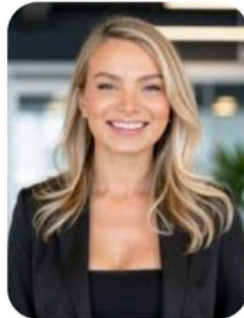


zitcha

Transforming Zitcha's Lead Management and ABM Strategy with HubSpot

Zitcha partnered with HuboExperts to build a scalable HubSpot-powered Revenue Operations and ABM framework. Through lifecycle automation, lead scoring, engagement tracking, ABM tiering, and executive reporting, the organization streamlined lead management, improved qualification accuracy, prioritized strategic accounts, and gained complete visibility into pipeline and revenue performance.



"Awesome HubSpot partner"

Div and the HuboExperts team have been an awesome partner for our HubSpot setup and optimisation. Their team brings deep technical expertise along with a strong understanding of marketing and revenue operations. They've supported us across website development, ABM, sales enablement, and API integrations, helping us build a far more structured and scalable HubSpot environment. The team is always responsive, proactive, and super knowledgeable. Honestly I'm stoked we found them. Highly recommend!! Thanks for all your help so far.

Vear, J.

250+ Hubspot Projects Running Successfully

8.78% Open Rate Increased

1.9% Conversion Rate Increased

HUBO EXPERTS

About Zitcha

Zitcha is a retail media technology platform that enables retailers and brands to plan, manage, and measure advertising campaigns across multiple channels. The platform helps organizations streamline retail media operations, improve campaign performance, and create stronger collaboration between brands and retailers through centralized campaign management and reporting.

As the business expanded, Zitcha required a scalable revenue operations framework capable of managing lead qualification, account-based marketing (ABM) initiatives, sales pipeline progression, and customer engagement across multiple acquisition channels. The organization also needed greater visibility into account engagement, lead quality, pipeline performance, and revenue attribution while reducing manual processes and improving alignment between marketing and sales teams.

Client Overview

Zitcha is a leading Retail Media Platform that enables retailers and brands to collaborate, manage, and optimize advertising campaigns across multiple channels. As the business scaled, Zitcha needed a structured system to manage leads, prioritize high-value accounts, improve sales and marketing alignment, and gain better visibility into pipeline performance.

Major Challenges Faced by Zitcha

Zitcha was generating leads from multiple channels, including website forms, marketing campaigns, content downloads, events, LinkedIn, and ABM platforms. However, they faced several operational challenges:

- Lack of standardized lead qualification processes.
- Inconsistent definitions between marketing and sales teams for lead stages.
- Limited visibility into lead engagement and buying intent.
- No structured Account-Based Marketing (ABM) framework for prioritizing strategic accounts.
- Manual lead management processes that consumed valuable sales time.
- Limited reporting on funnel performance, deal progression, and revenue attribution.

As a result, high-potential opportunities were difficult to identify and sales teams lacked a clear prioritization strategy.

Industry	Retail Media Technology / Advertising Technology
Company size	51–200 Employees
Headquarters	Sydney, Australia
Website	www.zitcha.com

Solutions Provided by HuboExperts

HuboExperts implemented a complete HubSpot RevOps and ABM framework designed to streamline lead management, automate qualification, and improve visibility across the entire customer journey.

1. Lifecycle and Lead Stage Framework

Defined and standardized lifecycle stages and lead stages across the organization to create a unified lead management process.

Lifecycle Stages:

- Subscriber
- Lead
- Marketing Qualified Lead (MQL)
- Sales Qualified Lead (SQL Ready)
- SQL
- Opportunity
- Customer

This ensured consistent movement of contacts through the funnel and clear ownership between marketing and sales teams.

2. Lead Pipeline Setup

Configured a dedicated lead pipeline with clearly defined stages and reporting structures.

This enabled:

- Better lead tracking
- Improved sales visibility
- Consistent qualification processes
- Accurate funnel reporting

3. Lifecycle and Lead Stage Automation

Implemented bi-directional synchronisation between lifecycle stages and lead stages.

Automations were built to:

- Progress leads through the funnel automatically.
- Update lifecycle stages based on sales activities.
- Eliminate manual data updates.
- Improve data accuracy across HubSpot.

4. Engagement Score Automation

Designed and implemented an engagement scoring framework that tracked buyer activity across multiple touchpoints, including:

- Website visits
- Form submissions
- Email engagement
- Content downloads
- Event registrations
- Marketing interactions

This helped identify highly engaged prospects and prioritize sales outreach efforts.

5. Lead Scoring Model

Developed a lead scoring model based on behavioral and intent signals.

The scoring framework enabled:

- Faster lead qualification
- Improved sales prioritization
- Identification of sales-ready prospects
- Better alignment between marketing and sales

6. Account-Based Marketing (ABM) Framework

Built an ABM-focused operating model by categorizing target accounts into strategic tiers.

Tier 1

- Executive decision-makers
- C-suite leaders
- Commercial and revenue leaders

Tier 2

- Department heads and senior managers

Tier 3

- Operational and marketing stakeholders

Contacts were automatically segmented based on job titles and assigned to the appropriate ABM tier.

This enabled personalised engagement strategies and focused sales efforts on the highest-value opportunities.

