

Google Ventures backs online marketing startup

March 8 2011



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Google Ventures was among investors that pumped \$32 million into HubSpot, which specializes in cultivating business leads and sales using blogs, search engines, Twitter and other Internet Age mediums.

"The fundamental way that people shop, learn, and buy has changed radically in the last few years," said HubSpot co-founder Brian Halligan.

"HubSpot helps transform the way businesses market from outbound

marketing (such as) cold calls, email blasts, and direct mail to inbound marketing (such as) [Google](#), blogs, social media, mobile, etc."

HubSpot has grown to 4,000 customers since it was founded in June 2006 in the state of Massachusetts.

HubSpot helps websites rank high in Internet search results on the premise that it is more promising to get people's attention when they seek something rather than interrupting them with television ads or other pitches.

HubSpot also matches businesses with software offered as online services by Salesforce.

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Citation: Google Ventures backs online marketing startup (2011, March 8) retrieved 10 April 2024 from <https://phys.org/news/2011-03-google-ventures-online-startup.html>

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