



# How Mention manages 500,000 customers' data with hull.io

## Case Study

*Mention.com is a tool for monitoring the web. Get notified of mentions about your brand, competitors and other keywords. Then, you can respond in realtime.*

With over 500,000 companies using Mention, they have huge challenges managing their customer's data. Sales, marketing and customer success teams couldn't share, trust and use data siloed away in different tools.

**Doubled** lead qualification accuracy for their sales team

---

**Drastically reduced time wasted** on their sales,  
marketing and customer success teams

---

**Hundreds of hours worth of work saved** All with a fraction  
of the technical and admin overhead of their previous setup.

---

**Saved €15,000 a year** on their Salesforce account

Enter hull.io.

Here's how we did it.





# Thomas Plaidoux

Data Operations Manager at Mention.com

*“Customer success and sales are very, very happy. I can give them whatever information they want, and I don’t need a backend developer. Data is more reliable. We have more control. When something is broken or incorrect, I only have to check one or two places.”*

Thomas Plaidoux had a big challenge. As Data Operations Manager at Mention.com, his daily job is to provide metrics, analytics and insight to executives and make the sales, customer success and marketing teams lives at work easier.

But, the dozens of different tools used at Mention couldn’t share the right data across each other. Thomas couldn’t get the right data to the sales, marketing and customer success teams, where and when they wanted them. The team’s were all feeling the strain.

*“ My aim is to have full control of our business-critical data flows. And this was barely possible before using Hull. Now, we have this control.*

Thomas needed a solution to break down those silos of data, and break out the pieces that matter to each team. For instance, Salesforce couldn’t accept events at all - the sales team couldn’t take advantage of people requesting a demo. He needed to be able to give his sales, marketing and customer success teams the exact data they were asking for. And not everything, all at once either.

*“ We have too many tools. It wasn’t just plug and play. For our needs, we needed some control - to be able to manipulate the data.*

Despite having already built dozens of custom integrations - each taking the time of valuable developer away from key product tasks - it was very complicated to deliver the right data to the right people at the right time. And it wasn’t possible to change, control and redirect that data.

*“ It’s very costly to us. We’d need a backend developer. We’d need specs. We’d need to control the data extracts. It’s very time consuming and expensive for us from a startup point of view.*

Even with their existing integrations - including Segment.com and Zapier - the data was unreliable, inconsistently kept up-to-date and hard to maintain across dozens of different applications. The team couldn't trust the data - so they couldn't use it.

This is especially important when trying to track the whole customer journey - marketing through to sales through to customer success.

“ *When you have 7-10 steps in a process, and it can break at any part of it, and if you don't have someone with full knowledge of the entire process, it's very hard to maintain. And it's not very scalable.*

Further, without being selective in what data goes where (for instance, adding all Clearbit data to all Salesforce contacts), tools become incredibly polluted with irrelevant data.

This is incredibly frustrating for the team and slows employees down. It's also very expensive sending and storing so much excess data.

Thomas wanted a proven, scalable tool. Something to simplify the segmentation and syncing of data between all the tools used at Mention. Then, he could empower teams across the company to do their jobs better.

“ *It's very time consuming and expensive for us from a startup point of view.*

## Within two months of using hull.io, Thomas was able to help Mention:

- **Double lead qualification accuracy** by enriching contact data and sharing it amongst the tools used on their sales and customer success teams. All without any limitation on numbers.
- **Control, change and then redirect multiple datasets between many different tools** like Salesforce, Clearbit, Segment.com, Zapier, Slack and SalesMachine
- **Replace complex, hard to maintain, multi-step integrations** with simple connectors in Hull that worked automatically in the background
- **Remove the burden of having only one person being able to manage business-critical data flows** with an automated, scalable software solution that didn't need regular maintenance and the rest of the team could use.
- **Filter out unnecessary data, and deliver only segmented, relevant data to the right teams in the right tools at the right time** - and enabled those teams to trust the data they received again. Less noise, more actionable data.
- **Save €15,000 a year on Salesforce** spend by reducing the number of API calls and storage required - that data was managed cheaper, quicker and easier in Hull

## How did it happen?

Thomas found Hull through personal recommendation from a VP Growth at another startup, and immediately thought it would be a good fit.

