aws marketplace

HubSpot Sales Hub

Reviews, tips, and advice from real users

Powered by PeerSpot

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Product Recap

HubSpot Sales Hub

HubSpot Sales Hub Recap

HubSpot Sales Hub is a powerful CRM platform that enhances sales operations with features like pipeline management and customer journey mapping, while offering seamless integration and automation.

HubSpot Sales Hub provides a comprehensive suite of tools designed to optimize sales processes. Its intuitive interface supports efficient task completion through features like easy call functionality and customization options. The platform excels in email tracking and custom reporting, aiding in accurate sales forecasting. Integration capabilities enhance organizational visibility, while automation streamlines workflows. Despite its strengths, users seek improvements in lead capture accuracy, automation complexities, and customization flexibility, alongside more robust reporting and AI-driven analytics.

What are the key features of HubSpot Sales Hub?

- Pipeline Management: Streamlines tracking and management of sales pipelines.
- Customer Journey Mapping: Visualizes and enhances customer interactions.
- Seamless Integration: Connects effortlessly with other systems for improved organization.
- Automation Capabilities: Automates routine tasks, enhancing productivity.
- Email Tracking: Offers insights into customer engagement through email monitoring.
- Custom Reporting: Facilitates better decision-making with tailored reports.

What benefits or ROI should be expected?

- Improved Forecasting: Accurate reporting enhances sales predictions.
- Enhanced Visibility: Integration and automation boost operational insight.
- Task Efficiency: Intuitive features streamline workflow management.
- Sales Cycle Management: Flexibility supports diverse sales strategies.

HubSpot Sales Hub is widely implemented across industries for tasks like opportunity management and sales lifecycle tracking. It assists in proposal generation, lead management, and marketing campaigns, positioning it as a critical tool for sales and marketing teams aiming to improve workflow and customer relationships.

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Valuable Features

Excerpts from real customer reviews on PeerSpot:

- "What I like about HubSpot Sales Hub the most is that it's complex in a good way, it has everything I need, it's well-integrated with other tools, and it's easy to integrate with."

  Validated user
  Process Improvement Consultant at a consultancy with 51-200 employees

- "There is definitely ROI because it helps manage the overall sales pipeline effectively; without it, we wouldn't be able to manage everything properly or strategically plan our sales strategy."

  Mano Senaratne
  Head of Digital Engineering, Management Consultant at Stax Inc.

- "HubSpot Sales Hub is the backbone of our go-to-market build, and from a day-to-day perspective, it is our source of truth and our system of record for all things sales and marketing and customer success at this point."

  Validated user
  VP of sales at a tech vendor with 11-50 employees

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✔ "The customer service and support are very good because every time I need something, they reply immediately even in the free version."

RodrigoCoppola

Owner at Eleve Digital

✔ "The solution has improved our workflow by providing a centralized solution. It is a one-stop solution that allows us to analyze the sales pipeline and plan activities for specific customers, giving us insights into our approach to prospects. The key improvements include the ability to cross-sell capabilities and identify conversion influencing factors, which we can use to convert customers."

Ashwini Kumar Kamble

Assistant Vice President at ZiMetrics

✔ "The tool has improved my sales pipeline management. It allows me to track the progress of each sales cycle and receive alerts when a sales stage is ending, prompting me to take necessary actions. I can easily manage customer interactions, primarily through email, which are automatically associated with the corresponding lead or opportunity. This helps me forecast sales. Additionally, the tool offers other useful tools for marketing and email marketing activities."

Gonçalo Teixeira

Business Development and Product Owner at wrightia

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"We use the tool for email automation and responses. It helps with sales nurturing, and we have integrated it with Factors.ai. The biggest pro is its intuitive and easy-to-use interface. I can easily access the information I need. Another strong point is the customer education they provide. There are numerous resources available to help understand how to use it. HubSpot Sales Hub does a great job with automation and structuring sales processes."

BharatR

Product Marketing Manager at a educational organization with 201-500 employees

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What users had to say about valuable features:

The divisions for sales and the graphics are very customizable in HubSpot Sales Hub. This is important in my work because there are other forms and spots in HubSpot to identify my leads and other information about them. I used it in reports in my last company for market qualification as well.

Andressa Didyk
Account Executive at a tech services company with 51-200 employees

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“I like the tool's flexibility. It allows us to customize our sales cycle approach. However, this flexibility can be challenging, as there are many options to consider.

Feature-wise, the SEO tooling in HubSpot has been helpful recently, according to feedback from my team. We haven't explored the automation capabilities much yet..”

