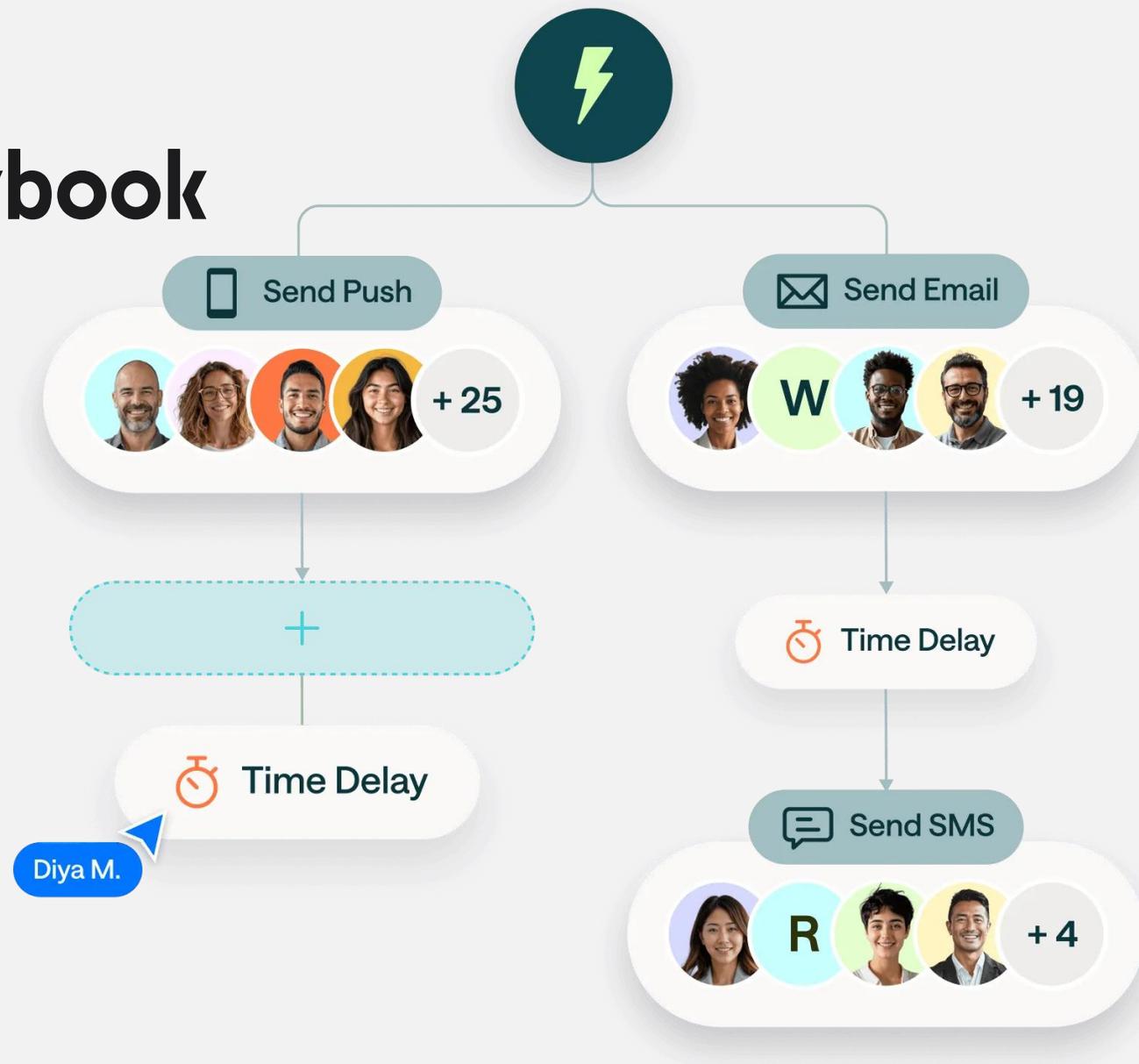
