

Artisio and HubSpot: A Match Made in Heaven for Auction Houses

A guide for **Artisio clients**
considering their CRM and
marketing technology stack



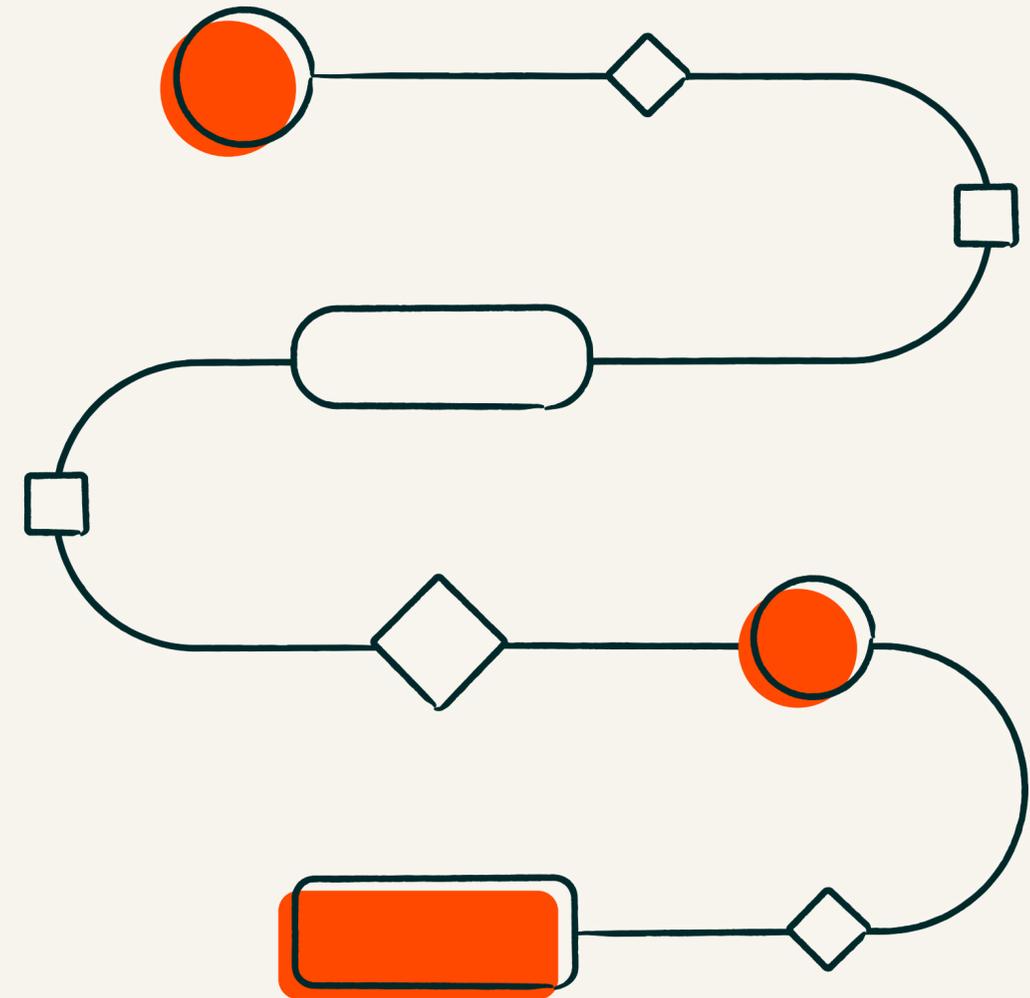


Why Consider HubSpot Alongside Artisio?

Artisio is your auction operations platform – it handles registrations, bidding, lot management, and transactions. But auction houses also need to answer critical marketing questions:

- Where do our best bidders come from?
- How do we re-engage someone who browsed but didn't bid?
- Which marketing channels actually drive revenue?

HubSpot provides this marketing intelligence layer, and when integrated with Artisio, gives you the complete picture from first website visit through to winning bid.





The Full Customer Journey – Finally Visible

The real power of integrating Artisio with HubSpot is seeing the complete picture. Consider this scenario:



A visitor arrives at your website via Google. They browse three auction catalogues over two weeks. They register for an auction, place five bids, and win two lots.

With Artisio alone, you know about the registration, the bids, and the wins. With HubSpot integrated, you also know:

- Their original traffic source (organic search, PPC, referral, direct)
- Which pages they viewed before registering
- How many times they returned before taking action
- Their behavioural patterns across your main website, auction platform, and e-commerce store

This transforms your ability to understand what's actually driving revenue – not just traffic.



How Bids Become Actionable Data

In HubSpot, each bid is stored as a deal record linked to the contact. This approach enables powerful reporting and automation:

Pipeline visibility: See all active bids across your contact database. Know which contacts are currently leading on lots, and which have been outbid.

Revenue attribution: Track confirmed sales back to the original marketing source. Report that 65% of winning bidders on a particular auction came from organic traffic, 20% from PPC, and 15% from referral.

Under-bidder identification: Instantly segment contacts whose bids were unsuccessful. These are highly engaged prospects who've already shown intent – perfect for targeted follow-up.

Historical analysis: See a contact's complete bidding history at a glance. Understand their interests, typical price points, and win rate over time.





Real-Time Sync with Webhooks

Rather than polling Artisio periodically, the integration uses webhooks – meaning HubSpot receives data the moment something happens. When a customer registers, places a bid, or wins a lot, HubSpot knows immediately.



