

Delivering More Client Value: **A Walkthrough of HubSpot's** **Newest Integrations**

With @DannieHerz (#PartnerDay15)

HubSpot's Integration Strategy

**INTEGRATE WITH THE
TOOLS YOU USE EVERY
DAY**

Extend the power of HubSpot to all of the tools your team uses to market, sell, and support your customers.

A Trip Down Memory Lane

Existing Integrations



GoToWebinar Integration

Build beautiful landing pages to register webinar attendees using HubSpot. Send reminders, follow-up emails, and nurture attendees. Never import or export another CSV file of webinar leads again. [More...](#)



Salesforce Integration

Sync leads in real time. Set tasks, trigger automation, and keep your sales team informed with lead intelligence from HubSpot. It's all possible with the native HubSpot-Salesforce integration. [More...](#)



SurveyMonkey Integration

The SurveyMonkey integration brings surveys more closely into your inbound marketing strategy, enabling you to view survey responses right within your contact database and segment contacts based on their survey responses. [More...](#)



Wistia Integration

Measure the true impact of your video content with the Wistia-HubSpot integration. Segment, nurture, and score based on video view activity. Keep your sales team informed on how individual prospects are interacting with your videos. [More...](#)

New Integrations!

 HELLOSIGN

DataHero

INVOCA
The power of talk

PERFECT AUDIENCE 



slideshare



Appcues



scripted



shopify

 infer

BrightInfo

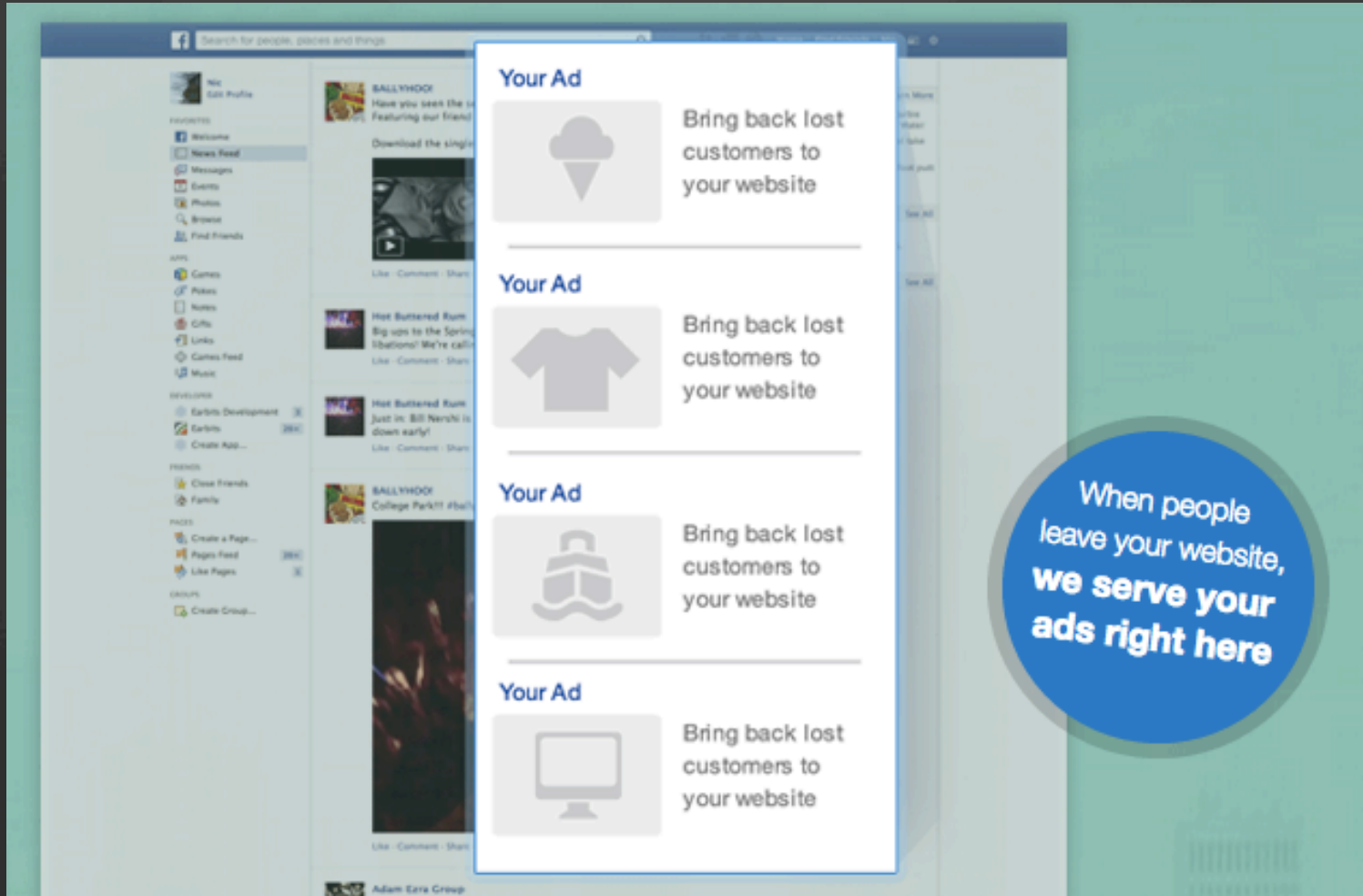
 **BrightInfo.**



Bigcommerce

Let's Take a Deeper Dive

What is Perfect Audience?



