

CLIENT CASE STUDY

From Manual Workflows to a Revenue Engine Built for Scale

LineLeap partnered with Elefante RevOps to transform their HubSpot environment into a fully automated, data-rich platform — replacing manual contract processes with end-to-end deal-to-contract workflows, building a clean multi-level CRM hierarchy, and giving their mobile-first field sales team the operational clarity to grow faster.

CLIENT SNAPSHOT — QUICK FACTS

Year Founded	[Not provided]
Growth Stage	Scale-up
GTM Maturity	Accelerated Growth
Industry Vertical	Nightlife & Events Technology (SaaS)

LineLeap has built a unique position in the nightlife and events technology space, connecting venues and consumers through software that powers high-velocity, seasonal sales operations.

SITUATION — SETTING THE SCENE

LineLeap came to Elefante RevOps as a fast-scaling SaaS company with strong product-market fit in the nightlife and events space, running a field-led, brand-driven outbound motion centered on venue acquisition across multiple markets.

They were working to streamline contract automation, improve CRM data quality, and build reporting visibility for a mobile-first field sales team operating across cities and university markets.

Their go-to-market motion relied on a complex account hierarchy — Brands, Agencies, and Venues — which had outgrown their existing HubSpot configuration, and their reporting infrastructure lived downstream in Looker and BigQuery.

STRUGGLE — CHALLENGES BEFORE ELEFANTE

As LineLeap's go-to-market motion matured, their contract process hadn't kept pace — SOWs and MSAs were generated manually outside of HubSpot, disconnecting contract execution from deal data and slowing the path from proposal to close.

Their HubSpot object structure had evolved organically, and the multi-level Brand, Agency, and Venue hierarchy needed a cleaner architecture to support accurate association logic and reliable downstream reporting.

Automations built on HubSpot's Data Hub had become expensive and brittle, and the Zapier workspace had accumulated 1,446+ held tasks in a single automation that created noise and eroded trust in the system.

The field sales team lacked a single, mobile-ready market view in HubSpot and was relying on external spreadsheets for pre-call prep when traveling to markets.

SOLUTION — WHAT WE DELIVERED

Elefante RevOps built a complete Oneflow contract automation layer: deals in HubSpot now automatically trigger SOW and MSA generation, add the right participants, advance the deal stage to Proposal Sent, and update the record to Contract Executed upon signing.

We architected a clean multi-level custom object hierarchy in HubSpot — Brands, Agencies, and Venues — with automated association logic and historical activity logging.

Automations were migrated from HubSpot Data Hub to Zapier, fully restructuring the workspace: eliminating duplicate and test Zaps, resolving 1,446+ held tasks, hardening filters, and establishing clear folder conventions.

We built a mobile-optimized Markets dashboard in HubSpot — filterable by city, university, lead status, and venue rank — replacing the external spreadsheets the sales team had been using for market prep on the road.

OpenPhone was integrated with HubSpot via Zapier for clean call activity logging, and association change logging with Slack alerts was implemented to give the team real-time visibility into venue rank changes.

RESULTS — IMPACT WE MADE

Oneflow contract automation eliminated manual SOW and MSA creation entirely — deals now flow from proposal to executed contract with automatic stage progression, giving the sales team back hours previously spent on document management.

The mobile-ready Markets dashboard replaced external spreadsheets for field reps, giving them a single, filterable HubSpot view of every market before hitting the road.

1,446+ held Zapier tasks were identified, resolved, and the underlying automation hardened — restoring reliability across the full ops automation stack.

The clean Brand, Agency, and Venue object hierarchy in HubSpot unlocked accurate downstream reporting in Looker and BigQuery, and gave the team reliable data for ICP targeting and venue prioritization.

The engagement, originally scoped as a 3-month project, was extended into an ongoing RevOps-as-a-Service partnership — a direct reflection of the business impact and trust built over the engagement.

SUMMARY — THE TRANSFORMATION STORY

LineLeap went from a fast-growing company with manual contract workflows, fragmented CRM architecture, and brittle automations to a fully integrated revenue engine — with automated deal-to-contract execution, a clean multi-object HubSpot hierarchy, and a reliable automation layer supporting every step of their GTM motion.

The foundation built during this engagement — Oneflow automation, structured custom objects, a hardened Zapier workspace, and mobile-ready sales tooling — now gives LineLeap the operational clarity to scale without adding operational drag.

What's now possible: LineLeap's field sales team can execute, manage contracts, log activity, and track market performance entirely within HubSpot, without external spreadsheets or manual handoffs.