# The Hubspot <> Salesforce Synchronization: the best of both worlds



Europe's leading applicant management software - softgarden.de



## The challenge: much confusion with a lot of potential

In order to make the interaction between marketing and sales even more performant, softgarden planned to better coordinate the systems in use. The aim was to link Salesforce Opportunities with Hubspot Deals - in order to better quantify the marketing measures and to achieve GDPR conformity.

## The solution: A lean synchronization of both systems

First, the data sets were screened, defined according to relevance and reduced to the essential elements in both systems. After successful tests, duplicates were cleaned up - and the sync was extended to include a GDPR-compliant reporting. Thanks to the excellent cooperation with divia GmbH, led by Senior Consultant Juliane Schoeren, the implementation went smoothly.

## The result: seamless integration, high impact

Thanks to the integration, marketing measures are now more transparent, cost-benefit ratios can be better quantified - and the interaction between Marketing & Sales is much more efficient. "softgarden can now evaluate traffic sources promptly and use marketing budgets in a much more targeted way. "Furthermore, we were able to set up our contact data in compliance with GDPR", states Andreas Poell (project owner at softgarden for the implementation of the hubspot <> Salesforce Sync.

## Project Overview

› **Definition of relevant data sets**
› **Data cleansing**
› **Implementation of  data sets in both systems**
› **Synchronization and testing**
› **Final implementation of the sync and finalizing the reporting**

"The Sync enables us to be completely aligned to GDPR, without duplicates. We ensure a high quality standard for all marketing and sales activities based on this integration"

—*Andreas Kaster, Quality- & Dataprivacy Manager  at softgarden*

## +61%
GDPR aligned contacts in sync*

## 100%
Opps / Deals in sync*

## -42%
Less Duplicates after implementation*

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Andreas Poell is the Marketing-Pacemaker™, he helps companies by applying data-based strategies to achieve more performance in marketing & sales. divia GmbH is a management consultancy specialising in the marketing of information and communication technology (ICT). Picture source: blueoshan.com