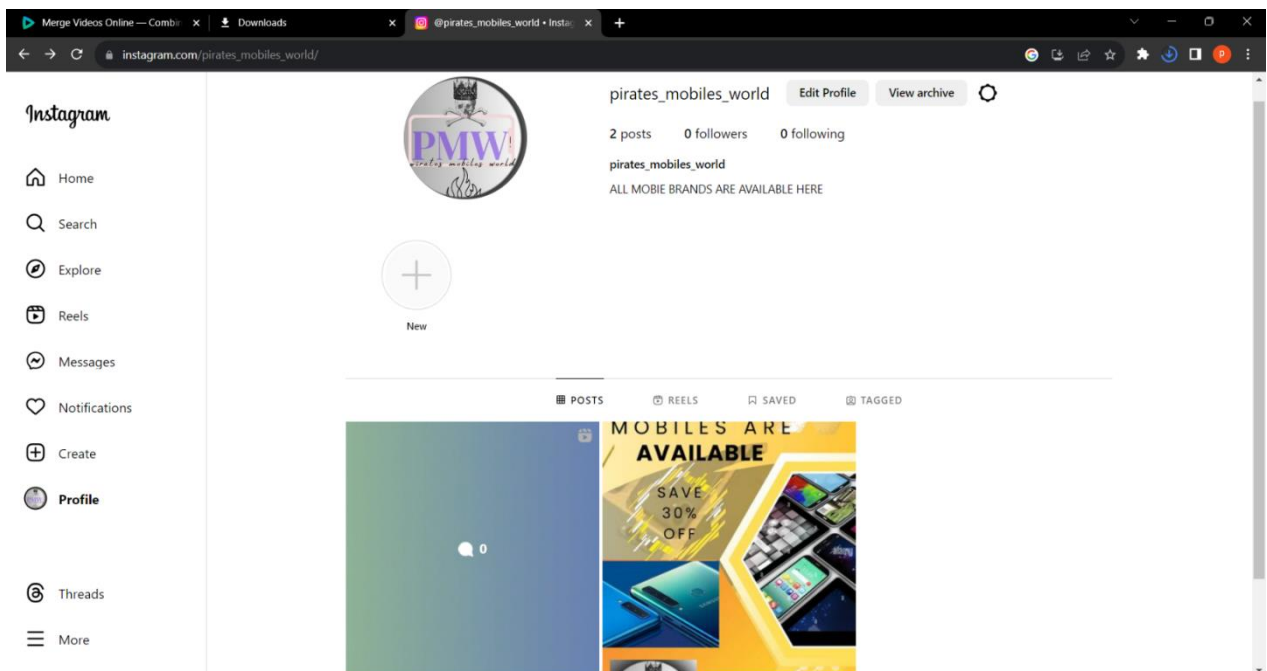


OUR FACEBOOK'S ACCOUNT

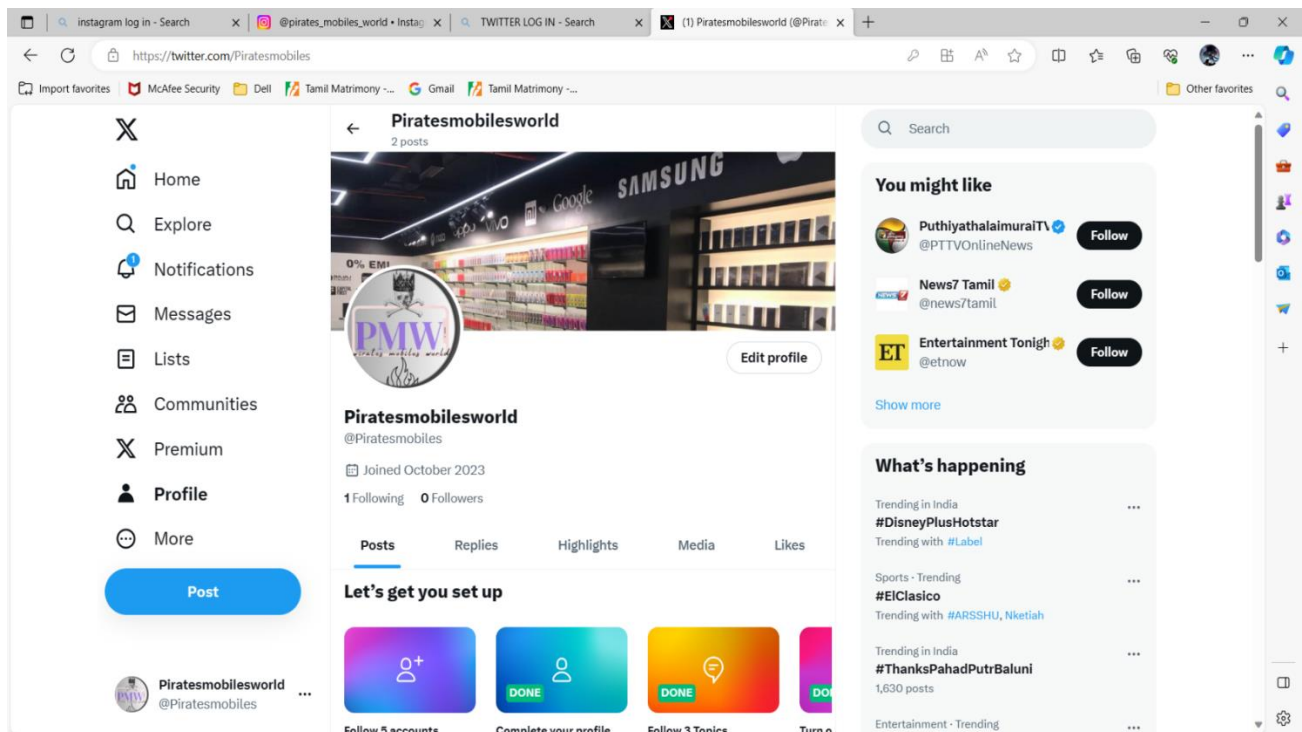




4.OUR INSTAGRAM'S ACCOUNT



OUR TWITTER'S ACCOUNT




4. OUR WEBSITE PAGE

PAGE 1



VIVO

- 1. excellent screen**
- 2. excellent battery and charging**
- 3. Good stereo speakers**
- 4. good calls quality Cons**



50MP
Camera with Large Sensor

Super Night
Camera

Multi Style
Portrait

Funtouch
OS 12

5000mAh
Battery +
18W
Fast Charge

6.55" HD
Color-Rich
Screen

Side
Fingerprint
Scanner &
Face Wake

Expandable
Storage
Upto 1TB



Up to 8GB RAM Expansion

50MP AI Camera

90Hz Colour-Rich Display

OPPO Glow

33W SUPERVOOC™


5000mAh
Long-Lasting Battery

5G Octa-Core Processor

ColorOS 13

OPPO

- 1. excellent screen**
- 2. excellent battery and charging**
- 3. Good stereo speakers**
- 4. good calls quality Cons**



iPhone 8

DISPLAY
Type: LED-backlit IPS LCD, capacitive touchscreen, 16M colors
Size: 4.7 inches, 750 x 1334 pixels
Multitouch: Yes


PROCESSOR
OS: iOS 11
Chipset: Apple A11 Bionic
CPU: Hexa-core 2x Monsoon + 4x Mistral
GPU: Apple GPU (three-core graphics)

CAMERA
Primary: 12 MP, phase detection, autofocus
Features: Geo-tagging, simultaneous 4K video
Video: 2160p@24/30/60fps
Secondary: 7 MP, f/2.2, 1080p@30fps

BATTERY & MEMORY
Battery: Non-removable Li-Ion 1821mAh
Talk time: Up to 14 h (3G)
Internal: 64/256 GB, 2 GB RAM
External: No

