

Help Center > Integrations > Sales & Marketing Integrations

# HubSpot Integration

Updated 17 hours ago



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*HubSpot is an CRM integration that helps you organize and maintain registration information.*

## Why Use the Hubspot Integration?

Hubspot is a CRM platform that enables you to connect the marketing, sales, service, and operations aspects of your business. When integrated with Swoogo, registrations for your event will be pushed into HubSpot, enabling you to match registrant records, add registrants to contact lists, and track event site pages view. Essentially, all of your event data can be collected in Swoogo and consolidated in HubSpot.



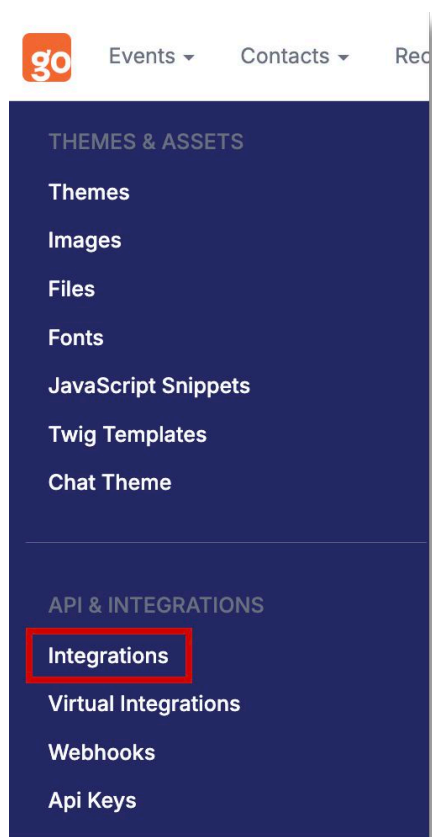
### Three Things to Note

1. HubSpot data will sync every hour to Swoogo.
2. You must be an Admin on the HubSpot account that you are connecting to Swoogo.
3. If you want learn more about syncing invitation lists, please view the [HubSpot List to Invitation List Syncing](#) article.
4. For more information on syncing **Marketing Event Objects**, please view the [HubSpot Marketing Event Object article](#). [↗](#)

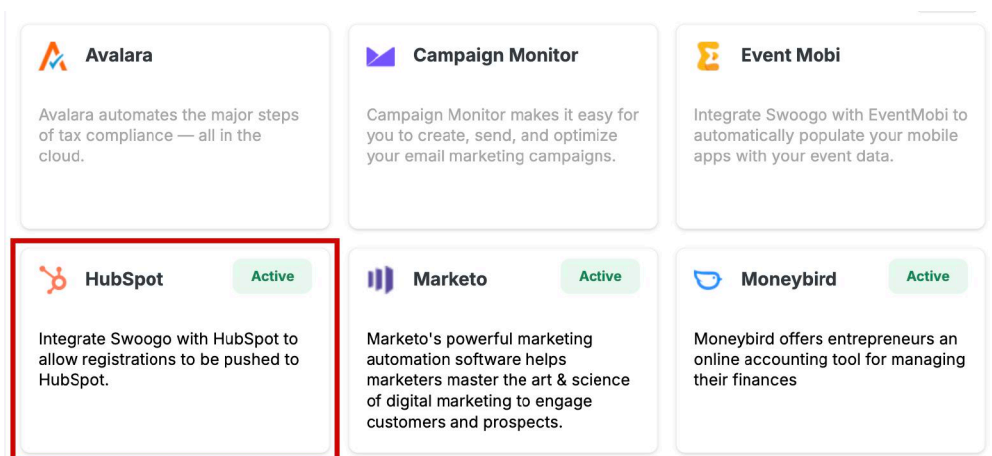
# Configure the Integration

To set up the integration, you will need to start at the account level:



