

Seven smart fields, native in HubSpot, zero engineering.

Wave provisions seven contact properties in HubSpot and keeps them current on every scoring cycle, so every workflow, list, and rep view is already smarter.

WHAT SYNCs

Inbound channel	CHANNEL
Promotional channel	CHANNEL
Content format	FORMAT
Buying-group role	GROUP
Next theme	GROUP
Send window	CADENCE
Cadence days	CADENCE

ALL NATIVE
Standard HubSpot properties

HOW IT WRITES

```
graph TD; Wave[Wave] --> HubSpot[HubSpot]; HubSpot --> Workflows[Workflows];
```

GOVERNED
Per-tenant kill switches

WHAT IT UNLOCKS

Enroll by channel	SEQUENCE
Route by next theme	WORKFLOW
Segment by role	LIST
Reps see it in-record	CRM

TIME TO VALUE
No data engineering

WHAT SYNCs

Seven Fields

Channel, format, role, next theme, and timing, kept current on every contact.

HOW IT WRITES

Audited Writeback

Every write is logged before and after. Unchanged values are skipped. Rollback is one step.

WHAT IT UNLOCKS

Instant Activation

Filter, route, and personalize in HubSpot using fields Wave fills automatically.

See it in your portal.

Book a 20-minute walkthrough on your real HubSpot data.

tidalrevops.com/wave#demo