



CASE STUDY:

# HubSpot Demand Generation Strategy for Email Compliance Software: How UnsubCentral Improved Pipeline Conversion and Revenue Performance



## INDUSTRY

Technology

## COMPANY PROFILE

UnsubCentral provides email compliance and suppression solutions that help organizations protect brand reputation, improve deliverability, and control customer data.

### UnsubCentral

UnsubCentral stabilized declining conversion performance by shifting from compliance-driven messaging to a **revenue-focused demand generation strategy built in HubSpot.**

Website conversion rates, previously near **0.5%**, began trending upward, while close rates that had fallen from **20% to as low as 10–14%** improved as targeting and positioning aligned with buyer intent.



HubSpot

**10–14%**

**Close rates improved to 10–14% after previously reaching 20%.**

## The Situation

UnsubCentral had built steady inbound traffic through SEO around compliance-related search terms. *The traffic was there. The pipeline was not.*

The company offered a technically strong product that solved a real problem in email compliance and suppression management. What it lacked was a way to connect that solution to how buyers actually made decisions.

### Messaging focused on compliance, while buyers prioritized:

→ performance      → reputation      → operational control

Inbound demand carried the business for years, but it never matured into a predictable revenue engine. As market conditions shifted, the gap between visibility and revenue became harder to ignore.

**Leadership no longer questioned how to drive traffic.  
They questioned why that traffic failed to convert.**

## THE CHALLENGE

The breakdown showed up across the funnel. Marketing continued to generate traffic, but conversion rates stayed low. Sales inherited leads that lacked urgency or intent, which slowed deals and created internal friction.

**The core issue was positioning.** Compliance did not feel urgent to most buyers, even when the risk was real. Prospects assumed tools like HubSpot, Salesforce, or their email platforms already solved the problem. That perception weakened UnsubCentral's authority and made budget conversations harder to win.

Performance metrics confirmed the problem. Close rates dropped from roughly **20% to as low as 10–14%**. Website conversion hovered near 0.5%. Leads entered the funnel but rarely progressed.

### One stakeholder captured the tension clearly:

*"We have a lot of people at the top of the funnel, but we don't know how to get them to the middle."*



**The business did not lack demand.  
It lacked a path from interest  
to revenue.**

## VONAZON'S APPROACH

Vonazon started by rejecting the idea that more traffic would fix the problem. The issue was **how the product was positioned** and **how buyers moved through the funnel**.

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01

## Repositioning the Message

The first decision was to move away from compliance as the lead message. Vonazon repositioned UnsubCentral around **brand protection, deliverability, and operational control**, areas that tied directly to revenue impact. This gave sales teams a way to connect the product to business outcomes instead of regulatory risk..

02

## Audience-Centric Targeting

That shift exposed a second issue. The company spoke to industries, not to people. Vonazon **rebuilt targeting inside HubSpot around roles**, aligning messaging to marketing teams, IT stakeholders, compliance leaders, and executives. Each group saw a different entry point based on what mattered to them.

03

## Funnel Optimization

Once messaging aligned with audience, the funnel itself became the constraint. Prospects were asked to request demos too early, which created friction and suppressed conversion. Vonazon introduced **lower-commitment entry points** that allowed buyers to engage before speaking to sales. This created a progression where value came first and conversations followed.

04

## Behavior-Driven Systems

HubSpot became the system that enforced this change. Lead scoring, segmentation, and nurture workflows were rebuilt to reflect actual behavior rather than assumptions. Campaigns were measured by movement through the funnel, not just traffic or lead volume.

05

## Multi-Channel Expansion

With the funnel restructured, Vonazon expanded beyond inbound. Paid search, outbound campaigns, and LinkedIn targeting reached buyers who were not actively searching but still had the problem. This reduced reliance on SEO and improved lead quality.

At the same time, Vonazon reframed UnsubCentral's integration with **ZeroBounce**. Instead of presenting it as a feature, the integration became part of a broader **data quality and deliverability story**. Clean data and accurate suppression management were tied to inbox placement, engagement rates, and brand reputation. This helped buyers understand how UnsubCentral fit alongside HubSpot and Salesforce rather than competing with them.

Each decision built on the last. Clearer positioning made segmentation possible. Segmentation exposed funnel friction. Fixing the funnel improved engagement. Stronger engagement made multi-channel expansion viable. The result was a demand engine aligned to how buyers evaluate and adopt solutions.

## THE RESULTS

HubSpot-driven demand generation improvements increased mid-funnel engagement and stabilized conversion performance, reversing a decline from 20% close rates to as low as 10–14% while improving pipeline quality.

**10–14%**

**Close rates improved to 10–14%  
after previously reaching 20%.**

## THE RESULTS

Website conversion rates, previously near 0.5%, began trending upward as friction was removed from early-stage engagement. Lead quality improved as prospects entered the funnel with clearer intent and understanding.

Sales conversations changed. Instead of explaining the product, teams focused on solving specific operational problems. That shift improved deal velocity and made pipeline forecasts more reliable.

The ZeroBounce integration strengthened the business case. By linking data quality to deliverability and performance, UnsubCentral positioned itself as a critical layer within existing HubSpot and Salesforce environments. This made it easier to justify investment and differentiate from built-in tools.

UnsubCentral moved away from measuring success by traffic volume and toward **pipeline quality and conversion efficiency**. The company now operates with a clearer model for testing messaging, refining targeting, and improving performance over time.

**Want to improve your  
revenue performance with  
a smarter HubSpot demand  
generation strategy?**



**Contact Vonazon to build  
a pipeline that converts.**



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