



# How stadium managers send millions of SMS from HubSpot with the SMSIt! App

## CASE STUDY

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**Industry:** CRM

**Client:** Glare Marketing, Israel

**Year:** 2023-2024



In 2023, Glare Marketing aimed to expand HubSpot's functionality by adding SMS communication directly within the platform.

Collaborating with OPTI, they developed the SMSIt! App, enabling HubSpot users to send SMS messages straight from their accounts.

By 2024, stadium managers for Maccabi Tel Aviv (Israel) became notable users, sending SMS notifications to game spectators as they entered their arena.





## CHALLENGES

Glare Marketing and OPTI needed to overcome several challenges to create the SMSIt! App sending SMS from HubSpot.



**HubSpot users should have the ability to send SMS from their accounts**, both one-on-one and in bulk.



**The app needed to integrate SMS messaging into HubSpot's existing workflows**, allowing users to automate SMS sending as part of their marketing and communication flows.



**The app had to manage errors** to handle issues like failed message deliveries or retrials.



**The solution had to scale efficiently** to handle sending millions of SMS messages.



**The SMSIt! App needed to be available for download** in the HubSpot Marketplace.





## SOLUTION

OPTI developed the SMSIt! App with two logical components.

## 1. THE HUBSPOT APPLICATION



see in [Hubspot Marketplace](#)

- ✓ **After installing the SMSIt! App, users see an SMS option** directly in the contact screen's sidebar.
- ✓ **When an SMS message is sent, the app creates a timeline event** labeled "SMSIt!" on the contact's record.
- ✓ **A new action called "SMSIt!" was added to HubSpot workflows**, enabling users to automate SMS sending.

## 2. THE WEB APPLICATION

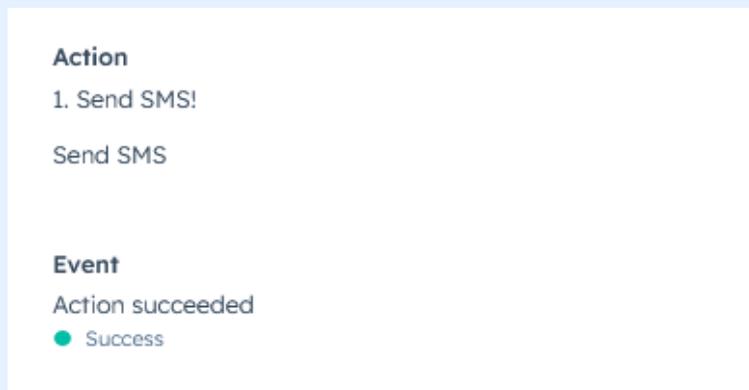
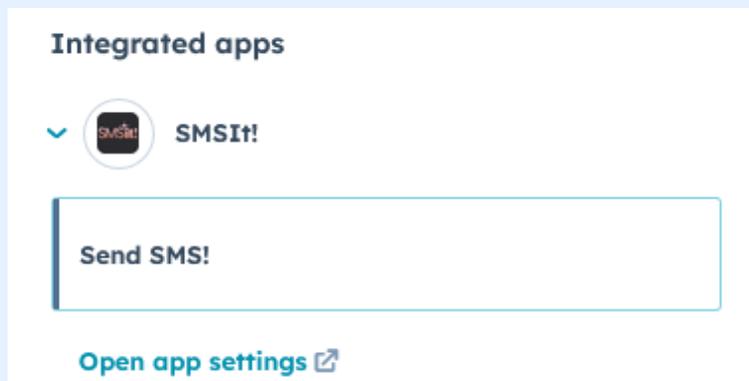
- ✓ **The web application uses scheduled cron jobs to automate tasks** like clearing old data logs, updating HubSpot timelines, and sending out pending SMS messages.



**The app connects to mobile carrier platforms through API calls**, ensuring that SMS messages are sent quickly and efficiently, regardless of the volume.



**The app includes customizable settings for each client**, allowing businesses to tailor the SMS capabilities to their specific needs and preferences.





## RESULTS

The SMSIt! App launched in Spring 2023, and by 2024, it has proven to be a reliable solution for **Maccabi Tel Aviv**, ensuring SMS communication with the spectators entering their stadium.



### Easy SMS sending

The client can quickly send SMS messages directly from the contact screen in HubSpot.



### Workflow SMS automation

The app's integration with HubSpot workflows allows users to automate SMS messaging.



### Fast and efficient SMS delivery

The batch delivery system ensures that large volumes of SMS messages are sent quickly without delay.



### Reliable performance

The use of scheduled tasks ensures a smooth operation of the application in automated processes



### Customizable settings

The app's client-specific settings allow businesses to align the SMS functionality with their needs.



### Marketplace availability

The SMSIt! App was successfully listed in the HubSpot Marketplace, making it accessible to users worldwide.

## TECHNOLOGIES

PHP, MySQL, Hubspot, SOAP, JSON REST APIs.



SPATZ  
ADJUSTABLE GASTRIC BALLOON

### TESTIMONIAL

*"They're always incredibly responsive and quick to address any requests we have."*

- Ethan Harris, Spatz Medical

## WE SERVE HUBSPOT AGENCIES AND USERS AROUND THE WORLD



✓ HubSpot CMS

✓ Integrate HubSpot with any software

✓ Integrate Salesforce, Zoho, Pipedrive

✓ Create HubSpot apps

✓ Publish in HubSpot Marketplace

✓ Customize email and Preference Center

✓ Migrate and merge portals

✓ Lead tracking integrations

✓ FormAPI, HubDB and HubL programming

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# OPTI

## PRODUCT DEVELOPMENT, AUTOMATION AND DATA MIGRATION

Software company developing products and cutting costs by automations and data migrations. Founded in 2005, with extensive expertise in retail, medical, publishing, and gaming industries.

The OPTI team includes senior analysts and programmers, is ISO 9001 and ISO 27001 certified, HubSpot Solution Partner, Google Cloud Partner and certified in other technological stacks.

## CERTIFICATIONS



## KNOW-HOW

