



## Sprout Social Becomes A HubSpot Connect Partner With A Certified Integration

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*The integration will help bridge the gap between brands' marketing and customer care teams, empowering customers to create a more streamlined journey on social and build the foundation needed to create real connection with customers.*

Today, Sprout Social announced that it has joined HubSpot as a [Connect Partner](#) with a certified integration. HubSpot, a leading growth platform, works hand-in-hand with Connect partners to help grow their business through co-marketing and business development campaigns to increase shared customers. Connect partners are independent software vendors who have built an integration with HubSpot and passed certification.

The integration with Sprout Social, a leading provider of social media marketing, analytics and advocacy solutions for business, will help bridge the gap between brands' marketing and customer service teams by enabling users to quickly route social media messages to their service team in HubSpot, communicate bi-directionally and collaborate to resolve tickets, and visualize the status of their support requests in both Sprout Social and the HubSpot Service Hub.

"We're always looking to partner with companies and tools that make it even easier for our customers to deliver unrivaled experiences for their audiences as well as achieve their growth goals," said Brad Coffey, Chief Strategy Officer at HubSpot. "Sprout Social's offering does just that, and we're excited to have them on board as a Connect Partner."

HubSpot's Connect Program is an ecosystem of valuable third-party integrations. Certified integrations comply with a [set of requirements](#) in addition to hitting set milestones for amount of installs and positive reviews from customers to receive the HubSpot stamp of approval.

"Through Sprout's new integration with HubSpot we look forward to bringing enhanced value to our shared customers," said Jamie Gilpin, Chief Marketing Officer at Sprout Social. "Together we will empower users to create a more streamlined journey for their audiences on social, and ultimately build the foundation needed to create real connection with their customers."

Learn more about the integration [here](#).

### About Sprout Social

Sprout Social offers deep social media listening and analytics, social management, customer care, and advocacy solutions to more than 25,000 leading brands and agencies, including Evernote, adidas, West Elm and Edelman. Sprout's suite of solutions supports every aspect of a cohesive social program and enables organizations of all sizes to extend their reach, amplify their brand and create the kind of real connection with their consumers that drives their businesses forward. Headquartered in Chicago, Sprout is a Twitter Official Partner, Facebook Marketing Partner, Pinterest Marketing Partner, Instagram Partner Program Member, LinkedIn Company Page Partner and Google+ Pages API Partner.

Learn more at [sproutsocial.com](http://sproutsocial.com).

### About HubSpot

HubSpot is a leading growth platform. Since 2006, HubSpot has been on a mission to make the world more inbound. Today, over 52,000 total customers in more than 100 countries use HubSpot's award-winning software, services, and support to transform the way they attract, engage, and delight customers. Comprised of Marketing Hub, Sales Hub, Service Hub, and a powerful free CRM, HubSpot gives companies the tools they need to manage the customer experience from awareness to advocacy.

HubSpot has been named a top place to work by Glassdoor, Fortune, The Boston Globe, and The Boston Business Journal. The company is headquartered in Cambridge, MA with offices in Dublin, Ireland; Singapore; Sydney, Australia; Tokyo, Japan; Berlin, Germany; Bogotá, Colombia; and Portsmouth, NH.

Learn more at <http://www.hubspot.com>.

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