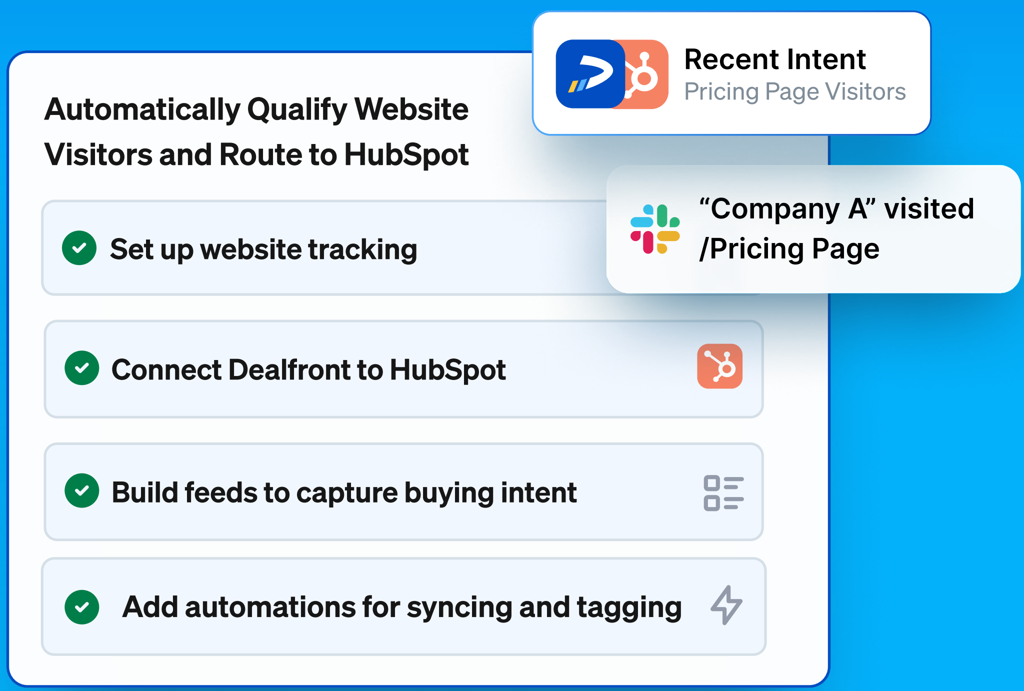
dealfront

How to Automatically Qualify Website Visitors and Route to HubSpot



community play

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Introduction

If your website is bringing in traffic but you're struggling to tell which visitors are worth passing to sales, this Playbook is for you.

SOA People, a leading SAP consultancy, faced exactly this challenge. Their marketing team was driving solid traffic, but their lead handling process couldn't keep up. Too many unqualified leads were slipping through the cracks, or being passed to sales too early.

> **"Are you struggling to make your CRM work smarter, not harder? This play will help you integrate Dealfront with HubSpot and prioritize leads based on real buyer behavior, not just form fills."**
>
> **Andy Hoek.** Managing Director @invalshoek

To fix this, they turned to a powerful solution: **Dealfront + HubSpot**.

By integrating Dealfront with HubSpot, they were able to:

- **Automatically identify companies visiting their website**
- **Qualify leads using intent signals and firmographic filters**
- **Route only high-fit, high-intent accounts to the right sales workflows in HubSpot, all with zero manual effort.**

Recommended For:

- Marketers running ABM or paid campaigns who want to enrich CRM data
- RevOps teams looking to sync Dealfront intent data with their CRM
- Sales teams tired of chasing unqualified leads

Expected results

- Automatically push the right companies into HubSpot based on real website behavior
- Tag and filter CRM records by campaign or behavior for smarter routing
- Give sales a clean view of accounts showing strong intent
- Improve alignment between marketing-generated traffic and sales follow-up

We sat down with Andy Hoek, founder of Invalshoek and a Dealfront Partner, to unpack the exact process he used to implement this integration for SOA People. From setting up custom feeds in Dealfront to creating sync rules and sales alerts in HubSpot, Andy shows how any marketing team can reduce lead handling friction and focus only on accounts that matter.