7. ABM-Based Pipeline Automations

One of the key enhancements was the implementation of pipeline automations based on ABM account tiers. These automations enabled:

- Automatic lead routing and qualification.
- Prioritization of strategic accounts.
- Faster movement of high-value opportunities through the sales funnel.
- Reduced manual effort for sales teams.
- Consistent qualification criteria across the organization.

By automating lead progression based on account importance and engagement levels, Zitcha was able to focus resources where they would generate the highest impact.

8. Dashboards and Reporting

Developed executive-level dashboards and reporting frameworks to provide complete visibility into performance.

Key reporting areas included:

- Lead generation trends
- Funnel conversion performance
- Deal progression tracking
- Revenue attribution
- Pipeline velocity
- Win/Loss analysis
- ABM account engagement
- Target account progression

These dashboards provided leadership with a unified view of sales and marketing performance.

9. Role-Based Operational Structure

The system was designed with clear ownership across teams:

- Company Owners: Client follow-ups, ticket management, record updates, and submission confirmations.
- Finance Team: Invoice management, payment tracking, and payment verification.
- Operations Team: Document preparation, regulatory submissions, tax filings, and service execution.
- Management Team: Escalation handling, oversight of overdue activities, and service completion monitoring.

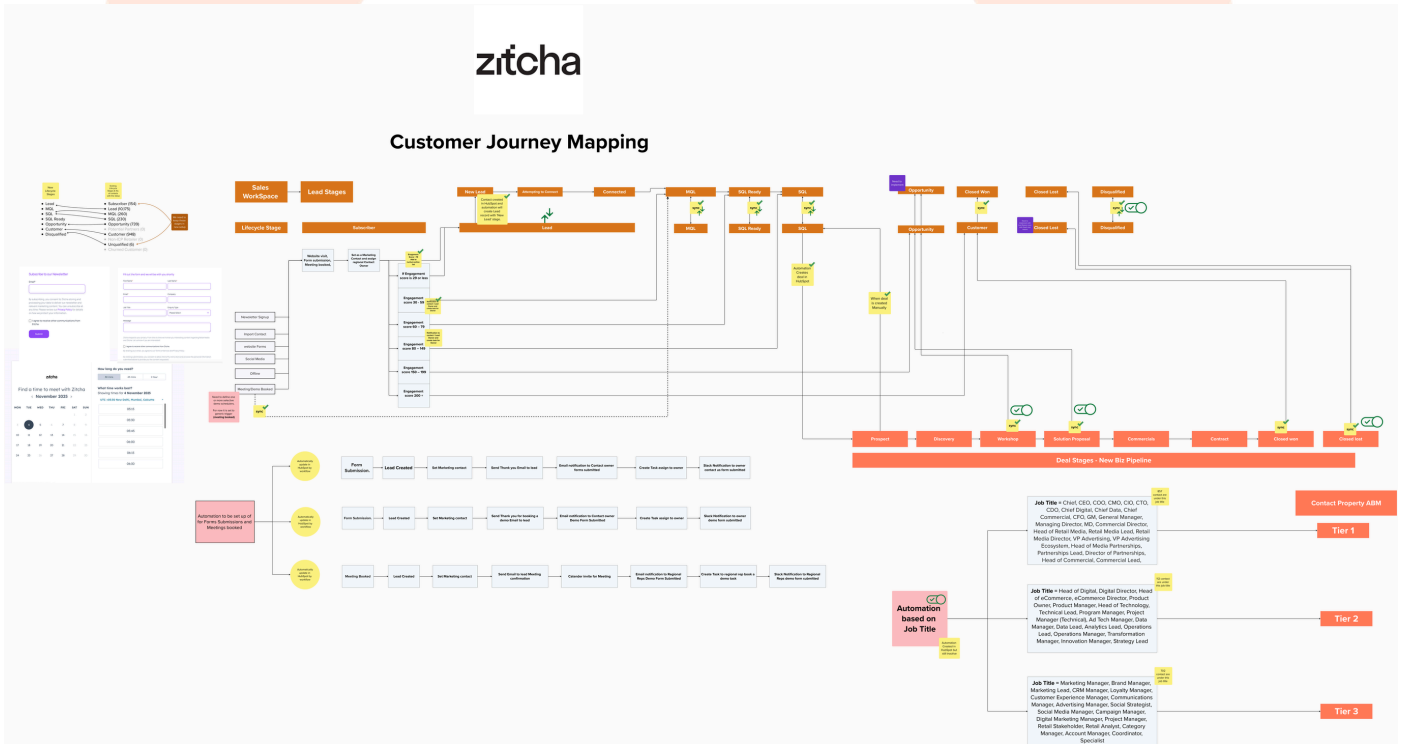
This structure ensured accountability, streamlined collaboration, and improved operational efficiency across the service lifecycle.

Business Impact

After implementing HubSpot with HuboExperts, Zitcha achieved:

- Automated lead and engagement scoring helped sales teams instantly identify and prioritize the most sales-ready prospects.
- Automation eliminated repetitive administrative tasks and cut down the need for manual lead management.
- Standardized lifecycle definitions created a shared, cross-team understanding of how leads progress.
- Tier-based account segmentation allowed teams to focus their engagement on high-value target accounts.
- Leadership gained clear, real-time insight into funnel health, deal progression, and overall revenue performance.
- The HubSpot environment was transformed into a structured Revenue Operations platform built to support future growth.

Zitcha Customer Journey



Are you looking to grow your business or outsource your HubSpot CRM management?

Talk to us today!!



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