



piesync™

Case Study

Ander Group uses PieSync to keep HubSpot, Google Contacts, MailChimp and Nimble in sync.

ANDER GROUP

Ander Group is a fast-growing brand strategy and digital design agency. It's a fertile blend of multi-lingual people, wide-ranging expertise, and deep technological resources. It serves international clients from offices in Lugano, Lausanne and Zurich

 <https://ander.group>

About PieSync: “The solution caught my attention when I first discovered it on Nimble's CRM Website claiming it was able to push contacts towards Google Contacts which is why we have immediately adopted and still use PieSync..”—

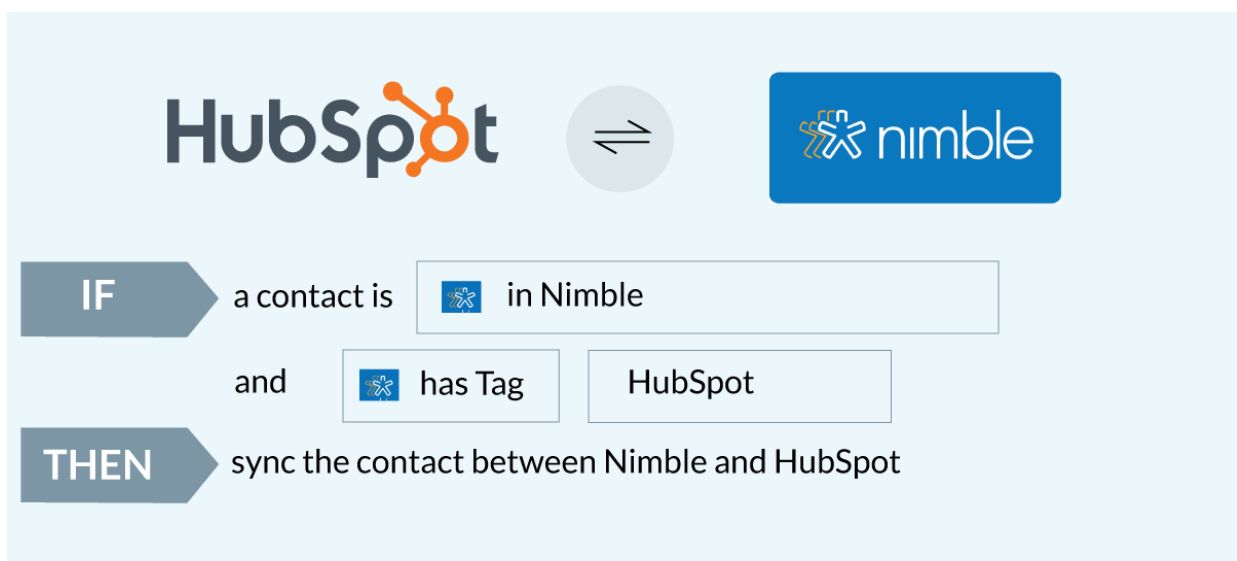
**Florian Anderhub,
Founder & CEO at Ander
Group.**

Ander Group was created in 2006 with the mission to merge strategy, design, and technology to create meaningful and sustainable growth, and profit for their clients. They currently have a SaaS Stack consisting of HubSpot as a CRM tool, MailChimp for Email Marketing, Google Contacts, and Nimble as a centralized repository of contact information. In Nimble, they store and manage more than 5.000 contacts.

The Swiss Digital Agency often carries out a complete digital transformation for their clients. This implies the creation of a website, content and the implementation of a CRM. As a HubSpot Partner, they provide their clients with a unique instance of this software while having PieSync working in the background for them.

How PieSync Helped

Florian Anderhub, CEO and Founder of the Ander Group, explains how the process of their contact management works: “When we receive a new contact, the first software in which we add it is Nimble. In case that we want to push this contact to our CRM, we add the tag «HubSpot» and use PieSync to automatically sync it”. This workflow is enabled by the ruled-based Intelligent Syncing engine.



At the same time, Mr. Anderhub and his team are using PieSync to share Nimble contacts within their G Suite environment. This means that employees of the Ander Group work from the same, up-to-date database.

“We needed to be able to share contacts within a G Suite Environment. The first time I saw that there was finally a way to establish communication between a contact repository and Google, I knew I was facing an amazing product,” recalls Anderhub.

“With PieSync and Nimble we have an efficient sync and we can filter the tags we use. This allows us to have a very neat contact list and organize list of contacts.”

Results and Future Plans

Nimble is currently offering the possibility to create autogenerated profiles which include social media information. Anderhub is considering adding this social data into their contacts. “The leads that we have generated on HubSpot Website can be populated back into Nimble through PieSync. That way we would see the contact with the additional social information obtained in Nimble and get a better idea of who this person is.”

Ander Group is now implementing an inbound content strategy. The idea is to attract customers through relevant and helpful content. The goal is to grow and pull up their clients with them. The future will see them using PieSync to help them enrich their database.

About PieSync

PieSync works in the background and syncs your contacts 2-way and in real time. This means you'll have access to the most up-to-date customer information, no matter where you are or who entered the data. PieSync will help you to:

- ▶ Save time spent on data entry
- ▶ No more import/export of your contacts
- ▶ One database across all your cloud apps
- ▶ Sync changes, including deletions and unsubscribes, in your favorite cloud apps and CRM
- ▶ Keep track of your contacts, so you never lose a contact again
- ▶ Share accurate customer information across your marketing, sales and customer service platforms.

Try PieSync FREE for 14-days at piesync.com.