# The Touchpoint Project

## A signal-based reporting model built to unify Marketing, Sales, and RevOps - transforming HubSpot from a data silo into a revenue intelligence engine

## The Challenge

In most B2B organisations, Marketing and Sales operate on separate islands of data. Marketing gets measured on MQLs and content, Sales gets measured on meetings and revenue. Everything that happens in between (the signals that actually move deals forward) disappears into the gaps.

HubSpot's native attribution stops at source tracking. It doesn't capture the sequence of meaningful actions that build pipeline momentum, making it impossible to prove what's truly working.

Without visibility of these engagement signals, leadership teams can't answer the questions that matter most; **which interactions actually move deals forward, where to invest time and budget, and how to shorten the path to revenue**. Traditional "lead source" reporting isn't enough. It shows where a contact entered, not what truly influenced the deal.

## The Solution

Flow360 built a **Touchpoint Reporting Model** inside HubSpot, a system designed to capture and classify every meaningful signal across the buyer journey. Each marketing and sales activity becomes a **touchpoint**, tracked, timestamped, and tied directly to influenced pipeline and closed-won revenue. The model includes:

- A custom object for touchpoints with signal intent (High, Medium, Low)
- Automated workflows linking every touchpoint to contacts and deals
- Dashboards visualising signal density, velocity, and revenue impact

Resulting in one unified reporting layer showing not just where revenue came from, but how it was built. This model turns activity tracking into a connected, signal-based view of the full customer journey.

## Why It Matters

The modern B2B buyer journey is non-linear. Deals are driven by accumulated engagement, not isolated actions. This framework quantifies the influence of those engagements, showing exactly how combined marketing and sales activity drives conversion. In a world where attribution is fragmented, this model delivers what every revenue leader wants: clarity and proof of impact.

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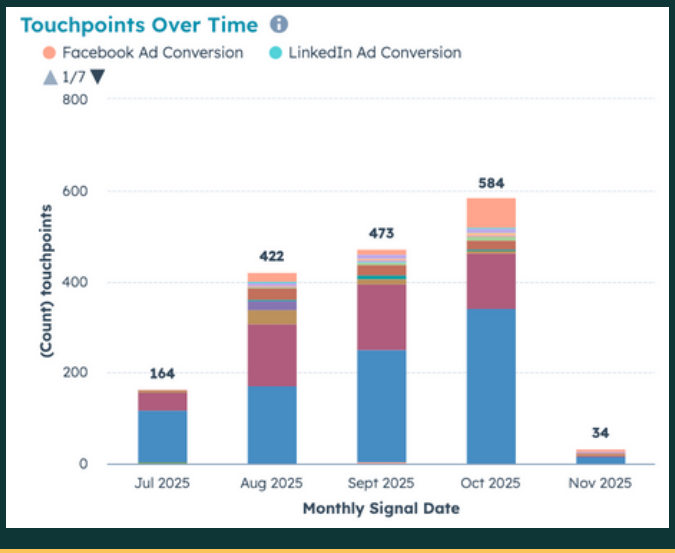
# The Reports That Changed Everything

Once implemented, the data stopped being descriptive and became **directional (see dashboards below)**. Leadership could finally see not just what happened, but why.

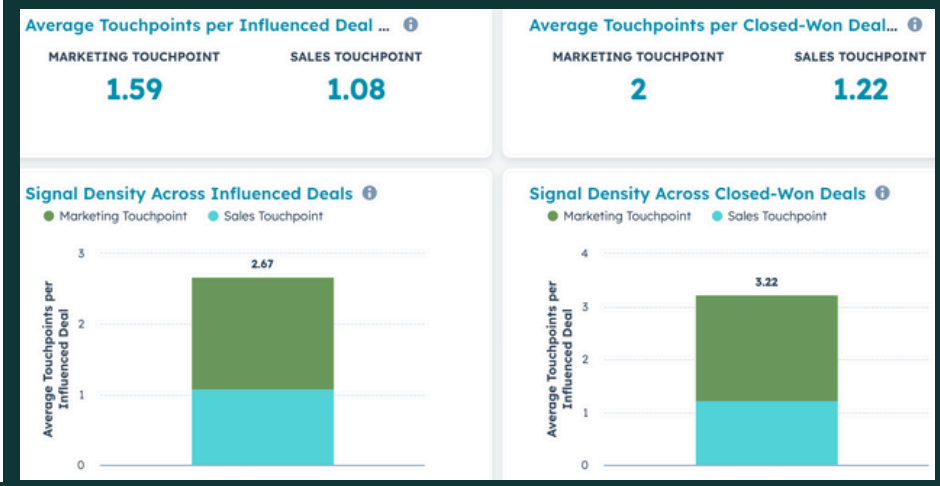
## Touchpoints Over Time

Tracked touchpoints grew 3.5×, proving full visibility across the buyer journey and validating engagement tracking accuracy.




