RETREAVER INTEGRATION FOR HUBSPOT

RETREAVER TAG · TRACK · ROUTE

CRM Free

- **Track every inbound call into the CRM automatically**

  Capture every phone call as an interaction on a contact's timeline from lead to customer and beyond.

- **Capture caller journeys from source to agent to outcome**

  See exactly which ad, campaign, channel, blog post, etc drove the contact to make each call.

- **Personalize call experiences with CRM contact data**

  Use contact profile information to personalize messages, routing and agent responses at a one-to-one level.

- **Use calls to drive workflows and trigger automations**

  Update contact fields and enroll callers automatically into workflows and ensure they are nurtured to sale.

- **Listen to call recordings within contact records**

  Give agents access to inbound call recordings right within contact timelines, just like they do with outbound.

Marketing Hub

- **Attribute online and offline sources of inbound calls**

  Know which marketing campaigns and channels are driving the calls that are resulting in conversions to get true ROI.

- **Capture unlimited data about every inbound call**

  Tag calls with contact, ad, campaign, context, location, segment and any other information automatically.

- **Continue A/B tests onto resulting phone calls**

  Track A/B tests onto calls and through to conversions while using incoming data to boost conversion rates even further.

- **Track call events directly into HubSpot Analytics**

  Get granular and track calls started, calls connected, and calls converted as events in HubSpot Analytics.

- **Make the phone call a viable call-to-action again**

  Use and capture data over the phone like every other digital channel HubSpot powers.

Sales Hub

- **Initiate phone follow up calls within seconds of a web form submission**

  Convert leads 21X more often by following up within 5 minutes per HBR and drift.com, research.

- **Use contact data to convert more leads to customers**

  Whisper or push contact information to agents before they answer so they can personalize and close more sales.

- **Get customers directly to their HubSpot owner or chat agent**

  Send callers to a familiar voice, whether that is the last person they messaged with or their dedicated account manager.

- **Distribute leads to the agents most capable of converting the sale**

  Match new leads to agents based on their status, segment or any other data attribute.

- **Shorten the path to purchase by capturing caller information automatically**

  Know which products and services a contact is calling about without even asking.

Service Hub

- **Alert agents about caller context and history**

  Deliver caller information such as outstanding support tickets, loyalty status, and qualifying information to agents.

- **Hold and transfer callers to the agent best suited to their need**

  Give agents live call controls to hold callers, dial new agents and transfer calls, right from within the contact profile.

- **Match conversations over the phone to interactions over the web**

  Continue conversations from the web by passing form and chat data to the agent answering the phone.

- **Prioritize calls based on segment, status, and chat session**

  Design caller workflows that deliver the customer experiences that help customers succeed.

- **Make phone service as personal as on the web**

  Extend the personalization HubSpot delivers onto phone calls to tailor experiences to the individual.