

DOGTV AND 1406:

# CASE STUDY

EFFICIENCY UNLEASHED: TV FOR DOGS GETS GROOMED FOR HUBSPOT WITH IMPLEMENTATION AND INTEGRATION



## The Dog Days of DogTV

Dog TV, a subscription-based streaming service offering programming for dogs, was having a “ruff” time getting their systems to play nice together. They were using Klaviyo for their marketing and SMS, but their video hosting, payments, and subscriptions management lived on Vimeo. They were dog-tired of going between two systems that didn’t talk to each other effectively. They were ready to move to HubSpot and manage everything from one place.



## Herding the Technical Components

- First, we needed a detailed picture of exactly how their business operated within Klaviyo so we could craft their seamless transition to HubSpot. We were exhaustive in our quest to map out their processes, getting into the nittiest and grittiest of details to ensure we would create all the necessary custom properties (spoiler alert: there were dozens) to replicate their processes and pipelines within HubSpot.



- The second step was to create a custom webhook integration between HubSpot and Vimeo that would pull in all the necessary subscription properties and ensure they could be managed in the HubSpot framework. HubSpot's out-of-the-box solutions for contacts, companies, and deals don't necessarily accommodate a subscription relationship, but we didn't let that slow us down. We used HubSpot's custom objects feature to build a custom subscriptions object that suited their purposes perfectly.

- One last hurdle remained: they wanted to streamline their customer service ticketing pipeline into one system, HubSpot, and remove platform switching for their reps. They had had to leave their CRM system and go into Vimeo to sort out any Vimeo issues, opening the door for human error and a frustrating internal experience that could have cascading effects for user experience. We created a custom card in their HubSpot CRM that allowed them to edit Vimeo subscription preferences that would automatically update in Vimeo without ever having to leave HubSpot.



## Go Fetch

Shortly after we had successfully completed their transition to HubSpot, DogTV picked our tennis ball back up and threw it across the field: they were leaving Vimeo and moving to Cleeng. A lesser-known solution in the video-hosting software space, Cleeng was not a platform we had worked with before, but we did have really smart developers.

Ideally, to know how to best integrate Cleeng's data within HubSpot, we would have had some test data to see how they format their data. No such luck; however, even without dummy data from Cleeng, we took the limited documentation we could find and made an educated guess at the rest, allowing us to keep moving forward with a solution for DogTV despite a circumstance that could have brought our work to a standstill.

And those really smart developers of ours? Their educated guess was so accurate, it led to us turning around a solution within 60 days. For anyone who's worked on a project relying on at least three separate parties cooperating, this was a timeline and an outcome we were all wagging our tails over.





## Leading the Pack with Empathy and Resourcefulness

Our partnership with DogTV highlights our dedication to understanding our clients' needs so thoroughly that we meet challenges and changes in a project with grace, creativity, and adaptability. Because we see ourselves as on the client's team, we look at challenges from their perspective—not just how something will affect our assigned objectives, but how it affects their overarching mission. This empathetic, big-picture approach helps us stay open to and see creative solutions that may not fit into what was initially conceptualized, but meet our goal of supporting clients with innovative, efficient, and effective solutions.



## Who's a Good Client? You Are? Are You a Good Client? Oh Yes You Are!

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We're always on the lookout for clients with whom we can be true partners.  
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For an extra treat, let us know what dog breed your brand would be  
when you reach out!