This enables time-sensitive automation:

- **Outbid notifications:** “You’ve been outbid on Lot 47. Click here to place a new bid.”
- **Win confirmations:** “Congratulations! You’ve won Lot 23. Here’s what happens next.”
- **Daily digests:** “You’re currently leading on 2 lots and have been outbid on 3. Here’s the summary.”
- **Auction reminders:** “The auction you registered for closes in 24 hours.”

Because HubSpot has the contact’s full profile and history, these communications can be personalised based on interests, past purchases, and engagement patterns.



Behavioural Scoring: Catch Them at the Right Moment

HubSpot's custom behavioural events let you track what contacts do after they've registered – not just form submissions, but browsing behaviour.

For example, you can track when a registered contact:

- Views a specific auction page but doesn't bid
- Downloads a catalogue
- Browses lots in a particular category
- Returns to the site multiple times in a short period

Each action contributes to a lead score. When that score crosses a threshold – say, someone has viewed 10 lots in the past week but hasn't bid – you trigger automated outreach:

“Hi Sarah, we noticed you've been exploring our upcoming coins auction. Here are five lots we think you'll love based on your interests.”

This kind of timely, relevant communication significantly increases conversion rates.





Cross-Domain Tracking: One View Across All Platforms

Most auction houses operate across multiple web properties – a main marketing website, the Artisio auction platform, perhaps a Shopify store for fixed-price sales. HubSpot's tracking code works across all of these domains.

This means you can:

- See the complete browsing journey across all your sites
- Attribute conversions to the correct original source, even if someone visited three times before registering
- Understand how customers move between your auction and retail channels

Importantly, HubSpot captures first-touch attribution. If someone first arrived via a referral partner six months ago, then returned directly last week to register, you'll know that the referral was the original source – valuable data for partnership ROI.





Dynamic Landing Pages and Forms

HubSpot's landing page and form tools integrate with your campaign tracking and contact data to improve conversion rates:



Progressive profiling

If a contact is already known, the form only asks for missing information rather than making them re-enter everything.



Dynamic content

Show different content to known contacts versus anonymous visitors. A returning seller might see buyer-focused messaging; a high-value bidder might see VIP lot previews.



Mobile optimisation

Forms and pages adapt to mobile browsing – increasingly important as more auction activity happens on phones.



Campaign attribution

Every form submission and page view ties back to the originating campaign, giving you clear conversion metrics per initiative.



Data Migration: Bringing Your History Into HubSpot



Most auction houses have customer data scattered across multiple systems – legacy CRMs, Excel spreadsheets, old auction platforms, email lists. HubSpot becomes the single source of truth.

The migration process involves:

- 1. Mapping and consolidation:** Identifying all data sources and defining how they map to HubSpot's contact and company schema
- 2. Deduplication:** HubSpot uses email as the primary key, so multiple records for the same person get merged, with data consolidated from all sources
- 3. Enrichment and validation:** Optionally using tools like NeverBounce to remove invalid email addresses, or ZoomInfo to fill in missing company data
- 4. API import:** For large or complex datasets, importing via API provides more flexibility than standard CSV uploads

The goal is a clean, unified database where you can segment by interest, bidding history, revenue, recency, and any other meaningful criteria.



Reporting That Answers Real Business Questions

With Artisio data in HubSpot, you can build reports that matter:

- **Revenue by marketing channel:** Which sources drive actual winning bids, not just registrations?
- **Auction performance by source:** For a specific auction, what was the traffic and revenue breakdown by channel?
- **Average bids to win:** How competitive are your auctions? How does this vary by category?
- **Bidder lifecycle:** How long between first visit and first bid? First bid and first win?
- **Lapsed bidder analysis:** Who bid 12+ months ago but hasn't returned? What were their interests?
- Referral partner ROI: Which partners send bidders who actually spend?

These insights inform everything from marketing budget allocation to partnership negotiations.





Lookalike Audiences for Advertising

Once you have clean, enriched contact data with behavioural history, you can export segments to advertising platforms to build lookalike audiences.

For example: take your top 500 bidders by lifetime value, upload to Meta or Google, and find similar profiles to target. This is far more effective than broad demographic targeting.





Two Integration Levels

The integration can be implemented in phases:

Phase 1: Customer Sync Synchronise customer records between Artisio and HubSpot. You get high-level data like total revenue and account status, allowing you to close the marketing loop and see which contacts convert to paying customers.

Phase 2: Full Auction Data Sync auctions, bids, and outcomes. This gives you granular reporting, detailed segmentation by bidding behaviour, and the ability to trigger automations based on specific auction events.

Many clients start with Phase 1 to get familiar with HubSpot's capabilities, then add Phase 2 once they're ready for deeper integration.





Recommended HubSpot Configuration

For auction houses, we typically recommend:



Marketing Hub Enterprise

Custom behavioural events for tracking auction-specific actions

Advanced segmentation for complex bidder personas

Multi-touch attribution to understand the full conversion path

Predictive lead scoring



Sales Hub Enterprise

Bids stored as deals for pipeline visibility and revenue reporting

Custom reporting dashboards

Sequences for automated seller outreach



Operations Hub Professional

API access for Artisio integration

Custom workflow actions

Data sync and quality tools

Note: For contact databases above 50,000, Enterprise tiers often become more cost-effective due to how contact pricing scales.



Getting Started

Plus Your Business is an Artisio-recommended HubSpot Solutions Partner.
We specialise in auction house implementations and can help with:



1. HubSpot setup and configuration tailored to auction workflows
2. Data migration and deduplication from legacy systems
3. Artisio integration – either customer sync or full auction/bid data
4. Cross-domain tracking across your website, auction platform, and e-commerce
5. Training and ongoing support

To discuss your requirements, contact us at martin@plusyourbusiness.com or speak to your Artisio account manager.



Get in Touch

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