

HOW FREIGHTWISE UNIFIED ITS GO-TO-MARKET FOUNDATION WITH YORK IE

How a single embedded partnership gave FreightWise a full GTM engine across web, CRM, and marketing automation.

FAST FACTS

Site Redesign in 15 Weeks

Delivered a full 510-URL site redesign and brand consolidation in just 15 weeks.

Maintained 100% Authority

Successfully migrated 61 high-value assets, preserving 100% of legacy Kuebix traffic and domain authority.

67% Session Increase

Increased total website sessions by 67% and new users by 127% within six months of launch.

254% Referral Increase

Drove stronger channel performance, including a 254% increase in referral traffic and significantly higher engagement across organic and email.

6-Week Implementation

Implemented HubSpot and launched a bi-directional HubSpot/Salesforce integration in 6 weeks, eliminating data silos and enabling seamless campaign tracking.

Maintained Data Integrity

Deployed a custom, bot-proof NPS framework, delivering FreightWise's first reliable customer satisfaction baseline.

SETTING THE STAGE

FreightWise is a logistics technology company that provides transportation management software (TMS) and cost management services to small and mid-market shippers. The platform combines purpose-built technology with hands-on logistics expertise to help companies reduce freight costs, improve shipment visibility, and simplify complex supply chain operations.

In November 2023, FreightWise acquired Kuebix, a well-known TMS platform, expanding its product offering and market reach. The acquisition introduced a critical challenge: clearly communicating the combined value of FreightWise and Kuebix while preserving the SEO authority and brand equity Kuebix had built over time.

At the same time, FreightWise's systems were not set up to support modern marketing execution. The sales team operated in Salesforce, but there was no marketing automation in place. The company needed HubSpot implemented and integrated with Salesforce quickly to support campaigns, lead tracking, and NPS.

When Katie Wild joined FreightWise as CMO, she inherited all of this as a team of one. With no internal website team, CRM team, or marketing operations support, she needed a partner that could operate across all three functions from day one and move quickly to establish a scalable foundation. FreightWise also needed a way to drive cohesion across the FreightWise brand and legacy Kuebix brand.

ENTER YORK IE

Katie had worked with York IE previously and knew the team's ability to operate as an embedded extension of an internal marketing organization. When she stepped into the CMO role at FreightWise, she brought York IE in to lead the full website redesign and marketing infrastructure buildout.

When I joined FreightWise, one of the first calls I made was to the [York.ie](#) team. Having York IE as an extension of my team has helped me meet the velocity I needed without dedicated employees.



Katie Wild
CMO, FreightWise

Website Transformation

York IE led the end-to-end redesign of the FreightWise website on WordPress, including a full visual and messaging overhaul, restructured site architecture, and a phased content migration from the Kuebix domain.

The team completed a full migration strategy across 510 URLs, including 61 high-value content assets migrated to the new domain, more than 150 structured redirects implemented across multiple phases, and 294 legacy pages deprecated while preserving SEO integrity.

York IE also helped maintain the Kuebix domain during transition to protect domain authority and traffic, built a unified resource center combining gated and ungated content, and clarified complex logistics offerings through cleaner, outcome-driven messaging.

Marketing Operations Infrastructure

On the systems side, York IE implemented HubSpot in parallel with the website launch. The implementation included data migration from the existing Salesforce environment, email templates, workflows, training, and a bi-directional integration between HubSpot and Salesforce so that marketing and sales could operate in their respective systems without data gaps.

GTM Strategy & Execution

The partnership extended beyond stand-up and implementation work. York IE designed and deployed a fully customized NPS system within HubSpot, including embedded survey functionality directly within email workflows to improve usability and response quality.

The team also built custom workflows, nurture programs, form infrastructure and landing pages to support ongoing campaign execution. As new needs emerged, FreightWise was able to rely on York IE through a flexible model, giving the company access to a cross-functional execution team without needing to hire full-time specialists across web, CRM, and campaign operations.

I have been impressed with the caliber and communication from the 20+ York team members I have had the experience of working with across my current and previous company. They help me think through strategy, figure out the best way to use the tools we have, and then they execute it end-to-end. That's rare.



Katie Wild
CMO, FreightWise

THE RESULTS

With York IE embedded across the website and CRM workstreams, FreightWise executed a rapid, comprehensive digital overhaul without disrupting ongoing business growth or daily campaign operations.

Scaled Growth and Acquisition

The full website redesign was delivered in 15 weeks on an expedited timeline tied to the opening of a new FreightWise office. Within six months of launch, FreightWise saw total website sessions increase by 68% and new users grow by 127%, significantly expanding reach and capturing a new audience of problem-aware buyers.

The Kuebix integration played a major role in this expansion. The dedicated page saw exponential growth in both sessions and new users, while key solution pages like managed transportation quickly became top entry points for the business.

Engagement Quality and Scalable Performance

As traffic scaled, FreightWise maintained and improved engagement across the site, with overall engagement time holding steady and increasing slightly. This indicates the new architecture successfully supported growth without sacrificing user experience.

The resource center became a core inbound engine, driving meaningful increases in traffic and engagement from high-intent technical and product content. Enhanced analytics also gave the team clear visibility into performance, enabling faster identification of anomalies and more informed decision-making.

Marketing Automation Implementation and Integration

HubSpot was implemented and fully operational within six weeks, including a complete data migration with zero data integrity issues.

The bi-directional Salesforce integration was configured and launched without errors, giving the sales and marketing teams a connected system from day one. The quick turnaround meant FreightWise was able to move from website launch directly into marketing execution without losing momentum.

NPS Accuracy and Data Quality

The custom NPS implementation with Hubspot syncing to a custom object in Salesforce, allowed FreightWise employees to have visibility directly in their CRM, and was done with the existing Hubspot license and custom code rather than costly out-of-the-box CX tools.

Operational Efficiency

By operating as a single, cross-functional team, York IE eliminated the coordination overhead that typically comes from working with separate website and CRM vendors.

When a project required both a landing page and a backend workflow, the teams handled internal coordination, QA, and delivery without requiring Katie to manage two separate workstreams. This unified operating model drastically reduced time-to-market for campaigns, ensuring technical backend setups and front-end creative were delivered in lockstep.

The biggest difference for me was having systems I could trust. Everything from the website to HubSpot to Salesforce just works together, which makes it much easier to execute and measure what’s actually driving results.



Katie Wild
CMO, FreightWise



WHAT’S NEXT

As FreightWise continues to grow, York IE remains positioned as an ongoing execution partner across its go-to-market operations. With the website and CRM foundation now in place, the company can continue building on that infrastructure through campaign support, landing page development, reporting improvements and future marketing initiatives.

The partnership has established a dynamic GTM foundation built for sustained growth. Rather than letting operational bottlenecks dictate the pace of marketing, FreightWise now has the agile infrastructure needed to capitalize on its expanded market presence.

This model empowers the company to move quickly, execute seamlessly across channels, and aggressively scale its competitive edge in the TMS space.