
HubSpot Architect.

TECHNICAL ARCHITECTURE

Systems Documentation & Implementation // 2026

● HUBSPOT MARKETING HUB SOFTWARE CERTIFIED

Form Structure & CRM Sync

The Setup: Creating reliable forms where every field is correctly mapped to the CRM. This ensures no lead data is lost during submission.

Business Email*

Industry (Dropdown)*

Technology

Company Name*

Please specify industry!*

Original Source

Submit

- Standardized naming for all custom properties
- Real-time data syncing to HubSpot

Email Validation Logic

Validation: Blocking fake or personal emails to ensure you only collect high-value business leads.

Business Email*

shahmeer@gmail.com

Please enter a different email address. This form does not accept addresses from gmail.com.

Industry (Dropdown)*

Technology

Company Name*

Submit

- Blocks non-business email domains automatically
- Prevents low-quality database bloat

Smart Conditional Fields

Logic: Making forms responsive. Specific questions only appear based on previous answers.

Business Email*

Industry (Dropdown)*

Other

▼

Company Name*

Please specify industry!*

Submit

- Higher conversion rates through shorter forms
- Captures deep technical details only when relevant

Data Cleaning & Formatting

The Process: Cleaning messy Excel/CSV data before it enters the CRM.

	A	B	C	D	E	F
1	First Name	Last Name	Email	Country	Budget	Date of Inquiry
2	Shahmeer	Khan	shahmeer@work.com	USA	5000	1/15/2026
3	jane	doe	jane@gmail.com	United States	10,000	2026-01-16
4	Mike	Jones	MIKE@GMAIL.COM	US	N/A	Jan 17 26
5	SARAH	Smith	sarah@yahoo.com	United Kingdom	2500	18/01/26
6		Wilson	tom@company.com	UK	4500	2026/01/18
7	Shahmeer	Khan	shahmeer@work.com	United States	\$5,000	01/15/2026

BEFORE: UNFORMATTED & MESSY DATA

	Table1	▼	▼	▼	▼	▼	▼	▼	▼	▼	▼	
1	First Name	▼	Last Name	▼	Email	▼	Country	▼	Budget	▼	Date of Inquiry	▼
2	Shahmeer		Khan		shahmeer@work.com		United States		5000		1/15/2026	
3	Jane		Doe		jane@gmail.com		United States		10000		1/16/2026	
4	Mike		Jones		mike@gmail.com		United States				1/17/2026	
5	Sarah		Smith		sarah@yahoo.com		United Kingdom		2500		1/18/2026	
6			Wilson		tom@company.com		United Kingdom		4500		1/18/2026	

AFTER: CLEAN & STANDARDIZED DATA

- Standardized phone and date formats
- Removal of duplicate records

Lead Scoring: Profile Fit

Fit Scoring: Automatically identifying high-value leads based on company size and job title.

The screenshot shows a lead scoring configuration interface. At the top, it says "New scoring group" and "PROPERTY". On the right, there's a "+ Add group limit" button. Below that, it says "Contact (current object)".
The first criterion is "Properties": "Job title" dropdown set to "contains any of" with options "CEO", "Founder", "Director", and "Manager". To the right, there's an "Add" button with "40" and "points" dropdown.
The second criterion is "Industry (Dropdown)": "is any of" dropdown with option "Technology". To the right, there's an "Add" button with "10" and "points" dropdown.
The third criterion is "Email": "contains any of" dropdown with options "@gmail", "@yahoo", and "@hotmail". To the right, there's a "Subtract" button with "50" and "points" dropdown.
At the bottom left, there are buttons for "+ Add property criteria" and "+ Add segment membership criteria". At the bottom right, there's a "+ Add object" button.

- Prioritizes decision-makers automatically
- Filters out irrelevant signups

Lead Scoring: Intent Engine

Intent Tracking: Monitoring actions like pricing page visits to identify "hot" prospects.

The screenshot shows a lead scoring configuration interface. At the top, there's a header for 'New scoring group' with a pencil icon and an 'EVENT' button. To the right is a '+ Add group limit' button. Below this, there's a 'Decay scores' toggle switch set to 'OFF' and a help icon. The main area is divided into two sections: 'Form' and 'Marketing Email'. Each section has an 'Events' tab. In the 'Form' section, the event is 'Form submissions - Main', with a dropdown arrow, a 'Filter event' button, an 'Add timeframe' button, and an 'Add frequency' button. To the right is a 'Score every time' dropdown set to 'Add', a points input field with '60', and a 'points' button. Below this is a '+ Add event criteria' button. In the 'Marketing Email' section, the event is 'Clicked link in email', with a dropdown arrow, a 'Filter event' button, an 'Add timeframe' button, and an 'Add frequency' button. To the right is a 'Score every time' dropdown set to 'Add', a points input field with '10', and a 'points' button. Below this is a '+ Add event criteria' button. Both sections have a small edit icon in the top right corner.