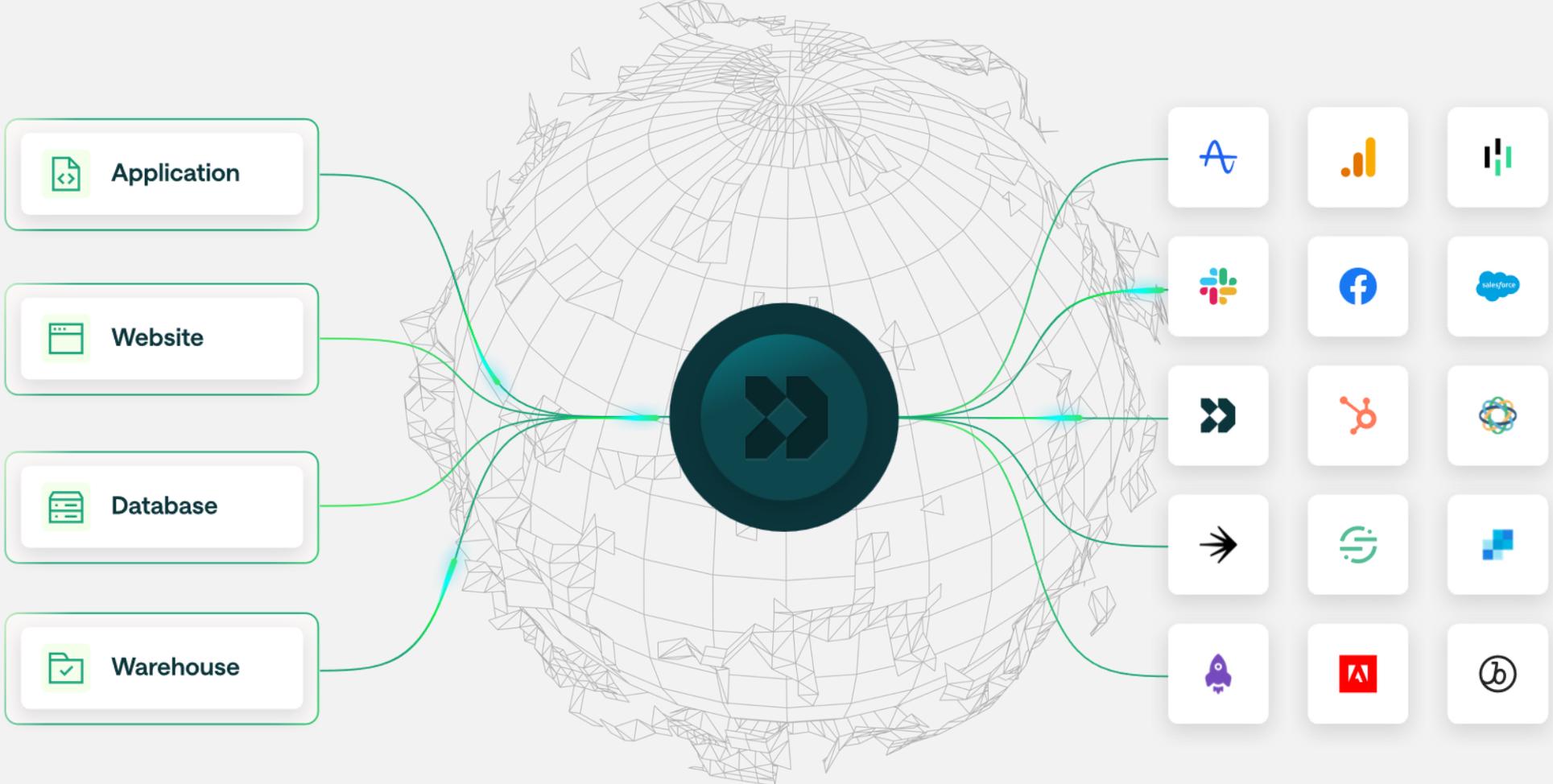


