

Gluhub is using PieSync to keep their contacts in sync between FullContact, Stripe, Xero and MailChimp



Glulhub is a Greater Manchester based design and digital marketing agency. Their specialisms include website design, digital marketing, design for printed materials and design of large format items like exhibition stands and event graphics.

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Steve Seymour - Director at Glulhub

The Challenge

Glulhub's core business is to deliver effective marketing communication that connects their clients with customers.

Glulhub is one of the two brands of Aimtrac Group Ltd. With both brands offering different services, managing customer

bases is a complex process.

"The problem that we came across is that both of our brands were using all these different applications for each process, and we realized we were storing data silos in each one of them," says Steve Seymour, Director at Glulhub.

Glulhub's SaaS Stack is comprised of MailChimp as an Email Marketing tool for Newsletters and other communications, FullContact for its Card Reader function

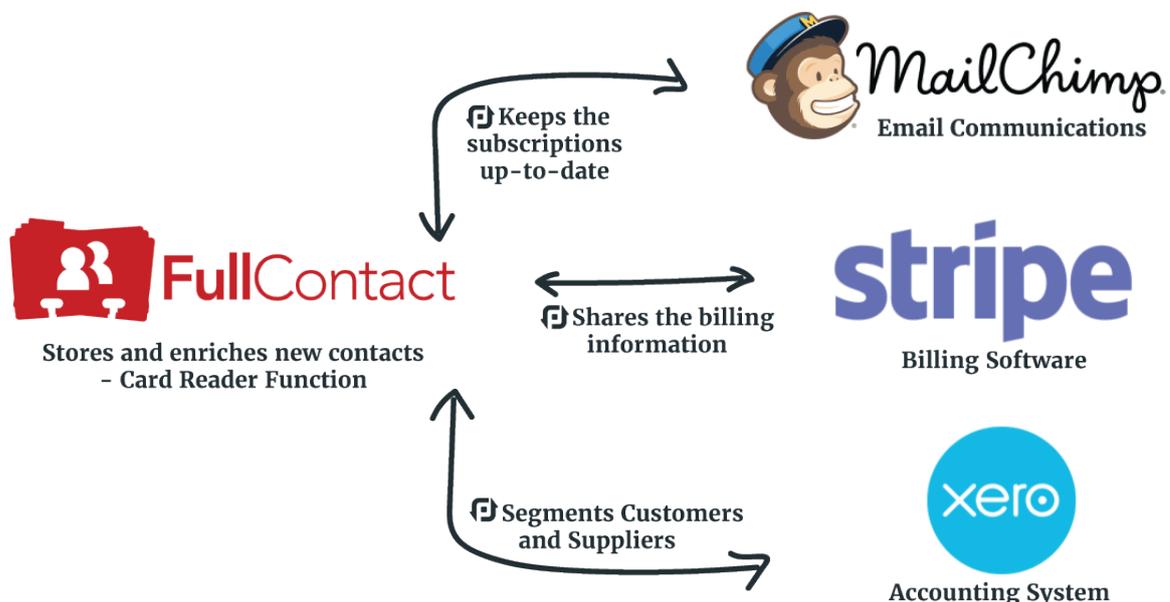
and contact enrichment features, Stripe as a billing software, and Xero as their accounting system.

How PieSync Helped

As a growing brand, Gluhub's marketing strategy pivots on highly-personalized communication based on segmentation. In other words, they need to ensure that the **right message reaches the right person at the right time**.

"Before PieSync we were looking for a solution that would allow us to store and share the contact information we were collecting in FullContact with other apps, and vice versa. **Native integrations and one-way pushes were nice options, but they had limitations.** We needed to have control over the way contacts were going to flow between apps," says Steve.

By setting up syncs based on their business needs, Gluhub remained in control of the data every step of the way. This is how Gluhub's SaaS Stack currently looks like with PieSync:



Gluhub configured syncs that ensures that all the contact information flows through FullContact. This app enriches each contact profile with additional data

aggregated from various online sources and then this information is spread throughout the other apps.

Further to this, the sync between MailChimp and FullContact helps Gluhub prepare for the GDPR: “With the GDPR coming we wanted to clean out and make sure we were sending accurate communications to the right people. PieSync was very useful for that,” says Steve.

To do this, they established an Intelligent Rule to sync a FullContact tag called “Gluhub MailChimp” to a Subscription List in MailChimp. The rule reads: “If a contact is in FullContact and has tag "Gluhub MailChimp", then sync the contact between FullContact and MailChimp and subscribe to MailChimp List.” It adds: “Undo if contact does not have tag “Gluhub MailChimp”, then Unsubscribe from List in.”

IF a contact is in FullContact ▾

⊖ and has Tag ▾ Gluhub MailChimp ▾ ⊕ add filter ...

THEN sync the contact between FullContact and MailChimp

⊖ and Subscribe to List ▾ ⊕ add action ...

Undo: if contact does not have Tag *Gluhub MailChimp*, then Unsubscribe from List in

Other way around: if contact Status in List is Subscribed , then add Tag *Gluhub MailChimp* in And if contact Status in List is not Subscribed , then remove Tag *Gluhub MailChimp* in

The integration between Stripe and FullContact allows the Gluhub team to identify active customers. The rule in this case establishes that when a customer has paid via Stripe, it will be synced to FullContact with the tag “Stripe.”

“It’s important to have the billing information available in other tools. For instance, if a customer calls me on my phone and I see the Stripe tag on FullContact, then I know I will be talking to an active customer before I pick the call,” says Steve.

Within Xero, Gluhub's accounting team adds contacts under two categories: Suppliers and Customers. They quickly realized that marketing messages that are relevant to suppliers are not relevant to customers, and vice versa. Using PieSync the team segment this data so they are sending the right message to the right people.

"When we started to send out brand information, we realized most information was not relevant for our suppliers. We are syncing this segmentation to FullContact, and therefore to MailChimp, to be sure we are sending the right content to the right people," says Steve.

With the help of PieSync, Steve and his teams have been able to take their business to the next level. "PieSync has done everything we needed and took us to a new stage of our business. I'm sure it will be useful in the future too," says Steve.

The parent company, Aimtrac Groups, has also adopted PieSync for another one of their brands called Project Design Print and the results are just as effective.

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About PieSync

PieSync works in the background and syncs your contacts two-way and in real time. This means you'll have access to the most up to date customer information, no matter where you are or who entered the data. PieSync will help you to:

- ▶ Save time spent on data entry
- ▶ No more import/export of your contacts
- ▶ One database across all your cloud apps
- ▶ Sync changes, including deletions and unsubscribes, in your favorite cloud apps and CRM
- ▶ Keep track of your contacts, so you never lose a contact again
- ▶ Share accurate customer information across your marketing, sales and customer service platforms.