BPA Platform

HubSpot Integration

Integrating HubSpot with business software

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HubSpot Integration

By integrating HubSpot with existing systems you remove the need to manually rekey customer, prospect and lead data between business applications, improve data accuracy and drive commercial performance. Are you ready to say goodbye to data entry forever?

⚠ The Problem

HubSpot's all-in-one marketing software offers businesses a single platform for blogging, analytics, social media, email, automation and more. However, it still needs people to manually rekey contact, lead and customer data between business systems. This takes time, is error prone and can be costly.

☑ The Solution & Commercial Benefits

Codeless Platforms' HubSpot Integration Connector automates the flow of data between HubSpot and your CRM system. In short, it removes the costly administration from your marketing activities and leads to:

- Improved data accuracy
- Removal of time-consuming bi-directional data entry
- Improved employee productivity
- Eradication of the risk of sending inappropriate communications to contacts whose statuses have changed in one application (CRM) but not in HubSpot

HubSpot Integration
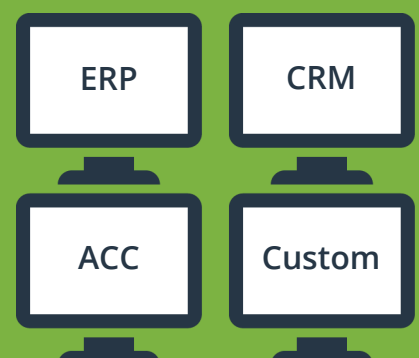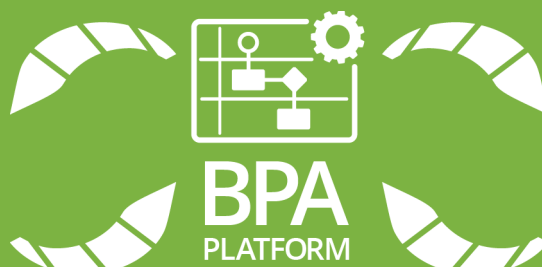
Synchronise HubSpot data with other systems

HubSpot is a powerful all-in-one marketing platform yet its disconnection from many CRM systems means users manually rekey contact data or click through information between the two systems. This process is time consuming, error prone and potentially dangerous in terms of future communications.

Codeless Platforms' HubSpot Integration Connector can automatically synchronise HubSpot and CRM data regardless of whether the data is manually or dynamically updated in either.

Integrate HubSpot lead nurturing and CRM applications

HubSpot's lead nurturing functionality is a powerful addition to the marketer's toolset. However, when a contact is flagged as a customer in your CRM system how does HubSpot know? Also, wouldn't it be useful if newly imported prospects in your CRM system were dynamically added to a HubSpot lead generation program?

Codeless Platforms' HubSpot Integration Connector can automatically ensure that new customer statuses are applied to all your systems thus avoiding inappropriate communications. Furthermore, it can dynamically add new CRM prospect contacts to a lead nurturing campaign.

Synchronising HubSpot and CRM unsubscribes

It is a legal requirement for organisations to process email campaign unsubscribes and both HubSpot and CRM systems have this feature built in. Yet many companies run both HubSpot and a CRM solution in tandem which results in users manually synchronising unsubscribe data. This is an inefficient use of employee time, error prone and a costly administration task.

Our solution can automatically synchronise unsubscribe data between HubSpot and your CRM application therefore protecting your business.

BPA Platform Capabilities

Discover how our **Business Process Automation Platform** can help your business

☐ BPA Platform capability used	☐ BPA Platform Capability used	☑ BPA Platform capability used	☐ BPA Platform capability used
Notifications & Alerts	**Reports & Document Automation**	**Data Integration & Synchronisation**	**Workflow & Human Interaction**

Click the button to learn more about the BPA Platform

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Want to learn more?

Discover how Codeless Platforms can help your business by improving performance, boosting efficiency and cutting costs

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