# The Growth Stack Playbook

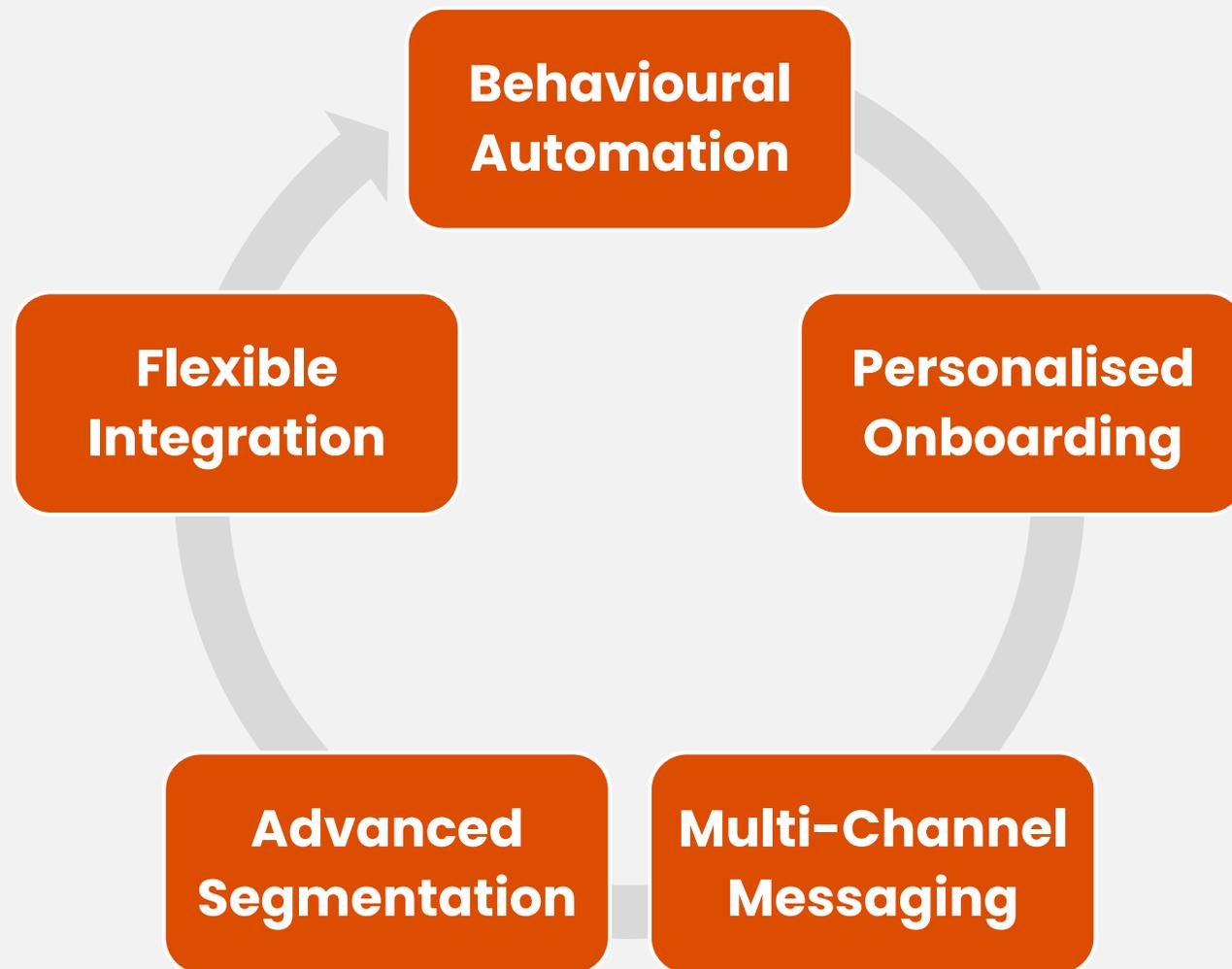
Learn how fast-growing SaaS teams are using Customer.io to drive behavioural campaigns that convert, and how the smartest one's pair it with HubSpot for full GTM control.



