



Integration of Data Warehouse and HubSpot

(Indoor Skydiving Company)

Developed an automated process to integrate customer data from the Data Warehouse to the HubSpot to create and track email marketing campaigns

Data warehouse and CRM tool data integration

Situation

- Client didn't have any mechanism to auto-generate email marketing campaigns for target customers as the storage process of the data related to the current and prospective customers was manual
- Partnered with the client to set up an automated process to integrate customer data from Data Warehouse to HubSpot through API Integration and enable the creation of email marketing campaigns to target the customers

Accordion Value Add

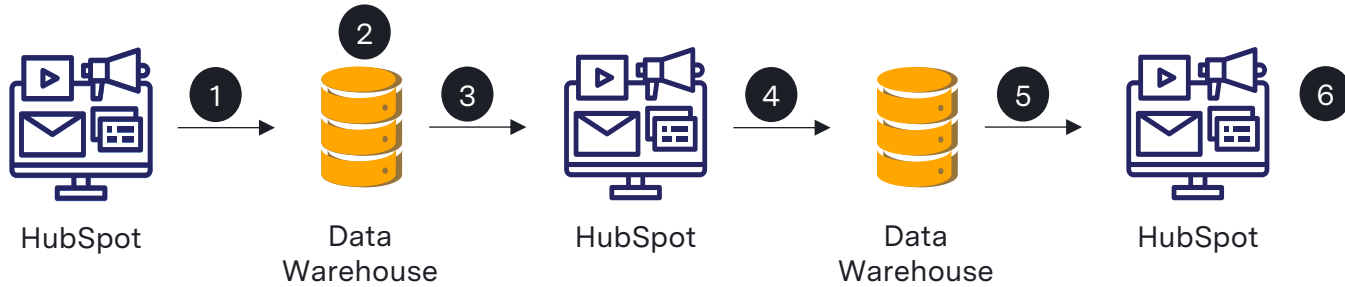
- Standardized the customer data extracted through the client's POS system and integrated the historical customer data in HubSpot using API connector
- Real-time identification of the updates in the historical HubSpot data (such as contact/booking details) by creating an automated process to reconcile with latest POS data
- Captured the near real-time updates to the HubSpot customer data by leveraging the HubSpot API connector
- Enabled a streamlined Data Management and email marketing process for the client through HubSpot with availability of latest data in line with the source of truth (Data Warehouse)

Impact

- Helped the client generate additional annual revenue of ~\$2.3M through ~10M emails sent through HubSpot email marketing tool
- Integration of customer data in HubSpot enabled the client to gain better insights into customer behavior, purchase history, and preferences

Methodology/ approach

Process to upload New Marketing Contacts and Deals in HubSpot



Process to update existing Marketing Contacts and Deals data in HubSpot



- 1 Contacts data is downloaded from HubSpot and pushed into DW (Datawarehouse)
- 2 Contacts data from HubSpot is compared with the POS data in DW to identify new marketing contacts
- 3 New marketing contacts data is pushed into HubSpot to generate a HubSpot contact ID which will be leveraged to map the contacts to the relevant deals
- 4 Marketing contacts data is downloaded along with the newly generated HubSpot contact ID
- 5 Deals data corresponding to these contacts is generated in DW and pushed into HubSpot
- 6 Uploaded marketing contacts and deals data is associated with each other in the HubSpot
- 7 Marketing Contacts and Deals data is downloaded from HubSpot and pushed in DW
- 8 Marketing contacts and deals data is compared with the latest POS data in DW to identify any changes
- 9 Existing marketing contacts and deals data is updated in the HubSpot in case of any changes