IntegrateHQ

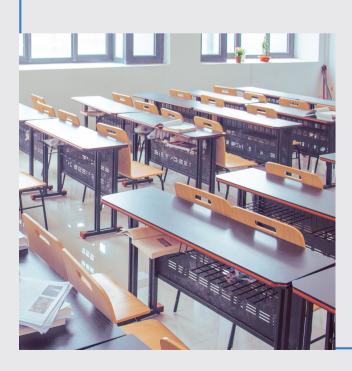# JOHN WOOD COMMUNITY COLLEGE

A HubSpot Integration Success Story

Accomplishing applicant efficiencies in
HubSpot CRM through data integration

THE BRIEF

Since its establishment, John Wood Community College has served students in Quincy, Illinois to further their education "by providing accessible educational opportunities and services at an exceptional value. The college's goals included continued enrollment growth and stability."

Growth. Stability. Two things an organization can't have without organized data.

THE PROBLEM

John Wood Community College needed an integration for their HubSpot Marketing and Banner solutions. The goal was to take appropriate lists of applicants from Banner and synchronize them with HubSpot based on where the applicant was in the application and registration process.

The customer was performing manual data validation and import to HubSpot Contacts from Banner Applicants/Registrations using their Argos reporting tool. This process involved complexities such as matching and consolidating applicant data against existing HubSpot contacts. Additionally, the current college term needed to revolve based on the next term of registration.

THE PROBLEM

For example, an applicant started their application in Banner using their parent's email but previously used their own email when completing a HubSpot Webform. This undertaking made it difficult to accurately identify students and analyze ROI with respect to John Wood's marketing efforts.

THE IMPACT

Manual processing and importing of Banner data to HubSpot was extremely time-consuming. The client was unable to complete the job as often as it required or include all the data needed to improve marketing capabilities. As a result, John Wood was not able to obtain a full view of ROI due to the inability to track each Application/Registration status details in HubSpot.
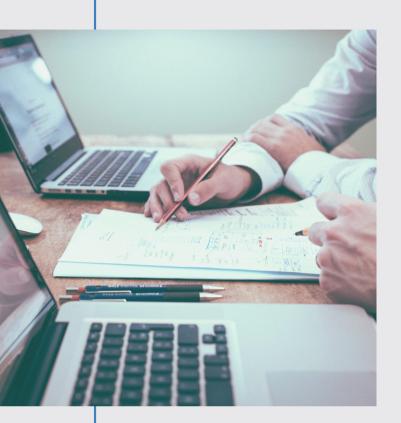
THE SOLUTION

In spring 2017, Trujay designed an integration using a middleware solution to convey data between Banner, Box, and HubSpot.

While this integration was in operation, development was also underway for Trujay's more advanced middleware IntegrateHQ, as the only platform engineered specifically for HubSpot optimization.

Upon John Wood alerting Trujay that data syncs were failing, it was determined that access to Box had expired causing a break in the integration. Having this pause and considering IntegrateHQ had launched to the market in the fall of 2018, John Wood and Trujay were able to assess that a better solution would be to move the logic to IntegrateHQ.

HOW IT WORKED

The biggest challenge was to ensure we matched Banner Applicants with existing HubSpot contacts without the ability to ask the contacts for verification based on an external ID, birthdate, or other data points.

Trujay designed an integration using IntegrateHQ middleware where daily automated Argos export data were sent as CSV files to an IntegrateHQ email account. The CSV files were then processed, manipulated, and synchronized appropriately to HubSpot.

With the power of IntegrateHQ, John Wood was also able to add date fields structured to recognize the college term along with the correct date format.

THE RESULT

The integration automatically processes daily exports from Banner into HubSpot. Simultaneously, the integration accurately matched the majority of records between systems and notifies the client of conflicting match results in a daily Progress Report. This reduces manual involvement, allowing the client to focus and achieve their marketing goals.

The integration includes additional, usable data on each contact, allowing the client to track applicants from the beginning stages of applying and registering, all the way to full enrollment. John Wood Community College now effectively uses all of HubSpot's features and has a perfect view of its ROI.

PROBLEM SOLVED

2.5X Improvement in ROI

3 Months to Deliver

42% Efficiency Gains

Our integration solution achieved 95% matching of records and sophisticatedly captures the remaining 5% of uncertain matches for human intervention.

Testimonial

"[Trujay's IntegrateHQ solution] is a workhorse that just runs in the background. Not noticing it means that it is working and making me happy."

- Kristen Ritterbusch
Director of Admissions

IntegrateHQ was built to connect any data or system to HubSpot directly, something no other company has ever done before. Being the first specific HubSpot middleware, we have expert-level experience and in-depth knowledge behind our HubSpot integration projects.

We've built IntegrateHQ to fit every kind of user. Whether you have little knowledge or an in-depth understanding, our middleware adapts to all levels of technical experience.

Our integration background runs deep, as we've worked with Dell Boomi, Workato, and Bedrock Data. We have the well-rounded skills and expertise to execute any integration project to the highest degree.