

SMARTER CONTENT DECISIONS —

# Track the Why Behind Every Opt-In and Opt-Out

## The Challenge

The client produces a steady stream of newsletters and content, but lacked visibility into what was actually influencing subscriptions. They were flying blind when it came to optimizing their strategy:

- No way to connect a specific piece of content to a new subscriber or an unsubscribe action
- Inability to spot trends or patterns in opt-in or opt-out behavior
- Missed opportunity to invest in content that was actually working—and avoid what wasn't

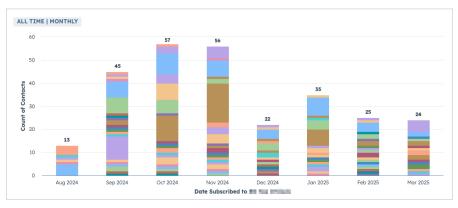
### The Solution

We built a system in HubSpot that automatically stamps key info—like date and source—whenever a contact subscribes or unsubscribes. This data feeds into custom properties that can be used in reports to analyze behavior over time and by content type.

# The Impact

The client can now:

- Understand what content earns a subscription—and what pushes contacts away
- Track trends in subscriber behavior across campaigns, newsletters, and time periods
- · Confidently prioritize the topics and formats that drive audience growth
- · Eliminate guesswork in their strategy and focus on what delivers results



# The Details Industry: Media & Consulting Business Area: Marketing Tools Used: Custom Properties Workflows