- Real-time score increases for high-intent actions
- Score decay for leads that become inactive

Handoff Thresholds

The Trigger: Defining the exact point when a lead moves from Marketing to Sales.

Thresholds ?

Property label * [Standard] - Combined Fit & Engagement Score threshold [Edit property](#)

Internal name: standard_combined_fit_amp_engagement_score_threshold

Fit threshold		Engagement threshold	
A	75 ^ v	1	75 ^ v
B	50 ^ v	2	50 ^ v
C	-100 ^ v	3	-100 ^ v
	to 100 points		to 100 points
	to 74 points		to 74 points
	to 49 points		to 49 points

Level of fit

Level of engagement

- Eliminates guesswork for the Sales team
- Ensures fast response times

Dynamic Database Lists

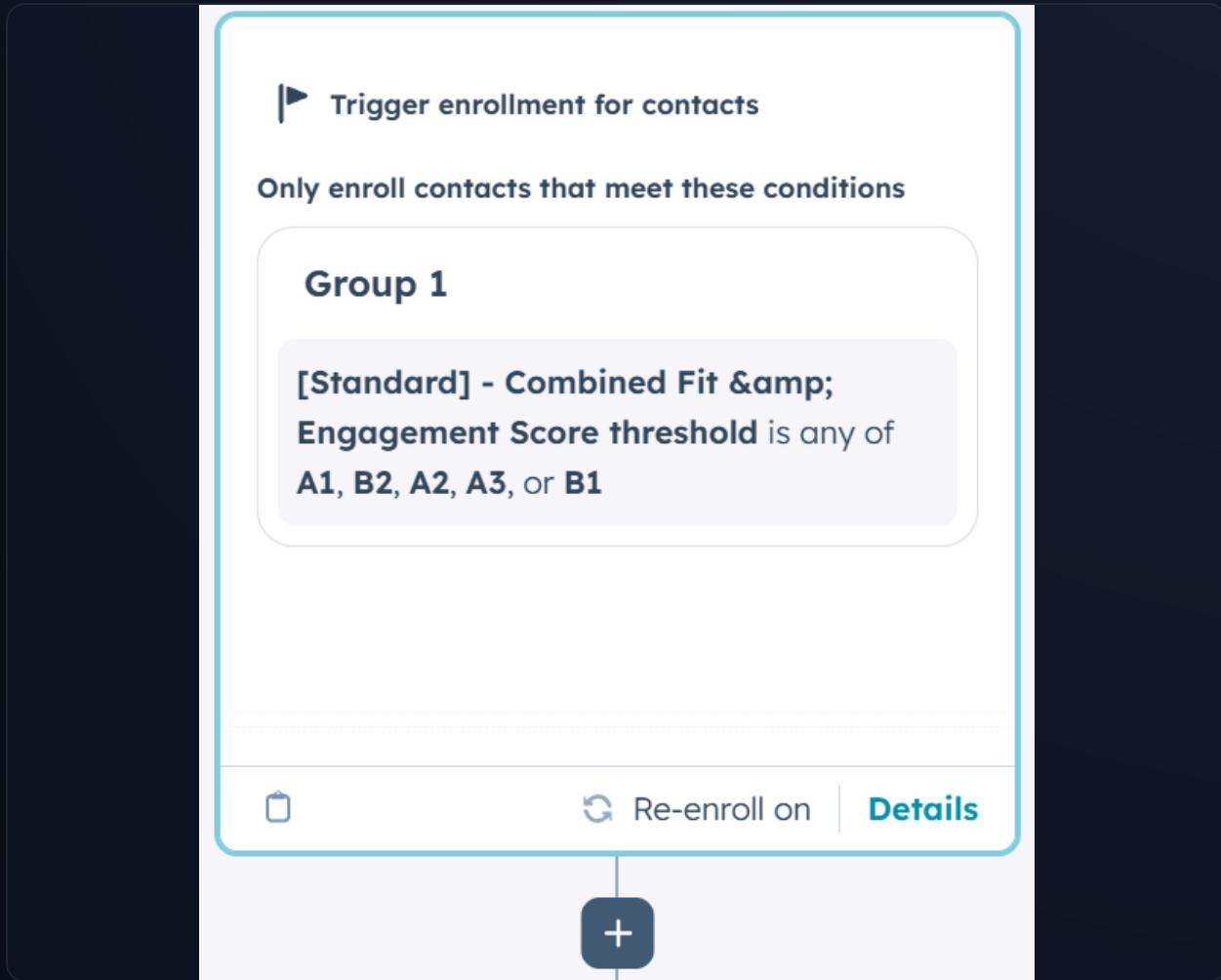
Lists: Creating smart lists that update themselves in real-time.

