

Dynamics 365 Customer Engagement[®] and HubSpot Marketing Hub[®] Essentials *with StarfishETL[®]*

Integrating Microsoft Dynamics 365 Customer Engagement (formerly Microsoft Dynamics 365 CRM) and HubSpot Marketing Hub aligns communication between marketing and sales, reduces the lag time in lead hand-offs, and provides stronger metrics for analyzing the success of campaigns.

The Dynamics 365 CE and HubSpot Marketing Hub Essentials package provides everything you need to integrate all your must-have fields for sales and marketing — and then some. Use the pre-built map to connect your crucial data, then take your integration to the next level by adding custom fields and functions.

Boost the strengths of your sales and marketing teams by enhancing their ability to collaborate, analyze, and build better customer experiences.



BENEFITS

BUILD LEAD STATUS TRANSPARENCY

Lead changes in Dynamics 365 CE are reflected in HubSpot contacts for transparency between teams.

CLOSE THE SALES & MARKETING GAP

Data transparency aligns behavior between teams, reducing lead flow lag so prospects are contacted faster and at the appropriate time.

DEEPER MARKETING INSIGHTS

Combined metrics reveal customer experience trends and marketing ROI for highly targeted marketing plans.

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

Insert and update contacts and leads between Dynamics 365 CE and HubSpot to eliminate duplicate data.



PRICING

DYNAMICS 365 CUSTOMER ENGAGEMENT & HUBSPOT ESSENTIALS

StarfishETL Professional Edition: \$400/month billed annually

Dynamics 365 CE - HubSpot base integration (Essentials): FREE

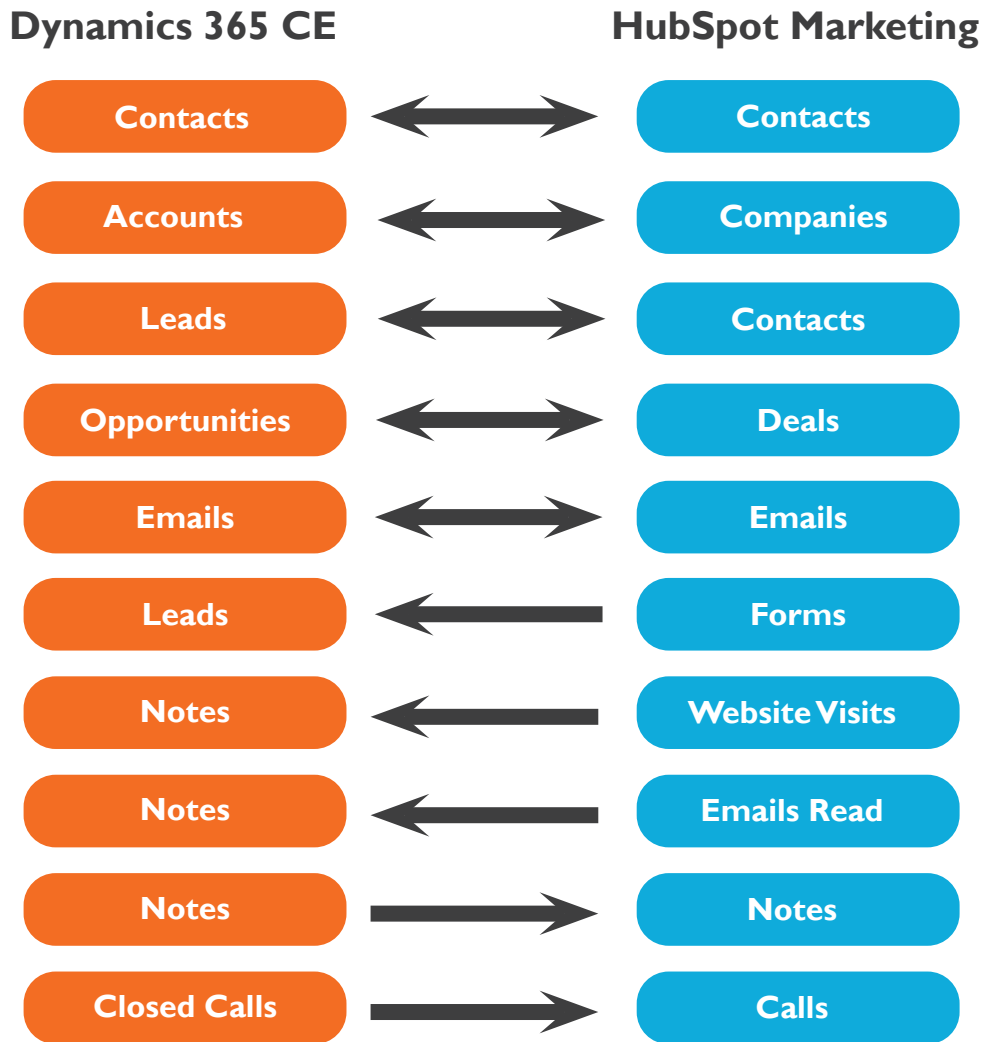
Professional implementation services available.



StarfishETL

INTEGRATION PATHWAYS

Integrating HubSpot Marketing Hub and Dynamics 365 CE lets sales and marketing share crucial data. Sales is alerted when a lead reaches a certain marketing score in HubSpot or interacts with marketing materials. Marketing knows when the lifecycle stage of a deal changes, a lead converts to a contact, and more. View the chart below for a quick overview of the information passed between systems.



Need to integrate other business systems?

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