The image shows a Facebook news feed with four 'Your Ad' overlays. Each overlay consists of an icon and the text 'Your Ad' followed by 'Bring back lost customers to your website'. The icons are: an ice cream cone, a t-shirt, a backpack, and a computer monitor. A blue circular callout bubble on the right contains the text: 'When people leave your website, we serve your ads right here'.

Your Ad
Bring back lost customers to your website

Your Ad
Bring back lost customers to your website

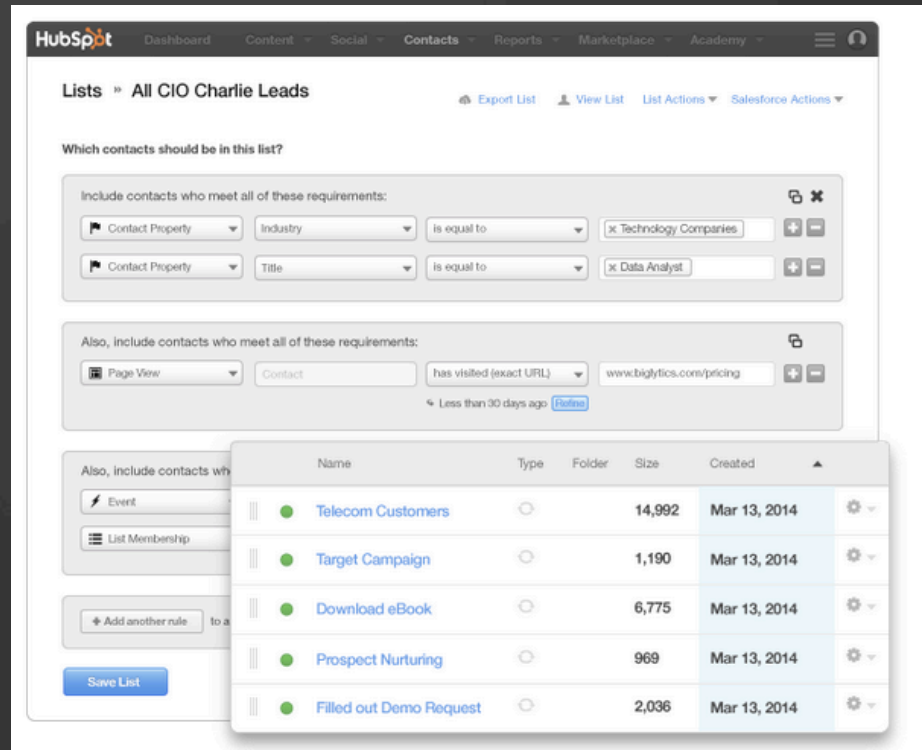
Your Ad
Bring back lost customers to your website

Your Ad
Bring back lost customers to your website

When people leave your website, we serve your ads right here

PERFECT AUDIENCE 

How does the integration work?



HubSpot Dashboard Content Social Contacts Reports Marketplace Academy

Lists » All CIO Charlie Leads [Export List](#) [View List](#) [List Actions](#) [Salesforce Actions](#)

Which contacts should be in this list?

Include contacts who meet all of these requirements:

- Contact Property: Industry is equal to Technology Companies
- Contact Property: Title is equal to Data Analyst

Also, include contacts who meet all of these requirements:

- Page View: Contact has visited (exact URL) www.biglytics.com/pricing (Less than 30 days ago)

Also, include contacts who...

- Event
- List Membership

[Add another rule](#) [Save List](#)

Name	Type	Folder	Size	Created
Telecom Customers			14,992	Mar 13, 2014
Target Campaign			1,190	Mar 13, 2014
Download eBook			6,775	Mar 13, 2014
Prospect Nurturing			969	Mar 13, 2014
Filled out Demo Request			2,036	Mar 13, 2014

How can I use it to deliver more client value?

