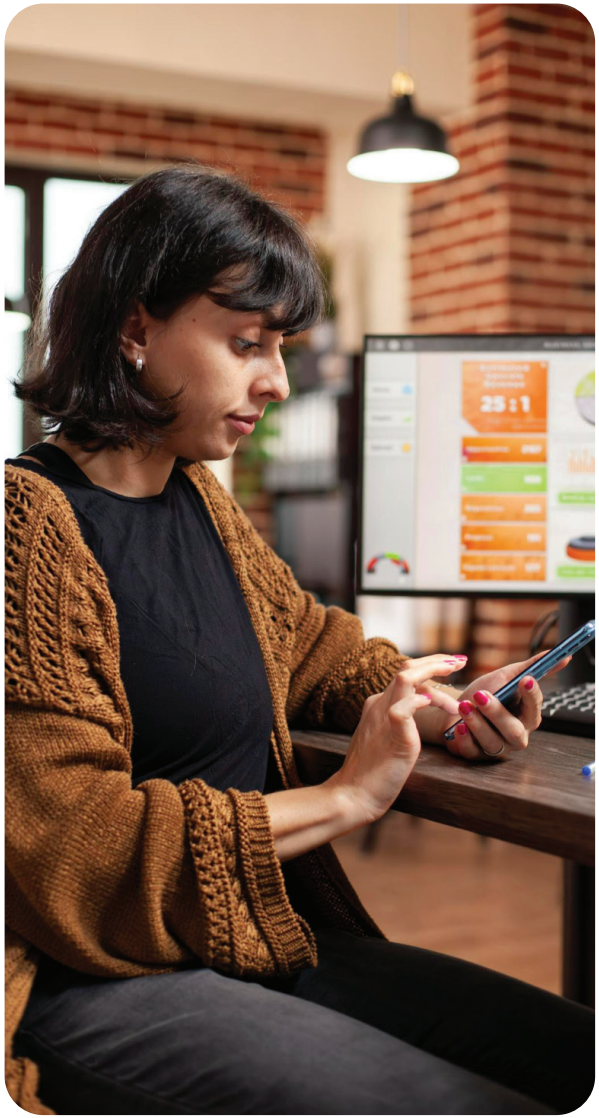
HIGHROAD

HighRoad
Product & Service Portfolio

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About HighRoad

We're a HubSpot Implementation Services agency anchored by our omni-data Spark integration app. We help associations (member-based) and nonprofits (mission-based) grow by leveraging their strongest currency—their data. When you think HighRoad, think connectivity into HubSpot for results.





Our products

What happens when HubSpot, one of the leading AI-driven CRMs in the ecosystem meets HighRoad Spark, one of the only rev-driven integrations on the market? Answer—results on the reg! Spark centralizes all the data in your tech stack into HubSpot so that you're cooking with live streams of data, true conversion attributions, and complete data narratives for every one of your contacts.

HubSpot

HighRoad gives you the keys to one of the leading AI-driven CRMs in the ecosystem. From configuration, to education, to activation, HighRoad makes HubSpot relevant, actionable, and powerful for associations, nonprofits, and beyond. Through HubSpot's hubs, orgs can manage all their business processes from a single sign-on:

HubSpot Marketing Hub

Manage growth and engagement efforts across the entire customer lifecycle from prospect, to lead, to member or customer, to recurring member or customer. From marketing, to communications, to insights gathering, Marketing Hub gets and keeps you connected with your constituents.

HubSpot Content Hub

Capitalize on the wealth of content associations collect cyclically through conferences, webinars, whitepapers, and more. Content Hub is designed to help associations generate, repurpose, house, and deliver content, all from one interface.

HubSpot Services Hub

Manage member and program services from one dashboard. Build rapport with your members from an omni-channel approach, set chatbots and workflows to automate ticket responses, and house FAQs and help resources through HubSpot's Knowledge Base.

HubSpot Sales Hub

Manage advertising/sponsorship sales, chapter or national membership recruitment, program sales, and more through Sales Hub. From pipeline management, to prospecting tools, to data enrichment, Sales Hub is an excellent way to meet your targets.

HubSpot Data Hub

Build even more operational efficiency to support slimmer team structures and growing program portfolios. Whether you're leveraging HighRoad's integration write-back into your AMS, CRM, or CDP) or simply automating data hygiene processes, Operations Hub can step in.

