

Mapping 5k+ HubSpot prospects with Mapbox

How we designed a simple state layer between HubSpot and Mapbox that turns a prospect list into territories, rep assignments and field visits — and learns from each rep’s history which territories and routes to prioritise next.



5k+ prospects mapped



25+ territories assigned



100+ field visits tracked

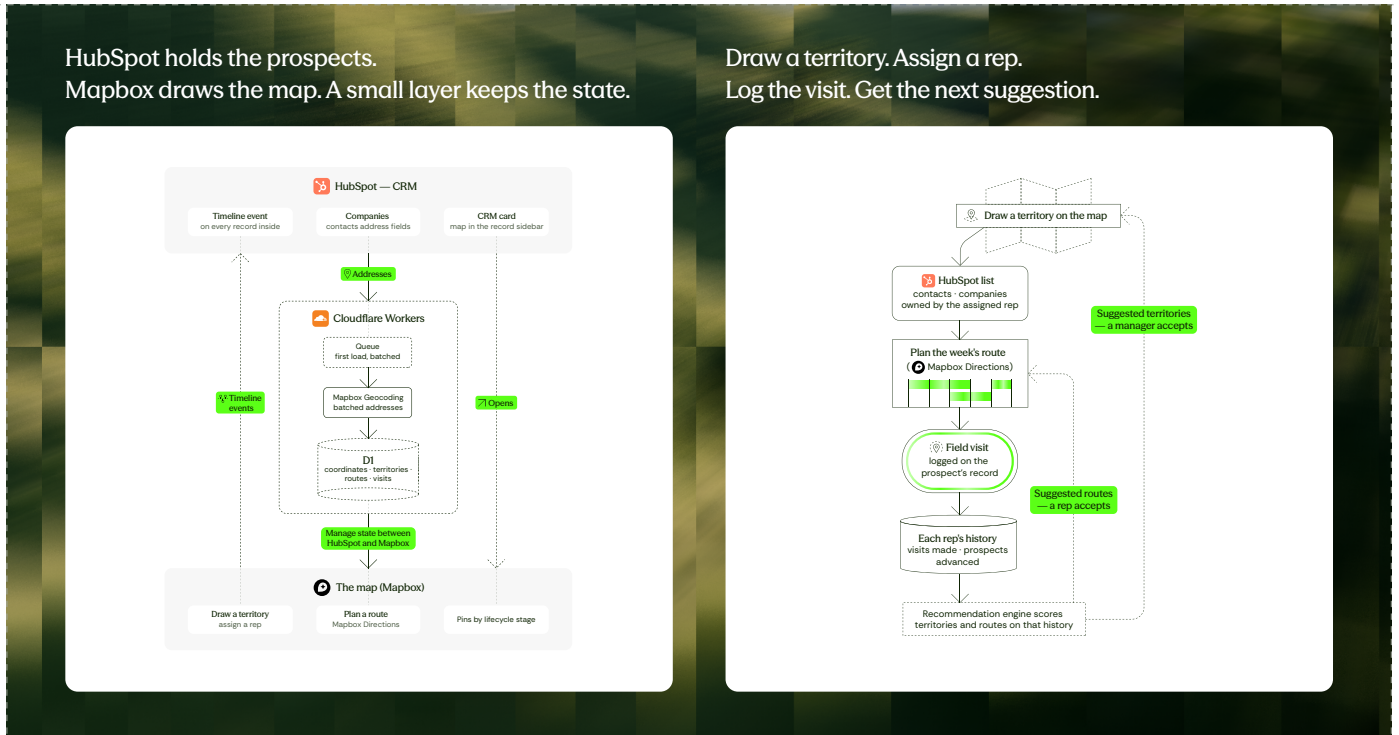
A field sales team plans its week around where its prospects are. More than five thousand of them live in HubSpot, which lists them but doesn't place them. Without a map, there are no territories and no logic to who visits whom. And even with one, every Monday asks the same question: which prospects first?

Constraints →←

Prospects with addresses, not places

Reps who work in the CRM, not on a map

No memory of which territories paid off



Solutions ✓

1 Map and Divide

Addresses geocoded once, in batches, through Mapbox. A territory drawn on the map becomes a HubSpot list, with a timeline event on every prospect inside.

2 Assign and Visit

Each territory gets a rep who owns its list and a route planned with Mapbox Directions. Every visit is logged on the record, and kept.

3 Learn and Suggest

A recommendation engine reads each rep's history and suggests new territories and routes to prioritise. Nothing changes until a person accepts it.

The Benefits Gained +

-  One visual repository of every prospect
-  The map is the reps' prospecting plan
-  The best-performing territories, visible over time
-  Each rep's history turned into where to go next

5,000+ prospects on one map. Every visit teaching the next route.

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