1. Navigate to the Account Hub
2. Scroll down to **API & Integrations** > select **Integrations**



## 3. Choose HubSpot

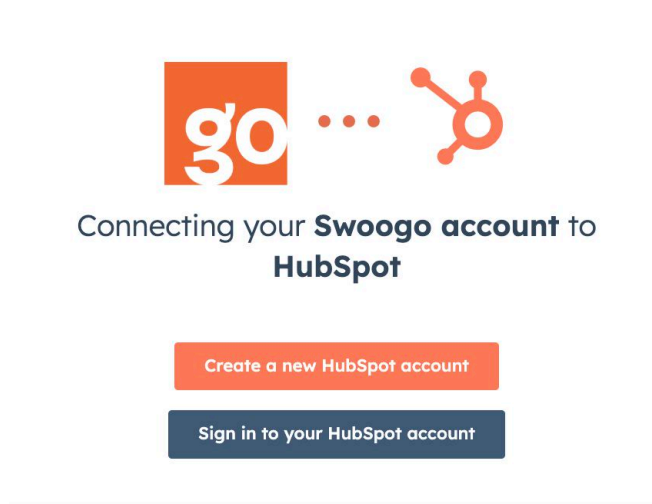


#### 4. Click **+Add Configuration**

+ Add Configuration		
Name	Valid?	
Hubspot	✓	 
Shaina's Hubspot	✓	 

#### 5. Enter your **HubSpot** credentials

#### 6. Select desired **HubSpot** account to connect



#### 7. Enter **Name** under **General Settings**

**General Settings**

**Name \***

Hubspot

Give this integration a name to help you identify it later

#### 8. Map out fields in **Contact Field Mapping**

- This ensures the fields in Swoogo and fields in HubSpot match up when creating or updating records.

**Contact Field Mapping**

This mapping is used to match up data when creating or updating records in HubSpot.

[+ Map Another Field](#)

HubSpot Field	Swoogo Field	
Annual Revenue	<input type="text"/>	
City	City (Work Address)	
Company Name	Company	
Country/Region	Country (Work Address)	
Email	Email Address	
First Name	First Name	
Job Title	Job Title	
Last Name	Last Name	
Mobile Phone Number	Mobile Phone	

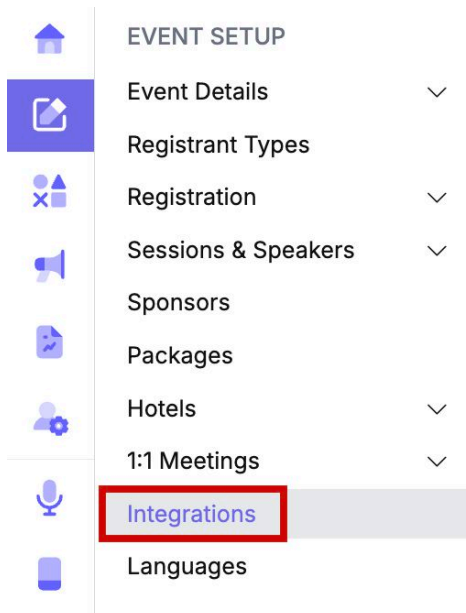
## 9. Click **Save**

Next, we will move over to your specific event!

# Add to an Event

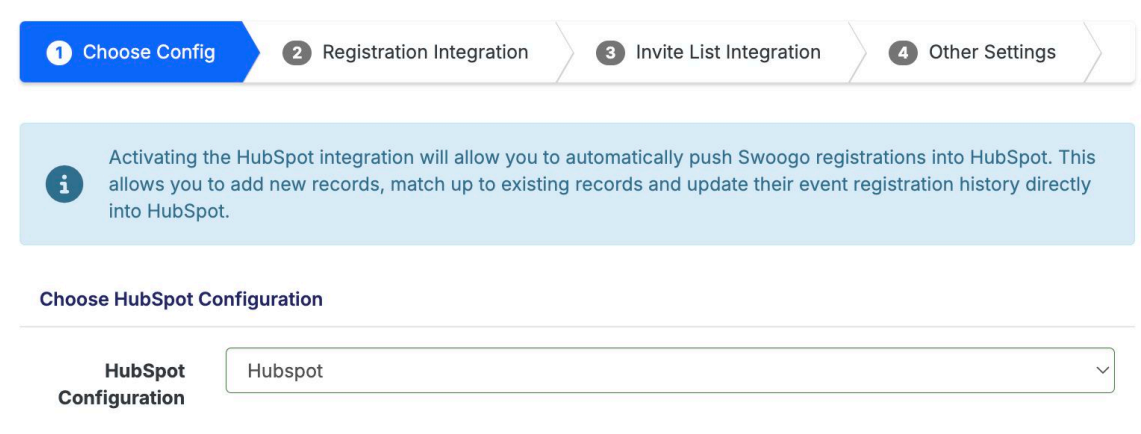
Once you have set up the integration at the account level, you can add the HubSpot integration to an event:

## 1. Navigate to **Event Setup > Integrations**



## 2. Select **HubSpot**

## 3. Choose desired integration under **Choose HubSpot Configuration**



## 4. Set up **Registration Integration** settings

- Here, you can determine if each registration is recorded and imported into HubSpot and map certain event fields accordingly.