- Kuno Creative + Perfect Audience will take a deep dive into using Perfect Audience for your customers
- Couple your inbound marketing efforts with highly-customized, bottom-of-the-funnel re-targeting efforts



What is HelloSign?



The easiest way to sign and send documents online

ed@hellosign.com has requested your signature

HubSpot Mutual NDA

From: ed@hellosign.com (ed@hellosign.com) - Reply

[Review & Sign](#)

Warning: do not forward this email to others or else they will be able to access your document.

What is HelloSign?

HelloSign is the easiest way to sign and send documents online. Instead of printing, signing and scanning, the document signing process is completed on the web.

[Learn more](#)



How does the integration work?

Filter timeline... ▾

MAY 2015
No events matching current filters for May 2015

APRIL 2015
New note 04/21/2015 at 1:44 PM
Synced contract from HelloSign
[Offer Letter Template.pdf](#) ×
Edit Delete

stephen@gmail.com has had HelloSign event 04/21/2015 at 1:44 PM
Signed [Offer Letter Template](#)
VIA HELLOSIGN

stephen@gmail.com has had HelloSign event 04/21/2015 at 1:44 PM
Viewed [Offer Letter Template](#)
VIA HELLOSIGN

stephen@gmail.com has had HelloSign event 04/21/2015 at 1:42 PM
Received signature request for [Offer Letter Template](#)
[Show Details](#)
VIA HELLOSIGN

stephen@gmail.com lifecycle changed to **subscriber** 04/21/2015 at 1:36 PM

stephen@gmail.com has had HelloSign event 04/21/2015 at 1:36 PM
Notified on [Offer Letter Template](#)
[Show Details](#)
VIA HELLOSIGN



How can I use it to deliver more client value?

- Help your customers seal-the-deal with leads you've produced on their behalf
- Help your customers stay organized by attaching all contracts to their account records in HubSpot CRM
- Help your customers delight their own customers with post-sale nurturing campaigns



slideshare

What is Slideshare?

slideshare | Search [] [] Upload [] Login Signup

Home Leadership Technology Education Marketing Design More Topics

HubSpot For the love of marketing.

THE HubSpot



CULTURE CODE

Creating a company we love.

[Learn more](#)

v21.15.03.27

↶
↷
♥
↓
◀ 1 of 128 ▶
↗

Culture Code: Creating A Lovable Company 1,647,126 views

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Netflix Culture: Freedom & Responsibility

Culture

Reed Hastings
11,438,430 views



WHAT WOULD STEVE DO?

What Would Steve Do? 10 Lessons from the World's Most Captivating Presenters

HubSpot
1,727,220 views



26 Time Management Hacks I Wish I'd Known at 20

26 Time Management Hacks I Wish I'd Known at 20

Étienne Garbugli
1,738,832 views



7 TIPS TO Beautiful POWERPOINT

7 Tips to Beautiful PowerPoint by @itseugenec

Eugene Cheng
680,222 views

How does the integration work?



slideshare

The screenshot shows the SlideShare website interface. A HubSpot lead form is overlaid on the page, asking for contact information. The form includes a title, a 'Send' button, and a 'Learn more' button. The background shows a slide titled 'AN INTRODUCTION TO PODCASTING'.

Want the full ebook? Fill out the form below and we'll send you a free copy of 'How to Create a Podcast.'

AutoFill with LinkedIn

First Name _____

Last Name _____

Email _____

Send

Learn more

HubSpot

The screenshot shows the HubSpot CRM contact profile for John Phillip Loof. The profile includes contact details, starred properties, and a timeline of interactions.

John Phillip Loof

First touch: 2 Minutes Ago (API)

Lifecycle stage: Subscriber (Since May 4 2015)

Starred Properties:

- Company Name: LinkedIn
- Create Date: May 4 2015
- Email: jloof@linkedin.com
- First Name: John Phillip
- Last Name: Loof
- Mobile Phone Number: _____
- Phone Number: _____
- Twitter Username: _____
- Website URL: _____

Showing all 3 interactions

May

- 1 Source
- 1 Lifecycle change
- 1 SlideShare event

SlideShare lead form submitted From Leaving Finance for Tech (May 4 2015 at 3:17 PM)

Became a Subscriber (May 4 2015 at 3:17 PM)

Contact added (May 4 2015 at 3:17 PM)



slideshare

How can I use it to deliver more client value?