64GB ₹64,000 256GB ₹77,000

SAG Mart

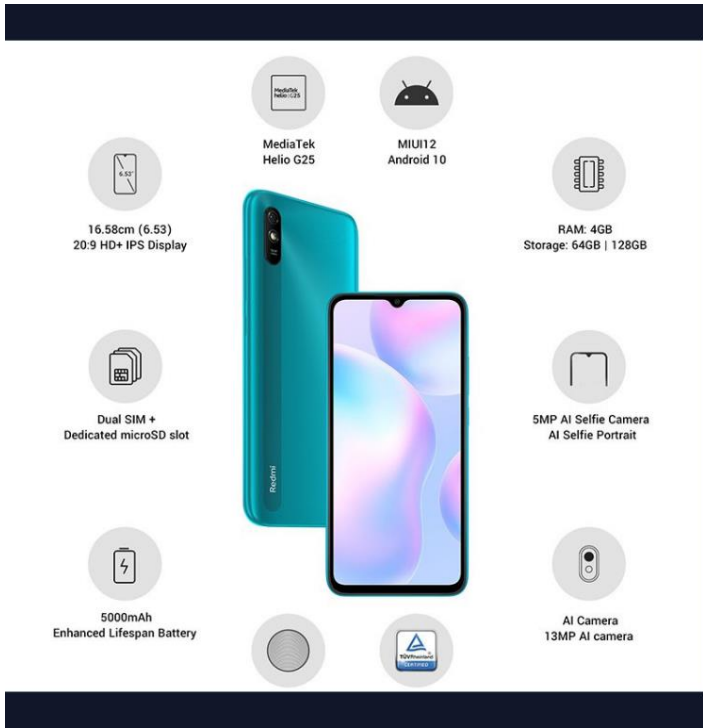


1. excellent screen

2. excellent battery and charging

3. Good stereo speakers

4. good calls quality Cons



MediaTek Helio G25

MIUI12 Android 10

16.58cm (6.53) 20:9 HD+ IPS Display


RAM: 4GB Storage: 64GB | 128GB

Dual SIM + Dedicated microSD slot

5000mAh Enhanced Lifespan Battery

5MP AI Selfie Camera AI Selfie Portrait

AI Camera 13MP AI camera

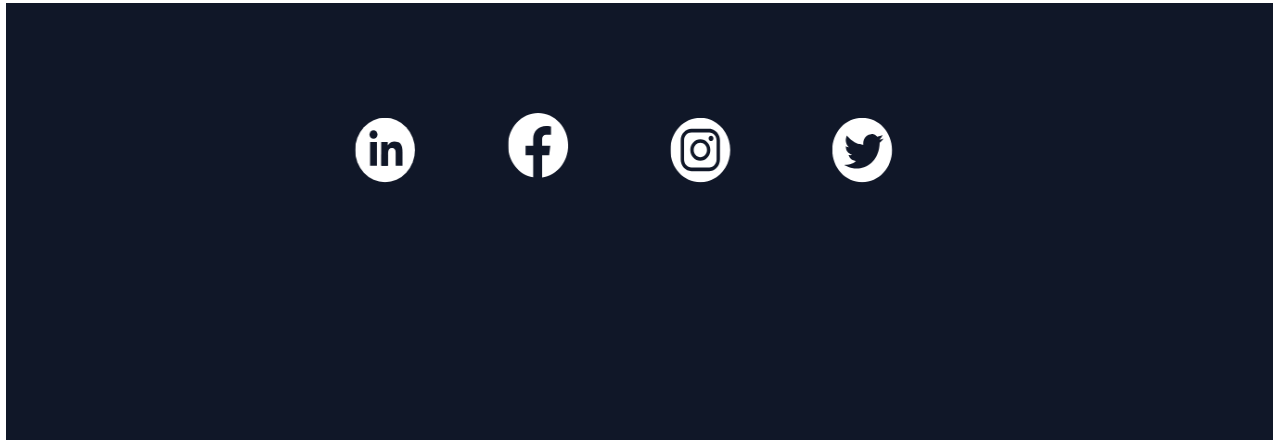


1. excellent screen

2. excellent battery and charging

3. Good stereo speakers

4. good calls quality Cons



PIRATES MOBILES WORLD

If you're starting a business that provides property maintenance services, there are a few things you need to know about the industry. This includes understanding the different types of services that are commonly provided, the equipment and tools that are typically used, and the target market for this type of business.