HighRoad Spark | Starts at $10K Annual

HighRoad's rev-driven, bi-directional data integration with HubSpot brings your plans and approaches to life. Spark plugs into multiple sources including AMS', CRM's, CDP's, EMS', LMS' and beyond so that you're activating on your entire centralized data stack.

Spark is a a robust integration app that's configurable to your needs. Through Spark, live streamed data moves from one or more of the sources within your tech stack into HubSpot's Contact Object, Deals Objects, Company Object, Custom Objects, and/or Tickets Objects. Through Spark, live lists, queries, or reports also sync directly from your source into HubSpot as active segmentation lists. Finally, an add-on reverse directional sync offers multiple write-back options, including:



Invalids Write-back (1-way) | $1K

This sync-back maintains data integrity in the source of record (the AMS and beyond). When HubSpot identifies email addresses as invalid, those invalids are written back to the source in real-time.

Global Write-back (2-way) | $2K

This sync-back maintains data integrity in the source of record (the AMS and beyond). When HubSpot recognizes a global unsubscribe, those global unsubscribes are written back to the source in real-time.

Subscription Write-back (2-way) | $5K

This sync-back sends global and categorical opt-outs from HubSpot back into your AMS Member Profile or Portal.

Contact Record Write-back (2-way) | $2K

This sync-back rounds out your contact records within your AMS by sending data attributes from the HubSpot Contact Object into your AMS. Note that this sync requires a HubSpot Operations Hub subscription.

Deals Won Sync (1-way) | $5K

This sync-back sends data at the Deal level into your AMS (includes 2 pipelines; each additional pipeline is $500). Note that this sync requires a HubSpot Operations Hub subscription.

Our onboarding services

HubSpot+Spark

Choose HubSpot Onboarding, Spark Onboarding, or both and get your team up and running, empowered and optimized on all that HubSpot—and your data—have to offer your org.

HubSpot Onboarding

$7.5K one-time fee

HighRoad Homeroom, HighRoad's 90-day prescriptive, objectives-based onboarding gets clients up, acclimated, and educated on HubSpot. This blended training and education program is designed to teach clients the principles, practices, and features associated with HubSpot. Discoveries, on-demand videos, resources and workbooks, applied training sessions, and workshops get both super users and end users empowered and excited about HubSpot. Our onboarding also includes light to intense channel configuration work depending on the hub, which includes: Marketing Hub, Content Hub, Service Hub, and Sales Hub.

Spark Data Activation Onboarding

Starts at $15K one-time fee

HighRoad's 90-day prescriptive, objectives-based Spark onboarding is designed not only to get clients' Spark configurations in place, but to help them identify the right data sets to sync to HubSpot in ways that are meaningful and actionable. The Spark workstream combines a business requirements workshop and workbook, technical specification reviews, technical consultation, validation sessions, configuration, and a final data tour. The combination primes your organization for year-round data activation, data literacy, and HubSpot adoption, with a sharp lens on your organization's goals now and in the future.



Our platform adoption services

HighRoad Support Services | Starts at $10K

The companion package to HighRoad Spark, HighRoad's 12-month support services provide ongoing, timely maintenance to keep clients' Spark configurations accurate and up-to-date. Services include: sync monitoring, source and destination alignment and upkeep, connectivity changes, data reconciliation, martech (marketing and source tech) team consultation, and more. While the support package is an add-on to HighRoad Spark, this service is highly encouraged for organizations needing immediate access to data and revtech experts for quick resolution and ongoing Spark-supporting services. Those clients without a support package will get billed separate SOWs for the body of support listed above.

Road2Results Services | $10K - 40K

The companion package to HighRoad Homeroom, HighRoad's 12-month Road2Results program leverages a prescriptive roadmap to keep your teams empowered, knowledgeable, and current on HubSpot and your data. Specifically, you'll get year-round, timely access to HighRoad's Strategic Account Managers, Subject Matter Experts, and Project Managers who will work with you to: keep you current on HubSpot's ever-evolving capabilities; get you more acquainted with your data; offer new hire and/or refresher training and education; and provide ongoing expert consultation and solutioning.