- Re-purpose premium content by uploading all decks onto Slideshare
- Improve SEO through Slideshare's indexed pages
- Increase conversion rates through customized CTAs and email messages for leads who have converted on specific Slideshare decks



What is Invoca?

WHERE DO
YOUR **CALLS**
COME FROM?

A graphic on a green background. The text "WHERE DO YOUR CALLS COME FROM?" is arranged in four lines. The word "CALLS" is enclosed in a white speech bubble with a drop shadow. To the left of the text is a white Wi-Fi signal icon. There are also two dashed white circles, one containing a question mark, and a solid white circle.

How does the integration work?



Marketing Dashboard Contact Social Reports

John Smith

First touch: 4 Months Ago
Last touch: 4 Months Ago
Lifecycle stage: Lead

Shared Properties

Company Name: Web Consulting Pros
Create Date: Oct 9 2014
Email: jsmith@webconsultingpros.com
First Name: John
Last Name: Smith
Mobile Phone Number: 800-555-7777
Phone Number: 800-555-7777
Twitter Username: @JohnSmith@webconsultingpros.com
Website URL: http://www.webconsultingpros.com

Showing all 12 interactions

October 2014

- 1 Source
- 1 Lifecycle change
- 3 from subscribers
- 1 Website visit
- 2 Email

October 9 2014 4:47 PM
Became a Lead
Oct 9 2014 4:47 PM
Inbound Call Tracking
Web Submission - Oct 9 2014 at 4:47 PM
Inbound Call

Create Date: Oct 9 2014 4:47 PM
Caller State: CA
Call Tracking Search Type: Non-Search
Call Tracking Campaign Name: Inbound Call
State/Region: CA
Call Tracking Number Description: HubSpot Dynamic Tracking Number
Phone Number: 800-555-7777
Caller City: Santa Barbara
IP Address: 10.18.225.141
City: Santa Barbara
Call Duration in seconds: 426
Email: john@800-555-7777@invoca.net
Call Tracking Media Type: Posting
Caller ID: 800-555-7777
Call Recording URL: https://connect.hubspot.com/central/reviewing/14320/1557
Lifecycle Stage: Lead

Wedding-Inspirely - Wedding Ideas and Inspiration and 8 other pages
Web Page View - Oct 9 2014 at 4:46 PM
Standard page
Page type

2:42 PM Wedding-Inspirely - Wedding Ideas and Inspiration
2:49 PM Search-Wedding Ideas: See What Photo Card Holders
2:58 PM Wedding-Inspirely - Wedding Ideas and Inspiration
2:58 PM Shop-Wedding Gifts and Gifts at Wedding-Inspirely
3:02 PM Privacy Policy - Wedding-Inspirely
3:02 PM Wedding-Inspirely - Wedding Ideas and Inspiration
4:12 PM Unique Wedding-Sweetbook Ideas: The Perfect Sweetbook
4:12 PM Privacy Policy - Wedding-Inspirely
4:12 PM Wedding-Inspirely - Wedding Ideas and Inspiration

Visited your site directly
Oct 9 2014 at 4:46 PM

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Add to lists Enroll in workflow Delete