Validated user
VP of Global Operations & Procurement at a transportation company with 51-200 employees

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"The capacity to map the customer journey is most useful to us. We have a list of customers, and we prospect them as they advance in their journey, gaining more business referrals or improving their engagement, with the goal of closing an agreement with us.

The ability to map this journey helps us identify gaps and improve, including mapping better customer profiles we are able to attend or not. It's a lot.."

RodrigoCoppola
Owner at Eleve Digital

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What I like about HubSpot Sales Hub the most is that it's complex in a good way, it has everything I need, it's well-integrated with other tools, and it's easy to integrate with.

HubSpot Sales Hub CRM system has helped my team in managing contacts and pipelines as it is crucial; it's something I can't live without.

"If there was not this CRM system for me, everything would be on Excel and it would be a big mess; I would not remember about contacts to connect with somebody, I wouldn't be able to connect companies and people and deals in a unified way, it would be just one big mess.."

Validated user
Process Improvement Consultant at a consultancy with 51-200 employees

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"The main advantage is its ease of use, and it comes with multiple connectors that can be used to integrate several other systems. The most important feature for us is the ability to plan workflows and integrate other systems manually, even without native connectivity. This is significant because we have connected our internal systems to HubSpot Sales Hub using the API.

"Another valuable feature is the email tracking module. Once a person is tracked, it adds all the metadata into the platform for later audit or progress tracing of the email.

"The custom reporting functionality is very helpful. We have been using custom reporting with HubSpot Sales Hub to get periodic reports and see the progress of certain projects. It helps us plan our sales strategy by tracking variables based on project size or site projects. We can link these projects to data and components, which helps us strategically plan based on the reports.

"The associated lists feature is new, though it has certain limitations when exporting data. HubSpot Sales Hub provides 95% flexibility in terms of allowing us to export, transform data, and bring it back. However, there are some limitations with the associated list feature and the API in terms of flexibility.."

Mano Senaratne
Head of Digital Engineering, Management Consultant at Stax Inc.

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"The best features HubSpot Sales Hub offers include the integration with the CRM and the marketing automation, which is huge; the ability to see and track who is engaging with your content, your emails, prioritizing who to follow up with based on a lot of data that is ingested via intent signals and automation is significant. It has been huge, and I think we are seeing regular releases and updates to HubSpot platform that just show that the innovation is not slowing down anytime soon.

"I find myself relying the most on the tracking of leads and opportunities via tasks and automated task creation, which is very helpful; there is so much activity that is going on on a day-to-day basis that it is impossible to keep in your memory everyone that you are engaged with and need to follow up with. The automation and integration and everything that comes with HubSpot just acts as your assistant in your day-to-day activity, making sure that no tasks are forgotten or slip, and having all of that view in the same place that is also your source of truth in terms of tracking your go-to-market organization with the CRM is very valuable.

"A specific outcome showing how HubSpot Sales Hub has helped us is a combination of efficiency and the amount of time it has saved us with handling and managing tasks. Just to surface everything in one clean interface and that sales portal, that sales hub on a day-to-day basis reminding you of key tasks and activity for that day and things that are overdue has been huge. I also think it has significantly helped us build our pipeline in a way that sets the foundation for us to have something that is going to really scale and give us the data we need to best manage our business.."

Validated user

VP of sales at a tech vendor with 11-50 employees

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Other Solutions Considered

I used HubSpot Sales Hub and RD Station, the CRM in Brazil. The main differences are in the investments and other functions, like customization in HubSpot Sales Hub, which is not possible in RD Station.

Andressa Didyk
Account Executive at a tech services company with 51-200 employees

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"Our previous solution didn't provide a holistic viewpoint of Sales CRM, so we moved to HubSpot Sales Hub. The licensing fees also influenced our decision.."

Ashwini Kumar Kamble
Assistant Vice President at ZiMetrics

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"I previously used Microsoft Excel. I switched to HubSpot Sales Hub because I wanted a solution that had more functionalities. I wanted to have a dedicated CRM system, and I didn't want to run the risk associated with Microsoft Excel. I wanted to make it a little bit more robust so that non-IT users could also adopt it.."

Validated user
Partner at a consultancy with self employed

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Before choosing HubSpot Sales Hub, we were reviewing Salesforce, Pipedrive, and Zoho, but HubSpot Sales Hub was the best for us.

What caught my eye about HubSpot Sales Hub that other tools didn't have is that it offers a free tier, allowing us to start without expensive modules, which let us review the tool, set it up, play with it, and eventually expand and start paying.."

