

## Automatically Launch, Measure, and Manage Cutting-Edge Campaigns

Acumatica’s HubSpot Connector combines the best of HubSpot’s demand generation system with Acumatica’s unified CRM and ERP. Companies can implement and manage integrated marketing campaigns from a future-proof centralized platform. In addition, they can synchronize contacts, transfer campaign results, and initiate follow-up sales calls—automatically.

Respond to qualified marketing leads in real-time with Acumatica’s seamless HubSpot Connector. Execute sleek demand generation campaigns and then automatically qualify and assign leads. Acumatica HubSpot Connector tracks campaign progress automatically, eliminating resource-intensive data entry and imports.

### EXECUTE END-TO-END MARKETING CAMPAIGNS

Optimize marketing and boost sales by connecting Acumatica’s unified ERP and CRM with the industry’s top marketing automation solution, HubSpot. Automatically transfer leads generated and qualified to Acumatica CRM.

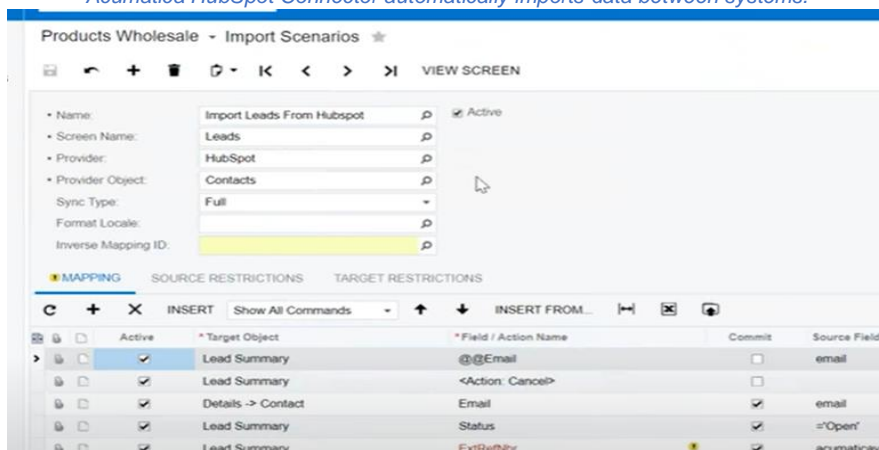
- Acumatica immediately assigns each lead to the appropriate salesperson and triggers alerts to keep the follow-up process progressing.
- Qualified leads equip sales to manage prospects and support customers more efficiently while alleviating manual searches and vetting.
- The integrated system automates routine marketing follow up and lead nurturing, sending out confirmation emails and user alerts without intervention.

### LEVERAGE A CUSTOMIZABLE, TURNKEY INTEGRATION

Take advantage of the out-of-the-box HubSpot Connector to synchronize sales and marketing data without time-consuming customization and data imports.

- Give sales and marketing team immediate access to real-time information to inform their decisions and streamline operations.
- Spur productivity by scheduling HubSpot imports at pre-defined times, such as the beginning of the workday or after each demand generation campaign.
- Use default-field mapping to create one-way or bi-directional data transfer. For example, the sales team can return unqualified leads and create custom field mapping to meet their unique data migration needs.

*Acumatica HubSpot Connector automatically imports data between systems.*



### KEY BENEFITS

#### STREAMLINE MARKETING

- Consolidate HubSpot and Acumatica marketing activities
- Launch campaigns on HubSpot and automatically send data and analysis to Acumatica
- View all marketing and sales information on one screen and generate personalized reports with real-time data

#### OPTIMIZE SALES RESPONSE

- Automatically collect, measure, and send marketing-qualified leads to sales
- Equip sales with all prospect and customer data on one system to inform decisions and customer interactions
- Synchronize customer and lead information across sales and marketing

#### INCREASE PRODUCTIVITY

- Eliminate manual data entry for sales contacts, marketing campaigns, and updates between sales and marketing
- Create, launch, and track marketing campaigns on one integrated solution
- Deliver centralized access to all customer and prospect data

## FEATURES AND CAPABILITIES

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### **Integrated Marketing Campaign Management**

Enables customers to create, execute, and manage marketing campaigns across both platforms. Marketing can capture leads, launch targeted campaigns, view the results, and respond in real-time on Acumatica CRM.

### **Out-of-the Box and Flexible Connections**

Enables users to immediately connect HubSpot and Acumatica with out-of-the-box default field mappings. Users can also use custom field mappings to create custom data transfer points.

### **Automated Lead Management**

Automatically qualifies leads in HubSpot and transfers them to Acumatica. It also immediately assigns new MQLs to the appropriate salesperson.

### **Sales Automation**

Pushes new MQLs to each salesperson, enabling them to follow-up to new leads immediately. Presents a full view of opportunities and contacts to inform decisions. Improves efficiency with workflow-assisted lead assignment and management.

### **360-Degree Views of Customer and Prospect Data**

Delivers a 360-degree view of customer information and enables users to drilldown for details.

### **Contact Management**

Synchronizes contact information across HubSpot and Acumatica.

### **Email Management**

Provides email templates for users to customize and use as confirmation emails. Automatically sends confirmation emails to customers when payments are cleared.

### **Unified ERP and CRM Management**

Enables HubSpot to connect with Acumatica CRM, which is embedded in Acumatica's ERP Platform. The unified platform integrates marketing, sales, customer management, and financial operations.

### **Customer Case Management**

Tracks, assigns, and manages customer and employee support cases via integration to Acumatica CRM.

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## **ABOUT ACUMATICA**

Acumatica Cloud ERP provides the best business management solution for digitally resilient companies. Built for mobile and telework scenarios and easily integrated with the collaboration tools of your choice, Acumatica delivers flexibility, efficiency, and continuity of operations to growing small and midmarket organizations.

**Business Resilience. Delivered.**

Contact us today to get started: [888-228-8300](tel:888-228-8300) | [acumatica.com](https://acumatica.com)