



CASE STUDY:

From Fragmented Systems to Scalable Growth: Fixing a Disconnected Website and HubSpot CRM



INDUSTRY

Insurance

COMPANY PROFILE

Axis Insurance is a specialty brokerage delivering tailored commercial insurance solutions, combining deep industry expertise with responsive service and client-first support.

Axis Insurance was generating demand, but their WordPress website and HubSpot CRM were not working together effectively.

As campaigns drove traffic, users encountered slow load times, broken links, inconsistent forms, and disconnected experiences. This created friction across the customer journey, limiting conversions and making it difficult for internal teams to manage and act on incoming leads.

Leadership recognized that the issue wasn't marketing, it was the website and its integration with HubSpot. Incremental fixes were no longer enough. The system needed to be **stabilized, simplified, and aligned**.

Vonazon partnered with Axis to **optimize website performance, resolve technical issues, and restructure how the website and HubSpot worked together**, creating a scalable foundation for lead generation, customer self-service, and future growth.





The Business Context

Axis Insurance operates as a specialty brokerage with a lean internal marketing function tasked with supporting both demand generation and customer-facing service workflows.

Its website and supporting systems had evolved organically, relying on a hybrid HubSpot and WordPress architecture to manage applications, claims, content distribution, and lead capture. While functional, the system lacked cohesion.

Marketing initiatives were active, but execution was fragmented across tools and workflows, making it difficult to:

→ manage content → track leads → maintain a consistent experience.

To maintain momentum without overextending internal resources, Axis engaged Vonazon through a flexible, cross-functional delivery model, enabling continuous execution across strategy, development, and optimization.

This created the opportunity to move beyond isolated improvements and toward fixing how the website and HubSpot worked together.

THE CHALLENGE

As marketing activity increased, the limitations of the website and the systems behind it became unavoidable.

The website experience was degraded by broken links, inconsistent navigation, and outdated assets, creating friction across critical conversion paths. At the same time, redundant forms, overlapping pop-ups, and disconnected landing pages introduced performance constraints and eroded usability.

“Updating the site isn’t worth it anymore... we need to start from the beginning.”

“Every time you have a pop-up it slows down the site.”

More critically, the issue was not tactical, it was structural. The organization had content, campaigns, and demand, but lacked the structure needed to support growth.

Internal teams were forced to navigate competing priorities between UX improvements, lead capture optimization, and technical fixes, resulting in incremental changes that failed to resolve root issues.

At the executive level, the mandate was clear. Axis needed to improve lead generation performance, customer self-service capabilities, and overall digital experience, without introducing disruption to ongoing operations.

VONAZON'S APPROACH

Vonazon approached the engagement as a **phased transformation**, prioritizing **risk reduction**, **system alignment**, and **performance stabilization** before introducing large-scale change.

01

Stabilizing a
Fragmented
Architecture

02

Reclaiming
Performance and
Usability

03

Restructuring How
HubSpot Worked
with the Website

04

Sustained
Execution Through
a Unified Delivery
Model

05

Establishing the
Foundation for Full
Transformation

01

Stabilizing a Fragmented Architecture

The first priority was eliminating friction across the website and user experience. Vonazon audited and resolved broken pathways, misrouted links, and outdated pages, duplicate content, and unnecessary elements, restoring continuity across the user journey.

At the same time, form logic and data capture systems were consolidated, reducing duplication and establishing a more reliable foundation for lead management and reporting.

02

Reclaiming Performance and Usability

Rather than layering additional features, Vonazon simplified the experience. By removing unnecessary scripts, pop-ups, and elements slowing down the site and reducing reliance on pop-ups, **the team significantly improved site speed, responsiveness, and accessibility.**

This shift directly impacted **engagement quality** and **conversion potential**, reframing performance as a revenue and experience driver.

Restructuring How HubSpot Worked with the Website

A critical inflection point was redefining how HubSpot functioned within the system.

Vonazon transitioned HubSpot from a fragmented front-end dependency into a centralized backend engine for data capture, automation, and reporting.

This required aligning:

Forms,
workflows, and
lifecycle tracking



Landing page
logic and content
pathways



Marketing and
operational data
flows



The result was a more cohesive system where marketing execution and operational workflows could coexist without conflict.



04

Sustained Execution Through a Unified Delivery Model

Rather than treating improvements as isolated projects, Vonazon maintained ongoing work across strategy, development, and content, ensuring that every optimization contributed to a larger system strategy.

This model enabled Axis to simultaneously advance **campaign performance, platform stability, and user experience**, without introducing new fragmentation.

05

Establishing the Foundation for Full Transformation

With core issues addressed, Vonazon helped define a clear path toward **platform consolidation and a full digital rebuild**, grounded in real-world usage, system dependencies, and business priorities.

“

“We need to cross every T and dot every I before we redesign.”

THE RESULTS

Vonazon's approach delivered measurable improvements while reducing systemic risk and unlocking future scalability.

**Performance
and Experience
Gains**

**More Reliable
Lead Generation**

**Operational
Efficiency and
System Clarity**

**Risk Mitigation
and System
Stability**

**Strategic
Transformation**

THE RESULTS



Performance and Experience Gains

Website performance improved from **66 to 85–87**, reflecting a meaningful increase in speed, responsiveness, and usability

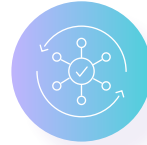
Simplified front-end architecture reduced friction across key user journeys, improving better user engagement and higher likelihood to convert



More Reliable Lead Generation

Email campaigns consistently generated **1 to 3 form fills per send**, demonstrating dependable baseline demand

Improved form consistency and data capture enhanced lead visibility and follow-up efficiency



Operational Efficiency and System Clarity

Consolidated infrastructure reduced manual coordination and duplicated effort across teams

Centralized data capture improved **governance, reporting accuracy, and system transparency**



Risk Mitigation and System Stability

Eliminating broken links and fragmented pathways reduced user drop-off and reputational risk exposure

Simplified architecture created a more **stable, maintainable, and scalable environment**



Strategic Transformation

Most importantly, Axis transitioned from reactive fixes to a **clear, scalable way to manage and grow their website and marketing**

The engagement reframed the website and marketing stack from a collection of tools into a cohesive revenue and operations platform

LOOKING AHEAD

With a stabilized foundation in place, Axis Insurance is now positioned to execute a full digital transformation initiative centered on:

- ✓ Platform consolidation and system alignment
- ✓ A rebuilt digital experience supporting both lead generation and customer self-service
- ✓ Deeper utilization of HubSpot as a centralized operational and marketing engine

The organization now operates with greater clarity, stronger infrastructure, and a scalable model for growth.



Struggling with a disconnected website and HubSpot setup?



Let's fix it together.



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