Validated user
Process Improvement Consultant at a consultancy with 51-200 employees

Read full review

"We only have HubSpot, and we want to keep it.

I worked with Salesforce once in a large company. Maybe for large companies it makes sense because they see it as a very robust solution. I've never seen HubSpot in a large company. For our size, it's more than enough, but for more than five thousand users.

I worked at a large telecommunications company where more than 5,000 people used Salesforce. I've never seen HubSpot in such an environment, so I have no idea how it behaves in that context.."

RodrigoCoppola
Owner at Eleve Digital

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ROI

Real user quotes about their ROI:

"There is definitely ROI because it helps manage the overall sales pipeline effectively. Without it, we wouldn't be able to manage everything properly or strategically plan our sales strategy.."

Mano Senaratne
Head of Digital Engineering, Management Consultant at Stax Inc.

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"We're seeing ROI. The tool drives most of our outbound marketing and customer outreach. However, our sales cycles are a bit longer than we'd like, which affects cost-effectiveness. We need to build a better top-of-the-funnel.."

Validated user
VP of Global Operations & Procurement at a transportation company with 51-200 employees

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"We have absolutely seen good ROI from the solution. Users can easily search for a lead name, check who was assigned, know the progress and stage where the leads stand, and track it down. These features make a lot of sense from the business perspective and they can be a value addition for everyone. I would rate the ROI a ten out of ten, it's worth the investment. ."

Ayan Chandra
Co-Founder at Vaartani

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"Efficiency is our main concern. We don't have to match the costs today because the operation is too small. But efficiency helps us a lot because we can clearly identify where we are with each customer.

We have a clear view and are able to identify customer profiles and quickly understand which kinds of customers are not good for us and which we are more successful with.."

RodrigoCoppola
Owner at Eleve Digital

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Use Case

I used HubSpot Sales Hub for pipeline management and sending proposals. It helped me manage clients in my job. I also used integrations for generating leads on sites to HubSpot. For example, clients could answer questions about my service on the site, send a message, and then I would take the message to HubSpot to attend to the client.

Andressa Didyk
Account Executive at a tech services company with 51-200 employees

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"The tool's features are similar to a CRM. One valuable feature is email workflow management, which provides transparency. I can review the communication thread between the customer and our team. It also allows me to analyze demo and call recordings to gain insights into customer conversations.."

BharatR
Product Marketing Manager at a educational organization with 201-500 employees

Read full review

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"I use HubSpot Sales Hub to build the top of the funnel in our freight forwarding and supply chain business. We use it for solution design, understanding customer projections, market research, costing, scheduling, and providing innovative solutions to our sales team. It helps us from identifying prospects to completing deals.."

Validated user
VP of Global Operations & Procurement at a transportation company with 51-200 employees

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"We use it for our sales process. We insert the prospect to customer prospect and take them along the customer journey, use it to map every step of this journey and the sales process.

We also use it for reporting, communication with existing customers and prospects. It's very fine, but our business is too small. We deal with around 250 customers, including prospects, so it's not too much.."

RodrigoCoppola
Owner at Eleve Digital

Read full review

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"My main use case for HubSpot Sales Hub is that it syncs very well with the way that we track our business via the HubSpot CRM, and it provides me workflows and solutions to manage my day-to-day activity and to make our go-to-market engine more scalable and repeatable.

"A quick specific example of how I use HubSpot Sales Hub in my daily work is the meeting scheduler; for example, when we go to an event, we use the meeting scheduler pages to get meetings booked, to make sure reminders are sent, and that nothing really slips through the cracks with these in-person events that we attend.."

Validated user
VP of sales at a tech vendor with 11-50 employees

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"We have done some work with HubSpot Sales Hub as our main CRM. When our sales team picks up a project or initiates a discussion, they enter it into HubSpot Sales Hub.

"From that point onwards, HubSpot Sales Hub tracks and traces the email thread and updates the statuses on the platform itself. We subsequently use it to track the overall sales pipeline from proposal generation to project running, submitting deliverables, and finally invoicing the project. We manage the whole sales cycle using HubSpot Sales Hub.

"We have connected our website to HubSpot Sales Hub so whenever there's a reach out that comes in, that information gets fed into HubSpot Sales Hub. We manage and monitor things from there. We also use the HubSpot Sales Hub API to connect our ERP and other systems. The workflows help us connect to webhooks outside HubSpot Sales Hub, trigger certain other processes, and then some other processes will come back and write certain data to HubSpot Sales Hub. We use the automation extensively.."

Mano Senaratne
Head of Digital Engineering, Management Consultant at Stax Inc.

