



Case Study:

HubSpot Overhaul Unifying Sales and Marketing



www.dendra.io



UK

Head
Quarter

2014

Founding
Year

200+

Employee
Count

\$2M+

Annual
Revenue

Since 2014, Dendra has transformed large-scale ecosystem management and restoration using technology and AI, covering over a million hectares with precision. Supported by a diverse team of experts, their mission is to restore ecological balance through a blend of technology, science, and human creativity.



Marketing Hub
Professional



Sales Hub
Enterprise

Content

Introduction

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The Result

A Word from Dendra's Leadership

Who we are

Dendra is a leading innovator in ecological restoration, using advanced technology to restore ecosystems globally. As their operations scaled, they needed a more streamlined and data-driven approach to managing customer relationships, marketing automation, and sales efficiency. Pixcell.io partnered with Dendra to optimise their HubSpot setup, ensuring seamless operations and enhanced business insights.

Here, the Pixcell project team, including Implementation and Technical Consultants, along with a dedicated Customer Success Manager, share their experience working with Dendra to transform their revenue operations through HubSpot.



The Challenge

Dendra encountered 4 major operational challenges while scaling:

1. **Inefficient Lead Management:** The absence of a structured and automated lead management system led to inconsistent assignments, delayed follow-ups, and decreased sales performance.
2. **Unstructured Lead Qualification & Engagement:** The lack of a clear lead qualification framework and tracking mechanisms resulted in inconsistent outreach, premature engagement, and reduced sales effectiveness.
3. **Fragmented Sales Handoff Process:** Incomplete data transfers caused misalignment that slowed deal progression and reduced conversion rates.
4. **Lack of Event Attribution:** Dendra invested heavily in business shows and events, generating leads, but had no way to measure the success of these leads.

Recognising these bottlenecks, Dendra sought a robust solution to automate processes, improve data integrity, and enable scalable growth.



The Solution

Automated Lead Management & Assignment

- Implemented a **centralised lead management system** to streamline the assignment of inbound leads, ensuring that every lead was allocated to the appropriate sales representative **within 24 hours**. This reduced response times, improved **follow-up efficiency**, and minimised the risk of leads being overlooked, ultimately enhancing **conversion rates**.
 - Developed automated workflows for **lead assignment** based on key factors such as **geography and source**, eliminating the need for manual sorting and distribution. By leveraging automation, the system ensured that leads were routed to the most **relevant team members**, optimising workload distribution, **improving response times**, and enabling a more **efficient sales process**.
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The Solution

