



All-in-One Marketing, Sales, Support CRM



Cut Marketing Costs

BY 82% - WITHOUT LOSING REVENUE

The Manchester-based **digital marketing** service provider **switched** from **HubSpot** to **EngageBay**. They reduced their marketing and customer service costs by **6X**.

Synopsis: About IN Business Ninjas

Business Ninjas was set up with one goal in mind: to help businesses unleash the power of LinkedIn and use it to drive marketing and sales. Based in Manchester, England, Business Ninjas generate exceptional conversations from LinkedIn by allowing businesses to target prospects and communicate with audiences directly.

“We help businesses unlock the full power of LinkedIn by reaching out to thousands of highly targeted potential prospects. We then connect and engage through authentic and value-added messages leading to warmed-up, pre-qualified leads.”

– Dr. Ian Nikkin (MD, IN Business Ninjas)

”



Industry type

Digital



Company size

6-10 People



Location

Manchester, England

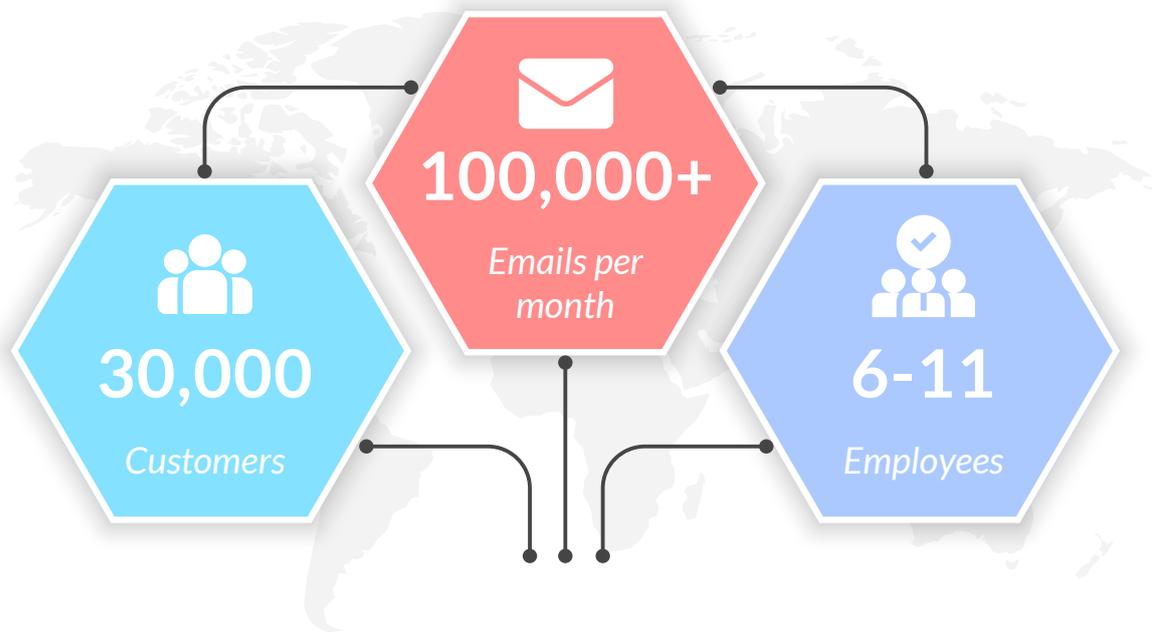


Year established

2018

What started as humble beginnings soon became a fast-evolving platform for companies targeting LinkedIn's vast B2B network.

In no time, customers were flooding in, and manually keeping track of everything was a big no-no. Thus their quest for a CRM solution that can help manage their huge contact database began. Initially, they opted for HubSpot – the pioneer and market leader in the CRM industry.



Business Ninjas soon had over **30,000** contacts with around **100,000** emails sent every month. This meant they had to upgrade their HubSpot plan – and that's when the real problems started.

Challenge: How HubSpot Became Unbearably Expensive

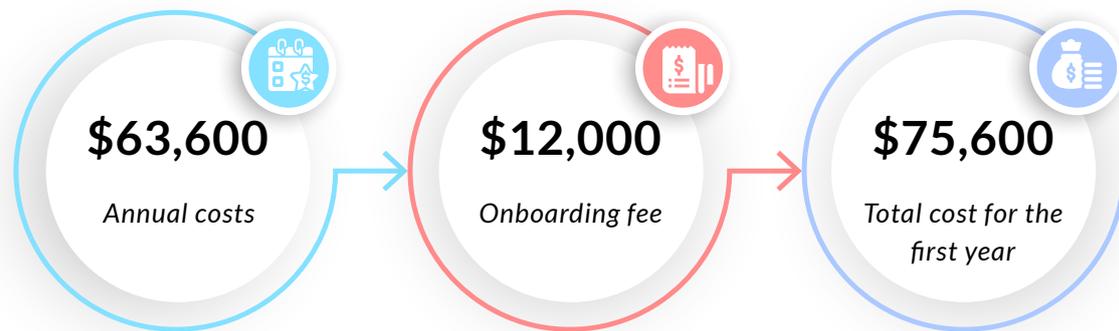
Though HubSpot was a great platform for Business Ninjas, they could leverage the power only when they did things the HubSpot way. The free and affordable plans weren't nearly enough for their business needs.

