

Case Study: HubSpot CRM Integration for YFU USA



Created by David McKillen, Basebuild, Inc.

Client Overview

Youth For Understanding USA (YFUusa) is a student exchange organization. Their team needed the WordPress website to sync student lead data with their HubSpot CRM for marketing and recruitment purposes.

The Challenge

YFU's marketing relied on capturing student interest through forms and pages on their WordPress site, but data wasn't flowing directly into HubSpot, creating manual labor and risk of error.

Our Solution

We integrated the WordPress site with HubSpot's API to enable real-time data syncing from custom forms and user actions. This eliminated duplicate entry, streamlined automation workflows, and made campaign tracking far more accurate.

Server and tech stack:

Case Study: HubSpot CRM Integration for YFU USA

- The CMS is built on WordPress which allows for flexible content management and customization, which is evident in the site's dynamic content and user-friendly design.
- Multiple HubSpot API integrations, such as forms and marketing tools. This integration facilitates customer relationship management (CRM) and marketing automation, enhancing user engagement and data collection.
- Utilizes custom themes and plugins, suggesting tailored development to meet specific organizational needs. This customization likely supports unique functionalities and design elements that align with YFU USA's branding and operational requirements.

Results

- Live integration between WordPress and HubSpot
- Real-time syncing of student data for CRM automation
- Better tracking of form submissions and lead sources

Why it matters

YFU's mission relies on efficient student outreach and engagement. Our integration helped reduce marketing friction and made campaign results more measurable — a critical improvement for any data-driven nonprofit.

Address: <https://yfuusa.org>