

CASE STUDY

The National Society of Collegiate Scholars (NSCS) partnered with Viram Labs to Increase their HubSpot Marketing Platform Adoption, New Member Acquisition, and Sales Revenue.

1.7 MM+
Contacts
Managed &
Segmented

20k+
Increase in
New Member
Acquisition

324%
Increase in
Ecommerce
Sales

Evan Weisenfeld, Vice President,
Growth acknowledged,

“

We've been working with Viram Labs to improve our online visibility for some time now, and we couldn't be happier. They have changed the face of our company in a way that no other agency has even come close to achieving before at an affordable price point - it really pays off

”



About NSCS

The National Society of Collegiate Scholars (NSCS) is an honors organization that recognizes and elevates high-achieving students. NSCS provides career and graduate school connections, leadership, and service opportunities and gives out more than \$750,000 annually in scholarships, awards, and chapter funds.

The Challenge



NSCS implemented HubSpot to leverage the platform to drive automated messages to nurture their 1.7 Million plus audience base. However, since they were using a suite of other marketing tools & technologies, the visibility of their student & member information wasn't holistic, which presented challenges in capturing behavioral and purchase insights.

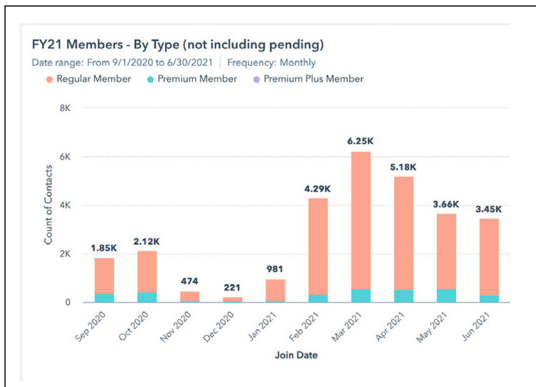


Before NSCS partnered with Viram Labs, they used JotForm, an online form tool to capture information, a Shopify site to sell memberships and merchandise, and Early Parrot for encouraging referrals through their existing student/member networks.



This meant that the data had to be collected from each tool manually, imported, and mapped to contacts within HubSpot. This caused issues concerning data quality, increased operational cost of resources and lacked data points needed to drive sales and revenue.

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Result-driving Solutions from Tru Performance

With our team of HubSpot specialists, we were confident that we could deliver impressive results for NSCS Partners.

Our engagement began with a few strategy sessions to understand their business objective, existing technology stack framework, and current HubSpot adoption level. Thereafter, our team researched alternative solutions that could either be directly integrated with HubSpot or created on the platform itself.

We integrated Shopify with HubSpot so that customer data, sales, and revenue could be tracked from within HubSpot and create multiple custom reports & dashboards. This integration allowed NSCS to plan better Upsell/Cross-sell campaigns to their database and increase their overall customer lifetime value.

Additional Integrations & Implementations included:

Created a Referral Program using Referral Rock, a solution available on the HubSpot marketplace. Since this was a tool built keeping in mind HubSpot users, the integration was straightforward, and we were able to create a more comprehensive referral program.

Designed & Created over 20+ forms from JotForm to HubSpot to capture information directly into the platform and eliminated the process of having to do it manually.

Database Segmentation & Enrichment for over 1.7 Million contacts in their HubSpot instance. This included merging duplicates, removing dormant contacts, segmenting based on university, location, graduation year, etc., to drive targeted email campaigns.

Reporting & Analytics - Created custom reports and dashboards within the platform to track & measure campaign effectiveness, behavior, sales, and other data points that helped NSCS drive strategic business decisions

Business Impact

Since NSCS began working with Tru Performance, they have:

- Improved the quality of their 1.7 MM database
- Acquired of 20K+ New Members
- Increased Ecommerce Sales by 375%

Order snapshots



Total Number of joins by Date FY21

