



Smarter, Safer, Scalable

HubSpot Integration for Sports Ticketing - 100,000+ Tickets

From the ticketing platform to the 360° fan profile

CASE STUDY

Industry: Sports / Entertainment

Client: Professional basketball club, Israel

Year: 2025-2026

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WHY A SPORTS CUSTOMER DATA HUB?

For a sports club, every purchase provides information about the chosen game, ticket type, attendance, and the history of interactions with its fans.

The *vivenu* platform managed events, tickets, and transactions, HubSpot managed contacts and communication, while internal systems required consolidated information about buyers and spectators.

In 2025, OPTI imported the data from *vivenu* into HubSpot through custom objects and custom associations. In 2026, the integration was extended to synchronize the consolidated data from HubSpot to the basketball club's other systems.

Why OPTI: The project combined two essential competencies: custom systems integration and advanced data modeling in HubSpot. Under the coordination of Glare Marketing, the OPTI team used custom objects, external identifiers, custom associations, and batch operations to accurately reflect the relationships between fans, tickets, games, and hundreds of thousands of tickets.





CHALLENGES

The data from *vivenu* had to be accurate, connected, and easy to use in HubSpot.

1. Fragmented data and incomplete profiles



A HubSpot contact had no information about their tickets and game attendance. At the same time, the data for all purchases and attendance existed in *vivenu*.



The goal was to unify the information into a single system.

2. The standard HubSpot data model was not enough



The standard objects in HubSpot could not simply represent the specifics of ticketing data. A “ticket” was not a support ticket, but a game ticket, with a different logic.

3. Relationships were just as important as the data



A ticket had to be linked to the buyer, attendee, game, and transaction, providing full context for each ticket, usable by management, and ready for AI agents (Breeze).

4. Repeated updates, without duplicates



The system had to recognize existing data and decide whether to update it or create new ones, via **upsert**.



SOLUTION

OPTI built the integration in two stages:

Phase 1: importing data from *vivenu* into HubSpot.

Phase 2: synchronizing the consolidated data from HubSpot to the club's internal systems.

1. HubSpot data model for sports and ticketing



A model was built around the following entities:

- ▲ **Games:** games and sports events
- ▲ **Game Tickets:** individual tickets
- ▲ **Contacts:** buyers and spectators
- ▲ **Deals:** associated transactions
- ▲ **Activities:** emails, calls, meetings, notes

2. Import *vivenu* > HubSpot



Data about games, tickets, buyers, and transactions is extracted from *vivenu*, normalized, and mapped to the corresponding HubSpot objects.



The integration creates new records or updates existing ones.

3. Custom associations for real context



The integration programmatically creates the relationships between objects:

- Games > Contacts
- Game Tickets > Deals
- Games > Game Tickets
- Game Tickets > Games
- Game Tickets > Contacts
- Game Tickets > Activities

4. HubSpot synchronization to the club's systems



In the second stage, HubSpot also becomes a data source for the club's other applications, through new integrations.



Consolidated information about users, tickets, and attendance now comes from HubSpot, without any need for club's systems to connect separately to *vivenu*.

TESTIMONIAL



"OPTI Software handles all the complex integration projects for me. The goal is to ensure data flows between HubSpot and the platforms my clients request for integration. Examples include integrating HubSpot with vivenu (a ticket ordering platform) and HubSpot with Slack to log communication from specific channels in HubSpot."