When it comes to providing property maintenance services, there are two main types of businesses: those that focus on residential properties and those that focus on commercial properties. There are also businesses that provide both types of services.

The most common type of property maintenance service is lawn care. This can involve anything from mowing the lawn to trimming hedges and trees. Other common services include power washing, painting, and repairs.

To provide these services, businesses will need to invest in some basic equipment, such as lawnmowers, trimmers, and power washers. They may also need to purchase insurance to protect themselves from liability.

The target market for a property maintenance business is typically homeowners or businesses. Homeowners are often looking for someone to help them with yard work or minor repairs around the house. Businesses, on the other hand, may need someone to maintain their landscaping or handle any repair needs they have. Group of six Indian businessman in suits posed outdoors in winter day at Europe, looking on laptop and laughing.

Choose the scope of your business

To get started in the maintenance business, you'll first need to decide on the scope of your services. Will you be providing general maintenance and repairs, or will you specialize in a particular area like HVAC or electrical work? Consider your skill set and experience when making this decision.

Once you've decided on the scope of your business, you'll need to create a business plan. This will help you map out the steps you'll need to take to get your business up and running. Be sure to include information on your target market, pricing, and how you'll promote your services.

Create a home maintenance business plan

If you're thinking of starting your own home maintenance business, then you'll need to create a solid business plan. This document will outline your business goals, strategies, and how you plan on achieving them. It's important to have a detailed property maintenance business plan when starting any new

business, as it will help keep you on track and ensure that your business is successful.

When creating your home maintenance business plan, there are a few key points to keep in mind:

Define your business goals and objectives. What do you want to achieve with your business? What are your long-term and short-term goals? Having a clear understanding of your goals will help you create a more focused and effective business plan.

Research your industry and target market. It's important to have a good understanding of the home maintenance industry and who your target market is. This information will help you create marketing strategies that are more likely to be successful.

Create a detailed marketing plan. Once you know who your target market is, you can start creating a marketing plan that will reach them. Be sure to include both online and offline marketing techniques in your plan.

Develop a pricing strategy. Knowing how much to charge for your services is crucial to your success. Be sure to research your competition and develop a pricing strategy that will allow you to be competitive while still making a profit.

Create a financial plan. In order to make your home maintenance business successful, you'll need to have a solid financial plan in place. This plan should include your start-up costs, operating expenses, and how you plan on generating revenue. Group of business people having a meeting in a tech company. Creative business professionals planning a project in an office. Teamwork and collaboration in a modern workplace.

Calculate the necessary costs for your property maintenance business

In order to calculate the necessary costs for your property maintenance business, you will first need to determine how much money you will need to start and operate your business. To do this, you will need to consider the following factors:

- a) The cost of your equipment
- b) The cost of your supplies
- c) The cost of your labor
- d) The cost of your overhead

After you have considered all of these factors, you will then be able to determine how much money you will need to start and operate your business. Once you have this information, you can then begin to create a business plan and budget for your new venture.

If you need help getting started, there are many resources available to assist you. The Small Business Administration (SBA) is a great place to start. They offer counseling, training, and financing assistance to small businesses. In addition, your local chamber of commerce or economic development organization can also provide you with information and resources. Finally, don't forget to speak with your accountant or financial advisor to get their input on how to start and operate your new business. With their help, you will be well on your way to success!

Register process for your maintenance business

First, you will need to decide on the business structure of your company. You can choose to be a sole proprietor, partnership, or corporation. Each type of

business has its own advantages and disadvantages. Once you have chosen the business structure, you will need to obtain the necessary licenses and permits from the government. You will also need to open a business bank account and get insurance for your company.

