

Turning 10k MySQL orders / week into personalized HubSpot marketing

How we moved a corporate benefits company's live order data into HubSpot as first-class objects, and built personalized assets on top.



10k orders / week



Synced every 10 min



2 modules, 1000s of unique emails

The company runs subsidised workplace meals for office employees. Everything worth knowing about a customer sits in the production database: what they order, from which location, how often, how they rated it. Marketing lives in the CRM, and the CRM knew none of it. Every campaign began with a manual export, and personalisation stopped at a first name.

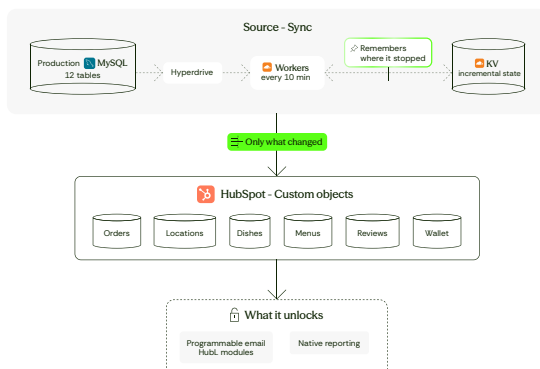
Constraints →←

A production database that can't be queried on demand

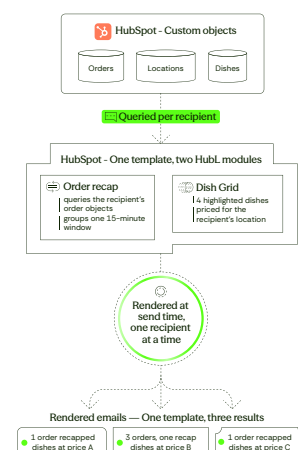
Ten thousand orders a week, every week

Personalisation that has to render inside an email client

Orders, locations, dishes, reviews — as first-class objects inside the CRM.



One template. Thousands of genuinely different emails.



Solutions ✓

1 Orders as Objects

A Cloudflare Worker queries production MySQL through Hyperdrive every ten minutes across twelve tables, writing into HubSpot as custom objects — orders, locations, dishes, menus, reviews, wallet movements. Incremental state in KV means each run moves only what changed.

2 Two Modules on Top

One groups a recipient's orders from the same fifteen-minute window into a single recap. The other renders four highlighted dishes at the prices of the recipient's own location. One template, thousands of different emails, and the difference is real data.

The Benefits Gained +

- + One template, thousands of genuinely different emails
- + Every future asset can be personalized the same way
- + Campaigns no longer start with a manual export
- + Order behaviour is reportable where campaigns are built

10,000 orders a week. Unlimited marketing possibilities.

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