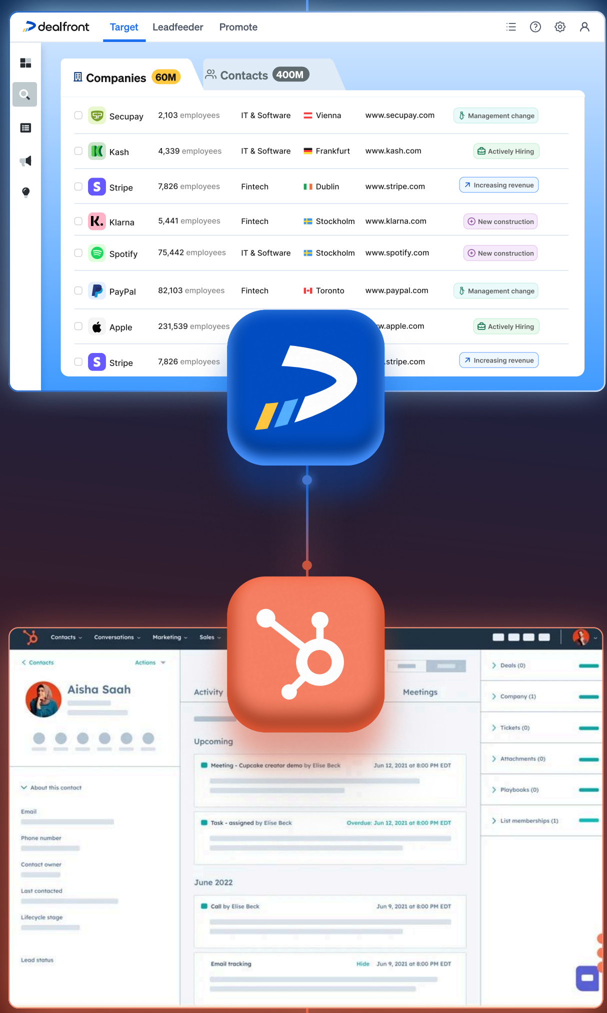
In this Playbook, you'll learn:

- **How to connect Dealfront and HubSpot the right way**
- **How to automatically tag and qualify leads based on visit data**
- **How to send only high-intent companies to your CRM**
- **How to create deal triggers, assignment workflows, and lead views in HubSpot**

Whether you're trying to increase conversions, reduce time-wasting handoffs, or help sales zero in on the right targets, this Play will show you how to move fast and stay focused.

Why Dealfront + HubSpot integration matters

Most marketing teams depend on form fills or lead scoring tools to figure out which website visitors deserve a follow-up. But there's a major problem with this method: reports claim that up to **98%** of your visitors never fill out a form. That means your best opportunities could be slipping away, completely unnoticed.



The **Dealfront** + **HubSpot** integration solves this by turning anonymous traffic into actionable insight. It bridges the gap between anonymous web traffic and qualified pipeline by showing you:

- **Which companies are browsing your site**
- **What pages they're viewing and how often**
- **How they got there (ad, email, organic, etc.)**
- **And how closely they match your ICP**

By syncing this enriched data directly into HubSpot, you can:

- **Automatically surface high-fit accounts to sales**
- **Eliminate manual lead triage and qualification**
- **Create smarter, faster follow-up workflows**
- **Reduce noise and focus your team on what really matters**

In short, this integration doesn't just help you identify more leads, it helps you prioritize better ones and get them into your pipeline faster.

What challenge was SOA People facing?

Like many B2B marketing teams, SOA People was generating strong website traffic, but struggled to turn that interest into qualified pipeline. Their challenges came down to two core issues:

1. **Lack of visibility into buyer intent**
   They had no clear view of which companies were visiting their website, what content those visitors were consuming, or which marketing efforts were actually driving relevant traffic. With so much activity happening anonymously, they were flying blind
2. **Manual, slow lead handoff to sales**
   Their CRM only captured form submissions, meaning valuable leads were slipping through the cracks. Without real-time insights into who was engaging (or how) marketing couldn't qualify or prioritize leads effectively, and sales was missing out on warm opportunities.