Next, you will need to create a business plan. This document will outline your company's goals, strategies, and how you plan on achieving them. The business plan should also include a marketing strategy. This is how you will let potential customers know about your company and what services you offer.

Once you have everything in place, you can start marketing your company and looking for customers. You can use various marketing channels such as online advertising, print ads, or even word-of-mouth.

It is important to always provide excellent customer service. This will ensure that your customers are happy and will continue to use your services. If you provide good value for their money, they will also be more likely to refer you to their friends and family.

Building a successful maintenance business takes time and effort. However, if you are organized and have a good business plan, it is definitely achievable. Just make sure to always put your customers first and deliver quality services.

Get the necessary permits and licenses

A property maintenance company requires a business license, as well as any additional permits and licenses that may be required by the state or local municipality. The business owner should check with their state's Department of Business Regulation to determine what is required. In addition, the company will need insurance coverage for its employees and any

vehicles used in the course of business. Finally, the company will need to have a solid business plan in place detailing how it plans to generate revenue and profit. With these key components in place, a property maintenance company can be up and running quickly and efficiently.

Employer identification number

You will need to obtain an Employer Identification Number (EIN) from the IRS in order to hire staff for your company. You can apply for an EIN online, by mail, or by fax.

Open a business bank account

Opening a business bank account is a key step in starting any business, but it's especially important for businesses that will be dealing with large amounts of cash, such as maintenance businesses. A business bank account can help you track your expenses and income, which is essential for tax purposes. It can also help you build business credit and establish a relationship with a financial institution that can provide funding for your business in the future. You'll need to provide your business name, address, contact information, and tax identification number when you open the account. Sole proprietorships and partnerships can use their personal Social Security number as a tax ID.

While choosing a bank account for your own business, you should also decide how you will accept payments. You can use field complete property maintenance software for accepting your payments on site. This will save you time and money as you don't have to go to the bank to deposit checks.

How to fund your own property maintenance business:

You will need some start-up capital to get your property maintenance business off the ground. You can either save up the money yourself or apply for a loan from a bank. The amount of money you will need will depend on the size and scope of your business.

To start a small property maintenance business, you will need around \$5,000. This will cover the cost of tools, equipment, and marketing. If you are starting a larger business, you will need more money to cover the costs of hiring staff and renting office space.

Purchasing your first piece of equipment

If you're starting a maintenance business, there are some key pieces of equipment you'll need to get started. First, you'll need a truck or van to transport your equipment and supplies. You'll also need ladders, tools, and other equipment necessary for the type of maintenance work you'll be doing.

Insurance for your property maintenance business

Another important consideration when starting a maintenance business is insurance. You'll need to make sure you have the right insurance in place to protect your business from any potential risks. You should speak with an insurance agent to determine the type of coverage you need for your business.

Getting the word out about your property maintenance business

Once you have your equipment and insurance in place, you'll need to start marketing your business. There are a number of ways to market a property maintenance business, including online and offline methods. Some offline

marketing methods include distributing flyers and door hangers in neighborhoods where you'd like to work. You can also offer discounts or special promotions to attract new customers.

Choose a brand name

Your brand is how your customers will perceive you, so it's important to choose a name that reflects the image you want to project. You'll also need to make sure the name you choose is available as a domain name (for your website) and as a business name with your state's Secretary of State office.

Make the website

While you can start taking customers without a website, it's important to have one as soon as possible so you can start building your brand online. You can create a simple website yourself using a platform like WordPress, or you can hire a web designer to create something more sophisticated.

Hire staff for your property maintenance company

A successful property maintenance business consists of a team of professionals who can provide quality services to customers. When hiring staff, be sure to look for individuals who have experience in the field and who are knowledgeable about the latest trends in maintenance. It's also important to find employees who are reliable and trustworthy, as they will be working in people's homes and businesses. Perform background checks on all potential employees and make sure to verify references. It's also a good idea to have new hires sign a contract that outlines your expectations for their job performance. Shot of a group of businesspeople arranging sticky notes on a glass wall in a modern office.

