

# How Aptitude 8 Leveraged HubSpot's CMS Hub to Build INBOUND 2022's Website

## *The Client*

HubSpot is a CRM platform offering Marketing, Sales, Service, CMS, and Operations Hubs all in one place. Each year, HubSpot hosts their annual user event INBOUND. This event brings thought leaders together from over 161 countries to discuss marketing, sales, and customer experience. Aptitude 8 was brought in to build the marketing site for INBOUND 2022.

## *The Problem*

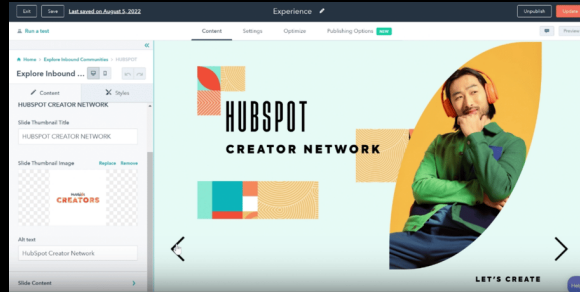
HubSpot's annual conference, INBOUND 2022 was entering its first year being held as a hybrid event. Hybrid events are tricky - you have to service two unique audiences, each with different needs. This means ensuring that you offer the same immersive experience that people had become accustomed to with the 100% digital events post-pandemic, but also delivering a high-value physical event.

It was also important to HubSpot that they created opportunities for both audiences to feel connected, bridging the gap between online and in-person. They especially wanted the site to allow the digital attendees to feel as though they were at the event. Thus, the website design needed to reflect the exciting and immersive experience guests could expect, regardless of how they were attending.

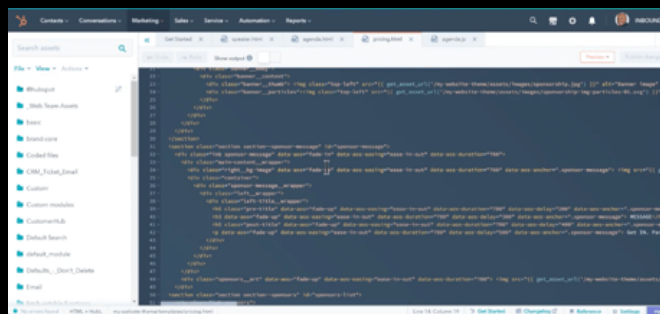
## *The Solution*

Aptitude 8 took a data-first, design-second approach to designing and building INBOUND.com. They wanted the design to be informed by the data that was available to use.

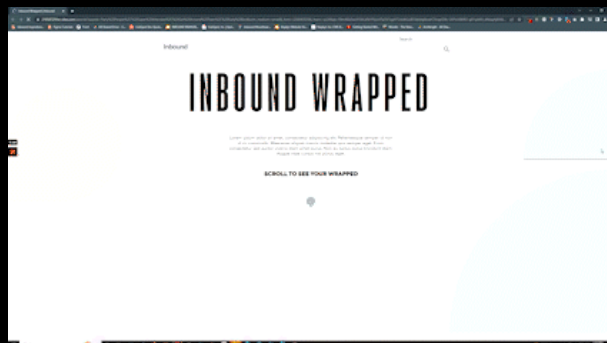
The Aptitude 8 team began by leveraging their expert, technical consultants to bring the vision to light. They worked closely with the HubSpot team through every step of the ideation phase, analyzing design inspiration and building an interactive mood board. The team designed and built each web page, adding enveloping animations and maintaining accessible design throughout.



This site build was more complex than a typical marketing site because of our reliance on data, integrations and heavy CSS to create a truly unique experience as opposed to a static billboard of information. Integrations funneled data into the site to create a personalized experience for the users. Aptitude 8 was also able to maintain website stability while still providing dynamic content by leveraging Airtable and HubDB, with a layer of JSON that dynamically updated everything based on the user.



The site boasted a world of content for users to explore, as well as helpful functionality; a full event agenda, a page comparing partner hotels, and multiple points of sale for tickets were all included. Aptitude 8 also integrated with their ticket sales platform, Bizzabo, and styled/integrated with their Help platform, Helpscout.



The final piece to the INBOUND 2022 experience was a personalized recap email. This email led to a dynamic landing page recapping the individual attendee's experience, based on how they interacted with the event. This page was also designed to ensure that it accurately reflected the experience for both digital and in-person attendees.

### *The Outcome*

Ticket sales were through the roof and they sold out way ahead of schedule. By integrating the registration platform, HubSpot was able to collect valuable attendee data that helped curate the content and make adjustments to our paid marketing efforts for similar audiences.

The feedback was overwhelmingly positive, a product of the improvements that were made this year in design, user experience, and backend operations. The cohesiveness of how the brand elements interacted with the overarching UX, delivered a site that looked and felt great.

### *Why Aptitude 8?*

HubSpot chose Aptitude 8 for this project because they needed a partner that could fit seamlessly into the workflow of their tech stack. They knew that Aptitude 8 would be able to pull off the optimization and execution that they were looking for.

They also recognized that Aptitude 8, as big INBOUND fans, really understood the audience and the importance of community, noting our unmatched positive and magnetic energy for this project.