
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*

eng@shahmeerakbar.tech

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.

✓ New scoring group  PROPERTY

+ Add group limit ⋮

Contact (current object) ^ ∨  

Properties

Job title

contains any of



CEO ×

Founder ×

Director ×

Manager ×

⋮

  Score individually

Add

40

points ⋮

Industry (Dropdown)

is any of

Technology ×

⋮

Add

10

points ⋮

Email



contains any of

@gmail ×

@yahoo ×

@hotmail ×

⋮

  Score individually

Subtract

50

points ⋮

+ Add property criteria

+ Add segment membership criteria

+ Add object ∨

- 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 displays the 'New scoring group' configuration interface. At the top, there's a header 'New scoring group' with an 'EVENT' tag and a '+ Add group limit' link. Below this, a 'Decay scores' toggle is set to 'OFF'. The interface is divided into two main sections: 'Form' and 'Marketing Email'. Each section has a 'Score every time' dropdown set to 'Score every time'. The 'Form' section lists 'Form submissions - Main' as an event, with options to 'Filter event', 'Add timeframe', and 'Add frequency'. It also shows an 'Add' button, a value of '60', and 'points'. The 'Marketing Email' section lists 'Clicked link in email' as an event, with similar options and an 'Add' button, a value of '10', and 'points'. Both sections have a '+ Add event criteria' button.

✓ New scoring group EVENT + Add group limit

Decay scores ☐ OFF ⓘ

Form Score every time

Events

Form submissions - Main Filter event Add timeframe Add frequency Add points

+ Add event criteria

Marketing Email Score every time

Events

Clicked link in email Filter event Add timeframe Add frequency Add points

+ Add event criteria

- 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](#)

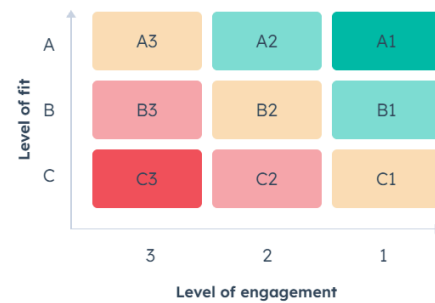
Internal name: ⓘ [standard_combined_fit_amp_engagement_score_threshold](#) ⓘ

Fit threshold

A	75	to 100 points
B	50	to 74 points
C	-100	to 49 points

Engagement threshold

1	75	to 100 points
2	50	to 74 points
3	-100	to 49 points



- 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 is labeled "Group 1" with a copy icon and a delete icon. Below this, there is a filter rule editor. The first rule consists of a dropdown menu showing "[Standard] - Combined Fit ..." with a downward arrow, followed by a dropdown menu showing "is any of" with a downward arrow. Below these, there is a row of seven filter tags: "A1 x", "B2 x", "A2 x", "B3 x", "A3 x", "C1 x", and "B1 x", each with a small downward arrow. To the right of these tags is a blue "X" icon. Below the first rule, there is a section labeled "and" with a downward arrow, followed by a button labeled "+ Add filter". At the bottom, there is a section labeled "or" with a downward arrow, followed by a button labeled "+ Add filter group".

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

Automated Lead Routing

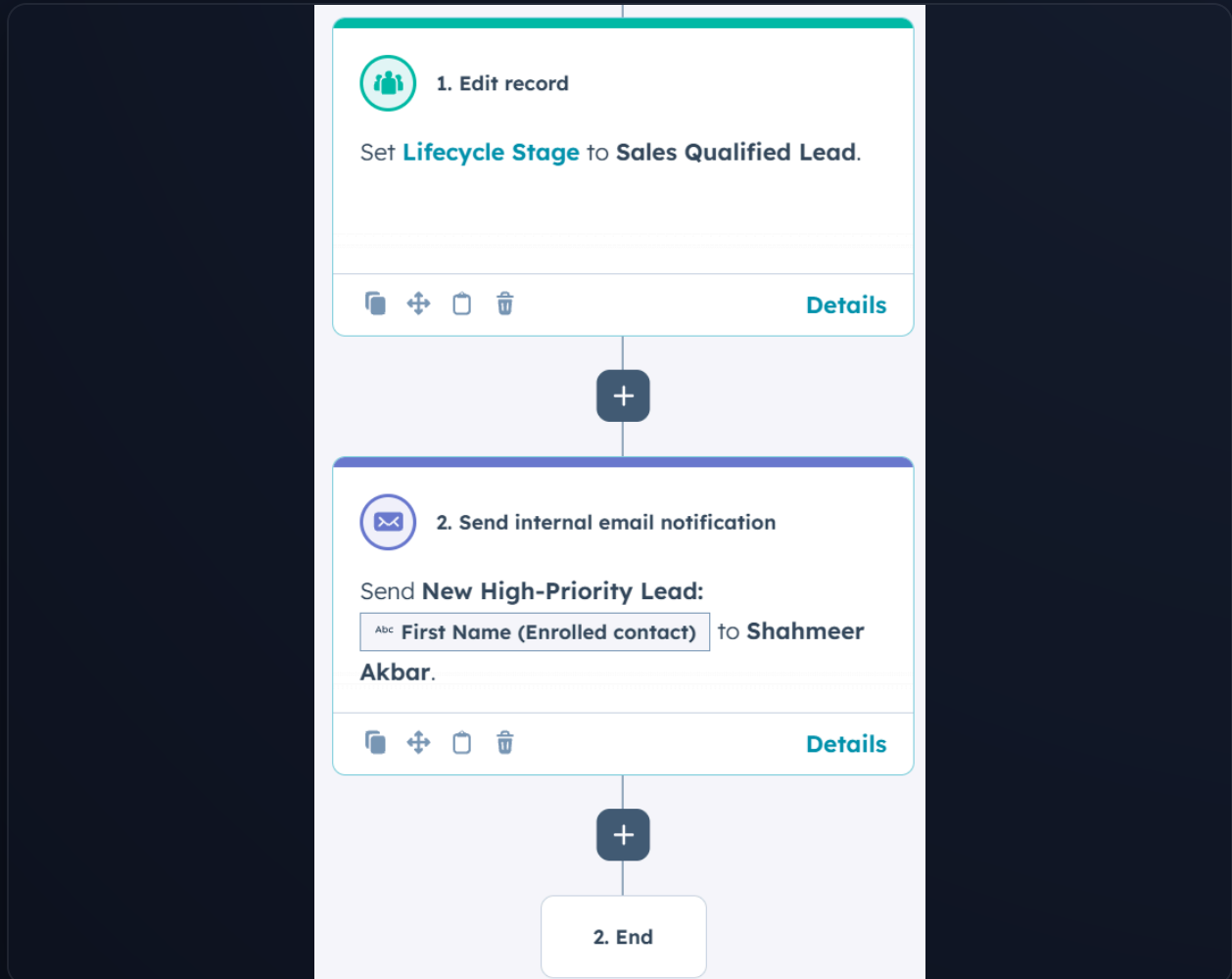
Handoff: Workflows that instantly assign leads and send internal alerts.