Determine how many employees you need

The number of employees you need will depend on the size and scope of your business. A small business may only need two or three employees, while a larger operation may need ten or more. Be sure to consider how much work you can realistically handle and how much you can afford to pay in wages.

Offer employee benefits

In order to attract and retain good employees, it's important to offer competitive wages and benefits. Some benefits you may want to offer include health insurance paid vacation, and 401(k) plans. If you can't afford to offer all of these benefits, try to at least offer some type of health insurance plan. This will help you attract and retain quality employees.

Develop systems and procedures

In order to run a successful property maintenance business, you'll need to develop systems and procedures for how things are done. This will help ensure that your employees are providing quality services and that work is being completed in a timely manner. Some things you'll need to develop procedures for include scheduling appointments, handling customer inquiries, and performing maintenance tasks.

Get a skilled manager for your projects

A skilled project manager is essential for any size property maintenance business. He or she will be responsible for coordinating the work of the staff, ensuring that projects are completed on time and within budget, and keeping customers updated on the status of their projects. He should also have a strong understanding of how to market the business and generate new leads.

Advertise your vacancies

There are a few key ways to get the word out about your maintenance business and to hire the best staff. Start by advertising your vacancies online and in local newspapers or job boards. You can also post flyers in public places or hand out business cards to people you meet. Make sure to list all of the requirements for the position and what the ideal candidate would be like. Another great way to find qualified candidates is to ask for referrals from people you know and trust. If someone you know has a background in maintenance or running a business, they may be able to recommend someone who would be perfect for the job. You can also look for candidates through online job postings and websites like Indeed or LinkedIn. Once you've found a few candidates, take the time to interview them and see if they're a good fit for your company. By taking the time to hire the right staff, you'll be setting your maintenance business up for success.

Market your business

Starting a maintenance business can be a great way to become your own boss and earn a good income. However, as with any business, there is a lot of work involved in getting started. The first step is to market your business. You will need to create a brand that potential customers can trust and feel confident using. This can be done by creating a strong online presence and developing marketing materials that highlight the benefits of your services.

In addition to marketing, you will also need to develop a business plan. This should include an overview of your business goals, how you intend to achieve them, and what expenses you anticipate incurring along the way. Maintenance businesses require significant start-up costs, so it is important to have a clear understanding of your financial needs before getting started.

Once you have a plan in place, the next step is to find customers. This can be done by networking with other businesses in your industry, or by advertising your services online or in local publications. You may also want to offer discounts or special promotions to attract new customers.

By taking the time to develop a strong business foundation, you will be well on your way to success as a maintenance business owner.

Use local SEO

As a maintenance business, one of the best ways to market your services is through local SEO. This involves optimizing your website and online content for relevant keywords related to your business. For example, if you are a plumbing company in Los Angeles, you would want to optimize your site for keywords such as “plumbing Los Angeles” or “Los Angeles plumbing.” By doing this, you will make it easier for potential customers to find you when they search for these terms online.

In addition to optimizing your website, you should also create profiles on popular directories and review sites. This will give you another platform to promote your business and

6. APPENDIX

6.1 INSTAGRAM: https://www.instagram.com/pirates_mobiles_world?igshid=OGO5ZDc2ODk2ZA==

6.2 TWITTER URL: <https://twitter.com/Piratesmobiles/likes>

6.3 DEMO LINK: <https://drive.google.com/file/d/1RvrerSjGkz-3MkggR72wHWPRCUI4mWW/view?usp=drivelink>

6.4 FACEBOOK URL: <https://www.facebook.com/profile.php?id=61552942585738>

6.5 BRAND GMAIL : piratesmobilesworld@gmail.com

6.6 WEBSITE LINK: <https://piratesmobilesworld.my.canva.site/>

6.7 GITHUB LINK: <https://github.com/Krishnakumaraathi/NM-Digital-marketing>

6.8HUBSPOTLINK:<https://app.hubspot.com/reportsdashboard/44253151/view/114788>