

Seven smart fields, native in HubSpot, zero engineering.

Wave provisions seven contact properties in HubSpot and keeps them current automatically, so every workflow, list, and rep view is already smarter, with zero data engineering.

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

Wave

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HubSpot

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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 for you.

See it in your portal.

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

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