



Improve Your Marketing Data by 50%



The TwentyThree-HubSpot integration gives marketers more leads and better data through the most comprehensive connection on the market.

Historically, video and marketing automation have been two separate entities, but with the TwentyThree-HubSpot integration, marketers can now convert video viewers into leads through native video players, lead score them based on video engagement, identify existing HubSpot contacts who engage with video, and automate video behaviors through an innovative HubSpot integration.

“Now we can actually measure and we can lead score on engagement, and we can capture the contact details from the (video) viewers. Within that first month, we saw that 50% of all contacts generated came from TwentyThree & HubSpot video collectors.”

— Christian Johansen,
Digital Marketing Specialist at Universal Robots



Two-Way Sync

A deep integration ensures that viewer activity is tracked within HubSpot from the very first second. TwentyThree syncs data using the HubSpot's tracking cookie, giving you the most accurate engagement data possible. Just like HubSpot smart forms, TwentyThree videos won't ask an already identified contact for their information on gated content, and track their video viewing activity across your entire website.



Real-time Video Heatmaps and Conversion Details

50% of all marketing data comes from video engagement, and with TwentyThree - HubSpot, marketers can now view all their users video behavior inside of HubSpot contact cards. This data can also be used to lead score and automate nurture workflows.



Email Video Previews

Animated thumbnails increase click-through-rates by as much as 62%. With TwentyThree, marketers can directly embed trackable animated thumbnails or GIFs into their HubSpot nurture campaigns and workflows.



The TwentyThree–HubSpot integration provides insights into video content engagement across timelines and contact cards, conversion events on both live and on-demand video, email activity that involve video content (thumbnails, trackable embed codes), and offers a one-click setup for the most robust connection on the marketplace.

| | TwentyThree | Wistia | Vidyard |
|---------------------------------------|-------------|--------|---------|
| Timelines | | | |
| Data tracking | ✓ | ✓ | ✓ |
| Video heatmaps | ✓ | ✓ | ✓ |
| Conversion details | ✓ | ✓ | |
| Call-to-action events | ✓ | ✓ | |
| Contacts | | | |
| Video engagement score | ✓ | | |
| Work with embeds | ✓ | | |
| Show full video profile | ✓ | | |
| Forms and Gating | | | |
| Convert with video | ✓ | ✓ | ✓ |
| Convert with live events | ✓ | | ✓ |
| Track existing contacts | ✓ | | |
| Email | | | |
| Trackable mail embed code | ✓ | ✓ | ✓ |
| Send video directly from HubSpot | ✓ | | |
| Use trackable video previews | ✓ | | |
| Integration | | | |
| Works without tracking script on page | ✓ | | |
| Two-way data sync | ✓ | | |

TwentyThree is proud to be a HubSpot Connect Certified Partner

Ready to get started generating leads and improving data by 50%?

Contact us about our one-click setup: contact@twentythree.net