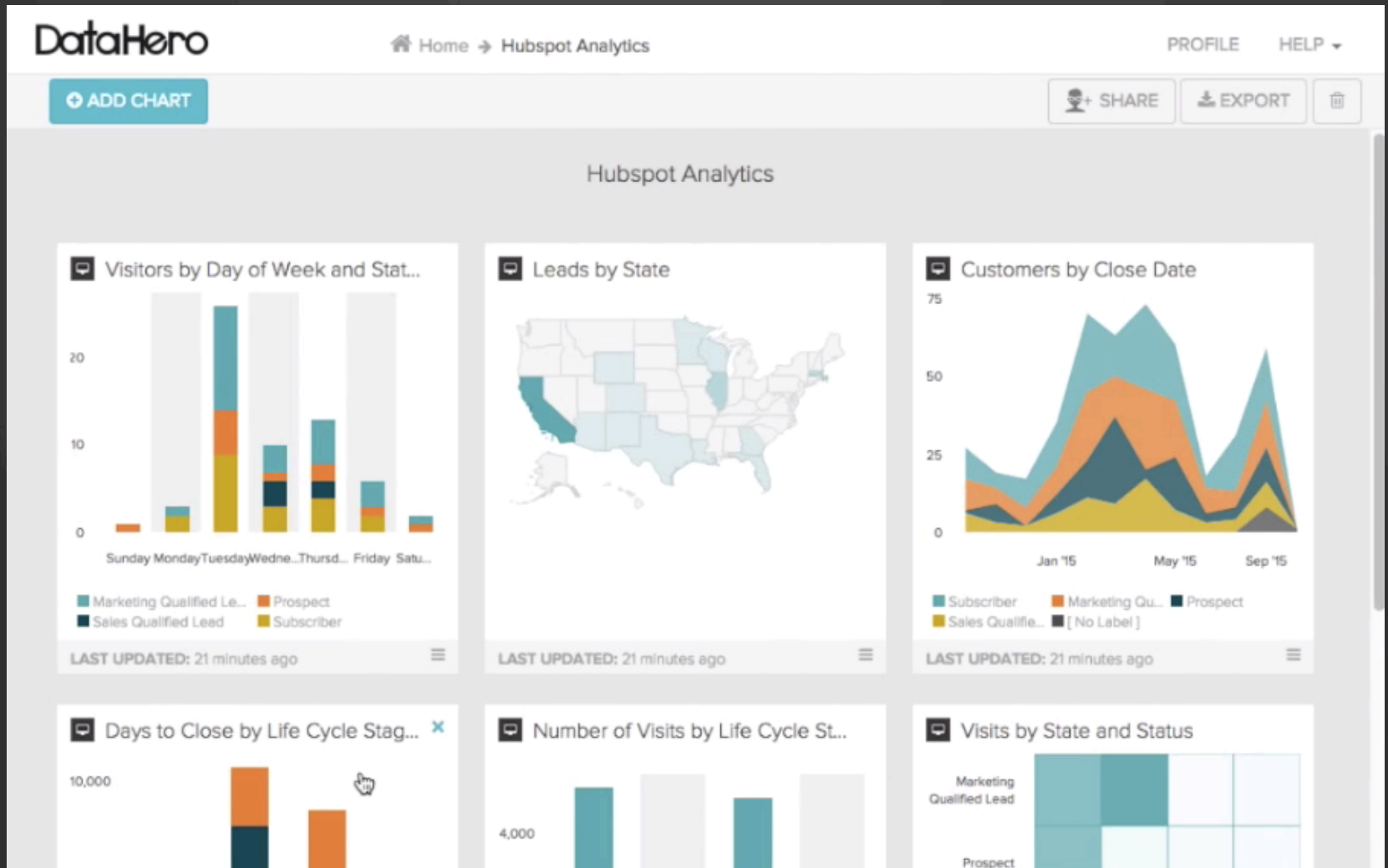
NEW

Name	Created On	Recent Conversion
James Walker	Feb 11 2015 4:28 PM	Inbound Call
Sally Simonson	Feb 10 2015 10:21 AM	Inbound Call
caller+805-555-1234@invoca.com	Feb 6 2015 2:40 AM	Inbound Call
Valerie Edwards	Jan 8 2015 4:18 PM	Online Form
Rick Oliver	Jan 8 2015 4:15 PM	About Us - Web Consulting Pros
Bryan Williams	Jan 8 2015 4:06 PM	White Paper Download



How can I use it to deliver more client value?

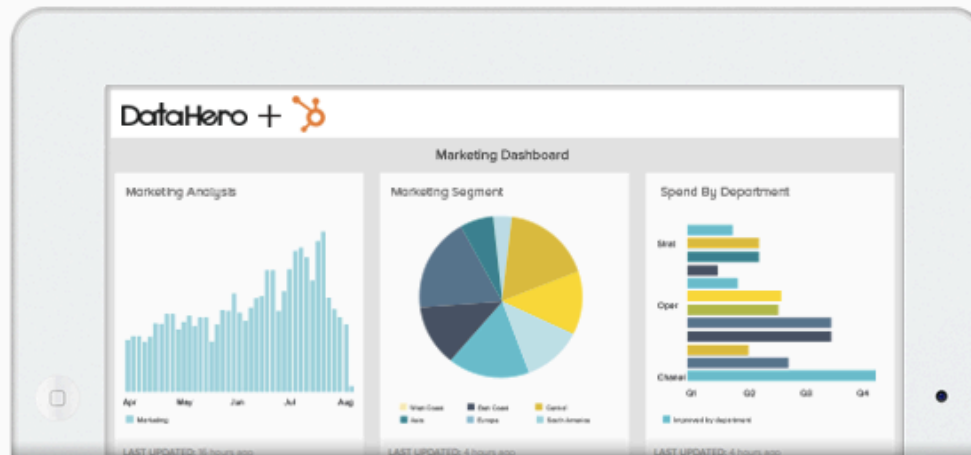
- Enhance ROI tracking by including leads generated through inbound calls
- Nurture non-web leads more thoughtfully through personalized follow up emails and CTAs
- Adjust lead scores of engaged call-in leads



How does the integration work?

