

# Vitrina Enrich App for Hubspot

## Introduction:

The Vitrina Enrich App is a powerful solution designed exclusively for the Media and Entertainment industry, seamlessly integrated with HubSpot. Our app ensures that your CRM database is always accurate, current, and tailored to the unique needs of the Media and Entertainment industry.

## Key Features:

### 01 Comprehensive Data Enrichment:

The Vitrina Enrich App updates and enriches your HubSpot Contact/Lead records with industry-specific data, ensuring your CRM is optimized for success.

### 02 Specialized Focus:

Unlike industry-generic B2B Sales Intel tools, our app is built exclusively for the Media and Entertainment sector, offering relevant data points and actionable insights that align with your business goals.

### 03 Instant Auto Enrichment:

When a new contact or lead is created in your HubSpot CRM, the app automatically retrieves and enriches the record with relevant and accurate information. This ensures you have the most valuable intel available right from the start.

### 04 Seamless HubSpot Integration:

The app is designed to work natively within HubSpot, allowing you to enrich records without disrupting your existing workflows.

## How It Works:

### 01 First-Time Auto Enrichment:

Each new record gets enriched for the first time automatically. The enriched data is stored in your Hubspot database.

### 02 Lookup Panel:

Whenever you view an existing contact or lead in your HubSpot environment, a Vitrina card is displayed in the right-hand panel. This card fetches real-time information about the contact and their company.

### 03 Manual Enrichment:

For a given contact or lead, you can import the updated data manually.

### 04 Customized Data Enrichment

Enrichment fields and data points are tailored to your subscription tier, ensuring you receive the information most relevant to your organization.

## Benefits:

### 01 Enhanced Data Accuracy:

Eliminate outdated or incomplete company and contacts information in your HubSpot CRM.

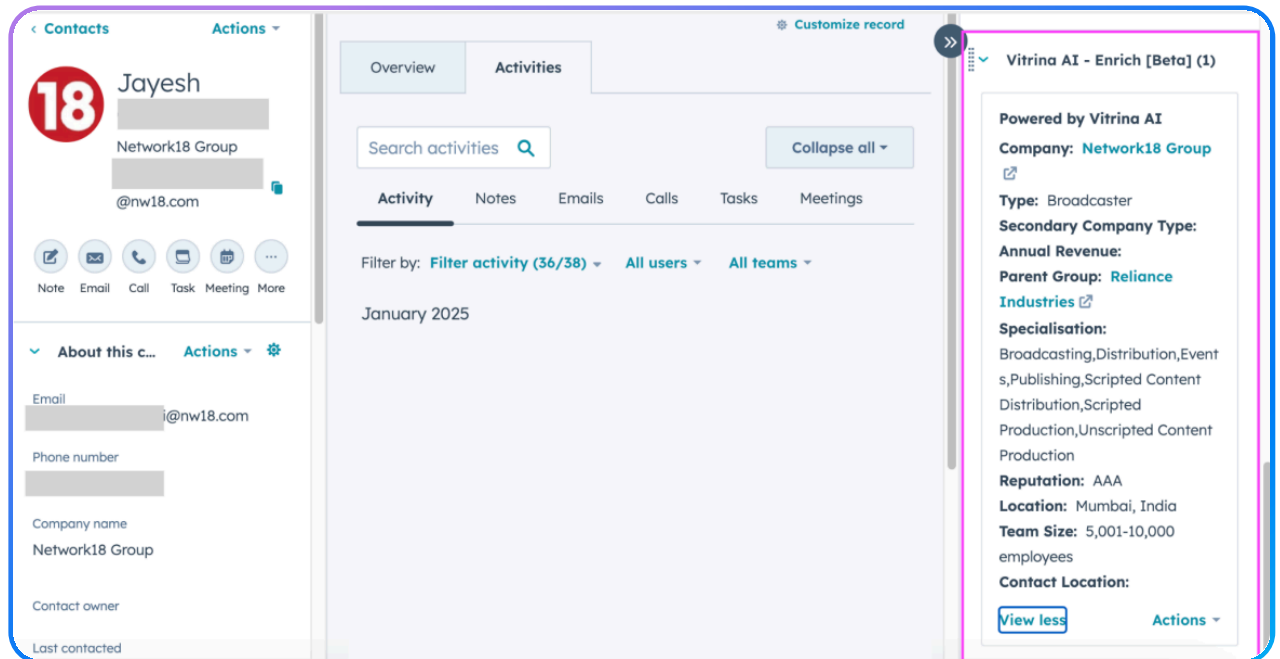
### 02 Streamlined Workflows:

Save time with automated enrichment that integrates seamlessly into your existing processes.