What SOA People needed was a way to:

- **Surface real buying intent signals from their website**
- **Align marketing and sales on what a high-quality lead looks like**
- **Automatically route qualified accounts into HubSpot, with full context**

For them, integrating Dealfront with HubSpot was the easy solution. This integration works seamlessly because it connects:

- **Account intelligence from Dealfront**
- **With automation and CRM workflows in HubSpot, without the need for a third-party platform or complex data syncs.**

With Dealfront, you can:

- **Identify anonymous companies visiting your website**
- **Tag and segment them based on behavior, source, and relevance**
- **Automatically qualify them against your Ideal Customer Profile**

With HubSpot, you can:

- **Build workflows that assign, alert, and follow up on leads**
- **Trigger campaigns based on Dealfront tags and activity**
  Track every step of the journey from visitor to opportunity

SOA People Challenge vs Solution Comparison

Challenge	Before (SOA People)	After Dealfront + Hubspot
👀 Lack of visibility into buyer intent	🙈 No view of companies visiting, content consumed, or marketing impact; activity was anonymous	🕵️ Identify anonymous website visitors, 🏷️ tag/segment by behavior, 🤖 auto-qualify vs ICP
🐢 Manual, slow lead handoff to sales	📄 CRM only captured forms; leads slipping through cracks; ⏳ no real-time qualification	⚡ Auto-route qualified accounts into HubSpot, 🔔 trigger workflows, 👥 assign & alert sales instantly

Together, Dealfront and HubSpot create a frictionless lead flow, from first touch to closed-won, without relying on forms to move things forward.

What made the SOA People setup so effective

What stood out about Andy's approach wasn't complexity, it was clarity. Rather than over-engineering the process with multiple tools and custom scripts, he built a lean, efficient stack using just Dealfront and HubSpot. The real magic came from how he used smart logic to tie everything together.

Here's what made the setup so effective:

- **Smart use of custom feeds:** to filter companies by intent
- **Clear tagging rules:** so HubSpot could reflect Dealfront activity
- **CRM views and alerts:** to surface accounts sales should act on
- **No lead forms required:** the system works based on visitor behavior

This wasn't a theoretical solution. It's a live, working implementation built to reduce lead handling overhead while increasing targeting precision.
And now, we'll show you exactly how to replicate it.

How to integrate Dealfront with Hubspot to drive results

Follow these steps to connect Dealfront with HubSpot and give your marketing and sales teams the insight and automation they need to act on buying intent in real time.

Step 1 – Set up website tracking

Before integrating, make sure you're accurately capturing and interpreting visitor behavior:

- **Install the Dealfront tracker** on your website
- **Confirm traffic sources**, campaign UTMs, and key page paths (like /pricing or /solutions) are being tracked
- **Map high-intent behaviors** such as repeat visits time on page, or return visits to key URLs etc.

💡**Pro tip: Define which actions count as buying intent. That might include visits to specific URLs, coming from paid campaigns, or multiple sessions within a short timeframe.**

Step 2 – Connect Dealfront to HubSpot

In Dealfront:

- Go to Settings → Integrations → HubSpot
- Authenticate and choose the right HubSpot workspace
- Enable the setting to "create new companies" if they don't already exist in HubSpot

This ensures you're not just enriching existing records, you're adding net-new accounts based on real behavior from Dealfront.

Step 3 – Build feeds to capture buying intent

Here's where the real targeting starts. Create custom feeds in Dealfront to track companies based on signals that matter to your business:

Examples:

- Companies who visited your "Solutions" or "Pricing" page
- Companies from specific industries or countries
- Traffic from paid search or LinkedIn ads

Example filter:

`Industry = Manufacturing`

`Country = Germany`

Pages visited contains "`/pricing`"

Each feed should map to a specific signal of intent or strategic priority.

Step 4 – Add automations for syncing and tagging

Each feed should map to a specific signal of intent or strategic priority.

- **Tag the company with context** (e.g. "High-Intent – Pricing Page")
- **Push to HubSpot daily** (not just first visit—this allows for ongoing tracking)

Optionally enrich records:

- **Add more fields** (e.g. source campaign, visit date) as custom properties
- **Use the "Create company" option** so new records don't get lost

Be sure to enable "Create company" to capture new accounts as soon as they engage.

