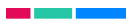# Classy + HubSpot

Discover the Power of a Classy and HubSpot Integration

Increase your fundraising through a 360-degree view of your donors

## Why Consider a Classy + HubSpot Integration?

Classy offers world-class fundraising software for nonprofit organizations, while HubSpot, a robust marketing automation platform, makes operating compelling campaigns a cinch. However, using marketing and donation databases independently can result in disconnected data that's difficult to collect, maintain, and interpret. Additionally, it often means more manual time spent on communication and tasks that ideally should be automated. Fortunately, with a Classy + HubSpot integration, you can bring these two systems together to resolve issues and focus on becoming a real changemaker in the world.

How The Integration Works

A HubSpot Classy Integration, built by LyntonWeb, is a bi-directional cloud-based solution. It enables powerful sales and marketing by synchronizing contacts and donations between HubSpot and Classy. Combining these systems allows everyone within your nonprofit organization to better acquire, track, and market to donors through features like list segmentation and personalization.

Fundamentally: Your nonprofit never misses a beat.

Supporters

Contacts

Deals

Transactions

Recurring Donation Plans
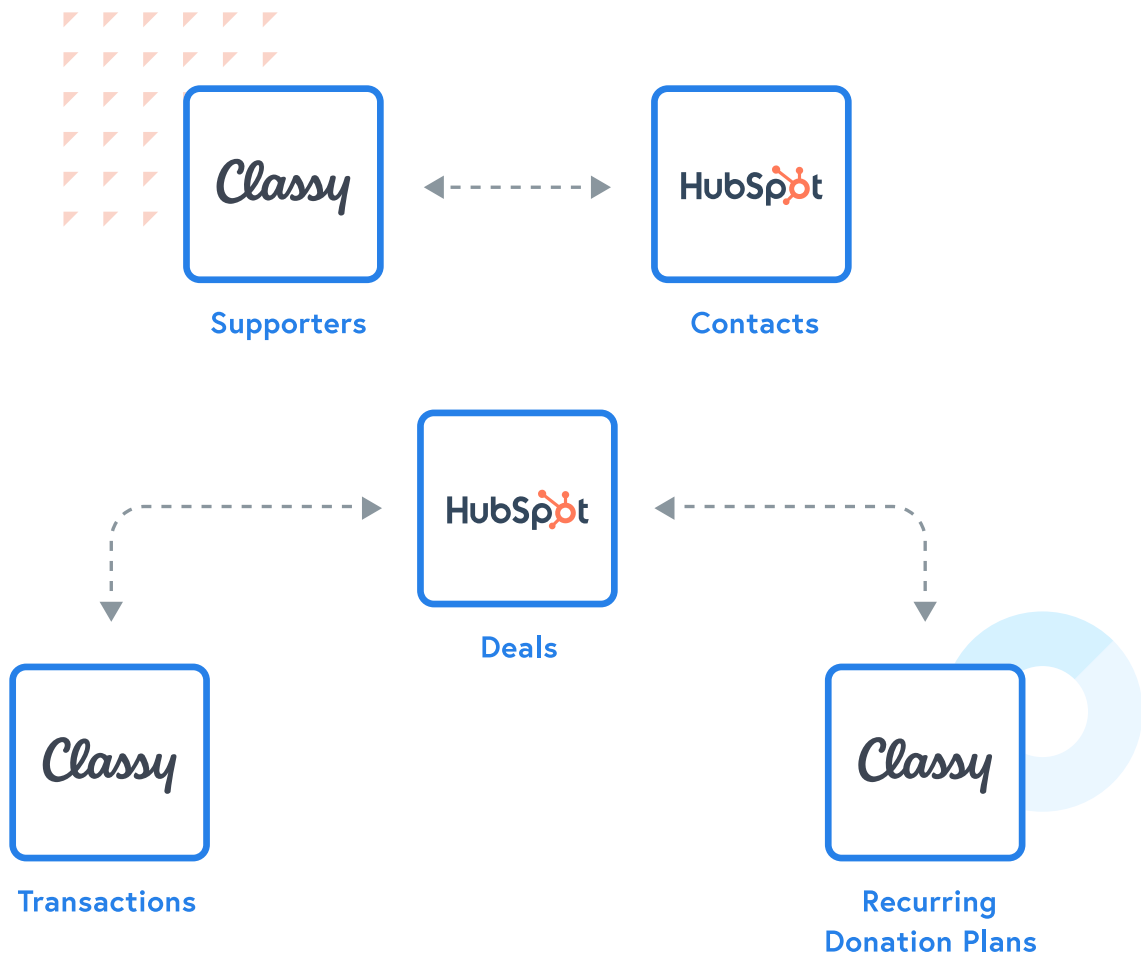
The Benefits

Integrating Classy with HubSpot allows you to make more substantial marketing decisions and improve your fundraising, ultimately growing your nonprofit, through these benefits:

Tracking the full lifecycle, source, and interaction of all your donors

Better sales and marketing alignment, creating a deeper internal understanding of what's happening

More contextual, personalized communication across email, SMS, content and other inbound campaigns

Cleaner, more reliable data from the elimination of eroded and duplicated files

Closed-loop reporting to thoroughly analyze all your campaigns from start to finish

Ready to get started?

Let's supercharge your fundraising so you can change the world.

Begin your Classy + HubSpot integration with us today!