

Integrating HubSpot® and Infor CRM® with StarfishETL®

Integrating Infor CRM and HubSpot streamlines customer information for dynamic list building, smarter campaign planning, and better performance metrics. Use this integration to give sales, services, and marketing the edge they need to analyze relationships and track customer interactions with precision.

Have custom fields in your system? Need to meet specific requirements? Personalize your integration using our Cloud Designer to connect applications in Cloud, on-premises, or a combination of the two.

BENEFITS

STAY ON TOP OF YOUR DEALS

Opportunities in Infor CRM update Deals in HubSpot to keep teams aligned on sales progress

DEEPER MARKETING INSIGHTS

Use combined metrics to reveal marketing ROI and execute highly targeted marketing plans

BEHAVIORAL INSIGHTS

Lead scoring in HubSpot is connected to the account in Infor CRM for a quick snapshot of customer behaviors

TEAM ALIGNMENT

Data transparency aligns departments and reveals opportunities for better customer service

STRONGER CUSTOMER ENGAGEMENT

Engagement measured through forms, clicks, website visits, emails, and sales interactions uncovers new opportunities to connect with customers and better serve their needs.

ELIMINATE DUPLICATE DATA ENTRY

Update contacts and leads between Infor CRM and HubSpot to save time and eliminate duplicate data.

PRICING

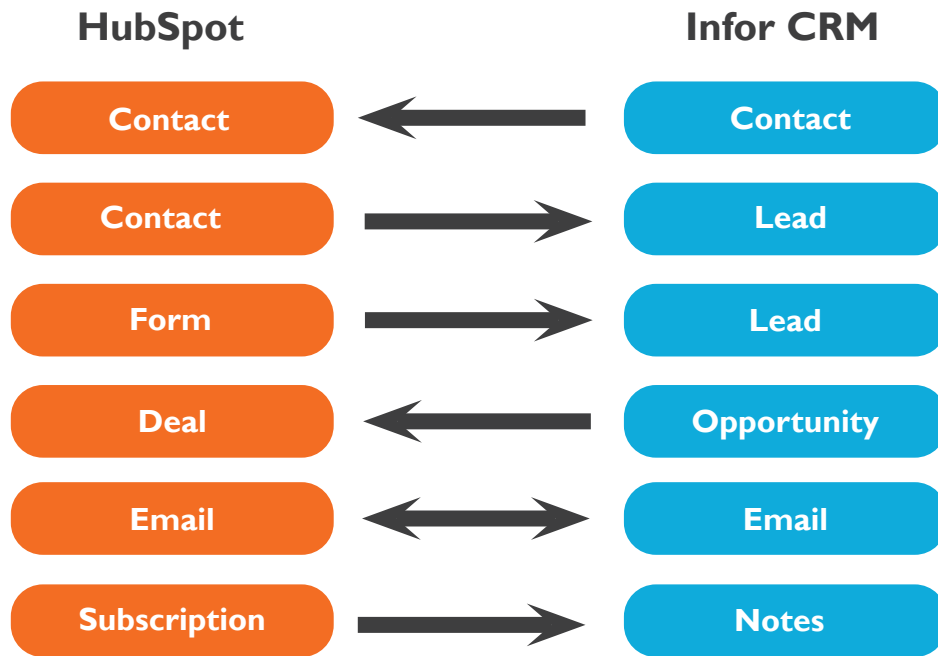
INFOR CRM & HUBSPOT ESSENTIALS

StarfishETL Professional Edition: \$400/month billed annually

Infor CRM - HubSpot base integration (Essentials): FREE

Professional implementation services available.

INTEGRATION PATHWAYS



Need to integrate other business systems?

StarfishETL offers connections to 75+ systems. Some of the most popular connections include:

