

The HubSpot Connector

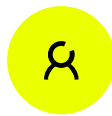
HubSpot is a leading customer relationship management (CRM) platform that provides software and support to help companies grow better. The platform includes marketing, sales, service, operations, and website management products that start free and scale to meet our customers' needs at any stage of growth. Today, more than 150,000 customers across more than 120 countries use HubSpot's powerful and easy-to-use tools and integrations to attract, engage, and delight customers.

The bi-directional Heap + HubSpot integration enables marketing teams to automatically capture all of their email touchpoints as events and sync user properties into Heap. Additionally, send user segments created in Heap into Hubspot to personalize campaigns.



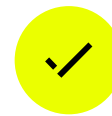
Capture customer journey touchpoints in real-time

Get the granular insights on your customer's behavior throughout the email journey and send effective, personalized campaigns



Improve engagement and retention

Track influence and effectiveness from your campaigns to improve customer engagement and retention



Test, measure, and optimize results

Measure campaign performance including users that have engaged with your emails and interacted with your product

Discover insights →

Heap delivers **instant access** to high quality, trusted behavioral data, along with the tools that help you create key segments based on customer insights.

Sync Heap Segments →

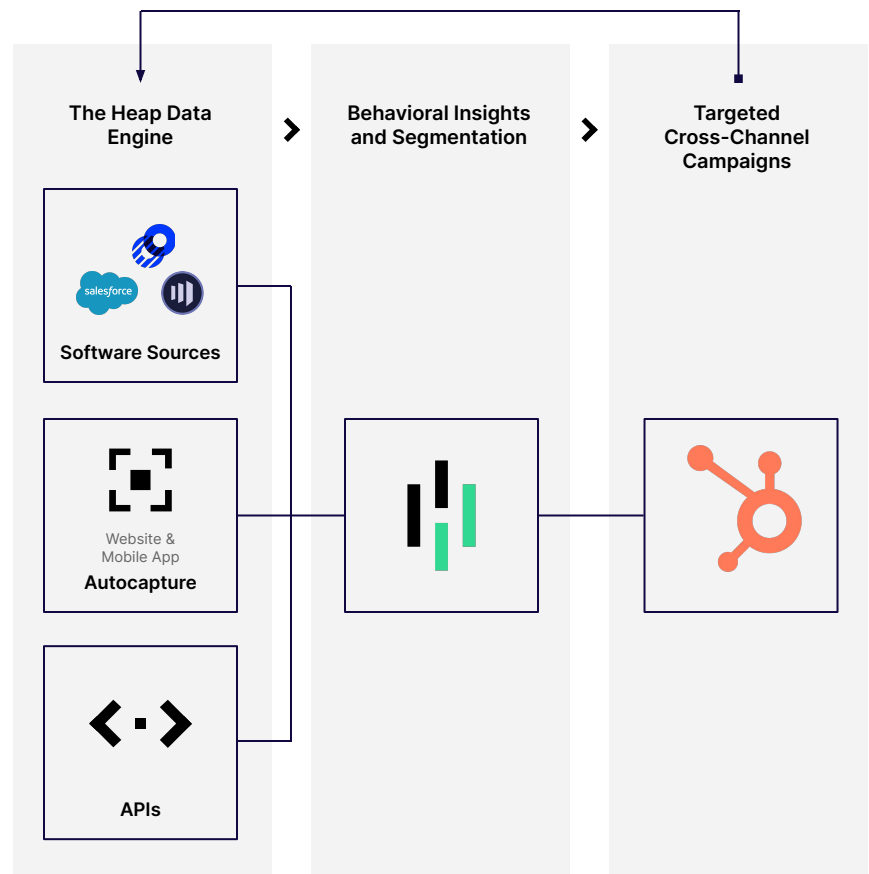
Sync Heap's behavioral-based segments with HubSpot campaigns, so you can target messages based on a granular understanding of customer interactions.

Bi-Directional Integration

Measure how your personalized campaigns influence product usage.

Power of the HubSpot Connector

- ✓ Engage customers with personalized messaging through one or multiple channels
- ✓ Activate your customer data in HubSpot
- ✓ Improve overall engagement by measuring campaign performance



Over 8,000 companies build better products with Heap



About Heap

Heap's mission is to power business decisions with truth. We empower companies to focus on what matters — discovering insights and taking action — not building pipelines or manual tagging. With Heap, organizations of all sizes can remove technical bottlenecks and gain a single comprehensive view of their customers. Our software automatically collects, organizes, analyzes, and connects customer data, so businesses can create more valuable products and experiences.

Visit heap.io to learn more.