Step 5 – Create custom views for sales

In HubSpot, build CRM views and dashboards that highlight warm accounts in real time:

- `"Recent Intent – Pricing Page Visitors"`
- `"No Contact Assigned – High Engagement"`
- `"Repeat Visitors from ABM List"`

This gives sales a clear window into who's showing interest now, without waiting for form fills.

> 💡**Pro tip: Add Dealfront tags as visible filters or columns. This gives sales instant context, no digging required**

Step 6 – Automate workflows

Once qualified accounts are in HubSpot, use workflows to act fast:

- **Assign companies** to reps based on industry, geography, or fit
- **Notify sales via email or Slack** when new intent data arrives
- **Update lifecycle stages** based on tags or behaviors

You can even trigger sequences or tasks so reps can follow up without manual chasing.

Step 7 – Align on what a good lead looks like

This final step is all about internal alignment. Marketing, sales, and ops need to be on the same page.

Define:

- Which feeds count as **"warm" or "hot"**
- Which **tags signal a good lead**
- What **actions sales should take** once notified (e.g. call, enroll in sequence)

The goal: clarity, speed, and consistency—so no opportunity goes to waste.

Turning intent data into actionable insights in HubSpot

Once the integration is live, Dealfront starts enriching HubSpot with fresh, real-time company intelligence. This allows marketing teams to move beyond form-based qualification and start making decisions based on actual buyer behavior.

With Dealfront data flowing into HubSpot, you can:

- **Segment leads** based on firmographic details like company size, hiring trends, and industry
- **Score accounts** using behavioral signals, such as repeat visits or specific content engagement
- **Trigger highly targeted campaigns** or nurture sequences based on real-time intent

This integration breaks down traditional data silos between marketing and sales, giving both teams a shared view of which companies are engaging, and how to act on that engagement.

As Kerstin Eder, Marketing Manager for Germany at SOA People, noted, the integrated dashboard now provides “a comprehensive overview of website visitors in real time,” helping the team identify potential new customers and analyze campaign reach.

In short, marketing gains clear signals on who is engaging with your content and when to activate them.

“Using the HubSpot dashboard, we can now take advantage of broken data silos in marketing and sales and get a comprehensive overview of website visitors in real time. This provides us with valuable insights for progressive and efficient customer service. It helps us identify potential new customers and better analyse the results of marketing campaigns based on their audience reach and effectiveness.”

Kerstin Eder. Marketing Manager Germany, SOA People

What’s next?

Once your **Dealfront + HubSpot** integration is live, the real value comes from how you optimize, scale, and communicate the impact across your organization. This isn’t a “set-it-and-forget-it” setup, it’s a foundation for continuous improvement.

Here’s how to take your integration to the next level:

1. Track performance and prove value

Set clear KPIs to measure impact such as:

- **Conversion rates from website visitor to qualified lead**
- **Pipeline influenced by Dealfront-identified accounts**
- **Campaign ROI before and after the integration**

Use HubSpot’s reporting tools to monitor how Dealfront-enriched leads progress through the funnel. The goal: make it easy to demonstrate the integration’s influence on pipeline quality and revenue.

2. Refine your targeting strategy

Your filters and intent rules shouldn't stay static. Regularly review:

- **Dealfront feed filters**
- **HubSpot segments and smart lists**
- **Lead scoring criteria**

Consider adding new signals like content downloads, return visit frequency, or expanding targeting to adjacent industries or regions. A/B test your campaigns to learn which Dealfront triggers lead to the highest engagement.

3. Personalize messaging with data-driven insights

With rich company context at your fingertips, you can tailor content to resonate with the right audience. **For example:**

- **If Dealfront flags "growing" companies**, send them scale-focused resources
- **If a lead frequently visits your pricing page**, follow up with ROI calculators or offer a tailored demo

The more relevant your message, the higher your conversion potential.

