

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