“ *We started with a simple use case. I needed to create a complex, custom Salesforce integration for Mention without having to do heavy installation, without having to rely on backend developers.* ”

## The first project with Hull at Mention was a custom Salesforce integration.

- **Adding event tracking to Salesforce** - vital triggers for sales people such as “clicked request a demo” less than seven days ago
- **Enriching Salesforce contact records with Clearbit data** - adding the data that matters most to the sales and customer success team in a format that can be shared to Salesforce
- **Saved €15,000 a year on Salesforce** by reducing the amount of data they were pushing to the Salesforce API, and having to store in their Salesforce account

## They then used Hull to:

- **Install the Slack integration** to share highly relevant, targeted messages with their teams as and when they needed them
- **Manipulating and redirecting enriched data through Segment.com and Zapier** to dozens of different sales, marketing, customer success and productivity tools
- **Syncing relevant ongoing customer data to Salesmachine.io** - so customer success teams know who needs their time most

Thomas was able to use his time more efficiently, by building advanced segments just once in Hull and not having to replicate those segments (where it was even possible) in every tool in their stack.

“ *Hundreds hours of work worth [thousands of dollars] saved by centralizing the data modeling into Hull rather than having to replicate the model to each single integration.*

Thomas was surprised by the benefits of managing his contacts in Hull instead of in Salesforce.

“ *It's better to have Clearbit in Hull than having Clearbit in Salesforce, because for 100mb of user data of Salesforce data, you'll have 100mb of Clearbit data - which is very, very expensive [\$150/month per 500mb]. With Hull, we can control the data and only pass the fields and contacts which matter most to us. So it's very cost efficient. It was a good surprise!*

Throughout this, he could manage all his customer and prospect data in one simple, easy-to-use tool.

“ *It's very, very easy to use*

Sales, marketing and customer service teams are happy. They get the data that matters to them in the tools they already use. They can get on with their jobs with better insights where to spend their time and energy.

“ *Customer success and sales are very, very happy. I can give them whatever information they want, and I don't need a backend developer*

Thomas is happier and better able to do his job. With fewer tools and integrations (and custom code) managing data, there are now fewer points of failure.

“ *Data is more reliable. We have more control. When something is broken or incorrect, I only have to check one or two places.*

The teams at Mention all trust the data now. They can use the insights to take action immediately, and not second guess Salesforce and their other tools.

“ *I can trust the tool I am currently using*

Hull.io is a rapidly growing and improving product, and Thomas has more and more use cases he can use in the future. With more integrations - including all the apps connected to Segment.com and Zapier - it'll be easier and easier to sync all your data everywhere you need it.

“ *I'm very excited for working in the future with Hull because they are building and providing us new features on a weekly basis - like Clearbit, Facebook Custom Audiences, Instagram.*

Importantly, Thomas can trust both the Hull.io tool and the team. With new releases and integrations coming out often.

“ *I'm very excited for working in the future with Hull*





## Never miss a conversation

With Mention's ability to monitor billions of sources in over 40 languages you won't miss anything being said about what's important to you. And since mentions are in real time, you'll be able to reply right away within Mention.



## Your Customer Data, Everywhere

**Hull.io makes it simple and easy to manage all your customer data everywhere.**

Right now, you don't have a full picture of every person who has ever interacted with your brand. You can't do rich personalization. You don't know how each customer really found you - logged in or out. You can't trigger smart workflows in your tools and notifications to your team.

But, you probably do have that data. It's just siloed away in your dozens of sales, marketing and customer success tools and teams. Maybe a few hundred spreadsheets too...

If only you could send your customer data to one central tool? One that could then segment and send that data (just the right data) to all your different tools. And with the ease of email.

### **This is Hull.**

With Hull, you can rely on having the right customer data with the right people in the right place at the right time. Every time.

No need to be or beg for a developer, SQL guru or spreadsheet ninja. Anyone can quickly setup, segment and send your customer data to all your sales, marketing and customer success tools everywhere.

And save on storage, API calls, and other expensive features in all your other tools too - manage it centrally and easily from Hull. Like in a restaurant, there's no need to order everything for everyone, everywhere all at once. Selective "A la carte" customer data saves you money and frustration.

### **Now with one overview of all your contacts, it's easy to spot new opportunities:**

- Laser-target groups of customers and potential customers.
- Copy, paste and enhance your best segments to all your sales, marketing and customer success tools
- Personalize your messages in all your tools with rich, relevant customer data.
- Capture, qualify and convert more opportunities into more revenue.
- Upgrade your lazy, generic "Dear Sir or Madam" messages to your best customers - it is the 21st century after all.
- That's why modern brands like Universal, Hallmark and Mention rely on Hull to simply and easily manage all their customer data everywhere.
- Book a demo today and feel what it's like to simply and easily manage all your customer data everywhere.