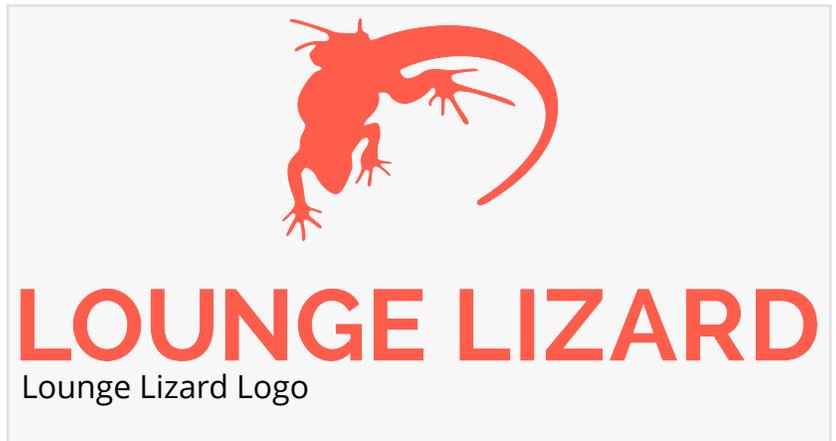


# Lounge Lizard Worldwide Completes Advanced Digital Transformation for Winspire

LONG ISLAND, NEW YORK, USA, June 5, 2024 /EINPresswire.com/ -- Lounge Lizard Worldwide Inc., a leading [web design company](#) and [digital marketing agency](#), is proud to announce the successful completion of an extensive digital transformation project for Winspire, a company known for offering unique charity vacation packages for nonprofit fundraising auctions.



## About Winspire

Winspire provides exclusive travel experiences that nonprofits can auction to raise funds without any upfront costs. To improve their website and CRM functionality, Winspire partnered with Lounge Lizard for a comprehensive digital overhaul.



We are thrilled with the outcome of this project. Our goal was to provide Winspire with a robust, scalable system that simplifies their processes and enhances user experience,"

*Ken Braun, Co-owner of  
Lounge Lizard*

## Project Highlights

Lounge Lizard's transformation for Winspire involved the seamless integration of a new HubSpot CRM system with a WordPress-based website, along with automation of key business processes and ensuring future scalability. Key project achievements include:

-HubSpot Integration: Implemented using the HubSpot PHP SDK, ensuring easy upgrades and future-proofing.

-Custom WordPress Plugin: Developed to manage all integration processes with HubSpot, ensuring seamless operation within the WordPress environment.

-Automated Functional Flows: Including user account syncing, experience updates, suitcase management, and trip redemption.

## Technical Implementation

-Experiences Sync: Automated hourly updates of travel experiences between HubSpot and the

website, keeping information current.

-User Account Syncing: New website users are automatically added as HubSpot contacts, streamlining user management.

Suitcase and Deal Management: Automation of suitcase creation and updates in HubSpot, including detailed trip package management.

-Trip Redemption: A streamlined interface for auction winners to manage trip details, reducing manual steps and enhancing the user experience.

### Mid-Project Migration

The project also included a mid-project migration from Salesforce to HubSpot. This process involved collaboration with the HubSpot development team to handle data migration and set up custom objects and workflows, ensuring a seamless transition and integration.

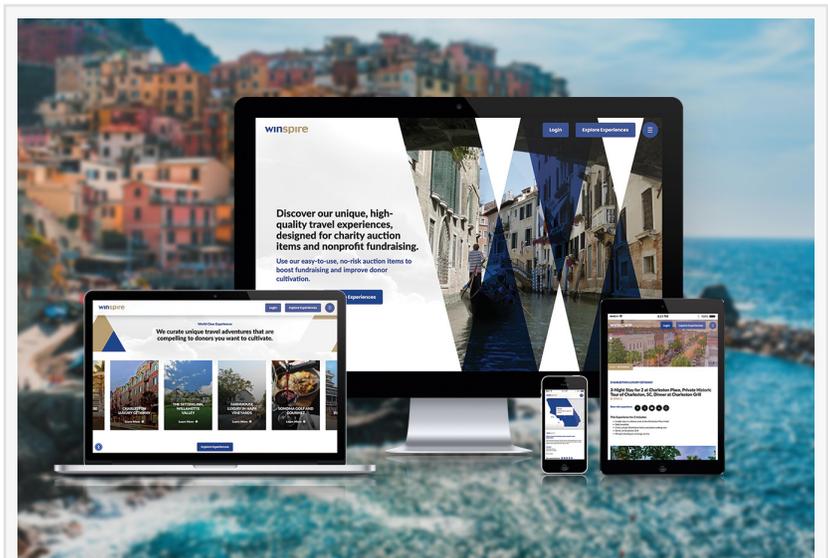
Lounge Lizard's successful digital transformation for Winspire highlights their expertise in custom development and strategic integration, significantly enhancing Winspire's operations and user experience.

