

HubSpot-Salesforce Integration with eZintegrations™

eZintegrations™ offers a robust, no-code solution to integrate HubSpot and Salesforce, empowering marketing and sales leaders such as CMOs, CROs, and RevOps heads to align front-office campaigns with CRM operations in real time. This integration streamlines lead management, enhances customer data accuracy, and drives coordinated, scalable growth across revenue-generating teams.

Technical Capabilities

eZintegrations™ enables real-time synchronization between HubSpot and Salesforce by automating the flow of lead data, marketing interactions, contact updates, and sales pipeline information across platforms, eliminating data silos and manual entry errors. The platform leverages RESTful APIs for secure, scalable integration, handling dynamic marketing and CRM data with precision. As a cloud-native, no-code solution, it offers high performance with minimal IT overhead. Pre-built connectors and a user-friendly setup streamline deployment, reducing implementation time and complexity. Integrated monitoring tools, retry mechanisms, and flexible sync configurations ensure high reliability, while real-time alerts keep IT teams informed of any issues for rapid resolution.

Solution Capabilities

eZintegrations™ enables end-to-end alignment of marketing and sales operations by synchronizing campaign engagement, lead intelligence, contact records, lifecycle stages, and deal tracking between HubSpot and Salesforce. The platform automates tasks such as lead scoring, handoff to sales, and revenue attribution, allowing teams to focus on pipeline growth and conversion. With a scalable architecture, it supports high-volume marketing data and complex CRM workflows. Real-time data flow between marketing and sales enhances lead nurturing, accelerates response times, and improves conversion efficiency. Built with enterprise-grade security, it ensures encrypted data transfers and granular access controls across both platforms.

Key Features

- Customer Lead & Contact Data Synchronization
- Marketing Campaign & Engagement Sync
- Lifecycle Stage & Deal Pipeline Alignment
- Automated Lead Scoring & Assignment
- Real-Time Activity & Interaction Tracking

Key Benefits

- Reduced Manual Data Entry and Marketing-Sales Misalignment
- Unified View of Leads, Contacts, and Deals
- Faster Lead Qualification and Conversion Cycles
- Improved Engagement Through Timely Follow-ups
- Scalable and AI-Ready Integration Architecture

How eZintegrations™ can help?

- eZintegrations™ provides a cloud-native, low-code platform for seamless HubSpot and Salesforce connectivity.
- Designed for marketing, sales, and IT leaders to align CRM and campaigns effortlessly.
- Focuses on data security, real-time sync, and scalability.
- Simplifies integration, reducing complexity and IT maintenance.
- Automates lead management, sales processes, and data updates for real-time accuracy.
- Offers enterprise-grade monitoring and reliability to support growth.

TRY FOR FREE WITH YOUR ENTERPRISE DATA

CONTACT US

For more information about Bizdata, visit www.bizdata360.com or call +1-650-283-1644 to speak to a Bizdata representative.

Copyright © 2025, Bizdata and/or its affiliates. All rights reserved. The document is provided for information purposes only and the contents hereof are subject to change without notice. This document is not warranted to be error-free, not subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness of a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Bizdata Inc. All rights reserved.