Road2Integrity Services | $10K - $15K

Focused entirely on data health and hygiene, this package —powered primarily by HighRoad Spark and HubSpot Operations Hub—gets your data in order in a way that's automated, sustainable, and easy to manage.

RoadWork Services | Variable based on scope

These insulated project-based SOWs are less focused on training and adoption and more focused on HighRoad solutions implementing on your behalf. Beyond what's offered through onboarding, services could range from pipeline automations, property automations, custom report builds, HubSpot app installations, heavy configuration, campaign and revops workflows, data modeling, and more. Note—if you foresee three or more SOWs in your renewal period, you'll save more by securing either one or more of Spark Support, Road2Integrity, and/or Road2Results packages.

HighRev Attribution Package | Starts at $5K

This services package provides you a quick and painless solution to demonstrate your team's wins on a regular click. Through this package, we offer a number of dynamic conversion attribution dashboards depending on your reporting needs (think contact, deal, and revenue attribution).

HighQ Package | Starts at $5K

Built entirely within the backbone of HubSpot, this service-driven automated solution allows you to collect insights from your members and customers with instantaneous mechanisms in place to trigger custom journeys based on their responses. Dashboards for metrics and insights are also included.

HighCentral Pak | Variable based on scope

This Consultation Implementation package gets your national organization (umbrella brand) and your affiliate chapters (sub brands) under one roof, partitioned and delineated by permissions, access, brand kits, contacts, and subscriptions depending on your needs. HighRoad's onboarding methodology will be applied along with heavy consultation and configuration to get your central and chapters synchronized and housed within HubSpot.



HighLife Journey Package | $5K

Through this smarketing package, HighRoad will apply its consultation, collection, and configuration methodology to get you up and running with a lead-generating machine. Specifically, HighRoad will work with you to build your lead scoring framework, lifecycle staging framework, and will design one evergreen journey that leverages your entire nurture system.

HighHaul Package | Starts at $2K

Through this asset migration and consultation package, HighRoad will get you unpacked and ready to move into your new dwelling within HubSpot, with a fresh lens on helping you apply more modernized practices in your new tech. Depending on your needs, HighRoad offers the following package tiers:

Lite Haul ($2K): *Haul and recreate:*

- Up to 6 email templates within HubSpot

Mid Haul ($5K): *Haul and recreate:*

- Up to 6 email templates
- Up to 15 emails that need to deploy as quickly as possible through HubSpot

All Haul (variable based on scope): *Haul and recreate:*

- Up to 6 email templates
- Up to 15 emails that need to deploy as quickly as possible through HubSpot
- Variable price based on number of campaigns/workflows (you provide copy, content, and body imagery assets) that need to be activated as quickly as possible in HubSpot

