



HubSpot CRM + Accredible Integration

**A Complete Guide for Training,
Education & Certification Providers**





Introduction

Education, training, and certification providers are under increasing pressure to demonstrate value, engage learners, and grow programmes. Digital credentialing has become a critical differentiator, yet many organisations still struggle with disconnected systems that create manual work and limit visibility.

This guide demonstrates how combining HubSpot CRM with Accredible – the world’s leading digital credential platform – creates a powerful, automated integration that transforms how organisations manage the complete learner lifecycle, from initial marketing touchpoint through credential issuance and beyond.

At Plus Your Business, we specialise in connecting HubSpot with industry-specific platforms like Accredible. As a HubSpot Elite Partner with ISO 27001, ISO 9001 & ISO 42001 certifications, we bring the expertise needed to implement these integrations securely and effectively.



Cert No. 26170





Why Digital Credentialing Matters

Digital credentials – verifiable certificates, badges, and blockchain-secured records – are replacing paper certificates and PDFs across education, professional training, and corporate learning. Organisations that issue digital credentials see measurable improvements in learner engagement, programme visibility, and enrolment growth.

Common challenges without integration:



Manual credential issuance consuming hours of admin time per cohort



No connection between CRM contacts and their earned credentials



Inability to trigger marketing automation based on certification status



Lack of visibility into credential engagement, sharing, and programme ROI

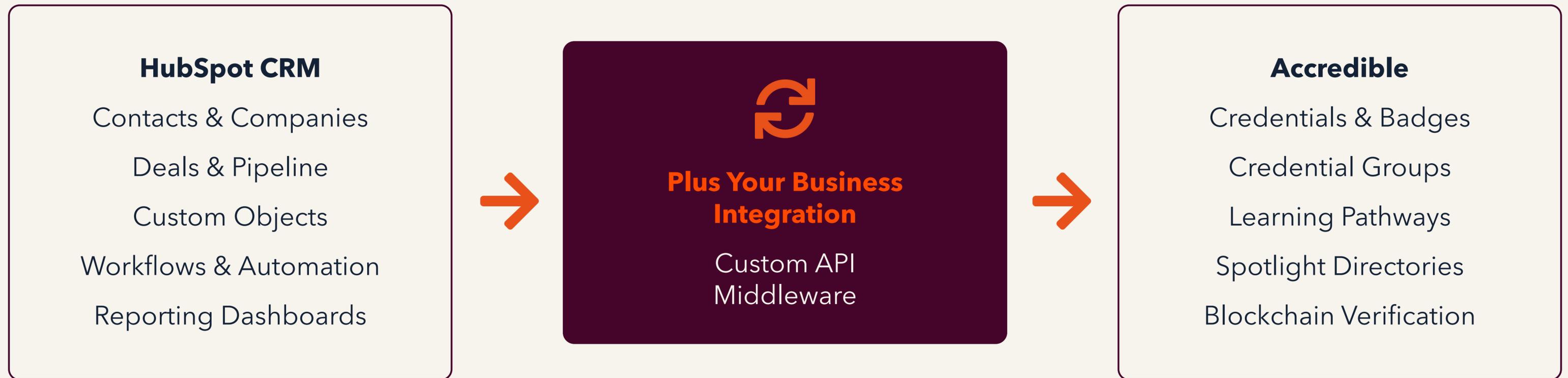


Disconnected systems creating data silos between sales, marketing, and credentialing



Accredible Integration: The Bidirectional Sync

The true power of this solution lies in the seamless integration between HubSpot CRM and Accredible. This bidirectional sync eliminates manual credential management, ensures data consistency across systems, and enables end-to-end visibility from initial learner contact through credential issuance and ongoing engagement.





HubSpot to Accredible: Automating Issuance

Automated Credential Issuance

When a learner completes a course, passes an assessment, or reaches a milestone in your HubSpot pipeline, the integration automatically issues the appropriate digital credential via Accredible's API:

- 1 Deal reaches target stage or workflow triggers
- 2 Integration calls Accredible API to create credential
- 3 Learner receives branded, shareable credential via email
- 4 Credential data syncs back to HubSpot contact record

Contact & Association Management

The integration maps credentials as HubSpot custom objects, associating them with contacts by email. This means every credential a learner earns is visible on their CRM record, giving sales and support teams a complete view of each person's certification history.