### 03 Industry-Specific Insights:

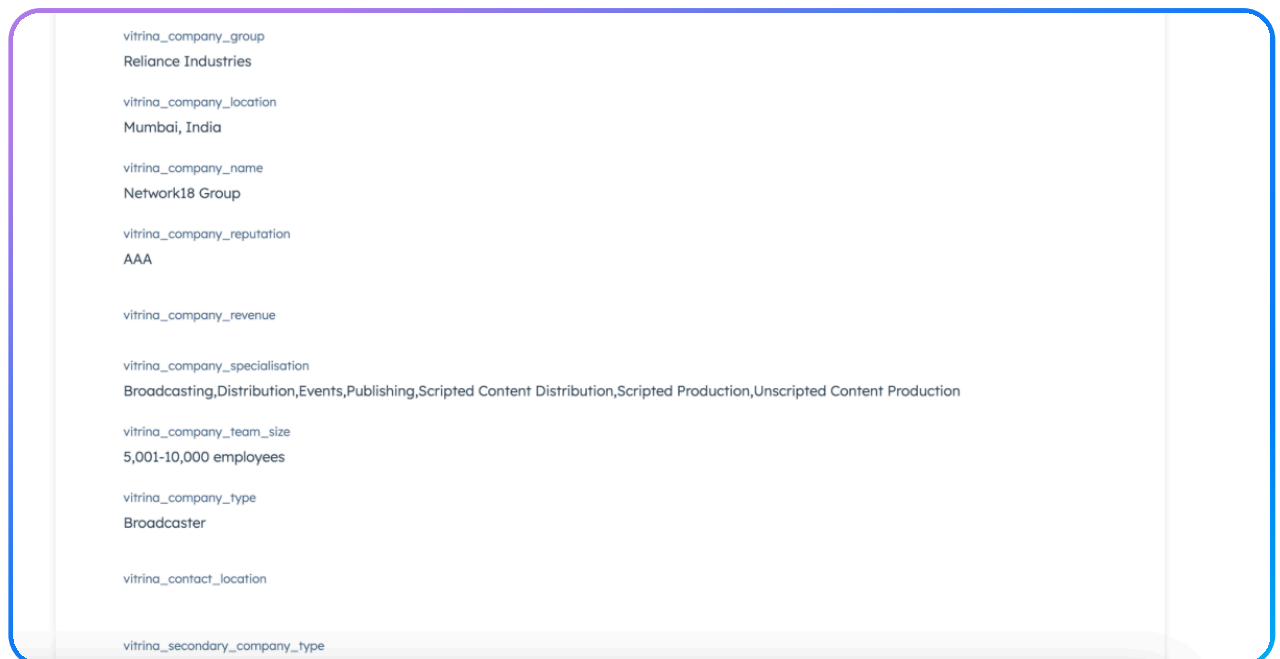
Leverage data tailored to the Media and Entertainment sector to drive informed decision-making.

## Screenshots:



The screenshot displays the Vitrina AI - Enrich interface for a contact named Jayesh from Network18 Group. The interface is divided into three main sections:

- Left Panel (Contact Details):**
  - Header:** Jayesh, Network18 Group, @nw18.com
  - Actions:** Note, Email, Call, Task, Meeting, More
  - About this c...:**
    - Email: [redacted]@nw18.com
    - Phone number: [redacted]
    - Company name: Network18 Group
    - Contact owner: [redacted]
    - Last contacted: [redacted]
- Center Panel (Activities):**
  - Overview / Activities:** Search activities, Collapse all
  - Activity:** Filter by: Filter activity (36/38), All users, All teams
  - January 2025:** [Empty activity list]
- Right Panel (Vitrina AI - Enrich [Beta] (1)):**
  - Powered by Vitrina AI**
  - Company:** Network18 Group
  - Type:** Broadcaster
  - Secondary Company Type:**
  - Annual Revenue:**
  - Parent Group:** Reliance
  - Industries:**
  - Specialisation:** Broadcasting, Distribution, Events, Publishing, Scripted Content Distribution, Scripted Production, Unscripted Content Production
  - Reputation:** AAA
  - Location:** Mumbai, India
  - Team Size:** 5,001-10,000 employees
  - Contact Location:**
  - Buttons:** View less, Actions



The screenshot displays a table of data extracted from the Vitrina AI - Enrich interface. The table has two columns: a key (e.g., vitrina\_company\_group) and a value (e.g., Reliance Industries).

vitrina_company_group	Reliance Industries
vitrina_company_location	Mumbai, India
vitrina_company_name	Network18 Group
vitrina_company_reputation	AAA
vitrina_company_revenue	
vitrina_company_specialisation	Broadcasting, Distribution, Events, Publishing, Scripted Content Distribution, Scripted Production, Unscripted Content Production
vitrina_company_team_size	5,001-10,000 employees
vitrina_company_type	Broadcaster
vitrina_contact_location	
vitrina_secondary_company_type	



# Vitrina Enrich App for Hubspot

## Why Choose the Vitrina App?

Vitrina Enrich App goes beyond generic company+contacts data enrichment, providing tailored information that cater to the unique challenges and opportunities within the Media and Entertainment industry. By ensuring your CRM data is always current and relevant, the app empowers your team to execute go-to-market strategies with confidence and precision.

**Set your CRM up for success. Optimize your HubSpot database today with the Vitrina Enrich App.**