Lead Qualification & Engagement Tracking

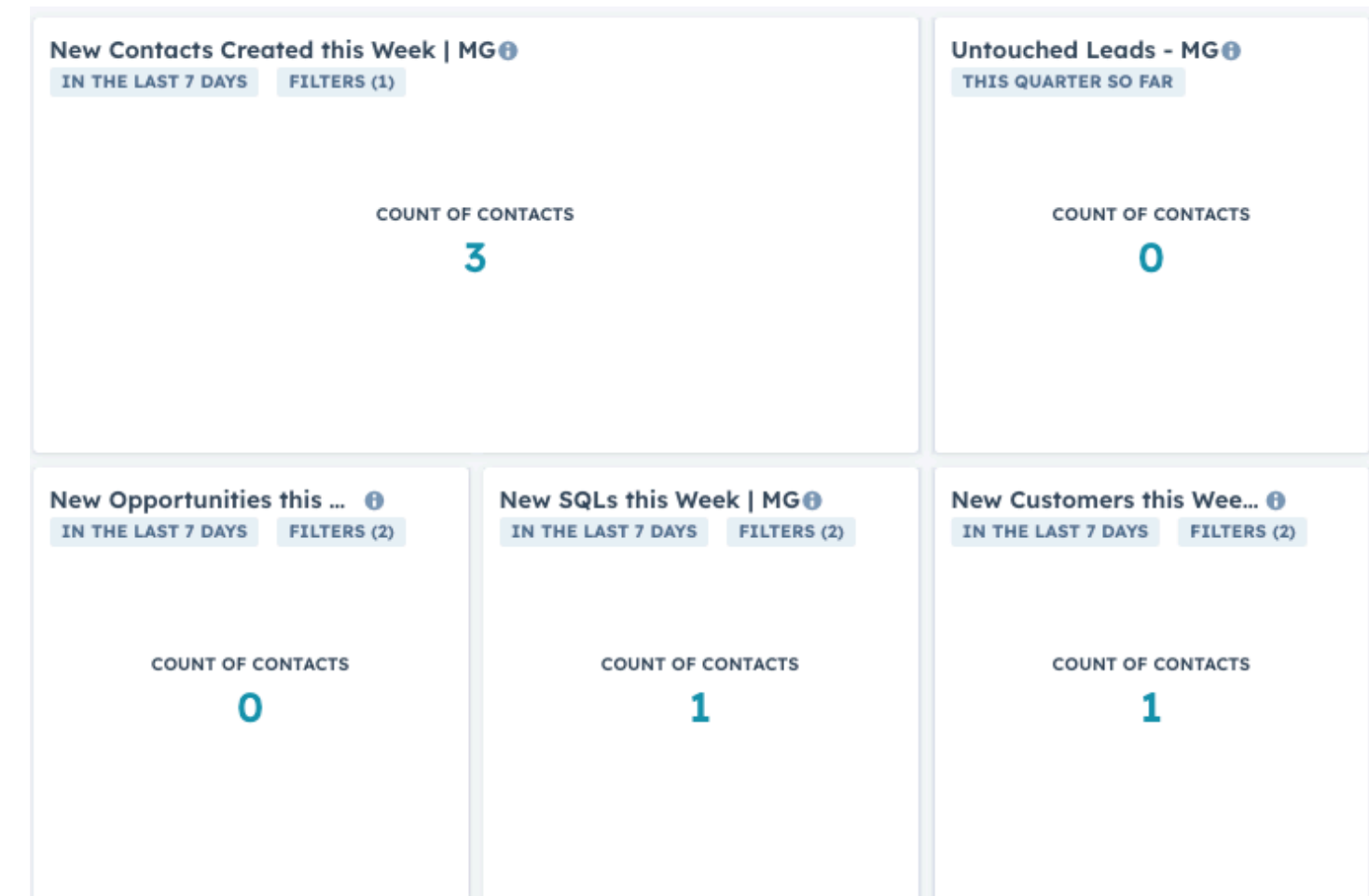
- Implemented **MQL and SQL segmentation** to create a structured approach for lead management, ensuring that **Marketing Qualified Leads (MQLs)** received nurturing through educational content and automated workflows, while **Sales Qualified Leads (SQLs)** were prioritised for **direct outreach** based on their readiness to buy. This segmentation reduced premature sales interactions and improved overall conversion efficiency.
 - Deployed **automated email sequences** and **engagement tracking** to personalise communication and measure lead activity effectively. Engagement tracking included monitoring **email opens, click-through rates, website visits, and content downloads**, allowing the system to **score leads** and trigger timely follow-ups. This automation ensured that high-intent leads moved through the sales funnel efficiently, improving response rates and increasing the likelihood of conversions.
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The Solution

Seamless Sales Handoff Process

- Implemented a structured **sales handoff package** that provided sales teams with lead engagement history, interests, and past interactions, ensuring personalised and informed outreach.
- Integrated **real-time tracking** and automation to instantly **route qualified leads** to sales reps, reducing delays and improving conversion efficiency.





The Solution

Offline Event Object Implementation

- Created an **offline events custom object** in HubSpot to track and manage leads generated from business shows and events, ensuring accurate **attribution**.
- Developed **event-specific forms** to link leads to their respective events, enabling accurate measurement of **lead performance and event ROI**.

Create Offline Event ✕

[Edit this form](#)

Event Name *

Description

Event Type

Event Start Date

Event End Date

Event Location



The Result

- **24-hour lead assignment** – Implementing a centralised lead management system ensured that all inbound leads were assigned to the right sales reps within 24 hours, reducing response times and preventing missed opportunities.
 - **Streamlined lead qualification** – By introducing MQL and SQL segmentation, leads were nurtured appropriately, ensuring that only high-intent prospects were passed to sales, improving engagement and efficiency.
 - **Seamless sales handoff** – A structured handoff package provided sales reps with complete lead history, including engagement data and key touchpoints, resulting in more effective follow-ups and higher conversion rates.
 - **Event lead attribution** – A custom offline events object in HubSpot allowed for accurate tracking of leads generated from business events and trade shows, helping measure ROI and optimise future marketing investments.
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Stewart Emerson
Marketing Director

Highly responsive team helping us to realise the full value of HubSpot Investment. It's certainly been a worthwhile investment and it's certainly proving valuable to have a HubSpot expert on our team.



6+

Years of HubSpot Experience

10,000+

Hours of HubSpot Projects

50+

Global Customers

100%

Customer Satisfaction



 London, UK

Empowering your Business with HubSpot

Tailored CRM Consultancy, Seamless Integration!

HubSpot Gold Partner Consultancy specialising in sales and marketing operations, dedicated to building and enhancing your HubSpot experience.

Who we are