When credential details update in Accredible – such as expiration or renewal – the integration automatically detects changes and updates the HubSpot record, keeping both systems in perfect sync without manual intervention.



Accredible API Capabilities

The Accredible REST API provides comprehensive functionality for credential management:



Credential Management

Create, update, search, and delete digital certificates and badges with custom attributes, evidence items, and references



Blockchain Recording

Write credentials to the Bitcoin blockchain for tamper-proof verification and fraud prevention at no additional cost



Group Management

Organise credentials into groups with shared designs, course names, descriptions, and API settings for bulk operations



Recipient Management

Manage recipients, handle one-click acceptance, automated name changes, and credential expiration and renewal workflows



Credential Search

Search credentials by date ranges, recipient email, group, or custom attributes with paginated results for large datasets



White-Label & Branding

Full customisation of credential pages, emails, URLs, learner directories, and digital wallet cards for complete brand control



Real-Time Credential Sync

The integration runs on a scheduled sync that polls Accredible for newly issued or updated credentials, ensuring your HubSpot CRM always reflects the latest certification data. This keeps your sales, marketing, and support teams informed without any manual effort.

Data That Syncs to HubSpot

- ✓ Credential name, ID, and SEO image
- ✓ Issued, published, and expiration dates
- ✓ Recipient name and email
- ✓ Credential group and course information
- ✓ Engagement status (opened, shared)
- ✓ Custom attributes (e.g. SKU, grade)

How to Use This Data in HubSpot

-  Trigger renewal reminder sequences when credentials near expiration
-  Enrol certified contacts in upsell campaigns for advanced courses
-  Build dashboards showing credential volume by group, course, and time period
-  Segment contacts by certification level for targeted communication
-  Auto-create tasks for sales reps when high-value prospects earn credentials



Reporting & Analytics

With credential data flowing into HubSpot, you gain unprecedented visibility into your entire learner lifecycle – from initial marketing touchpoint through credential issuance, sharing, and renewal.

Complete Learner Journey Tracking

Marketing Attribution: Know how learners discovered your programme – paid, organic, referral, or AI-powered search

Sales Process Metrics: Track deals, communications, and time-to-close by representative