DataHero

The only analytics tool you need to visualize your HubSpot data



"The opportunity that it (DataHero) provides for HubSpot customers to juxtapose HubSpot data with data from other tools is a huge win in our goal to give HubSpot customers the most complete snapshot of the effectiveness of their broad marketing activities."

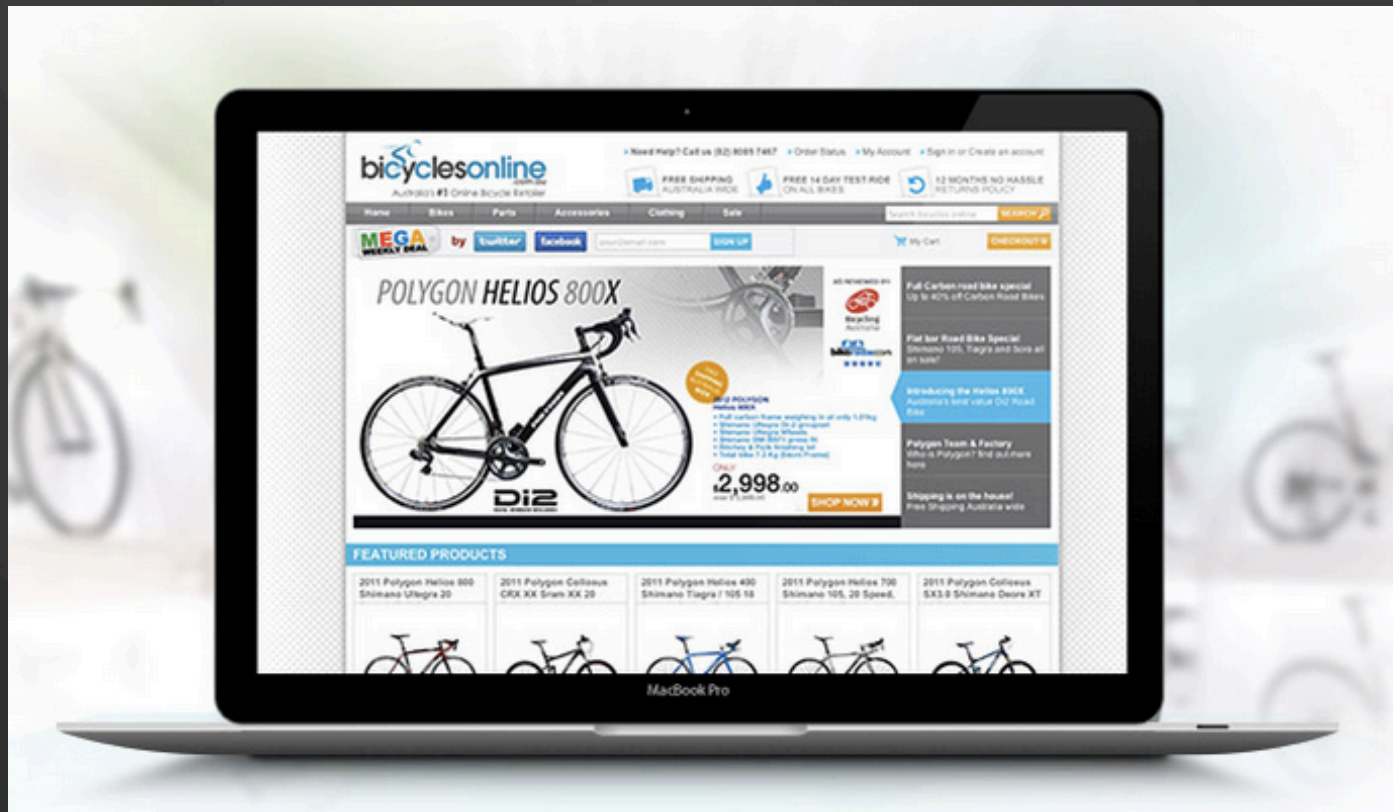
- Meghan Keane Anderson
Director of Product Marketing at HubSpot

How can I use it to deliver more client value?

- Deeper analysis and more data visualization
- Create custom reports that juxtapose HubSpot data with data from other sources
- Automatically update customer's chart requests with scheduled updates on DataHero



What are Shopify & BigCommerce?



How do the integrations work?



HubShop.ly for Shopify

- ✓ Automatically sync customer and order data from Shopify in your HubSpot account.
- ✓ Segment your customers by lifetime revenue, average order value, products purchased, purchase totals, and more!
- ✓ Create personalized and triggered emails, including: welcome series, abandoned cart recovery, post purchase follow-ups, product review requests, and more!

