

## CASE STUDY

# GoHighLevel AI Integration

A custom AI brain behind GoHighLevel. The AI does the thinking; GHL stays the CRM your team already knows.

## THE WORK

I integrated a custom AI system with GoHighLevel so a business keeps GHL as its familiar CRM and delivery layer while gaining capabilities it does not have out of the box. The architecture keeps the intelligence — research, personalization, and decisioning — in a separate orchestration layer, and uses GHL for what it does well: contacts, pipelines, and multi-channel send.

Leads and enrichment sync into GHL with idempotent, deduplicated writes, so re-running never double-creates a contact. Custom fields are mapped cleanly so data lands exactly where the team expects it, and approved outreach is pushed into GHL workflows for delivery. Webhooks flow engagement back so the AI can react. The team works in the tool they already know, and the AI works behind it.

## TECHNOLOGIES

GoHighLevel API

Webhooks

Supabase

Vellum

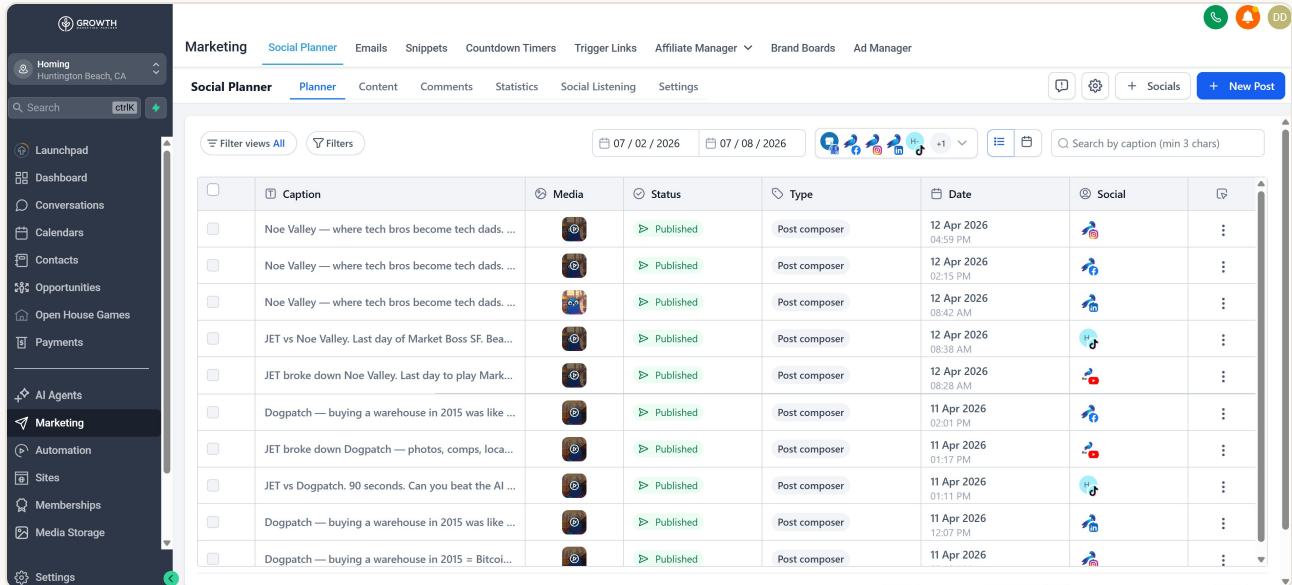
Retool

Python

## WHAT I TOOK AWAY

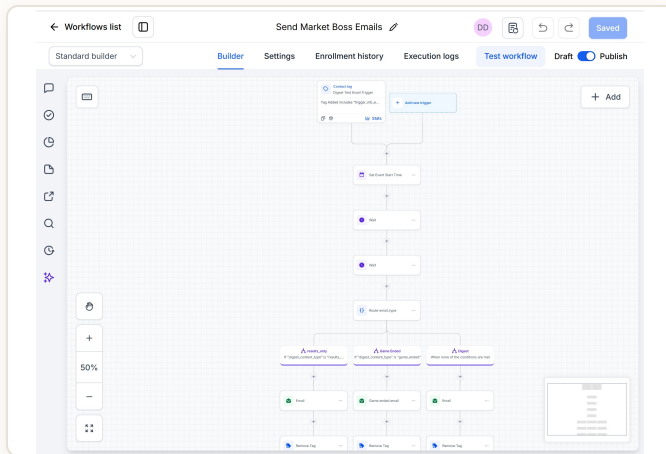
- ◆ Meet clients in the tool they already use. Keep GoHighLevel as the interface and add AI behind it, rather than forcing a new platform.
- ◆ Idempotent, deduplicated sync is what makes a CRM integration safe to run repeatedly without corrupting the contact database.
- ◆ Clean field mapping is half the battle. Data has to land exactly where the team already looks for it.

## THE HUB THEY ALREADY USE

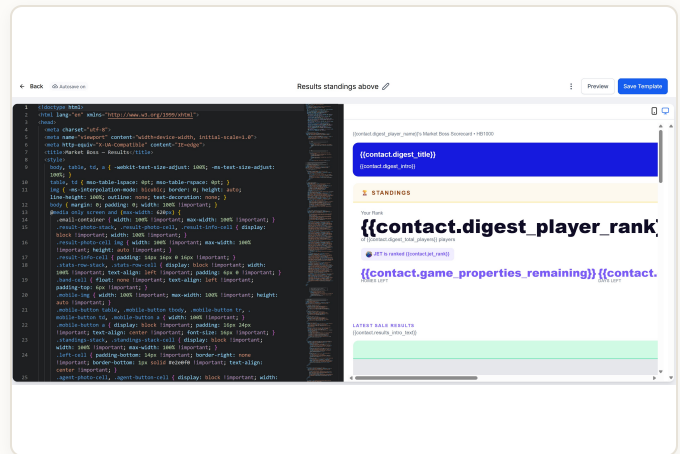


GoHighLevel stays the hub: contacts, pipelines, calendars, and multi-channel send the team already knows.

## THE AI BEHIND IT



Custom automation built inside GHL, driven by the AI layer behind it.



Merge-field email templates: one template, thousands of personalized sends.