Credential Data: View issuance volumes, engagement rates, and sharing metrics

Learner Lifetime Value: Calculate total revenue per learner over time

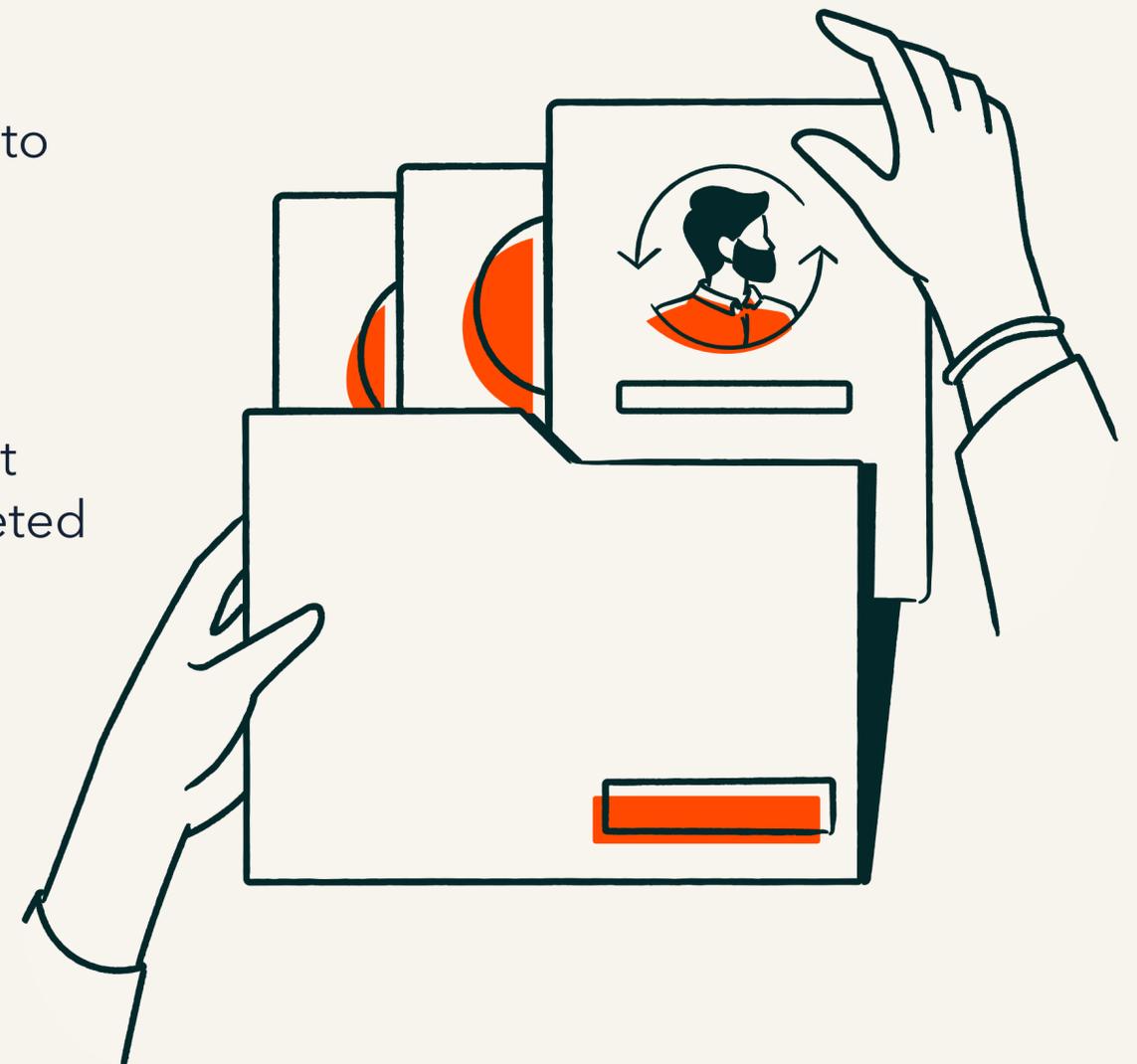
Revenue Attribution & ROI

Connect marketing spend directly to credential revenue outcomes

Report on revenue generated by source, campaign, or channel

Calculate true return on investment from initial click through to completed certification

Identify highest-performing acquisition channels





Reporting & Analytics

Programme Growth Insights

Track credential sharing rates and social media amplification

Monitor completion rates and drop-off points in learning pathways

Identify which courses drive the most re-enrolment

Measure the impact of credential programmes on brand visibility

Compliance & Renewal Tracking

Automated alerts for upcoming credential expirations

Dashboard views of renewal rates and compliance status

Historical audit trails of all credential activity

Segment reporting by credential group, course, or organisation





Learner Engagement & Visibility

With credential data centralised in HubSpot and Accredible's powerful sharing and verification features, you can turn every credential into a marketing engine that drives programme growth and learner loyalty.

Credential Sharing & Social Proof

- ✓ One-click sharing to 40+ platforms including LinkedIn, Twitter, and email
- ✓ Embeddable credentials for websites, portfolios, and email signatures
- ✓ Digital wallet cards for Apple and Android devices
- ✓ Spotlight Directory showcasing certified professionals
- ✓ Blockchain-verified, fraud-proof credential pages

Automated Learner Communication

Combine HubSpot's marketing automation with Accredible's credential engagement data to create personalised, timely communication that drives programme growth:

- Send credential-sharing reminders to boost social amplification
- Trigger re-enrolment incentives based on completion data
- Automate renewal notices before credentials expire
- Deliver targeted upsell campaigns for advanced certifications

Personalise outreach using certification level and engagement history



Finally...

Organisations that embrace integrated credentialing and CRM technology position themselves for sustainable programme growth. The combination of HubSpot CRM and Accredible creates a unified platform that addresses the complete learner lifecycle.



Automated Credential Issuance:

Eliminate manual work – credentials issued automatically when learners complete courses



360° Learner View:

Every credential, engagement metric, and communication history in one CRM record



Revenue Growth:

Data-driven upsell and renewal campaigns powered by certification status



Brand Amplification:

Every shared credential becomes a marketing touchpoint for programme awareness



Compliance Confidence:

Automated expiration tracking and renewal workflows keep credentials current



Scalable Foundation:

System grows with your programme without proportional admin overhead



Get in Touch

martin@plusyourbusiness.com