How can I use it to deliver more client value?

- Customize your service packages for e-commerce customers and track marketing efforts through to sale
- Create shopping cart abandonment emails as well as welcome series for new customers



What is BrightInfo?

Recommended Content

Nobel Laureate Seamus Heaney: Poetry and Politics

Five Things You Should Know About Joseph Heller

Visiting Legendary Authors' Homes: Concord, Massa...

◀ ● ● ▶

Powered By BrightInfo



The only no-touch conversion optimization solution:

- Cover entire buyer journey
- Unique content analytics

Free conversion calculator for your site

Recommended Content

Hubspot Integration

Powered By BrightInfo

How does the integration work?



Welcome HubSpot Users

BrightInfo automatically targets your anonymous visitors with relevant content offers from your site and blog, increasing HubSpot ROI by up to 80% – immediately! Sign up with BrightInfo by May 31, and get our HubSpot integration for FREE.

What do you need to do?

- ✓ Contact us to claim your special offer
- ✓ Get a BrightInfo account
- ✓ Go live and start generating more leads!

"With this integration, HubSpot users can create personalized content recommendations that adapt to the interests of each visitor, and treat prospective customers like people, not anonymous website visitors."

Meghan Keaney Anderson

Director of Product Marketing, HubSpot



Claim your special offer now!

Just a few details to get started

Name *

Work Email *

Phone *

I love special offers



How can I use this to deliver more client value?

- Increase conversion rates of visitor to leads through flash boxes with offers and additional content
- Personalize additional content recommendations through BrightInfo based on a lead or customers contact properties in HubSpot



What is Scripted?

Unique Content Written Just For You

How It Works



1. Post detailed guidelines.



2. Scripted Writers claim your work



3. Receive content in 5 business days



Blog Posts



White Papers



Website Pages



Tweets



Articles




Product Descriptions

How does the integration work?





Apps

 HubSpot Portal ID: [How to find my ID?](#)

Portal ID

LINK APP

Accepted
Apr 27


 EXPORT  COPY **REVIEW CONTENT** ▶

Word Doc

HTML

Markdown

HubSpot

 COPY **REVIEW CONTENT** ▶

How can I use this to deliver more client value?

- Find content writers who can speak in the voice of your customers for more content from authors you trust
- Increase content on your customers' sites and other web properties in order to increase traffic, leads and sales



Appcues

What is AppCues?

What's New in Professional & Enterprise?

- Anonymous Personalization:** Customize your content based on visitor country, device, or referral source.
- Attribution Reports:** Pinpoint the marketing assets and events that contributed directly to a conversion.
- List Analytics:** Keep your contact lists fresh and active by tracking engagement and funnel depth over time.
- Branching Workflows:** Keep pace with the different needs of your leads with conditional logic in your workflows.
- Revenue Reporting:** Assign real revenue amounts to each marketing effort to track what works and what won't. (Enterprise only. Now in Beta.)

[Back](#) [Is there more?](#)

How does the integration work?



Appcues

Showing 19 interactions ⌵ ⚙️

March

- 2 Lifecycle changes
- 1 Form submission
- 3 Emails
- 12 Website visits
- 1 Twitter event
- 9 Automation events
- 6 List memberships
- 5 Appcues events

Became a **Customer**
Mar 9 2015 at 12:49 PM

Completed **Freemium Upgrade**
Mar 9 2015 at 12:45 PM

Completed **Tutorial: Analytics Overview**
Mar 9 2015 at 12:41 PM

@SpencerDavis matched **Brand mentions**
[Show Tweet](#) - Mar 8 2015 at 3:29 PM

Completed **Inviting your team to Appcues**
Mar 8 2015 at 3:27 PM

Completed **New User Onboarding**
Mar 6 2015 at 10:11 AM

Added to **Marketing Qualified Leads**
Mar 6 2015 at 11:06 AM

Became a **Marketing Qualified Lead**
Mar 6 2015 at 11:06 AM



Appcues

How can I use it to deliver more client value?

- Go one step beyond marketing by helping SaaS customers with their ‘growth’ strategy
- Create helpful follow up emails for your customers’ clients who haven’t completed their onboarding process, and thereby increase engagement and retention



What is Infer?

How it Works



Start with your existing data

You already have some information about your Leads inside Salesforce, though often not much more than what they filled out on your website forms.