The screenshot shows a user interface for creating a dynamic database list. At the top, it says "Group 1". Below that is a search bar with "[Standard] - Combined Fit ...". To its right is a dropdown menu set to "is any of". Underneath this are several filter options: "A1", "B2", "A2", "B3", "A3", "C1", and "B1", each with a delete button ("X"). Below these filters are two buttons: "and" and "+ Add filter". Further down are two more buttons: "or" and "+ Add filter group". In the top right corner of the main panel, there are icons for a file and a trash can.

- Powers automated, targeted marketing campaigns
- Zero manual maintenance required

Automated Lead Routing

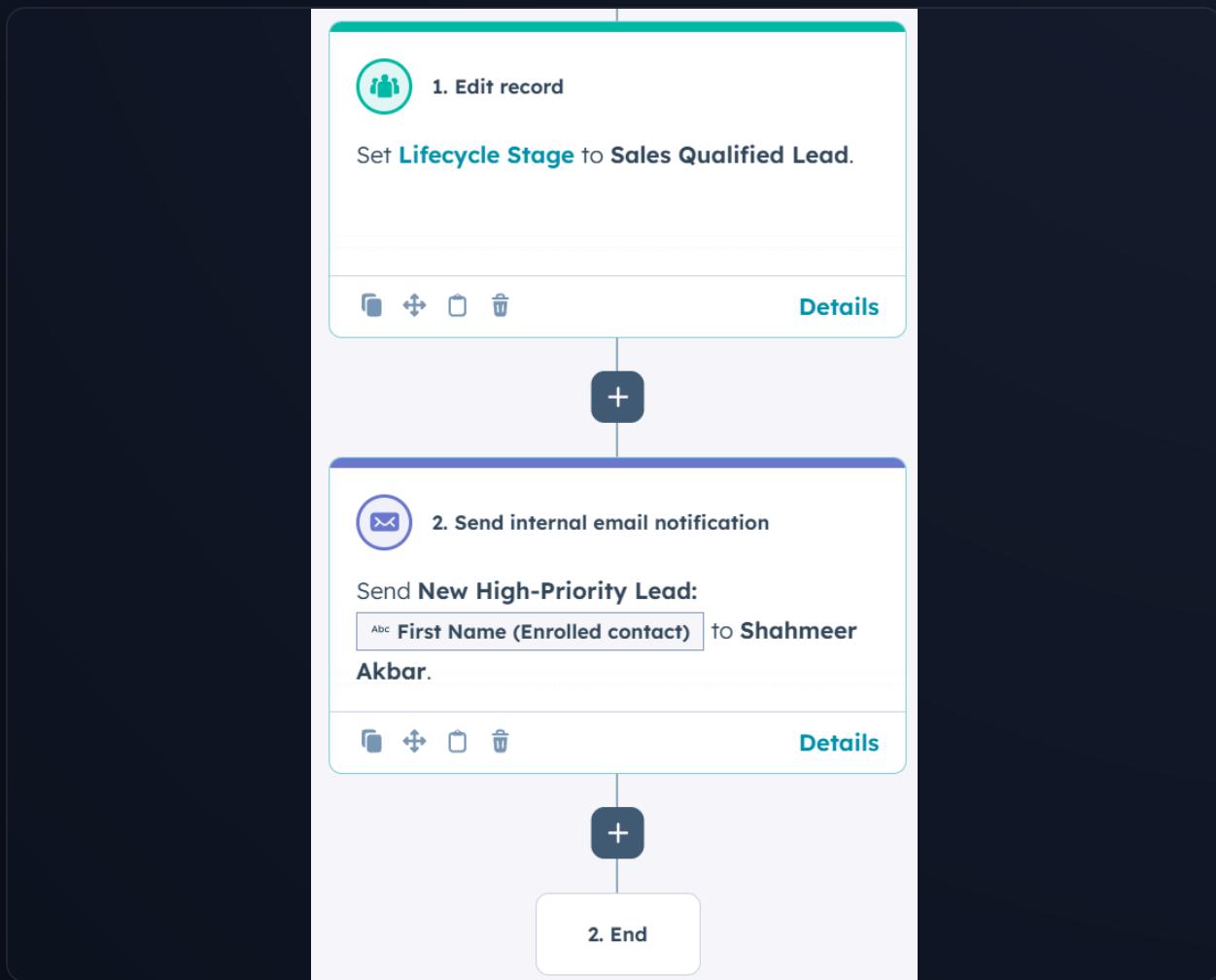
Handoff: Workflows that instantly assign leads and send internal alerts.



