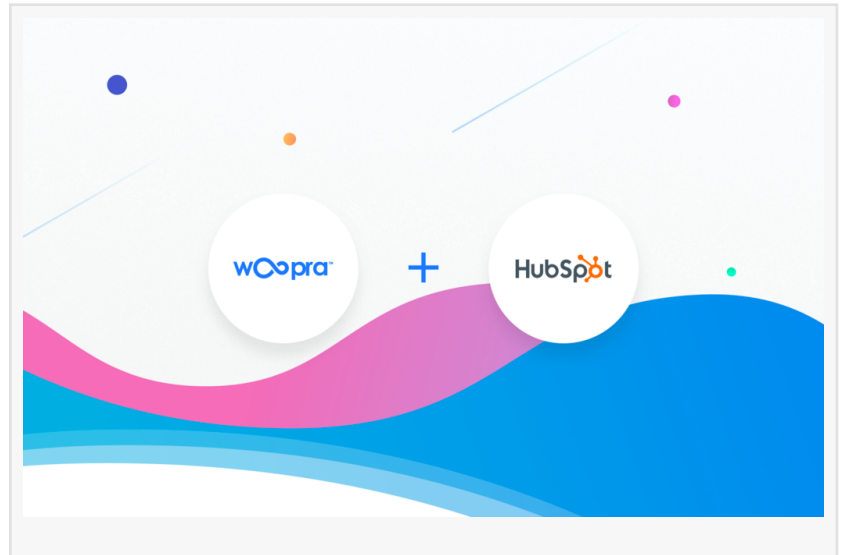


Woopra Becomes a HubSpot Certified Partner

SAN FRANCISCO, CA, UNITED STATES, October 23, 2017

/EINPresswire.com/ -- Today, Woopra announced that it has joined HubSpot as a [Connect Certified Partner](#). HubSpot, a leading provider of inbound marketing and sales software, works hand-in-hand with Connect Partners to help grow their business through co-marketing and business development campaigns to increase shared customers. Connect Partners are independent software vendors who have built an integration with HubSpot and passed certification.



The Woopra and HubSpot integration adds real-time, two-way data synchronization between the platforms to fuel segmentation, personalization and customer journey analysis.

Users of the integration will benefit from the ability to:

“

The Woopra and HubSpot integration offers incredible value to marketers seeking to understand, optimize and engage throughout every touchpoint in the customer journey.”

Elie Khoury, CEO and Co-Founder, Woopra

Understand and Optimize Every Touchpoint in the Customer Journey

Build end-to-end customer journey funnels and reporting in Woopra that include HubSpot email activity, landing page engagement and article consumption. For example, a journey could be built that combines product and marketing data to see which campaigns drive users to engage with a certain product feature or highlight the pieces of content have the greatest impact on customer conversion.

Leverage Unified Behavioral Data to Personalize Engagement in Real-Time

Use Woopra’s powerful segmentation capabilities to engage customers based on any combination of behaviors automatically. For example, users could be automatically enrolled in a HubSpot workflow when they chat on the website, submit a signup form and open a support ticket.

Identify Customers who are at Risk of Churning and Bring Them Back

Are customers logging into the product every week? Are they coming back to make repeat purchases? Are they happy with support? Create “Healthy Customer” and “At-Risk Customer” segments in Woopra based on the metrics that matter most to your business. Automatically sync these segments to HubSpot to get ahead of churn and keep customers engaged.

“We’re always looking to partner with innovative companies and tools that make it even easier for our

customers to achieve their growth goals and connect with their customers,” said Brad Coffey, Chief Strategy Officer at HubSpot. “Woopra’s offering does just that, and we’re excited to have them on board as a Connect Partner.”

HubSpot’s Connect Program is an ecosystem of valuable third-party integrations. Certified Partners comply with a [set of requirements](#) in addition to hitting set milestones for the amount of installs and positive reviews from customers to receive the HubSpot stamp of approval.

“The Woopra and HubSpot integration offers incredible value to marketers seeking to understand, optimize and engage throughout every touchpoint in the customer journey,” said Elle Morgan, Head of Partnerships at Woopra. “We’re thrilled to have joined HubSpot’s Connect Program as a Connect Partner and grateful for our amazing customers who have helped us reach this milestone.”

Learn more about the integration [here](#).

About Woopra:

Woopra (www.woopra.com) is the industry’s leading fully-integrated Journey Analytics platform that helps organizations to visualize, analyze and experience every touchpoint in the customer journey, empowering data-driven teams to grow and innovate substantially faster. Supporting collaboration across every department, Woopra’s approach to data is rooted in understanding the people behind the numbers. With more than 200,000 users and 1,000 innovative customers across the world, Woopra provides the first unified analytics solution that is used by SaaS, eCommerce and On-Demand services for understanding, engaging and connecting with customers through data. For more information, please visit <https://www.woopra.com>.

About HubSpot

HubSpot (NYSE: HUBS) is a leading inbound marketing, sales, and CRM growth stack. Since 2006, HubSpot has been on a mission to make the world more inbound. Today, over 34,000 customers in more than 90 countries use HubSpot’s award-winning software, services, and support to transform the way they attract, engage, and delight customers. HubSpot Marketing includes social media publishing and monitoring, blogging, SEO, website content management, email marketing, marketing automation, and reporting and analytics. HubSpot Sales enables sales and service teams to have more effective conversations with leads, prospects, and customers. HubSpot CRM helps sales teams organize, track, and grow their pipeline. All three platforms integrate right out of the box and are available for free to start. HubSpot has been named a top place to work by Glassdoor, Fortune, The Boston Globe, and The Boston Business Journal.

The company is headquartered in Cambridge, MA with offices in Dublin, Ireland (EMEA HQ); Singapore; Sydney, Australia; Tokyo, Japan; Berlin, Germany; and Portsmouth, NH.

Learn more at www.hubspot.com

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This press release can be viewed online at: <http://www.einpresswire.com>

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