

Sendoso + HubSpot

Add direct mail and eGifts to the all-in-one Inbound Marketing Software, track campaign success, and analyze results.



Sendoso's Integration with HubSpot Allows You To

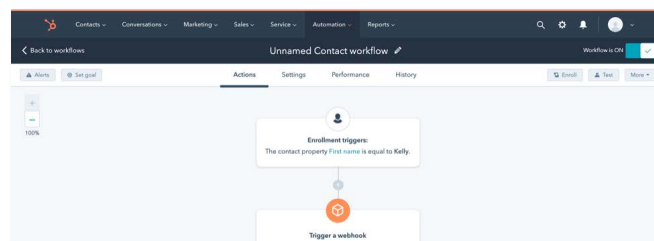
- Automate direct mail and eGift sending based on any HubSpot criteria.
- Sendoso statuses like sent, delivered, etc. appear in the Contact's activity feed in HubSpot, so users never have to leave HubSpot for delivery updates.
- Analyze the success of your gift sending through Sendoso analytics or sync to HubSpot CRM (or Salesforce) to track gift sending success.
- Leverage email alerts to keep your sales team updated with delivery statuses.

How It Works

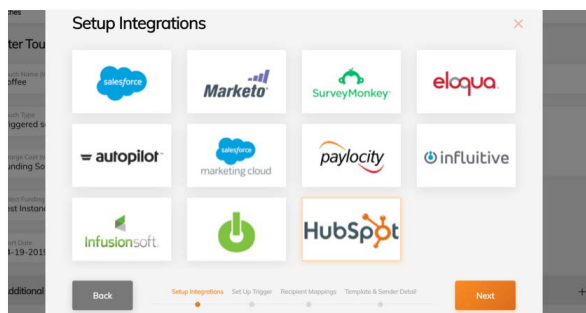
To set up the integration, sync your HubSpot account in Sendoso's platform using your Hub ID. Sendoso will generate a webhook that you can copy and use in the HubSpot workflow setup. The webhook will allow HubSpot to fetch Sendoso's API information. With this integration, you can seamlessly send direct mail (by mapping physical mailing addresses during setup) and eGifts from within the HubSpot platform.

How to Get the Most of It

- Set up HubSpot campaigns based on either HubSpot or Salesforce data. (For example, HubSpot allows tracking actions from marketing throughout the sales funnel—meaning you'll be able to see when someone becomes a customer and send them something via Sendoso.)
- Keep your sales team aware of activities with alerts.
- Track campaign ROI using the HubSpot Growth Stack.
- Sendoso events will show up in HubSpot contact records to track status changes like gift processing, sent, delivered, etc.



▲ Set up a trigger for a Sendoso Action in your Hubspot Workflow



▲ Easily set up triggered sending based on Sendoso's integration with HubSpot