HighAI Breeze Agent Package | Starts at $5K

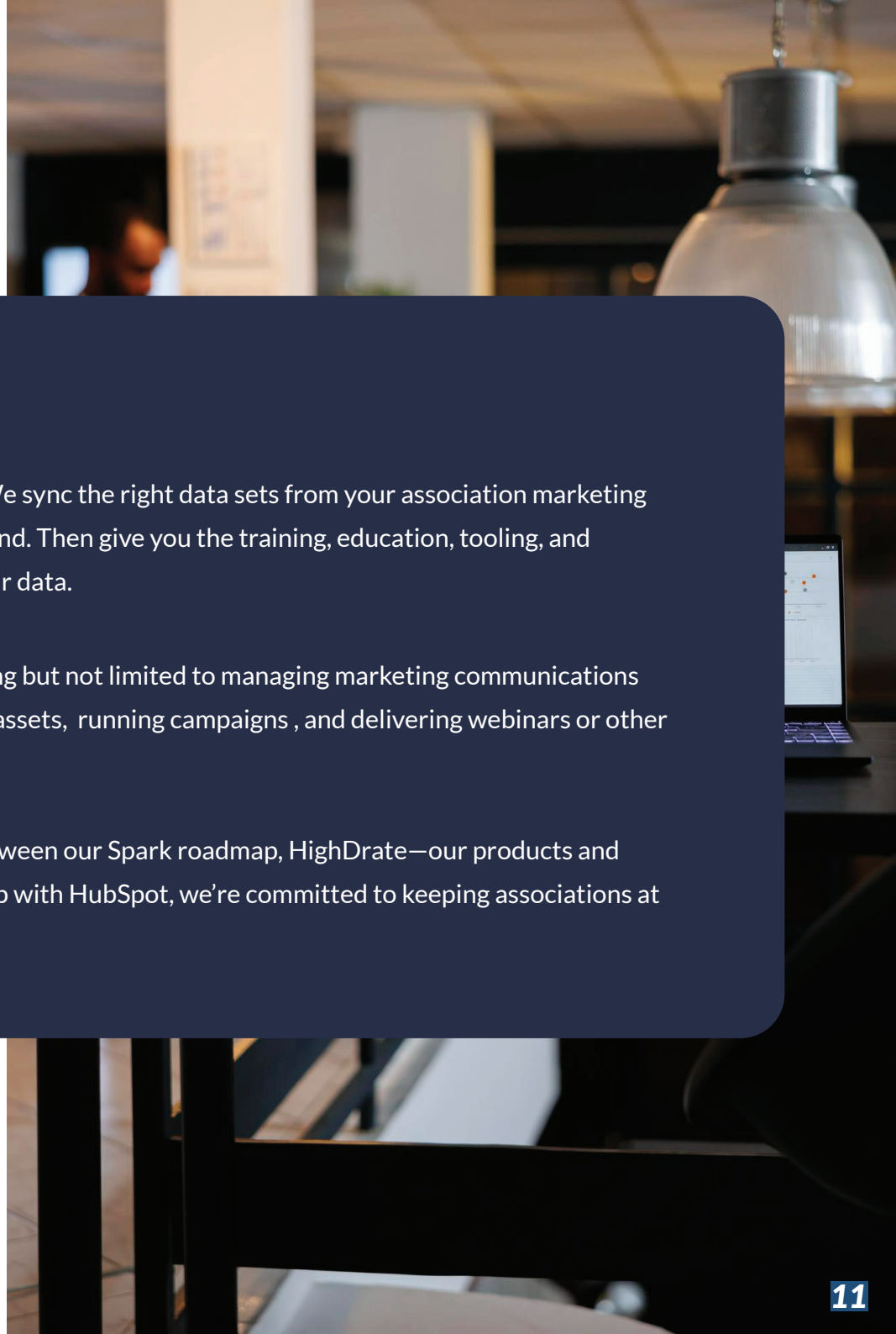
Through this consultation and configuration package, we make HubSpot's Breeze Agents possible and relevant for your organization. Specifically, we'll work with you to identify a Pre-built Agent, Marketplace Agent—or, if we don't find an Agent within your requirements realm, we'll create an Agent for you. We'll then collect inputs to configure and/or build the Agent on your behalf. Finally, we'll work with you to build dashboards reflective of your Agent's work so that you can review and refine your Agent's inputs on a regular cadence. Note that we offer this package for the following available Breeze Agents at this time. The remaining HubSpot Breeze Agents are still in Beta but will be added to this service package as they become available:

- Customer Agent
- Content Agent
- Prospecting Agent



Depending on your needs, you can purchase the HighAI Breeze Agent Package in two different ways:

- **One HighAI Breeze Agent Set-up ($5K):** Year-round maintenance, consultation, and reconfiguration is not included for this individual package
- **One HighAI Breeze Agent Set-up + Management (variable based on Road2Results scope):** Year-round maintenance, consultation, and reconfiguration is included under HighRoad's Road2Results retainer



What we're not.

1

We're ***not*** just data integrators. **We're data activators**. We sync the right data sets from your association marketing stack—think AMS, EMS, LMS, DMS, CRM, CDP and beyond. Then give you the training, education, tooling, and empowerment to leverage your strongest currency—your data.

2

We offer expert services. ***Not* managed services**, including but not limited to managing marketing communications calendars or plans, sending emails, building content and assets, running campaigns , and delivering webinars or other speaking engagements on behalf of your association.

3

We already offer a ton. **But we're *not* stopping here**. Between our Spark roadmap, HighDrate—our products and services development program, and our deep partnership with HubSpot, we're committed to keeping associations at the top of their game through HubSpot and Spark.



Contact us

If you're an existing client interested in one or more of the above offerings, contact your HighRoad Strategic Account Manager.

If you're considering HighRoad and HubSpot, contact our **HighRoad Senior Account Executive** for an initial discussion.