

International Key Supply

CASE STUDY



The **Client**

International Key supply is a leading global supplier of car keys, fobs, key programmers, cutters, and other locksmith equipment.

The **Problem**

When International Key Supply first reached out, they had a serious duplicate issue in their database. They had integrated Shopify with Hubspot a while back, with good intentions - to pass purchase data into Hubspot, in order to facilitate order-fulfillment, as well as to tailor the lead journey. The problem was, Shopify was using phone number as the unique identifier (email was not required), and Hubspot, by default, uses email as the unique identifier (phone number was not required).

Essentially what this means is, any record from Shopify did not have an email address associated with it. So, instead of linking the purchase with an existing lead in the Hubspot database, a new record was created for every purchase, resulting in unlimited duplicates being created for each lead (one per purchase).

The implications of this problem are many. International Key Supply was able to fulfill orders success- fully but, if there was ever a complaint, it would take manual sifting to find the problematic order, which could be time consuming and frustrating for staff. Not to mention, they had no record of which lead bought what - so the goal of tailoring lead nurtures was not possible and they had no idea which leads were repeat buyers. Finally, Marketing Automation Platforms typically price their systems based on database size, so with 20%+ of the database being duplicates, they were paying significantly more than they needed to.

The **Solution**

The first step to solving a duplicate problem is to identify the source. We started by conducting an audit of the Shopify <> Hubspot integration, and identified the main issue (that Shopify was asking for phone number as the key identifier, not email). To solve this moving forward, we re-configured the set up so that email would be required. We then tested the new configuration to confirm that the integration was now working as expected. It was!

To clean up the existing duplicates, we used the Hubspot Deduplication tool. First, we conducted an audit to isolate which leads/orders were missing email. Then, we deduped all the existing Shopify leads by comparing “phone number”. Finally, we compared the distilled Shopify lead list with the rest of the database, looking at a combination of fuzzy data, such as first name, last name, phone number and company, to dedupe the Shopify records against the Hubspot records.

The **Outcome**

After working with MAC to clean up their data, International Key Supply is able to leverage their Marketing Automation Platform to its maximum potential. They are able to develop thoughtful, dynamic lead journeys which consider purchase history, to easily access all orders linked to one contact or account, and correctly return customers. Not to mention, the cost of their Marketing Automation Platform was reduced, thanks to the smaller database size.



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