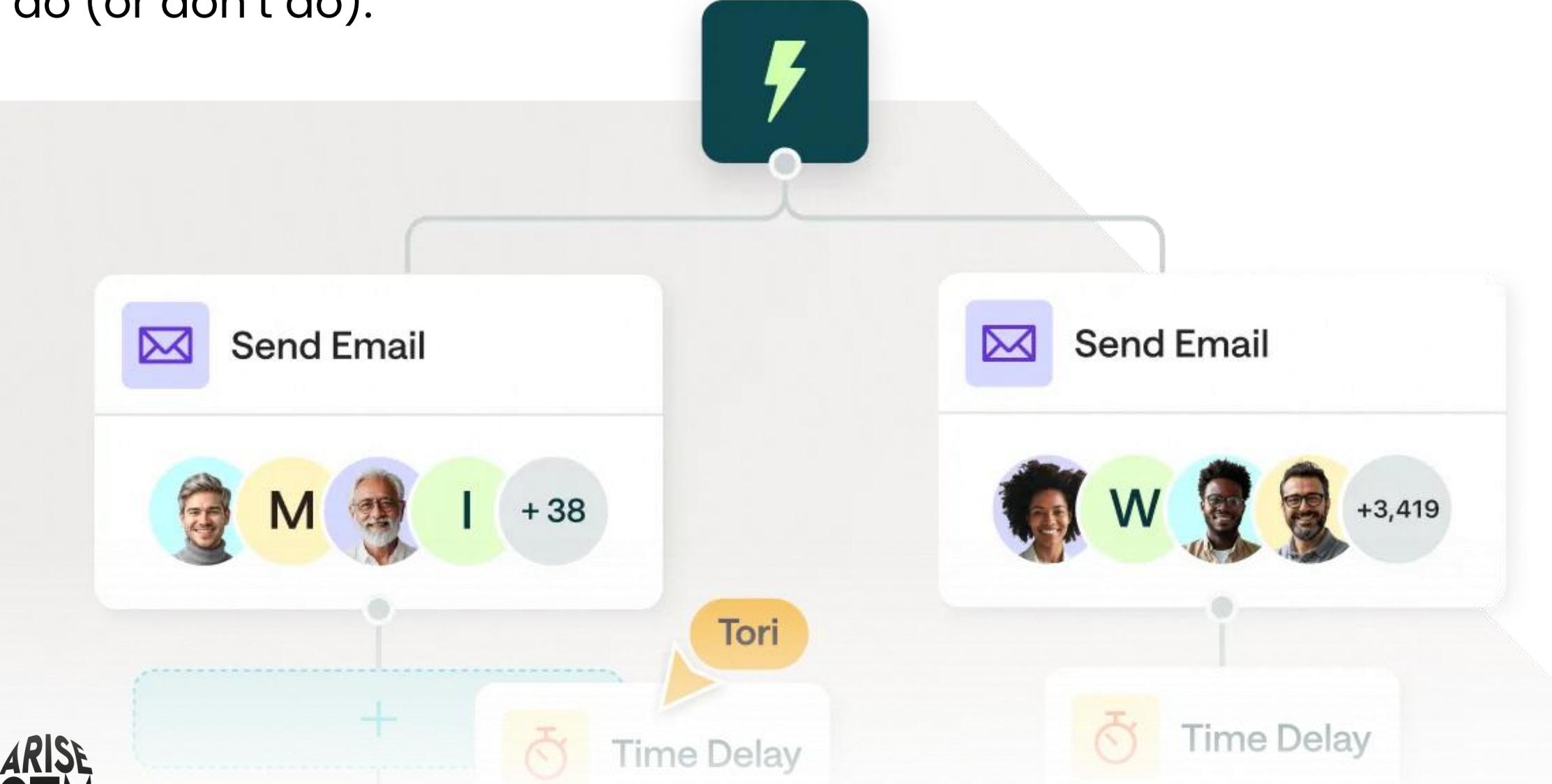
# Connectivity: Why Customer.io wins on its own



**Customer.io is a messaging powerhouse for modern SaaS teams. Here's what it does best:**

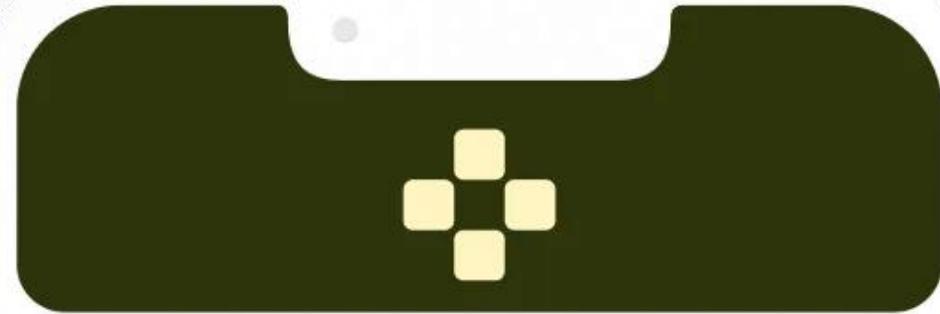


# Behavioural Automation: Trigger messages based on what users do (or don't do).



## Personalised Onboarding:

Guide users to activation with real-time journeys.



