# CYCLR

**CUSTOMER CASE STUDY**

# Leadoo MT

Customer Since: 2020

Contract Level: Growth

Geography: US
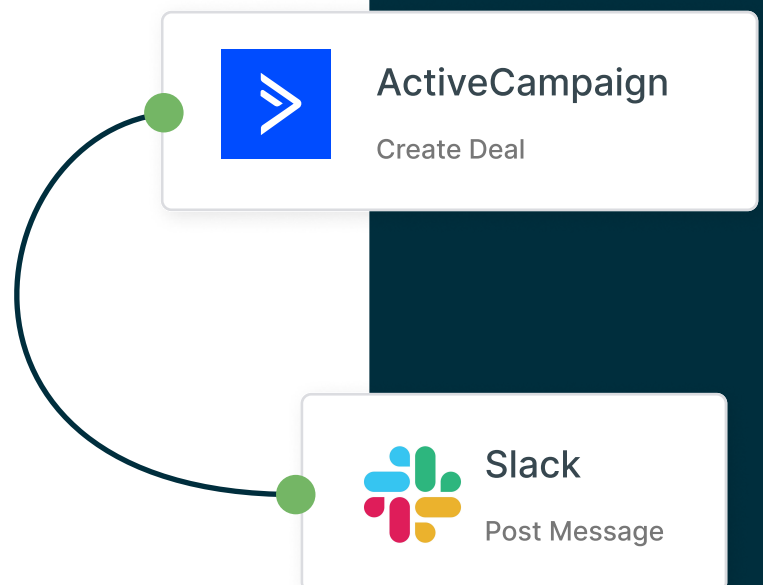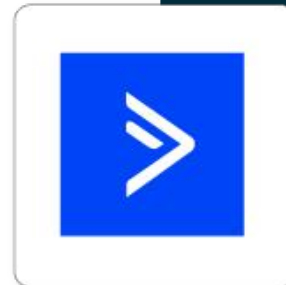
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## Sage Accounting & Google Sheets

Update Google Sheets data with Sage Accounting data.

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Cyclr is a leading embedded integration platform designed to help B2B software companies tackle complex integrations, serve them natively in-app, and save development time.

"Everything with Cyclr is going well and we are just hoping the product keeps developing.

It is very easy to integrate and to customise solutions."

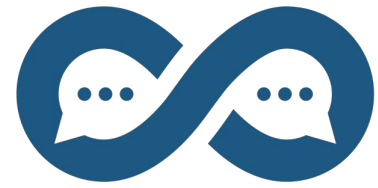Mikael da Costa,
Founder & Head of Product

# About Leadoo

Leadoo is a **conversion optimisation platform** that offers tools for automation and interaction to help their customers maximise the conversion of leads they get from their website.

Leadoo has grown its suite of optimisation tools to include automated bots, live chat services, user profiling, a CRM and advanced analytics.

They give their customers a toolset to gain a better understanding of their website traffic, mechanisms to increase conversion and to manage their business.

**Automation** is a **key element to Leadoo's proposition**, making the need for a wide range of integrations a critical feature.

**Mikael da Costa,** Founder & Head of Product

# Handling Integrations

Prior to using Cyclr, Leadoo dealt with these integration requests in one of two ways.

Firstly, **sending the information for how to achieve the integration to the customer**, relying on the customer fulfilling and correctly setting up their integration on Zapier themselves.

Secondly, **directly creating the integration for their customer** inside their own Zapier account. This required some back and forth to scope their user's integration requirement and Leadoo to get the customers credentials and authenticate on their behalf.

# Company Usage of Cyclr

As Leadoo helps their customers generate and convert more leads, they typically want the Leadoo service to integrate seamlessly with their pre-existing processes.

Leadoo weren't initially looking for an embedded iPaaS solution, but after being referred to Cyclr, found the **platform to have some substantial advantages**.

Cyclr allows Leadoo to **directly resolve customer integrations inside Leadoo itself**, while providing the ability to **rapidly scale** the number of natively supported integrations.

In addition it **empowers Leadoo to expediently resolve any custom user integration requests**.

As a first step to natively supporting their users' need to bring their Leadoo data into their existing CRM they started by creating an integration with Hubspot.

**Sage Accounting and Google Sheets**
Update Google Sheets data with Sage Accounting data
Published

**MailChimp and Formstack**
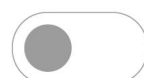Add new newsletter subscribers to subscriber email list
Unpublished

**Webhook to Salesforce**
Adds new contact to Salesforce and checks if existing
Unpublished

This integration combines their users Hubspot sales data with website data, enabling them to get a **better picture of their customers actions and interactions**. This in-turn allows the customer to both refine marketing messaging and make sales representative contacts more timely and informed, increasing conversion rates.

Hubspot has been the first step in Leadoo's native integration journey and they **intend to expand these integrations** across Cyclr's wide **range of CRM and Marketing application connectors**.

Prior to choosing Cyclr Jani, Leadoo's CTO, spoke to a number of other integration providers and assessed, from a **technical perspective**, that **Cyclr's solution** was the **best in the market**.

**"At the moment we are looking to explore more options with Cyclr and what we can do with integrations, especially data going in two ways."**

Mikael da Costa, Founder & Head of Product

# Benefits and Results

Whilst Leadoo has only just started using Cyclr, they see the **amount of time to setup an integration has dropped significantly** and predict that their **integration use will be rising**.

They intend to **expand the reach of their integrations** across a wide range of sales and marketing systems.

This will **open up sales opportunities** to potential customers who insist that any new system they use must work with their existing business software infrastructure.

ActiveCampaign
Create Deal

Slack
Post Message

Bullhorn
Get Updated Candidates

ChatGPT
Send User Message

Delay
5 Seconds

Webhook

Decision
T/F

"As we help our clients generate more leads and they want Leadoo to be integrated into their existing processes and systems.

With Cyclr we have standardised this process so when customers receive new leads they are added as smoothly as possible into their existing CRM."

Mikael da Costa,
Founder & Head of Product

## Get in Touch

If you would like to talk about your integrations give us a call **+44 (0) 330 010 2525** or email **info@cyclr.com**

★★★★★

**"Great product with amazing service"**

★★★★

**"Easy to adopt and adapt"**

★★★★★

**"Zapier on Steroids!"**

★★★★★

**"Integrations made easy!"**

★★★★★

**"Fantastic team to work with"**

**Users Love Us**

**CYCLR**

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