"We are thrilled with the outcome of this project. Our goal was to provide Winspire with a robust, scalable system that simplifies their processes and enhances user experience," said Ken Braun, Co-Founder of Lounge Lizard. "This transformation meets their current needs and sets them up for future growth."

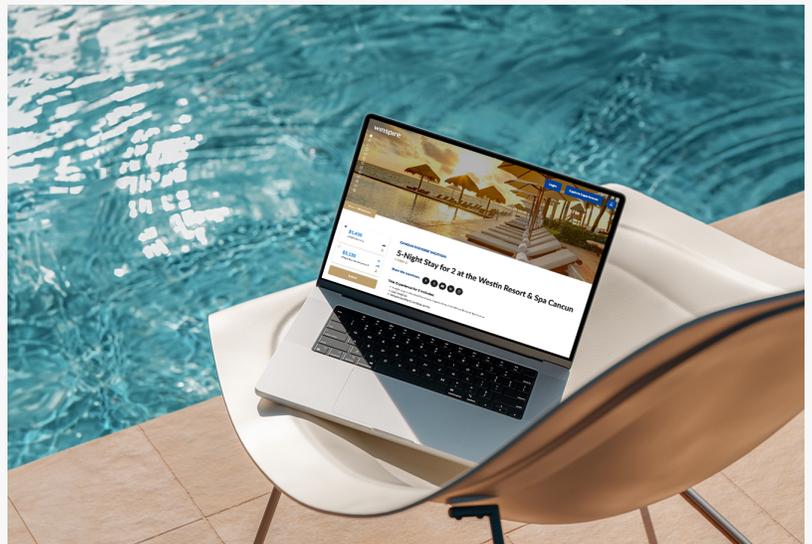
For more information about Lounge Lizard and their [web design](#) and digital marketing services, please visit [www.loungelizard.com](http://www.loungelizard.com).

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About Lounge Lizard:



Winspire's newly designed and functional website on desktop and mobile devices.



Winspire's newly designed and functional website at a vacation destination.

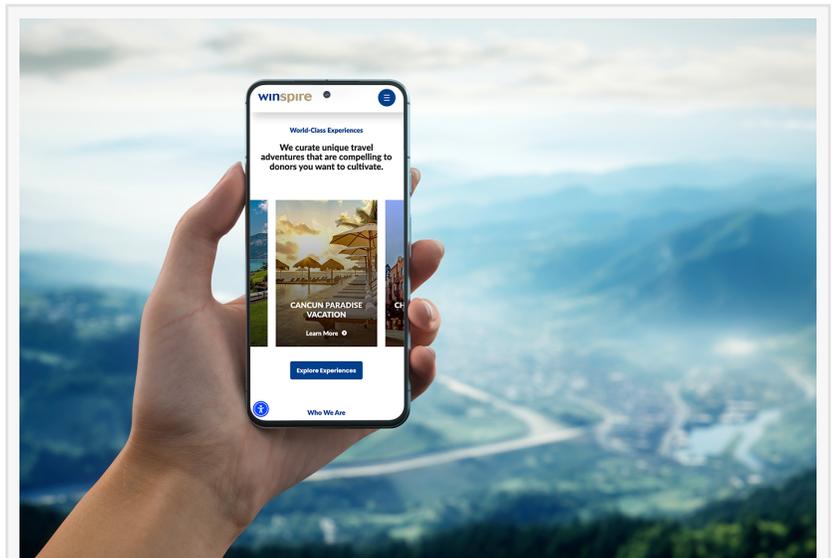
Founded by industry leaders Ken Braun and Sharon Sexton Braun, Lounge Lizard is a family-owned digital marketing agency celebrating its 25th year in business. Headquartered in Long Island, NY, with offices in New York City, Washington D.C., Nashville, Charleston, Los Angeles, and Miami, our award-winning firm excels in branding, web design, and results-driven digital marketing, earning accolades for our innovative strategies and tangible results. We foster long-term partnerships with our clients, creating impactful 360° digital experiences that propel their success in the ever-evolving digital landscape.

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Winspire's newly designed and functional website at a vacation destination on a mobile device.

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