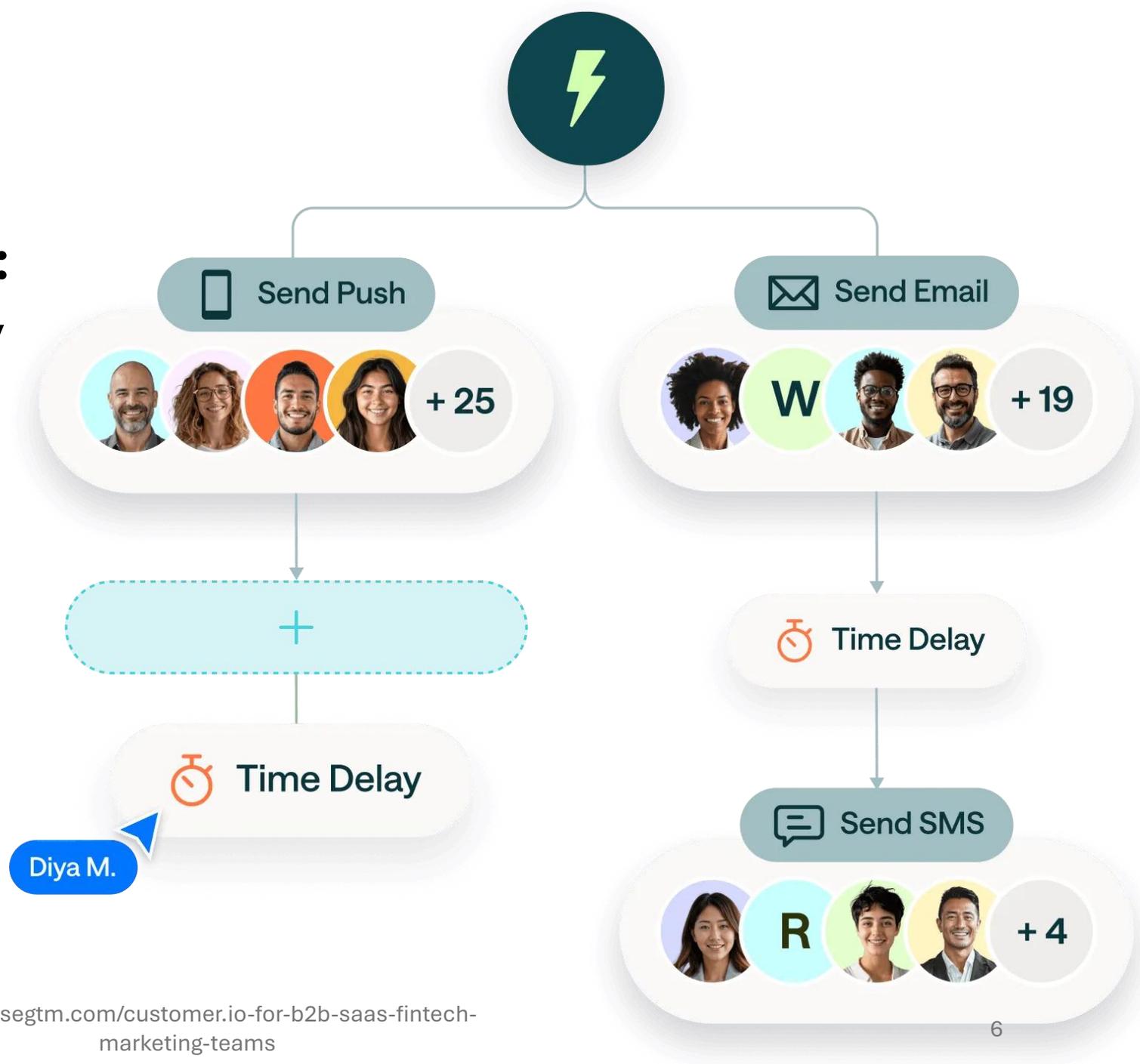
Hey **first\_name** ,

Keep up your progress

You're 50% done with  
your 14th assignment.



## Multi-Channel Messaging: Reach users via email, SMS, push, and in-app.



## Advanced Segmentation:

Build dynamic segments from live product data.