“Business was booming – we had thousands of new customers every month. Our old ways could not keep up with the staggering numbers.”

”

As Business Ninjas captured and generated more contacts, it was time to upgrade HubSpot to a higher-tiered plan. Their team needed more powerful tools, which were only available in the Enterprise plan.

This move drained their marketing and operational budget. They had to dish out **thousands of \$\$\$** every month – a **10X** increase in marketing costs.



In addition, Business Ninjas were contractually bound with an annual commitment, which meant they had to pay for the **whole year** even if they wanted to quit the very first month.

“HubSpot’s Starter plan was not enough for our massive operation. We decided to upgrade to the Enterprise plan in line with our needs – and boy, weren’t we in for the shock of our lives!”

”

The sheer cost of using the platform prompted Business Ninjas to search for a more **affordable alternative**.

Solution: How EngageBay Helped Reduce Marketing Costs by 82%

Business Ninjas' search for a suitable alternative spanned several weeks: they needed a platform that had the features their team already utilized but without the **massive price tag**.

Perhaps the most challenging aspect of their search was to find an integrated all-in-one CRM solution to **unify** all their teams and achieve a 360-degree view of their customers.

“Soon, the costs spiraled out of control. It was crystal-clear: we needed an alternative, and fast. It took us a while to land on a solution, but we liked EngageBay the most.”

”

And the search ended with **EngageBay**.

EngageBay offered most of the enterprise-level features HubSpot had and fulfilled Business Ninjas' greatest need: **affordability**. They immediately fell in love with the platform and – within days – were able to migrate data and onboard their team to the platform (for free).

This move helped them cut their marketing costs by an unbelievable **82%**!



**When calculated for 11 users and billed monthly.*

“We were initially skeptical to go with Engagebay as the pricing and promises were too good to be true. Also, their free plan had limited features. So we took a free limited-period trial of the Pro plan and soon realized that Engagebay was spot-on: it had features similar to HubSpot, and for that reason, EngageBay pricing seemed incredibly affordable.”

”

As Business Ninjas mainly dealt with B2B entities, their needs included account-based marketing, conversational inboxes, A/B testing, social media management, and more. **EngageBay** offered all these and more in a unified platform.

Result: A Bigger, More Profitable Brand

Business Ninjas' transition was complete: they found a platform with similar features, better pricing, powerful integrations, and above all, a solution that helped them evolve into a more **profitable brand**.

“EngageBay is an absolute gem. We were able to drastically scale down marketing and operational costs without affecting revenue. In fact, the cost saved was invested in other areas, making the business more profitable.”

– Dr. Ian Nikkin (MD, IN Business Ninjas)

”



Conclusion: Sounds Too Good To Be True?

Reach out to us, and we'll show you exactly how it's possible to save more than **80% of costs** when you move to EngageBay.

We are more than happy to work with you and convert your expenditure into investments.

Hear from other small business users as they share their **success stories**:



Pierpaolo V.
Verified reviewer
Marketing and Advertising, 1-10 employees
Used daily for 6-12 months
Review source ⓘ

Overall Rating ★★★★★

Value for money ★★★★★
Ease of use ★★★★★

I've tried it, but now it's our official automation platform...

Reviewed 2 years ago

I have tried other platforms, also spending a lot of money on assessment (hubspot, sharpspring, active campaign, etc...). Some of them have too high prices, others don't seem to listen to the request for new features, still others the support is slow to respond. In all the cases I tried something was missing: for EngageBay nothing is missing and the costs are very affordable (it also includes a free version to let my customers try the product).



Levi B.
Financial Services, 1-10 employees
Used daily for less than 6 months
Review source ⓘ

Overall Rating ★★★★★

A real rival to HubSpot

Reviewed 3 months ago

The customer service has been amazing and we have had very little problem getting started using EngageBay after spending a year with Hubspot.

 **Fabian M.**
 E-Learning, 1-10 employees
Used daily for less than 6 months
[Review source](#)

Why I switched to EngageBay
Reviewed a year ago

I am so happy that I found engagebay!

Overall Rating ★★★★★

Value for money ★★★★★

Ease of use ★★★★★

Pros

I really signed up for so many softwares. I needed GetResponse, HubSpot, funnel.io & automate.io to build my Funnel. It cost me 1,2k a month. EngageBay has all that functions in one. And its so cheap. The support is so good and fast.

 **Manoj K.**
 Verified reviewer
 Marketing and Advertising, 1-10 employees
Used daily for less than 6 months
[Review source](#)

Great platform. Easy to use
Reviewed 4 years ago

All in one marketing platform that is easy to use and good value for money.

Pros

If you are looking for an alternative to Hubspot that offers more capabilities you will want to check this out! Great features, easy to use, great value for money.

Want To Know More?

You can [sign up for free](#) and [book a demo](#) with our experts, or just check out our [website](#) for more information.