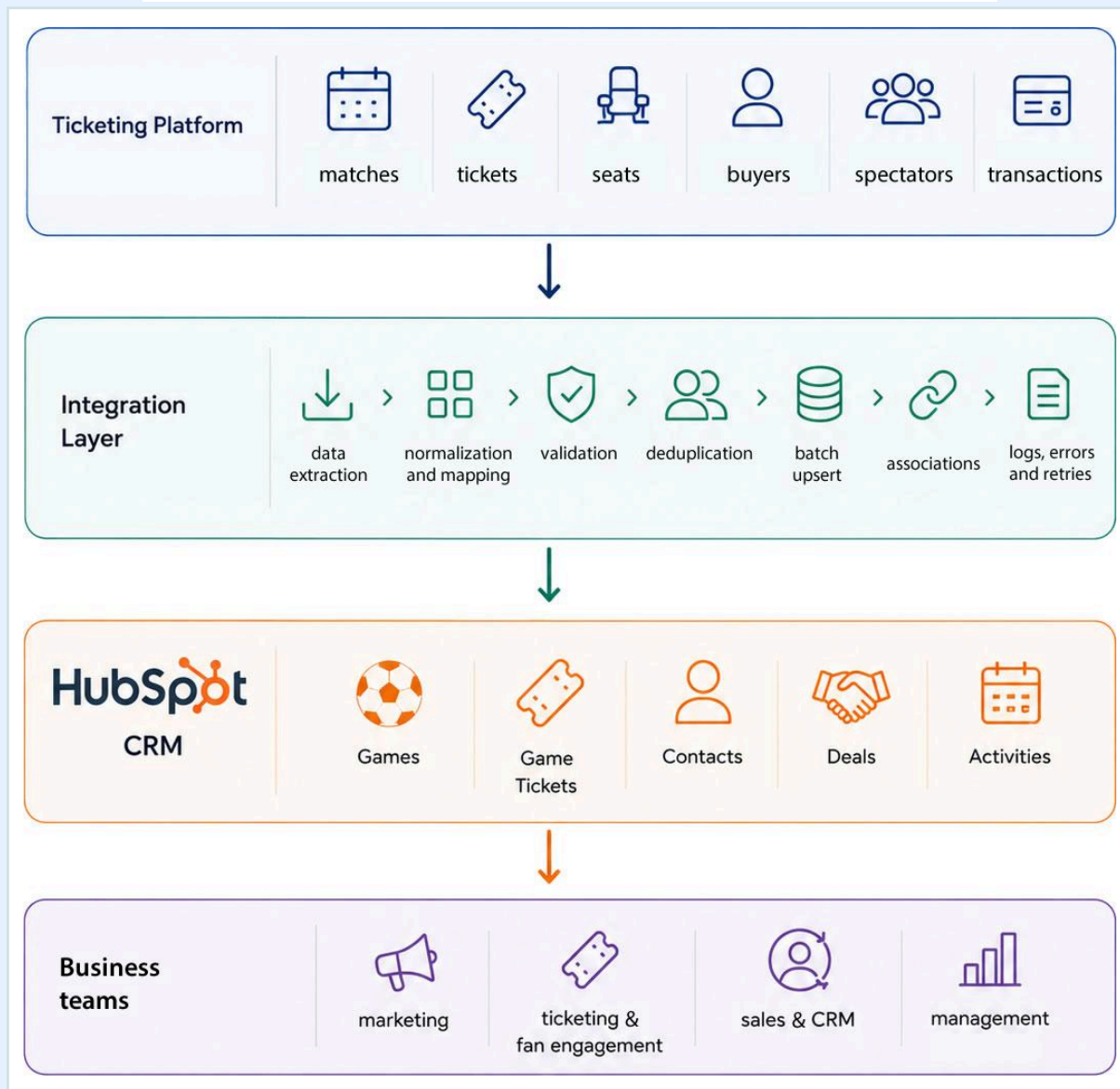
— Karin Tamir - CEO, Glare Marketing



ARCHITECTURE

The integration is organized around HubSpot, which becomes a **customer data hub**. *vivenu* remains the source for ticketing, and the custom-built component manages the transformation, validation, and synchronization with other systems.

Phase 1: *vivenu* > Integration Layer > HubSpot > Business team



Phase 2: HubSpot > Integration Layer > Other club systems



RESULTS

two stages, 3 months of work



HubSpot became a customer data hub for the club

Contacts, tickets, games, and transactions are available in a single CRM.



100k+ Game Tickets visible in HubSpot

Each Game Ticket is associated with a contact, a deal, and a game, providing context for the records.



360° view of fans and attendees

The team can see the history of tickets and attendance, alongside other contact data.



100+ games connected with spectators

For each event, issued tickets, associated contacts, and attendees can be tracked.