## Touchpoints per Closed-Won Deal

Closed-won deals averaged 3.22 touchpoints, compared to 2.67 for influenced deals – proving that sustained engagement correlates with stronger conversion rates.



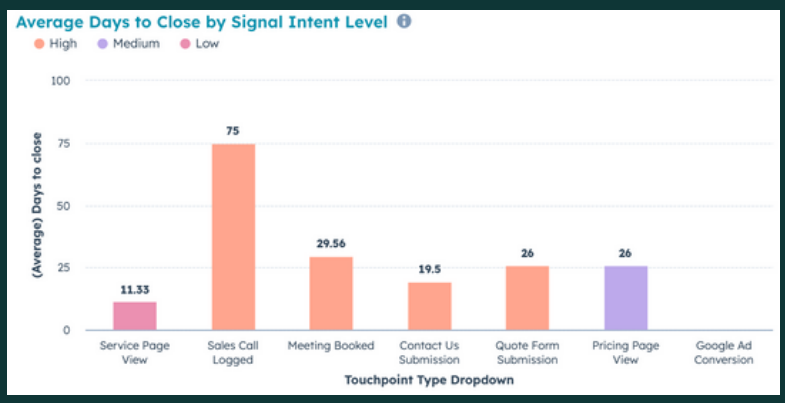

***"The average B2B buying group now involves 13 people, and 89% of purchases involve two or more departments, making every engagement signal visibility essential."***

## Closed-Won Revenue Influenced by Touchpoint

In the first three months of implementation, marketing touchpoints influenced €11K in revenue – early proof that signal tracking surfaces ROI that was previously invisible

## How Touchpoint Type Impacts Deal Speed

High-intent actions close fastest, while logged sales calls often reflect longer, more complex opportunities. Page views appear faster because they occur later in the journey, a signal of readiness, not necessarily speed.

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# The Results

**Within 90 days, the business gained visibility they didn't know was possible.**

- Tracked touchpoints grew 3.5×, capturing the full buyer journey
- Deals with 3+ touchpoints closed 20% faster
- Marketing touchpoints influenced €11K in closed-won revenue – early proof of surfaced ROI
- Engagement tracking accuracy improved by 35%, driving more reliable forecasting

# The Impact

This project changed reporting from activity-based to **signal-based intelligence.**

It created alignment across the revenue engine whereby Marketing can prove influence beyond first touch. Sales can identify engagement patterns that predict conversion. And RevOps can track marketing and sales impact with shared visibility.

## Playbook Principles of Signal-Based Growth

### Every Signal Counts

Measure all touchpoints that influence pipeline, not just first or last click

### Signal Density Predicts Success

Deals with consistent engagement move faster and close stronger

### Unified Visibility Builds Trust

Marketing and Sales alignment starts with shared data, not shared opinions.

## The Outcome

What started as an attribution rebuild became a revenue intelligence framework, connecting every go-to-market team around a shared view of impact.

- **Revenue Visibility:** Marketing's impact became measurable across closed-won deals, linking engagement directly to revenue.
- **Process Efficiency:** Signal tracking improved forecasting accuracy by showing how many touchpoints drove conversion.
- **Strategic Decision-Making:** Seeing how strongly quote and contact forms influenced revenue shifted the team's mindset, budgets moved from chasing volume to funding campaigns that create real buying intent.
- **Cross-Team Alignment:** Marketing, Sales, and RevOps now operate from one shared source of truth inside HubSpot.

## Trusted by B2B Brands

***"Sarah went above and beyond by creating dashboards that have become indispensable for our leadership team"***

**- Thomas Taylor, Partner @Boldmere Capital**

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