The screenshot shows a workflow configuration interface. At the top, there is a play button icon followed by the text "Trigger enrollment for contacts". Below this, it says "Only enroll contacts that meet these conditions". Underneath, there is a section titled "Group 1" which contains a condition: "[Standard] - Combined Fit & Engagement Score threshold is any of A1, B2, A2, A3, or B1". At the bottom of the configuration box, there is a clipboard icon, a refresh icon followed by the text "Re-enroll on", and a "Details" link. Below the configuration box, there is a plus sign icon in a dark blue circle.

- Faster Sales follow-up
- Automatic ownership assignment

Lead Nurture Logic

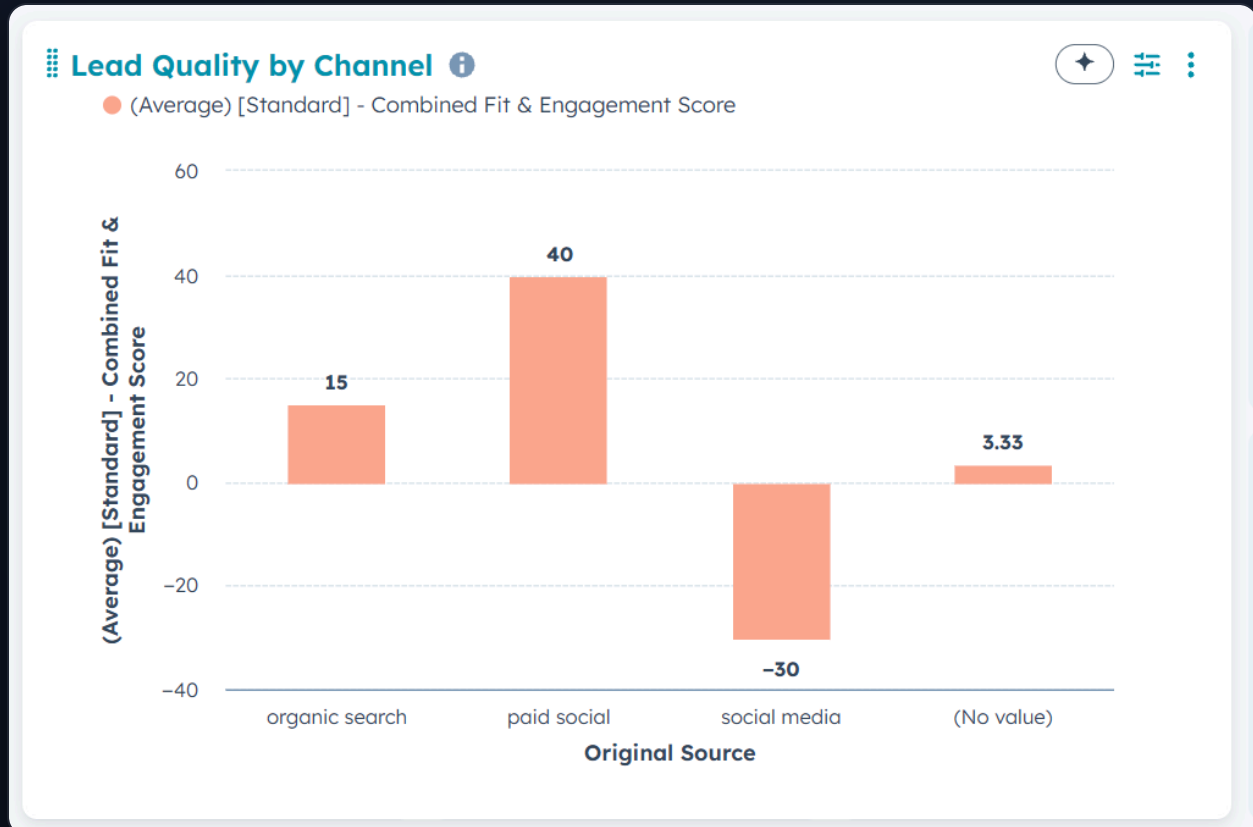
Retention: Keeping leads interested with automated follow-ups.



- 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