[VIEW DEMO](#)



Add thousands of attributes mined from the web

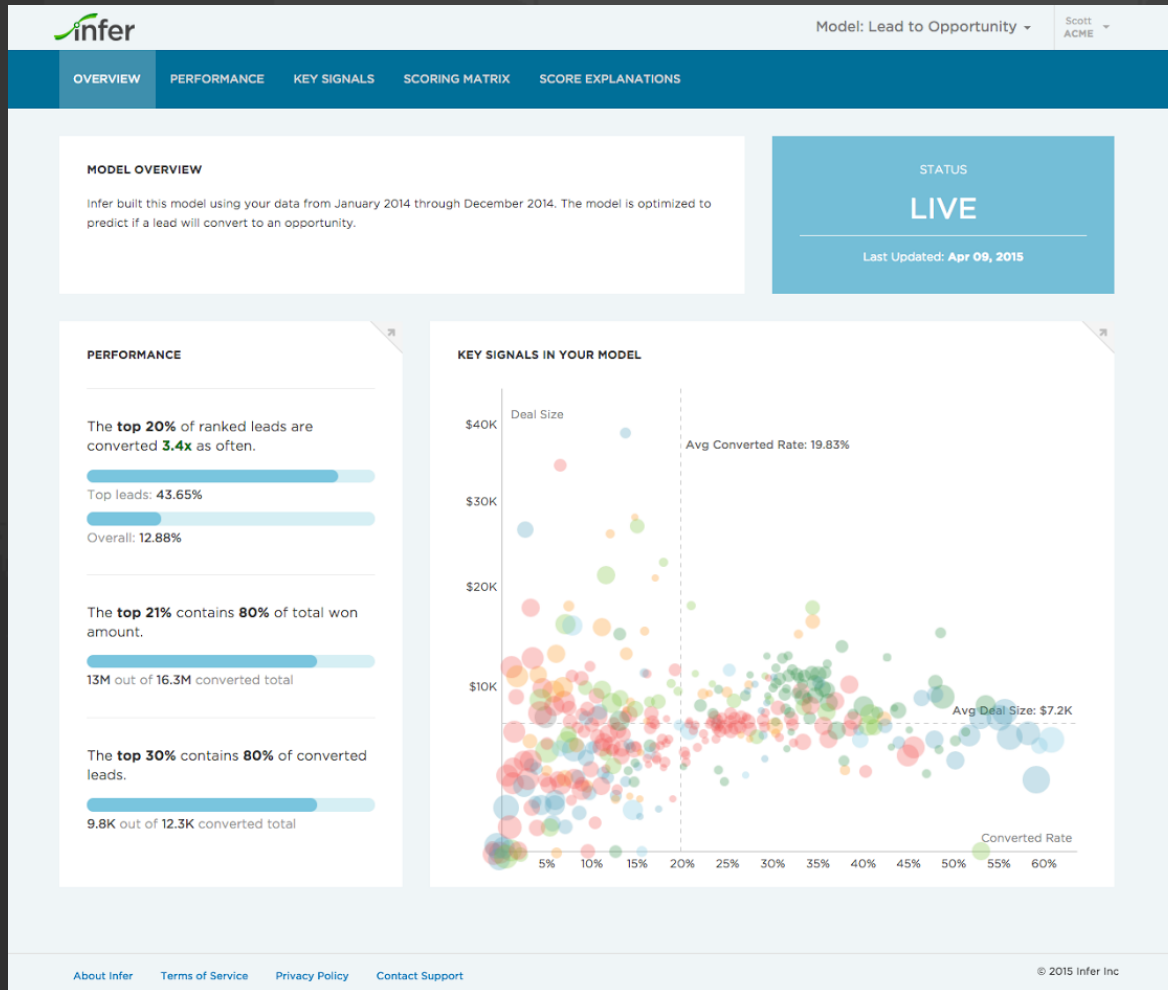
Infer uncovers thousands of signals such as employee count, job openings, web presence, social presence, technology vendors, patents, trademarks and more. So with nothing more than an email address or a company name, Infer can create an extremely rich profile for each Lead.



Apply proven data science to predict winners

For every new prospect, Infer calculates a score, so that you can see which leads are most likely to convert or have the biggest revenue impact. This is done using advanced machine learning to statistically compare new leads with their enriched profiles, to historical winners and losers captured in Salesforce.

How does the integration work?





How can I use it to deliver more client value?

- Help customers understand which leads deserve extra attention by utilizing this very sophisticated lead score
- Improve sales efficiency by helping customers spend the most time with their most qualified leads

Let's Get Started!

[http://www.hubspot.com/
products/integrations](http://www.hubspot.com/products/integrations)