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

The initial setup and deployment of HubSpot Sales Hub is quite easy; the importing feature is very good, but there is a lot of tweaking and personalization involved in the process, even for a small company, so I would rate it a five out of ten.

Validated user Read full review

Process Improvement Consultant at a consultancy with 51-200 employees

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“The tool's setup process is straightforward. It's also quite simple and easy to remember when importing data or making adjustments to fields and records. It has a wizard. You need to define what you want and push a button, so there aren't too many steps involved..”

Gonçalo Teixeira Read full review

Business Development and Product Owner at wrightia

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“The solution’s initial setup is easy.

On a scale from one to ten, where one is difficult and ten is easy, I rate the solution's initial setup a nine out of ten..”

Validated user

Partner at a consultancy with self employed

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“For me, it was easy to set up, but I was familiar with CRMs already. For people who are not familiar, it might be a bit more difficult. I did everything in a few hours, so it wasn't complicated for me.

We don't have integrations yet because we are a small company and don't have the need to use APIs to integrate HubSpot with other tools..”

RodrigoCoppola

Owner at Eleve Digital

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"I rate the tool's deployment a six out of ten. Our main challenge was data migration from existing systems to the new infrastructure. It took two months to deploy. The deployment process primarily involved establishing an agreement with HubSpot Sales Hub, where they assisted in training technical and business teams. Alongside the guidance, the technical team undertook the configuration and necessary changes. We also initiated the testing process. ."

Thomas Petrou
consultant at Mazi4U.com

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"I would rate the initial setup a six out of ten. But as someone gets used to the solution, the setup becomes easier. The initial setup is a bit difficult as there are too many options, among which you need to choose the right ones to setup the solution. There are multiple ways of doing the same thing, but a user has to find the right way as per the custom need. Only one infrastructure professional from our organization takes care of the maintenance, as our requirement is small. ."

Ayan Chandra
Co-Founder at Vaartani

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Customer Service and Support

I would rate HubSpot's customer service a seven out of ten. It is more difficult with the language in Portuguese, which complicates understanding other functions. I had difficulty with this in my last company.

Andressa Didyk
Account Executive at a tech services company with 51-200 employees

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“The solution's support is quite responsive. Whenever we raise tickets or report issues, there is a quick response regarding managing and resolving them. We haven't had any issues on that front..”

Ashwini Kumar Kamble
Assistant Vice President at ZiMetrics

Read full review

“The customer service and support are very good because every time I need something, they reply immediately even in the free version.

I have no comments about the quality of customer service. I'm very satisfied..”

RodrigoCoppola
Owner at Eleve Digital

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I communicate with the technical support of HubSpot Sales Hub maybe once or twice over the last five years.

I don't think my rating for technical support would mean anything since, as I mentioned, I may not have even contacted them; the community of HubSpot Sales Hub and information available in Google is sufficient enough to basically self-help myself.."

Validated user
Process Improvement Consultant at a consultancy with 51-200 employees

Read full review

"The support team generally responds within a day or two. While dealing with API limitations, support staff couldn't always provide a completely working solution, but they were responsive. They consistently respond and provide solutions, though some limitations are inherent to the tool itself.."

Mano Senaratne
Head of Digital Engineering, Management Consultant at Stax Inc.

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"The tool offers a weekly support call, but other than that, there isn't much maintenance needed. Sometimes, there are issues when the server goes down, or there's downtime, but overall, it's easy to use since it's mostly cloud-based. It's not on our server, so it's easier to manage.."

BharatR

Product Marketing Manager at a educational organization with 201-500 employees

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Other Advice

"The solution is good for CRM purposes. HubSpot Sales Hub is quite innovative and provides many data insights on managing prospecting, contacts, activities, etc. I rate it an eight out of ten. ."

Ashwini Kumar Kamble
Assistant Vice President at ZiMetrics

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"Overall, I would rate the solution a nine out of ten. I wouldn't give it ten because I'm struggling a little bit to train my new employees on HubSpot, and it takes some energy. Otherwise, everything is fine.

I'm very satisfied and would be able to give a recommendation to others.."

RodrigoCoppola
Owner at Eleve Digital

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I use custom reporting in HubSpot Sales Hub.

The email tracking feature of HubSpot Sales Hub helps me assess prospect engagement.

“To be honest, I don't really utilize the sales automation tools in HubSpot Sales Hub; I tried them, but I'm not a super user, just some easy pipeline automation, which is not really important for me for enterprise sales.

“My overall rating for this review is seven..”

