IMPARTNER + HubSpot

Impartner CRM Sync for HubSpot

Connect your partner ecosystem to HubSpot. Get real-time visibility into partner revenue with native synchronization into HubSpot Smart CRM built directly into Impartner.

Bring Partner Revenue Into View with Native HubSpot CRM Sync

Connect Impartner PRM directly with HubSpot Smart CRM to bring partner activity into view alongside direct sales. Real-time, reciprocal synchronization helps teams improve visibility into partner-sourced and partner-influenced revenue, while flexible governance controls give RevOps and PRM administrators greater control over how data is exchanged.

How It Works

Impartner CRM Sync with HubSpot Smart CRM, with configuration and administration managed within Impartner. QuickStart templates simplify deployment and field mapping, while flexible object and field settings support alignment between partner and customer data, allowng administrators to define data ownership and exchange rules. Built-in duplicate management and synchronization monitoring help teams maintain oversight of their data flows.

CRM Sync also works alongside Impartner Orchestration Studio, enabling teams to automate partner workflows using HubSpot activity, including onboarding, deal registration and partner communications, without requiring extensive development resources.

☑ **Ideal for Organizations using HubSpot Smart CRM and Impartner PRM that want to improve visibility into partner-sourced and partner-influenced revenue, strengthen collaboration between channel and RevOps teams, and manage CRM synchronization with greater control.**

Featured Highlights

- **Real-Time, Reciprocal HubSpot Smart CRM Synchronization**
  Sync partner and CRM data between Impartner and HubSpot in real time for greater visibility into partner activity and revenue.
- **Simplified Setup & Unified Management**
  Accelerate deployment with QuickStart templates and manage HubSpot connections, sync health, record counts and errors in one place.
- **Flexible Data Governance**
  Manage data ownership, exchange rules and synchronization behavior to align data flows with your business requirements.
- **Duplicate Record Identification & Management**
  Identify and manage duplicate records to maintain, reliable CRM data.
- **Built-In Monitoring & Reporting**
  Monitor synchronization activity and gain visibility into sync status and issues.
- **Automated Partner Workflows**
  Use HubSpot activity with Impartner Orchestration Studio to automate partner processes such as onboarding, deal registration and partner communications.

Request a Demo

About Impartner

Impartner is the leading partner revenue orchestration platform. Built on a foundation of partner relationship management (PRM), Impartner helps organizations run partner led growth as a core part of their business, bringing together partner management, partner marketing, deal execution, hyperscaler GTM, automation, and analytics in one platform. Designed for how partner ecosystems operate today, Impartner gives revenue and partner teams the ability to automate go to market execution, scale ecosystem motions, and understand how partners contribute to pipeline and revenue. Learn more at impartner.com.

With native HubSpot CRM Sync, organizations can connect their partner ecosystem to HubSpot while managing synchronization and data governance directly within Impartner.

Ready to Connect Your Partner Ecosystem? **See Impartner CRM Sync for HubSpot** in action

HQ: +1 (801) 501-7000 | Paris: +33 (0) 1 87 16 73 86 | London: +44 (0) 204 576 9682

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