

# Unifying Teams: SugarCRM + HubSpot Integration

Managing customer relationships in SugarCRM while driving marketing campaigns in HubSpot can lead to data silos and missed opportunities. The Sugar HubSpot Integration by Faye seamlessly connects these platforms, ensuring sales and marketing teams have real-time, accurate information at their fingertips. Say goodbye to manual updates—this integration enables bi-directional sync for key records, one-way activity synchronization, and flexible field mapping, keeping your data consistent and reliable.

With the Sugar HubSpot Integration, teams can work more efficiently, personalize customer interactions, and drive revenue growth with confidence. By eliminating data discrepancies and automating workflows, your business gains a single source of truth for smarter decisions and better customer experiences.

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## Key Benefits



### Data Consistency

Eliminates discrepancies between CRM and marketing automation platforms, keeping customer records up to date across both platforms and reducing the risk of duplicate or outdated information. Reduces manual data entry, saving time and reducing human errors.



### Improved Customer Engagement

Sales teams can leverage marketing insights to personalize outreach, tailor messaging, and engage prospects at the right time with relevant content.



### Accurate Sales Forecasting

Ensures updated and synchronized deal tracking for better revenue predictions and effective allocation of resources, driving smarter business decisions.

# What You Get

## Bi-Directional Sync for Core Records

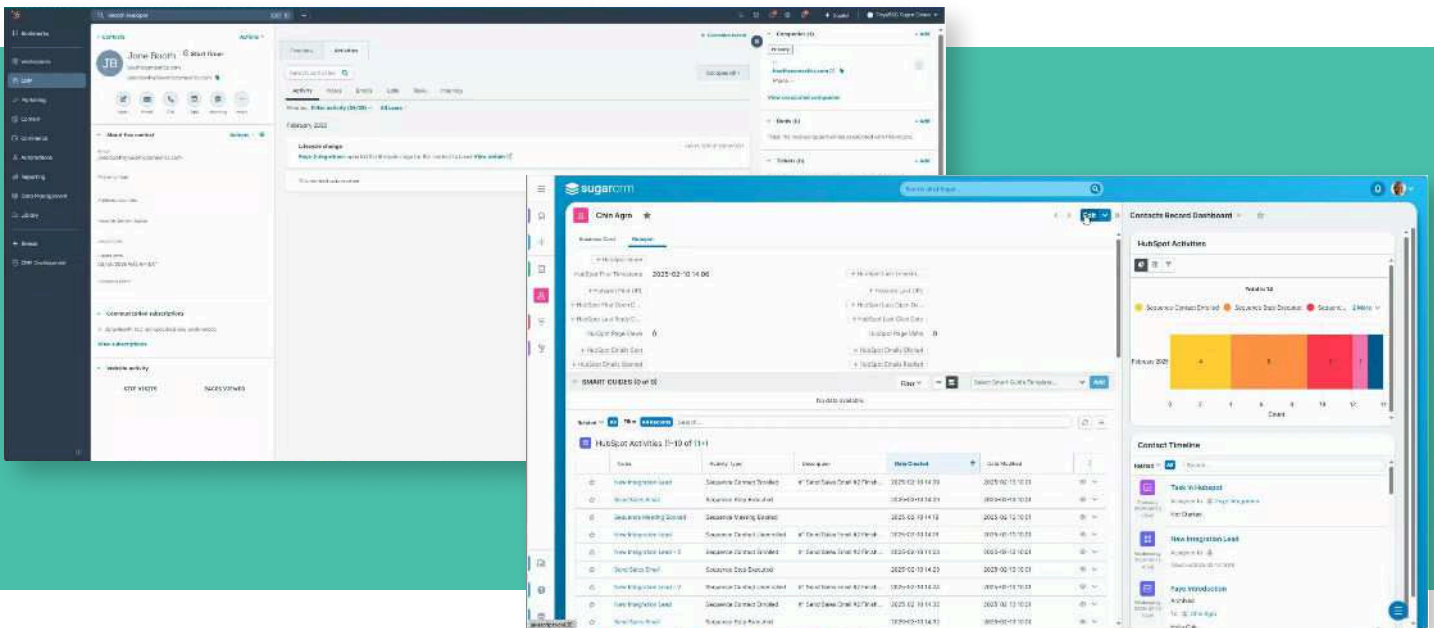
When new Accounts, Contacts, Leads, and Opportunities are added or updated, the integration keeps records synchronized between SugarCRM and HubSpot. This real-time sync ensures data consistency across sales and marketing teams.

## One-Way Sync for HubSpot Activities

Marketing interactions such as emails, page views, form submissions, chats, and sequence activities are captured and visible inside SugarCRM, providing sales teams with insights into customer engagement.

## Opportunities & Deals Synchronization

This integration aligns sales pipeline data between SugarCRM and HubSpot by syncing Opportunities with Deals, ultimately leading to better revenue potential tracking and more accurate sales forecasts.



## Ready to get started?

Connect with an expert to discuss how you can begin syncing SugarCRM and HubSpot

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