



## Clozd Platform | HubSpot Integration Benefits

The most successful win-loss programs deliver buyer intelligence across your entire pipeline, and the HubSpot CRM integration enables you to quickly receive the most impactful buyer insights. Connect Clozd with your CRM to create a direct and secure feed of all your opportunities into the Clozd Platform.



### Deliver the richest, highest-quality buyer insights

Easily select the highest-value contacts for your buyer interviews, and automatically survey buyers and sales reps for full pipeline coverage. Clozd aggregates this data with your interviews to bring you a clear and complete picture—all within the Clozd Platform.

- Gather tailored insights based on your HubSpot metadata
- Reduce sample bias through rule-based (not hand-picked) feedback collection
- Chart a path forward based on *why* you're winning or losing
- Eliminate silos of disparate win-loss data



### Invest in what matters most

Spend less time managing win-loss logistics and more time acting on win-loss insights. Thanks to our HubSpot integration, the time-consuming and often tedious process of manually pulling a list of buyers for Clozd to interview each quarter is no longer necessary. Our HubSpot integration takes minutes to set up—and once the integration is established, your work is done.

- Automatically schedule feedback collection invitations
- Codeless integration for a simple, one-time setup
- Link interview transcripts to related opportunities
- Short turnaround time between a closed opportunity and feedback delivery
- Continuous stream of win-loss insights flows back to all relevant stakeholders
- Quicker delivery empowers teams to take action sooner



### Share your data securely

Feel confident knowing that your data is flowing to a secure location with our Clozd for HubSpot integration. Clozd is SOC 2 and ISO 27001 certified and GDPR compliant. Your Clozd rep will provide any needed documentation for your security review.