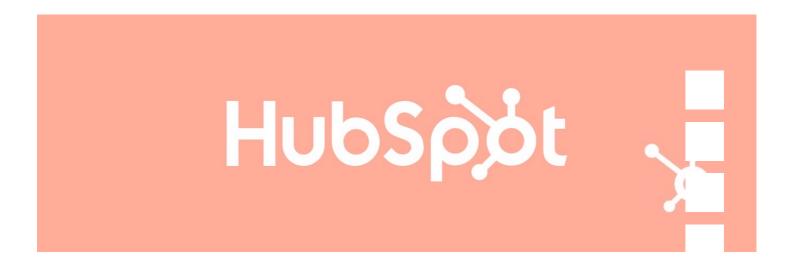Home   Get inspiration   Case studies

Success stories

HubSpot

Driving performance with bundling

4.35%

increase in brand association

7.13%

increase in brand awareness

10.5%

increase in brand favorability

The objective

Building a B2B strategy on TikTok

HubSpot is a customer platform with a Smart CRM, engagement hubs, and a connecte ecosystem that enables customer connection. With the goal of being the number one customer platform for scaling companies and the most engaging, relevant B2B brand ~~ TikTok, HubSpot turned to TikTok to devise a strategy focused on growing awareness its B2B audience.

The solution

Driving performance with TopView

When HubSpot realized there was a lot of greenspace to activate across the platform, the brand decided to target particular interest groups that closely aligned to their audience. To build this audience, HubSpot was the first B2B brand to leverage TikTok's TopView ad solution.

The brand made noise around their customer platform by producing social-first, native content for TikTok. With its premium placement at the top of the For You page, this high-impact, full-screen, sound-on video takeover spread awareness and maximized visibility to people interested in business, including Business & Productivity, Softwares Tools, Marketing

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performance as the brand continued to get in front of the eyes of their original audience, increasing frequency.

Finally, HubSpot ran a Brand Lift Study during each flight to measure the results over time and to prove that finding your audience, driving broad awareness on TopView and leveraging

retargeting tactics enhanced awareness.

0:00 / 0:35

0:00 / 0:39

The results

A spot-on strategy

Following the success of their TopView and TopFeed placements, HubSpot continued investing in the platform, ultimately driving significant changes and achieving remarkable results.

HubSpot's Brand Lift Studies demonstrated that more consistent brand presence increases performance baselines. Specifically, HubSpot experienced a 4.35% increase in brand association and a 10.5% increase in favorability, proving that the brand had garnered mindshare in the category and that native content leads to improved favorability in the eyes of consumers.

Additionally, HubSpot saw a +7.1% in Awareness and +9.5% in Ad Recall. Overall, this case study highlights the power of creativity, adaptability, and data-driven decision-making in

harnessing the potential of TikTok as a marketing channel.

Not only was HubSpot the first B2B client to run a TopView Ad, the brand actually created its own B2B audience to leverage in the future. With these trailblazing efforts, HubSpot has paved the way for other B2B clients and will hopefully inspire them to start advertising on TikTok as well. In the future, HubSpot will continue leveraging TikTok's innovative ad solutions as a way to retarget its audience.

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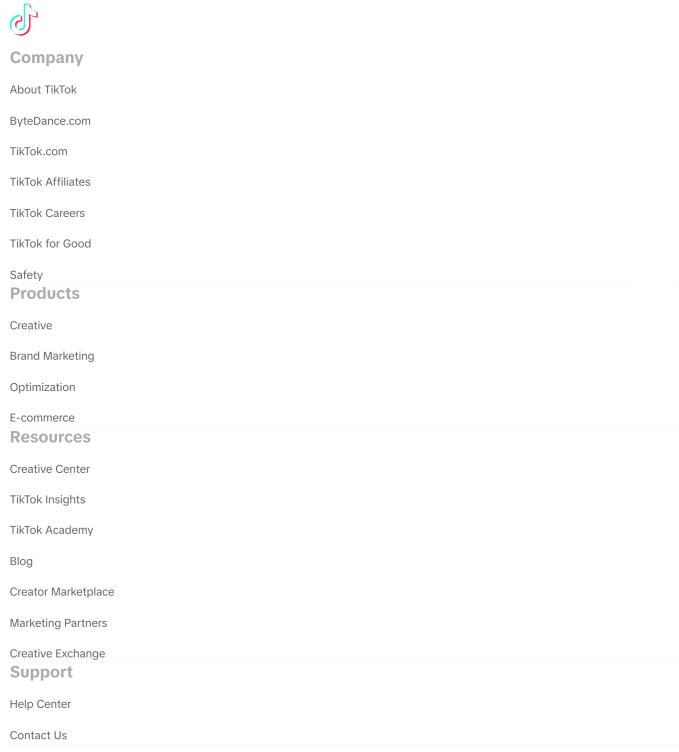
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