### Segment for sellers

All  of the following conditions match

Active listing  is true 

AND sales count  is greater than 0 

### Segment for buyers

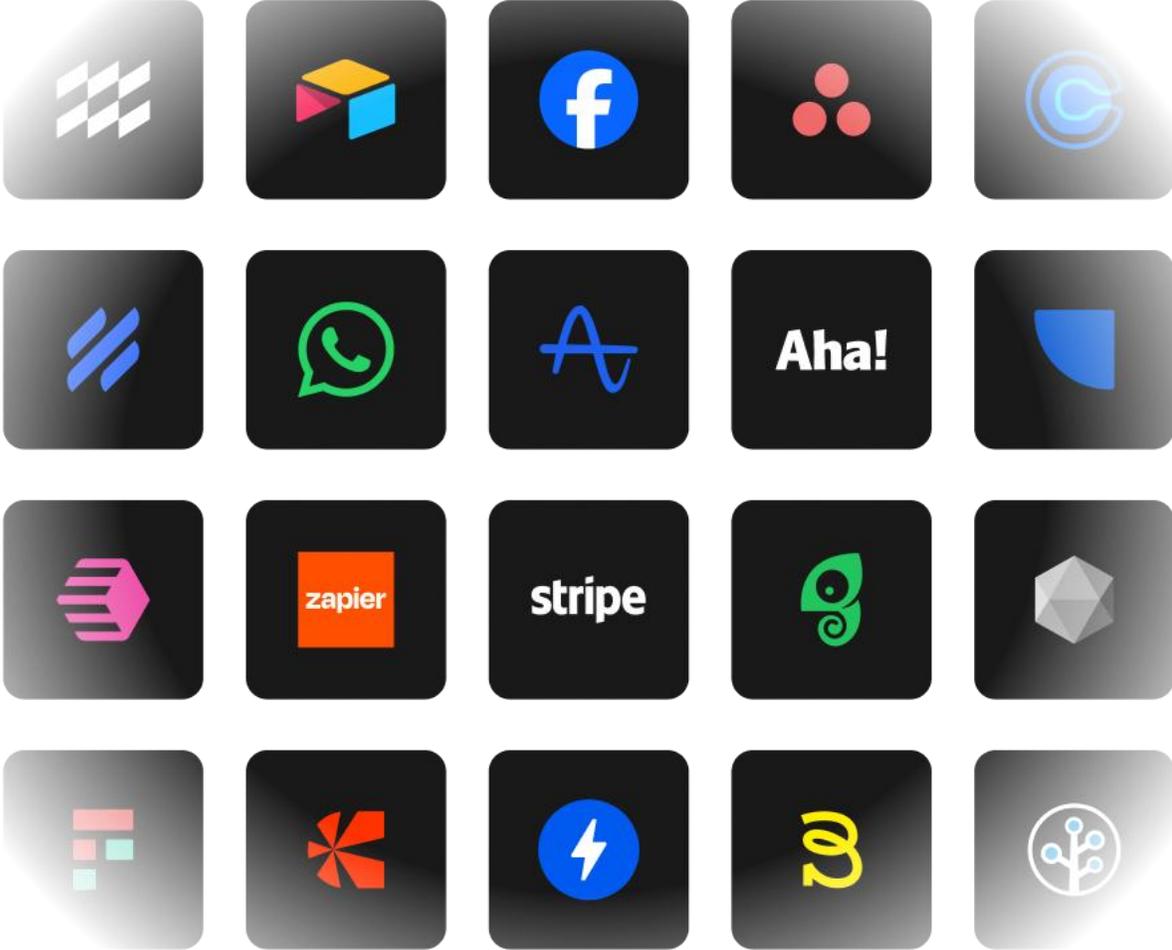
All  of the following conditions match

Active listing  is false 

AND number of purchases  is greater than 0 



**Flexible Integration:** Plug into your data warehouse, product analytics, and CDPs.

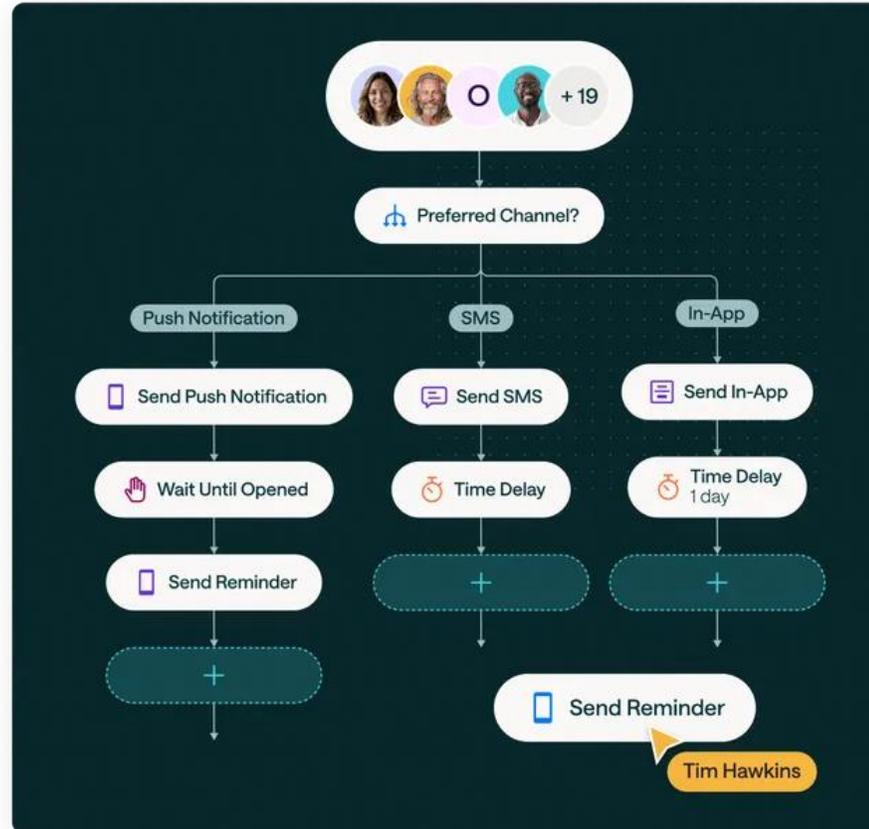


**40%**

One of our SaaS clients improved trial-to-paid conversions by 40% with a Customer.io onboarding flow that responded to feature usage milestones.



