





At a Glance

Domain:
<https://ouraring.com/>

Industry:
Health and Wellness, Fitness

Market:
B2B & B2C



'Working with WORQFLOW has been a game-changer! Their assistance has helped our CRM build-out and integration into our business seamless! Their knowledge and advice on how to optimize our systems has been critical to our growth. We have nothing but high praises for this team.'

JOSHUA FARNSWORTH

The Objectives

Oura Ring had two objectives in mind for their engagement with WORQFLOW:

- Configure HubSpot Portal to meet the needs of their 13+ B2B Sales Pipelines
- Leverage HubSpot's functions to support the Sales and Customer Success team

The Challenge

Oura Ring's HubSpot portal was not set up correctly in their initial onboarding. This led to data duplicates, inaccurate reporting, conflicting workflows, and an overall lack of productive use in the account. The core challenge here was configuring the account in a way so that all 13+ pipelines are scalable, as Oura Ring is one of the fastest growing startups in the fitness industry.

The Solution

WORQFLOW began with an initial audit of the current HubSpot portal, followed by multiple business analysis sessions where we explored Oura Ring's goals and current usage of HubSpot. From these sessions, we crafted a plan of how to re-configure the portal, and leverage more of HubSpot's functionalities to support their B2B efforts.

The Results

Results from re-configuration resulted in a streamlined, scalable HubSpot portal that supported the B2B offerings through custom lead scoring models, forecast analysis structure, leveraging automation, and a cleanup of data routing.