4. Expand your tech stack and integrations thoughtfully

Once the HubSpot integration is running smoothly:

- **Explore connecting Dealfront to ad platforms**, sales enablement tools, or ABM platforms
- **Build a unified ecosystem** where insights travel with the buyer, from first visit to closed deal
- But always **start by gathering internal feedback**, ensure your marketing and sales teams are confident in the current setup and understand how to act on the insights

With this framework in place, your teams will be equipped to build faster, more effective campaigns, all powered by real-time buying signals. Dealfront doesn't just help you see who's visiting your website, it helps you act on it with precision and confidence.

Free template to help you implement this play

To help you hit the ground running, we've included a sales qualification tag sheet:

Sales qualification tag sheet

Use this cheat sheet to qualify companies quickly and consistently in your CRM using Dealfront tags. These tags make it easier to segment outreach, track progress, and report on outcomes. You can also sync these to your CRM for downstream automation.

🔄 Account Status Tags

Use these to identify how familiar or relevant the company is to your business:

🏷️ Tag	⚡ When to use
`Already a customer`	The company is in your CRM as a **closed-won account.**
`Open opportunity`	There's an existing deal or conversation **in progress**.
`Too small`	**Doesn't meet** your team size, revenue, or ICP criteria.
`Too large`	**Outside your ideal segment** or enterprise readiness.
`Not in ICP`	**Irrelevant** industry, geography, or tech stack.
`Bad fit`	**Doesn't align** with your product or go-to-market.
`Partner`	Company is a **known partner** or vendor.
`Competitor`	Company is a direct or adjacent **competitor.**

📊 Engagement or intent tags

These help track how engaged or ready a company might be based on Dealfront activity:

🏷️ Tag	⚡ When to use
`High intent`	**Visited** pricing, demo, or integration pages.
`Low intent`	**Bounced quickly** or visited only blog pages.
`Retargeting needed`	**Engaged once** but dropped off – worth nurturing.
`Repeat visitor`	**Has returned to site** multiple times recently.

🎯 Next steps tags

Use these to quickly indicate how a rep should proceed:

🏷️ Tag	⚡ When to use
`Ready for outbound`	**High-fit,** high-intent – start sequence now.
`Warm – needs nurture`	**ICP fit,** but not enough engagement yet.
`Assigned to rep`	**Ownership** is set for outreach.
`Follow-up scheduled`	**Rep has engaged** and follow-up is planned.

💡**Pro tips:**

- **Set up your CRM to auto-sync these tags from Dealfront or let reps select them via dropdowns.**
- **Use tags as filters to build smart CRM views (e.g. "High intent but not yet contacted").**
- **Review and update tags regularly to keep your CRM clean and insights fresh.**

Expected results

Implementing the **Dealfront + HubSpot integration** doesn’t just give you a technical win, but a strategic advantage. Companies like SOA People have already seen measurable gains in lead quality, marketing efficiency, and campaign performance.

Here’s what you can expect:

Better qualified leads (higher conversions). With Dealfront’s real-time company insights, your team can prioritize accounts showing real intent. In SOA People’s case, leads became “better qualified,” resulting in a noticeable increase in conversion rates.

Automated campaign workflows (higher engagement). Using Dealfront data to trigger HubSpot workflows lets you instantly activate high-fit accounts. SOA People reported “increased engagement and better results” once they automated campaigns based on real buyer behavior.

Richer insights & reporting. The unified Dealfront–HubSpot setup delivers end-to-end visibility. Marketers gain a clearer picture of which segments engage most, allowing them to align strategy with actual audience needs and optimize future efforts.

Efficiency and time savings. Automating data capture and lead routing means less time spent on manual research or qualification. For SOA People, this freed up hours each week – time they could reinvest into campaign planning and strategic growth.

By following the steps outlined in this Play, your team can transform anonymous website visits into targeted, actionable campaigns. **The Dealfront + HubSpot integration** doesn't just uncover hidden buyers, it helps you engage them faster, smarter, and with far less friction meaning you get better pipeline, better ROI, and a marketing engine that runs on real intent, not guesswork.

This playbook was brought to you by Dealfront

Dealfront is the go-to-market platform for Europe that gives businesses everything they need to win leads and close deals.

Dealfront's multilingual AI understands the nuances of European data, so it can access data and insights that other tools can't, all within Europe's complex compliance standards.

Dealfront – The way to win deals in Europe.

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