Vendelux

CRM Integration

Pull to Plan. Push to Act.

Pull CRM data to build smart lists, track deals, and see where your contacts are going. Push Vendelux attendee data back to target the right people for meetings and prove ROI.

salesforce HubSpot

CRM Pull

Use CRM Data in Vendelux to Build and Refine Target Lists

Find Your CRM Contacts at Events

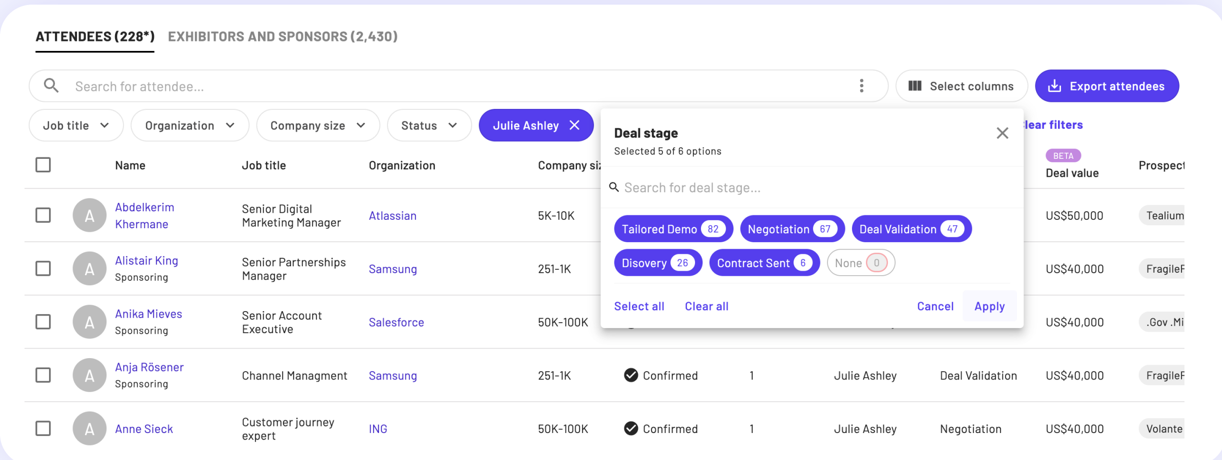
By integrating your CRM data with Vendelux (HubSpot or Salesforce), you can instantly see which of your contacts — customers, prospects, pipeline, or competitors — are attending and sponsoring upcoming events. This isn't just about visibility. It's about building the right lists for your strategy:

Target Lists

Pull CRM data into Vendelux to create segmented lists based on your own CRM fields — for example, all open deals, all opportunities owned by a specific rep, or accounts in a particular deal stage. Use these lists to plan which events and attendees to prioritize.

Exclusion Lists

Use your CRM data to automatically filter out competitors, VIP clients who need high-touch engagement, or late-stage opportunities you want to manage personally, keeping your future Push lists clean and focused.



What CRM Data You Can Pull Today

Once integrated, Vendelux can sync key fields from your CRM to enhance every event view:

- Deal owner
- Number of deals
- Deal stage
- Deal amount

Event Reporting & Strategy

Use your CRM data to prioritize events based on:

- Contacts by contact owner
- Organizations by deal stage & deal owner

This helps you measure each event's potential impact across:

- Active pipeline
- Current customers
- Closed-lost deals for re-engagement

Requirements

- Available for all clients as of June 2025
- Pro plans: Pull CRM data into Vendelux
- Plus & Enterprise plans: Pull + Push
- HubSpot or Salesforce account with admin access

CRM Push

Send Vendelux Attendee Data to Your CRM for Targeted Outreach

Once you've identified the right attendees in Vendelux, Push lets you send those contacts, and the event context, directly into Salesforce Campaigns or HubSpot Lists.

This turns your attendee insights into:

Target outreach lists for sales to book more meetings

Campaign Attribution Data so marketing can prove event ROI

With Push, your sales team starts outreach faster and more strategically, armed with verified attendee information.

How Push Works

Sync Your CRM

- Connect HubSpot or Salesforce via Vendelux Settings.
- Requires admin permissions.
- Pro plan customers can contact their CSM for upgrade options.

Select Event Attendees

- From any Event Details Page, filter and select who to export.
- Only attendees with valid email addresses are pushed.

Export to CRM

- Choose a Salesforce Campaign or HubSpot Static Contact List.
- If the contact exists, Vendelux adds them to the campaign/list in ~1 minute.
- If not, Vendelux creates them and associates them in up to ~35 minutes for HubSpot.

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- Push attendee data into Campaigns for targeted pre-event outreach.
- Auto-associate attendees with event names for reporting and attribution.
- Ensure API access and refresh token policies are correctly configured before installation.

HubSpot

- Push attendees into Static Contact Lists.
- Eligible lists must be static and contact-based; filters are allowed.
- Vendelux checks for existing contacts before creating new ones.

Requirements

- HubSpot or Salesforce account with admin access.
- Full read access to standard CRM objects (Contacts, Accounts/Companies, Deals/Opportunities, Owners).
- Write access required for Push functionality.

Getting Started

1. Go to Settings - CRM Integration in Vendelux.
2. Select your CRM provider and follow the OAuth connection flow.
3. Enable CRM Push (Plus & Enterprise) or contact your CSM.
4. Start exporting attendees from your event pages into CRM campaigns/lists.

CRM Integration

Connect your CRM to automatically sync contact and company data

Salesforce

HubSpot Synced

CRM Push enabled:

2025 CRM Roadmap

Event ROI (Q4 2025):

- Measure event ROI based on leads and deals that convert to closed won revenue in your CRM
- View event sourced vs event touched revenue

Want To See It For Yourself?

Ready to power your event marketing strategy from your CRM data? Add our new CRM integration to your organization's account:

Request a personalized demo