How **Hubert's** 15-person team generates 1,000+ monthly qualified leads with unified sales AI

<1.6%
average outbound email bounce rate

23%
reply rate on targeted regional sequences

1000+
new qualified leads generated per month

About

Hubert is a pioneering solution for high-volume talent acquisition teams seeking to automate manual screening and shortlisting processes.

Industry

Human Resources Services

Size

11–50 employees

Location

Stockholm, Sweden

BACKGROUND

Hubert is a specialized AI-powered tool for high-volume recruitment, helping companies streamline their shortlisting processes. The company is expanding globally — primarily in Europe, but also in the US and Asia — but with just 15 team members, they faced the classic challenge of trying to scale sales efforts with limited resources.

The team hoped to find a solution that would help them grow beyond their partnership-based sales approaches to compete with larger companies with dedicated sales and marketing teams. This is the story of how Hubert transformed their approach to outreach and accelerated their global expansion with an AI-powered solution of their own.

THE CHALLENGE

In scaling up for international growth, the Hubert team knew they needed to dramatically increase their outreach volume, improve targeting accuracy, and eliminate the countless hours spent on manual prospecting tasks.

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Filippa Oldenburg, Head of Marketing (with marketing comprising only 40% of her role), was essentially the only person handling marketing and outbound activities for the entire company.

"There was so much time-consuming work, just trying to find data, and particularly acquiring good lists with leads. This was around two years ago, but we did everything the manual way, from finding out who was working at a company to looking for their email addresses to getting the outreach set up."

Filippa Oldenburg, Head of Marketing at **Hubert**

This manual approach created three critical challenges:

- Time constraints: With limited resources, Filippa couldn't maintain consistent outreach volume
- Data quality: Finding accurate contact information for international prospects was time-consuming
- Fragmented tools: The team juggled multiple platforms — LinkedIn plugins, HubSpot sequencing, and email tools — creating a disjointed workflow

"Even a lot of the contacts we did have in HubSpot were incomplete and unenriched," Filippa recalls. "We'd need to go into every single company and find the corresponding people working there."

THE SOLUTION

Since implementing Amplemarket two years ago, Hubert have managed to transform their outreach strategy with a more unified, data-driven approach.

"I was part of the onboarding and I was also part of the few people who brought it in, so I've seen the before and after," says Filippa. "I hardly remember what it was like before using Amplemarket, because there was so much manual work."

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One of the biggest benefits of Amplemarket was its seamless integration with Hubert's other tools. As Filippa explains, "Even though we use other tools for LinkedIn as well, it's so easy when everything is integrated, and especially integrated with our CRM in HubSpot."

Amplemarket's global B2B data made the team's prospecting and filtering of leads far more efficient and allowed them to clean up stale contact records sitting in their CRM. Filippa tells us:

"I'm really using Amplemarket as a database as well, not just for sequencing! We had quite a few lists or contacts in HubSpot, we wanted complementary information on those. So then I just imported them and enriched them in Amplemarket and exported them back."

Moreover, Amplemarket's detailed search filters enabled the team to leverage more nuanced segmentation tactics that would support their targeting of new markets:

> "I import all the companies we're looking at into Amplemarket, and I can filter and get exactly what I want. And since a lot of the companies that we work with are global enterprises, I can drill down into each company and filter to make different lists for different regions."

Filippa Oldenburg, Head of Marketing at **Hubert**

On top of this, the fact that Amplemarket combines these data with multichannel sequencing capabilities with built-in deliverability support meant Filippa's team could ramp up their outreach without overloading their mailboxes. Filippa tells us:
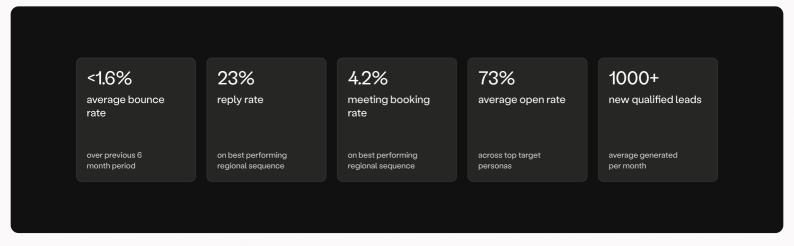
> "Being able to monitor how mailboxes are performing with the Domain Health Center is really great. I was very happy when the global cap hit our mailboxes because it saved a lot of headaches — we were very close to blowing up a few domains before that!"

Filippa Oldenburg, Head of Marketing at **Hubert**

THE RESULTS

Implementing Amplemarket has helped Hubert raise the bar in their outreach efforts at the same time as they expand into new territories.

<1.6%	23%	4.2%	73%	1000+
average bounce rate	reply rate	meeting booking rate	average open rate	new qualified leads
over previous 6 month period	on best performing regional sequence	on best performing regional sequence	across top target personas	average generated per month

Having everything consolidated in one platform has made it easier for the team to ramp up their outbound strategies whilst maintaining visibility over what's working:

> "There's a couple of hundred percent increase there, for sure, in terms of volume, but the important thing is that we have control of everything in Amplemarket. I wouldn't have been able to send out even 1% of the volumes we're sending out now without it."

Filippa Oldenburg, Head of Marketing at Hubert

"My delivery are definitely a lot better, but more importantly my bookings are going up, which means we're reaching more of the people we want to," says Filippa.

The team has managed to scale up their outreach beyond email, too. With regards to social selling, Filippa tells us:

"LinkedIn has been building our connection base, which is obviously good for just brand awareness purposes when we're posting stuff on our personal LinkedIn," Filippa explains. "You get a real positive bonus from Amplemarket's integration there: it's the enabler for us to really connect with people at scale via social media."

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Most importantly, the team is winning back hours of time that would otherwise be wasted on manual tasks. "Having something that helps you save so much time and that automates so many processes is like a magic wand for many things," Filippa enthuses. "It's been really helpful. I think it is a very powerful tool."

CONCLUSION

For Hubert, Amplemarket has been transformative, enabling a small team to achieve global reach and scale their outreach efforts dramatically. The platform's integrated approach has boosted the team's efficiency while improving the quality of their prospecting and engagement strategies.

"I think it's totally in line with the era that we're currently in where we really need to use and adopt cool new tools to stay up to date," Filippa concludes. "If used correctly, it can actually enhance the human role by freeing us up from administrative tasks."

As an AI company, Hubert understands the value of intelligent automation. With Amplemarket, they've found a partner that shares their vision of using technology to enhance human capabilities rather than replace them — allowing their small team to achieve enterprise-level results.

Learn more about Hubert and follow them on LinkedIn.

Ready to scale your outreach the smart way using AI? Discover how Amplemarket's unified platform can help you achieve enterprise-level results with your current resources — sign up for a free trial!

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