Validated user
Process Improvement Consultant at a consultancy with 51-200 employees

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“Compared to everything we have used, HubSpot Sales Hub is superior. In terms of flexibility, available options, and interface ease, everything is better in HubSpot Sales Hub.

“There are some limitations regarding the API functionality. The pricing structure includes a base payment for the sales part. Technical support receives an eight out of ten rating based on experience. I would be willing to serve as a reference for HubSpot Sales Hub.

“Overall rating: 8/10..”

Mano Senaratne
Head of Digital Engineering, Management Consultant at Stax Inc.

Read full review

“HubSpot Sales Hub is the backbone of our go-to-market build, and from a day-to-day perspective, it is our source of truth and our system of record for all things

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sales and marketing and customer success at this point.

“I do not have much else to add about the features; I think more and more is going to continue to come, especially around the data piece and HubSpot's ability to truly be a platform that checks off most of the use cases that a modern go-to-market organization needs to run their engine and business. I hope that the innovation continues because it has been impressive to see over the last six months to a year, and I am confident that I will be a long-time customer at my current organization and any future organizations that I work at in the future.

“I would urge others looking into using HubSpot Sales Hub to think about how it will help their business long-term and how it will consolidate and set the foundation for many of the use cases that they need tools for. With HubSpot, you will be able to get in one centralized platform instead of having to jump between so many different tools for your go-to-market organization. I would rate this product a nine out of ten..”

Validated user
VP of sales at a tech vendor with 11-50 employees

Read full review

“We haven't explored many integration capabilities. We initially considered integrating it with our in-house app for a holistic picture from prospect to client onboarding, but it's still unexplored territory.

I don't have any AI-driven initiatives or sales strategies using AI that are supported by the specifically. However, we are exploring AI for operational efficiency in our industry, which is very paperwork-driven and involves a lot of cargo movement. We have to maintain many documents and comply with regulations promptly.So far, we've automated some processes using logic and machine learning capabilities, including using large language models (LLMs). We're currently exploring AI more deeply this quarter and next to build a more operationally efficient platform. For example, we're looking to integrate AI into

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our email system to understand conversations and automatically mark tasks as completed. We do freight bookings mainly through email with different ocean and air carriers. Instead of having a user manually update our system based on these emails, we're developing an AI that would handle this process automatically. Human intervention would only be needed to handle exceptions.

As an end-user, I find it intuitive and straightforward, though I can't speak to the complexity of setting up the workflows.

We can recommend HubSpot Sales Hub because it can push content, do customized account-based tooling, and has good reporting and analytics. It's a holistically designed product. However, its flexibility means that how well it works depends on how you implement the workflows for each feature.

My advice for users looking to implement it is to understand your sales cycle workflows and the tools you offer first. Creating lots of customized content is tempting, but this can quickly become overwhelming. I recommend keeping it simple at first. Start by setting up the visibility layer and running basic reporting and analytics. Then, you can start fine-tuning the product, your processes, and your sales approach based on the data. That's one of the big advantages - you can break down all this information. You need the right people who can understand and interpret the data.

On a scale of one to ten, I would rate HubSpot Sales Hub an eight. The two-point deduction is because I'm unfamiliar with the complexities of configuring workflows or potential integration issues. ."

Validated user
VP of Global Operations & Procurement at a transportation company with 51-200 employees

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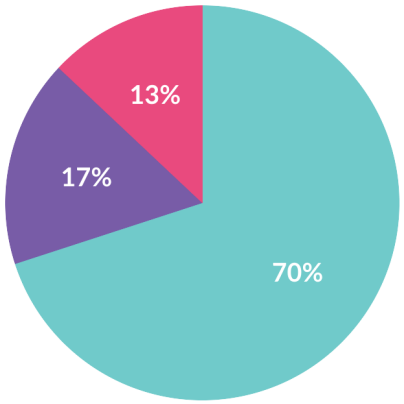
Top Industries

by visitors reading reviews

Comms Service Provider	19%
Construction Company	13%
Financial Services Firm	11%
University	10%

Company Size

by reviewers



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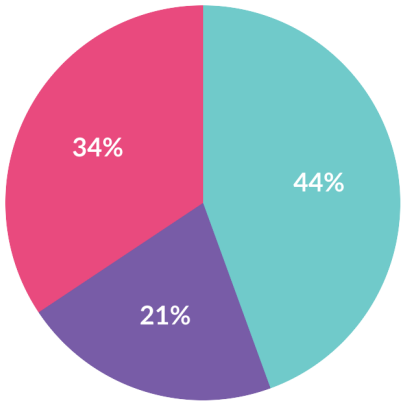

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