The screenshot shows the 'Registration Integration' step in a four-step process. The first step is 'Choose Config', the second is 'Registration Integration' (highlighted), the third is 'Invite List Integration', and the fourth is 'Other Settings'.

**Enable registration integration**

☒ Record registrations in HubSpot

**Which registrations should be imported in to HubSpot?**

☒ All registrants should be imported in to HubSpot

**Event Field Mapping**

If you want to import data to HubSpot from questions that are specific to this event, set the mapping up here:

Please let us know why you can't make it	maps to	<input type="text"/>
Please let us know why you can't contribute	maps to	<input type="text"/>

## 5. Determine **Invite List Settings**

## 6. Determine **Other Settings**

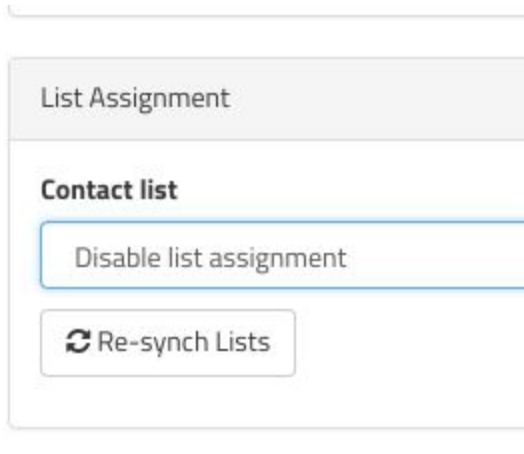
## 7. Click **Save**

On the Registration Record (**Reports > Registration Report > View** specific registrant), you will be able to see the sync history with HubSpot and have the option to view details, or manually sync:

The screenshot shows a box titled 'Hubspot Integration'. Inside, it says 'This registrant has not yet been synched with Hubspot'. Below this text is a button labeled '→ Synch Now'.

# List Assignment

You can set the registrant to be added to a Static list in HubSpot to allow you to follow-up/market to those who have registered. Scroll to the bottom of the event level setup page and choose the Static list that you would like registrants to be added to:

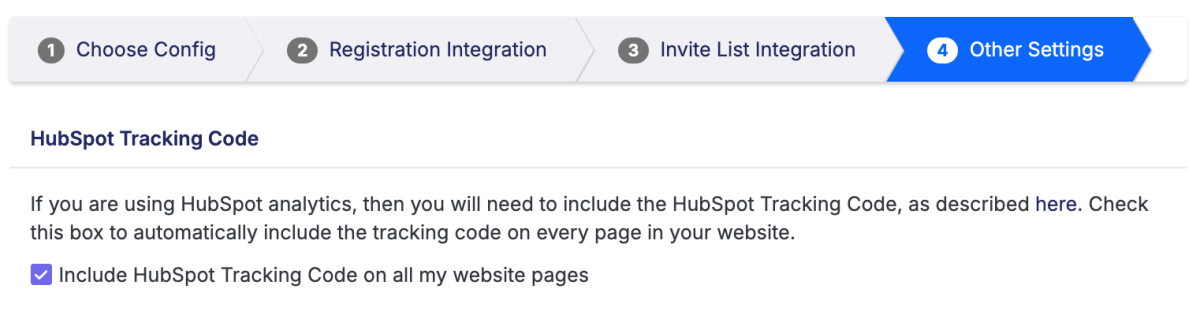


### Please Note

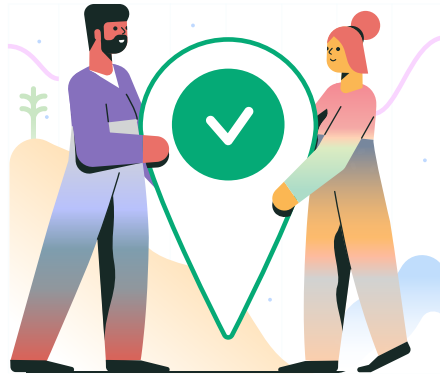
HubSpot does not allow additions to dynamic or Active Lists.

## HubSpot Tracking Code

If you use the HubSpot Tracking Code to track registrant page views through the HubSpot CRM, you can activate the HubSpot Tracking Code across all pages of your registration site to view their page views in HubSpot. To turn this on in your event, go to **Other Settings** and activate the **HubSpot Tracking Code** option:



If you have questions on syncing your HubSpot Lists to Invitation Lists, please read our [HubSpot List to Invitation List Syncing](#) article.



## Get in touch

Still have questions? If you didn't find what you need, click the "Submit a request" button below to get in contact with our Support team!