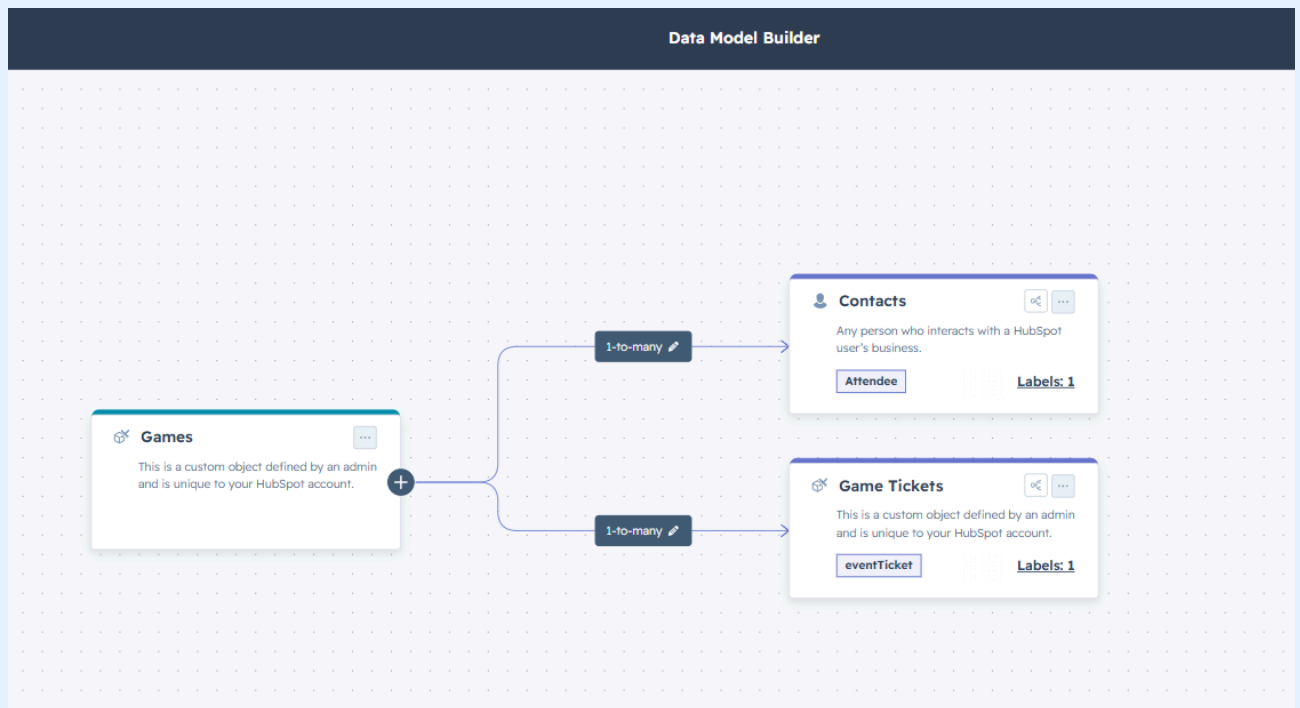
Foundation for relevant segmentation

Data can be used for groups such as attendees of a specific game, returning buyers, or ticket holders.