- Faster Sales follow-up
- Automatic ownership assignment

Lead Nurture Logic

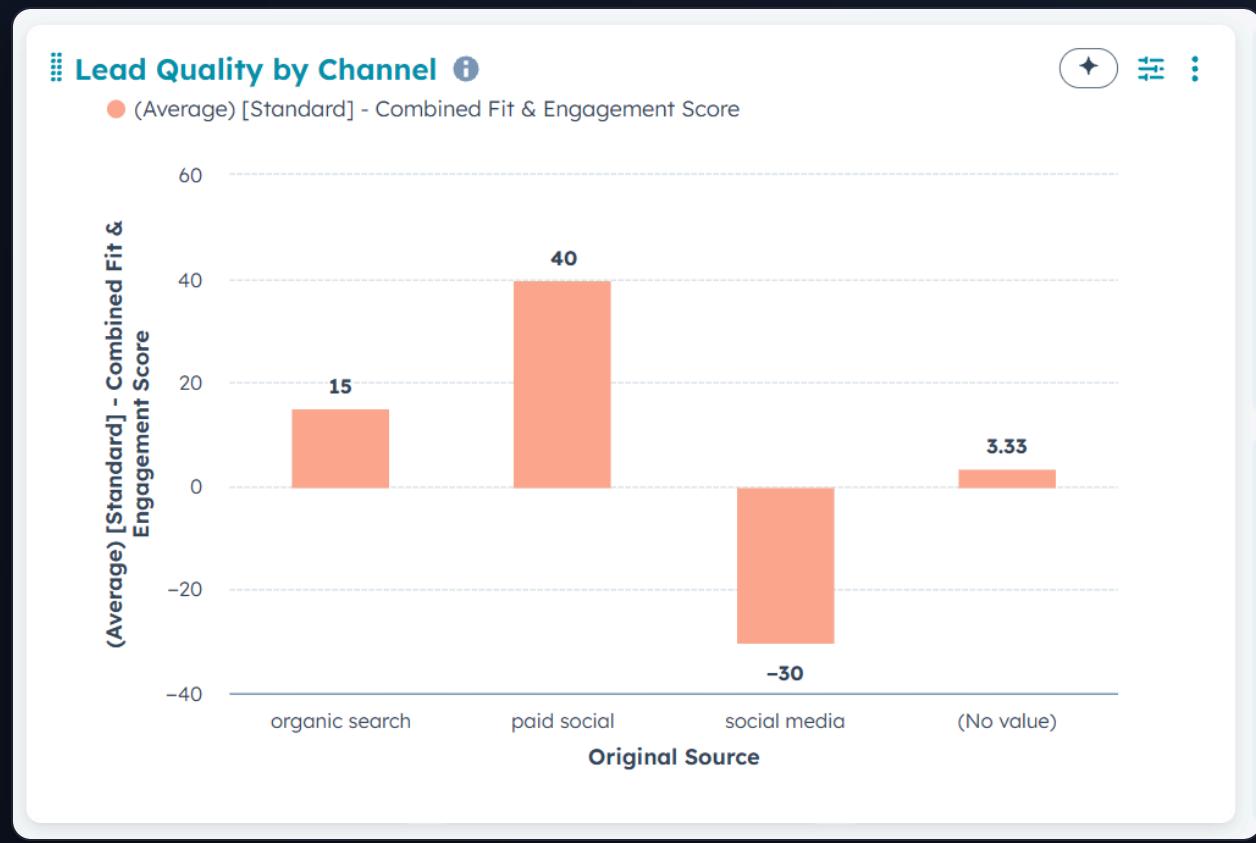
Retention: Keeping leads interested with automated follow-ups.



- Prevents "lost" leads
- Recycles leads back to sales

ROI Dashboards

Reporting: Custom visuals that prove which channels drive revenue.



- Real-time performance tracking
- Visualizes database health