**Customer.io** is incredibly powerful for execution. It turns your product signals into real-time, relevant messages.



Hey **Customer\_Name**,  
Have you tried our new task management features? Get in touch - we'd love to hear what you think.



- Q Campaign goal...
- Feedback
  - Upsell** ...
  - Re-Engagement
  - Cross Sell
  - Onboarding
  - Welcome
  - Renewal
  - Nurture
  - Adoption
  - ⚙ Custom

Subscription Center

- Marketing Emails
- Rewards Updates
- Unsubscribe from all emails



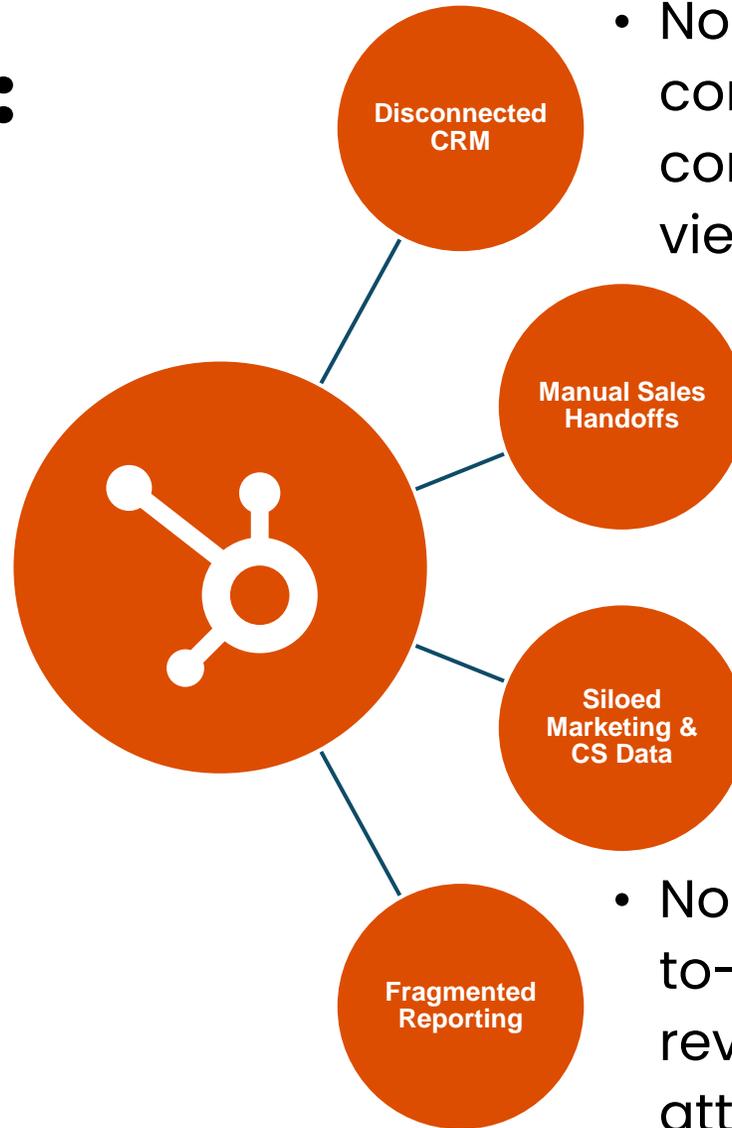


# The Gaps Most Teams Discover



## But there are limits:

Customer.io dominates execution. But if you want a unified GTM engine, strategy, data, and visibility included – you'll need more than that.



- No unified contact or company view.
- No native pipeline or lead scoring.
- Messaging doesn't reflect the full lifecycle.
- No source-to-sale revenue attribution.

# Customer.io + HubSpot = GTM Maturity

Together, Customer.io and HubSpot give you the best of both worlds:

Customer.io	HubSpot
Behavioural campaign execution	CRM + contact/company lifecycle
Event-based triggers	Sales pipeline & lead routing
Onboarding & retention workflows	ABM, lead scoring, deal attribution
In-app & mobile messaging	Analytics, dashboards, customer view



# Customer.io + HubSpot + ARISE® = GTM Velocity

This combo supports the full **ARISE GTM Framework**:

- **Assess**: HubSpot dashboards give you clear funnel metrics.
- **Research**: Segment by ICPs, personas, and usage patterns.
- **Ideate**: Create journey-based messaging tied to stages.
- **Strategise**: Align marketing, sales, and CS in one system.
- **Execute**: Deliver timely, contextual, in-app messages via Customer.io.