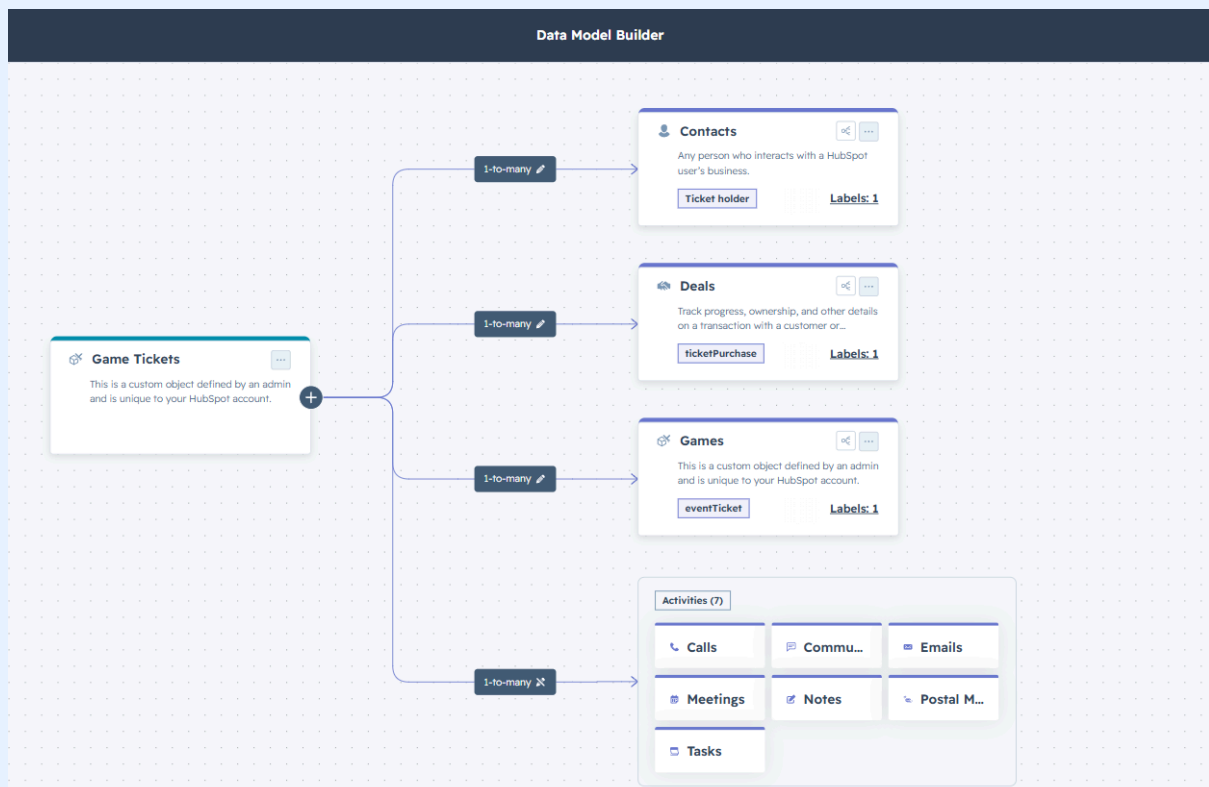


Millions of relationships easily visualized, 0 sync duplicates

Automated imports and associations reduce Excel exports, repetitive checks, and manual updates.



HubSpot data model: Connecting Games with Contacts and Game Tickets reflects the relationship between a game, spectators, and issued tickets.



Extended data model: Connect Game Tickets to Contacts, Deals, Games, and Activities


```

foreach (array_chunk($inputs, 100) as $batch) {
    $res = $hubspot->batchUpsert(OBJ_ID_TICKET, $batch);

    if ($res['code'] >= 400) {
        echo "Ticket Upsert Failed: " . json_encode($res['body']) . "\n";
        continue;
    }

    if (isset($res['body']['results'])) {
        foreach ($res['body']['results'] as $r) {
            $vid = $r['properties']['ticket_id_migration'] ?? null;
            $hsTicketId = $r['id'];

            if ($vid && isset($ticketParents[$vid])) {
                $parents = $ticketParents[$vid];
                $c = $parents['c'];
                $g = $parents['g'];
                $d = $parents['d'];

                if ($c) $bufTicketContact[] = ['from' => ['id' => $hsTicketId], 'to' => ['id' => $c], 'types' => [['associationCategory' => 'USER_DEFINED', 'associationTypeId' => ID_TICKET_TO_CONTACT]]];
                if ($d) $bufTicketDeal[] = ['from' => ['id' => $hsTicketId], 'to' => ['id' => $d], 'types' => [['associationCategory' => 'USER_DEFINED', 'associationTypeId' => ID_TICKET_TO_DEAL]]];
                if ($g) $bufTicketGame[] = ['from' => ['id' => $hsTicketId], 'to' => ['id' => $g], 'types' => [['associationCategory' => 'USER_DEFINED', 'associationTypeId' => ID_TICKET_TO_EVENT]]];

                if ($g && $c) {
                    $key = $g . '_' . $c;
                    if (!isset($bufGameContact[$key])) {
                        $bufGameContact[$key] = ['from' => ['id' => $g], 'to' => ['id' => $c], 'types' => [['associationCategory' => 'USER_DEFINED', 'associationTypeId' => ID_EVENT_TO_CONTACT]]];
                    }
                }
            }
        }
    }
}

```

API integration: the batch upsert logic creates or updates HubSpot objects and generates the associations between tickets, contacts, deals, and games.

FROM THE TEAM



"A large import into HubSpot is relatively simple. The difficult part is idempotency: to be able to resume synchronization without duplicates and without losing the relationships between objects. That is why we used external identifiers, batch upsert, and association labels. And custom objects for the specific data logic."

— Daniel Curculescu, Software Engineer

TECHNOLOGIES AND METHODOLOGY

Services: HubSpot integration, CRM data modeling, custom objects configuration, properties, association labels, API development, incremental import, batch upsert, deduplication, reverse synchronization, and QA.

Tech: HubSpot CRM API, Custom Objects API, Associations API, Batch API, vivenu API, PHP, JSON, REST APIs.

Methodologies and best practices: Discovery & data mapping, data modeling, error handling and retry, reverse sync preparation.

Standards: ISO 9001 (quality), ISO 27001 (information security).

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CONTACT US

Direct	Address
 office@opti-software.com	4 Dr. Ioan Nanu Muscel Street
 +(40) 774 453 302	Bucharest, Romania
 <u>www.opti-software.com</u>	 



OPTI Software

Intelligent Business Processes. Scalable Results.

We build **software, AI agents and data integrations** together with Google Cloud services and HubSpot CRM setups, with quality, security and AI ISO certifications.

OPTI has been distinguished with excellence awards, such as **Best R&D Program of the Year Award** at the ANIS Gala 2026 and **Bronze Startup of the Year** at Romanian Startup Awards 2026. Founded in 2005, OPTI is a HubSpot Solution Partner and Google Cloud Partner.

CERTIFICATIONS



KNOW-HOW

