lineup

adpoint

Adpoint-HubSpot Integration

Align Sales and Marketing for Greater Efficiency and Results

HubSpot

Disconnected systems and manual data entry can slow your team's productivity and hinder collaboration. The **Adpoint-HubSpot** integration bridges the gap between your sales and marketing efforts, providing seamless data synchronisation and empowering your teams to focus on what matters most: **driving growth and customer satisfaction**.

Key Benefits

1. **Seamless Sales-Marketing Collaboration**
   - **Unified Customer View:** Synchronized customer, contact, and activity data ensure both teams have the full picture of every interaction. Whether the Sales team logs a call or the Marketing team initiates an email, all activities are visible across both platforms.
   - **Improved Lead Management:** Marketing can incorporate new sales contacts into nurturing workflows, and the Sales team can prioritize leads with marketing insights.
2. **Enhanced Efficiency and Data Accuracy**
   - **Automated Synchronization:** Say goodbye to manual data entry with bi-directional syncing every 5 minutes, ensuring accuracy and reducing administrative workload.
   - **Error-Free Operations:** Minimise risks of incorrect or outdated information with consistent, real-time updates.
3. **Customised and Reliable Integration**
   - **Granular Control:** Decide exactly which records to sync and tailor workflows with configurable settings in both Adpoint and HubSpot.
   - **Future-Proof Solution:** Backed by continuous updates to remain compatible with the latest versions of both platforms.
4. **Actionable Insights for Smarter Decisions**
   - **Comprehensive Reporting:** Leverage synchronised data for deeper insights into your sales and marketing performance, enabling data-driven decisions.
   - **Engagement Visibility:** Access a complete timeline of customer activities for personalised, impactful campaigns.

Copyright © 2025 Lineup Systems Ltd

Adpoint-HubSpot Integration

Key Features

Bi-Directional Data Sync

Updates to customer, contact, and activity data in one platform automatically reflect in the other.

Configurable Rules

Use sync flags, custom workflows, and conflict management to optimise data flow and accuracy.

GDPR-Compliant Design

Stay privacy-ready with built-in mechanisms for data anonymisation and deletion.

User-Friendly Interface

Manage and troubleshoot your integration effortlessly with intuitive tools including a management console designed to manage the Hubspot integration directly in the Adpoint UI.

Why Choose Adpoint-HubSpot Integration?

Effortless Setup

A productised solution means you avoid the cost and complexity of custom integrations.

Expert Support

Comprehensive documentation and ongoing assistance ensure a smooth experience.

Built for Performance

Trust a robust, API-based integration designed to scale with your business.

Empower your teams with the tools they need to work smarter, faster, and more collaboratively.

Contact us today to learn more, evaluate the integration, or discuss pricing options.

UK&I / Europe / Asia-Pacific
Mark McCartney
Client Success Director
mark.mccartney@lineup.com
+44 (0)7920 701688

North America
Amanda Montgomery
Client Success Director
amanda.montgomery@lineup.com
+1 740-475-4197

Copyright © 2025 Lineup Systems Ltd