**Pro Tip:** We help our clients connect Customer.io to HubSpot CRM for seamless handoffs, better timing, and cleaner data. Execution meets orchestration.



# GTM Growth Stack in Action

## Customer.io

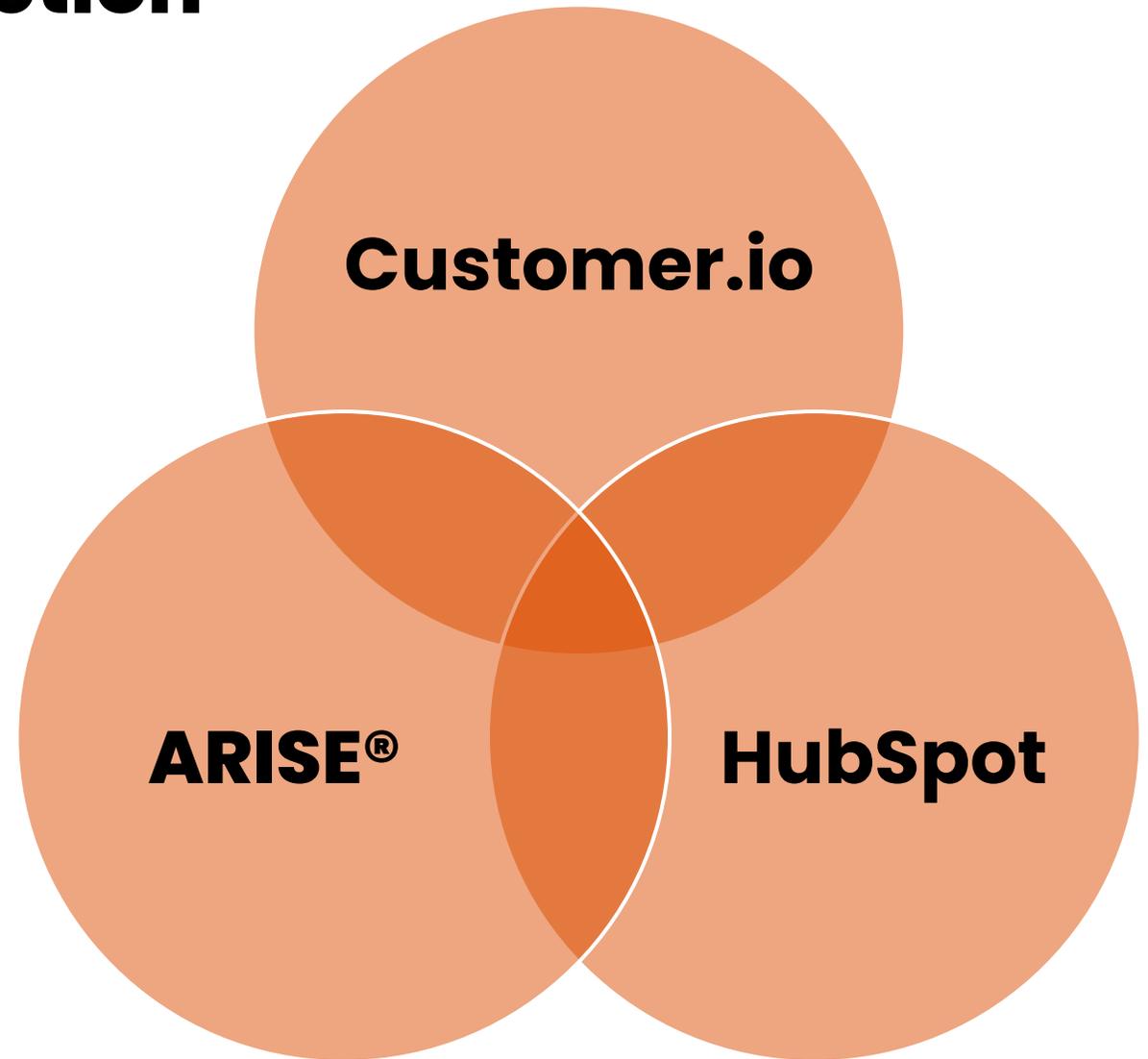
- Triggers, onboarding, in-app

## HubSpot

- CRM, attribution, sales handoffs

## Result:

- Full-funnel visibility
- Smarter messaging
- Higher activation and conversion
- Clear ROI



# Let's Map It to Your GTM

Want to see how this stack would impact your funnel?

 **Get a Free GTM Automation Audit**

We'll assess your GTM maturity, map your lifecycle, and identify high-impact messaging and automation opportunities using Customer.io and HubSpot.

No fluff. Just fast wins.

 [Book Your Free Consultation](#)

