HubSpot Connector

Overview:

DBSync's platform for HubSpot integration can synchronize inbound marketing , sales and customer, service etc. and it is highly customizable according to the needs of the user. It has the ability to be integrated with popular CRM softwares and various other systems while supporting cont ent management, lead generation, web analytics, search engine optimization etc. . As a HubSpot user, you can also use this connector to integrate HubSpot with other On-demand, On-premise or, SaaS-based applications - such as Salesforce.

The HubSpot connector exposes all standard objects available within the HubSpot instance of the connected user through the Trigger/Rule section of DBSync iPaaS. So, while reading/ writing the data, the HubSpot connector passes the data for all fields that are mapped within the platform.

Features:

1. DBSync HubSpot connector is a Bi-directional synchronization
2. Automatically Trigger Payment integration
3. DBSync HubSpot connector can track all information or details from inside sales such as lead details, qualified leads etc. and integrate it with salesforce where the engaged lead qualifies as an opportunity and finally becomes a customer.
4. DBSync HubSpot connector for Companies:

   Companies can be associated with contacts, deals, engagements, and tickets. They can also have parent-child company associations and special contact associations. You can manage object associations using the CRM associations endpoints which is a key feature of DBSync HubSpot connector. In HubSpot, company records store information about a business or organization. The company's endpoints allow you to manage this data and sync it between HubSpot and other systems. Companies, along with contacts, deals, tickets, line items, products, and quotes, are objects in DBSync HubSpot connector .

1. DBSync HubSpot connector for managing Contacts:

   In HubSpot, contacts store information about individuals. From marketing automation to smart content, the lead-specific data found in contact records helps users leverage much of HubSpot's functionality. The contacts endpoints allow you to manage this data and sync it between HubSpot and other systems. Contacts, along with companies, deals, tickets, line items, products, and quotes, are objects in the DBSync HubSpot connector.

1. DBSync HubSpot connector for managing deals:

   In HubSpot, a deal represents an ongoing transaction that a sales team is pursuing with a contact or company. It’s tracked through pipeline stages until won or lost. The deals endpoints allow you to manage this data and sync it between HubSpot and other systems. Deals, along with companies, contacts, tickets, line items, products, and quotes, are objects in the DBSync HubSpot connector.

1. DBSync HubSpot connector for managing Line items:

   In HubSpot, line items can be thought of as a subset of products. When a product is attached to a deal, it becomes a line item. You can create line items that are unique to an individual quote, but they will not be added to your product library. The line items endpoints allow you to manage this data and sync it between HubSpot and other systems.Line items, along with companies, contacts, deals, tickets, products, and quotes, are objects in the DBSync HubSpot connector.

Benefits:

1. With DBSync HubSpot connector have a comprehensive view of all your marketing aspects stage wise including leads, qualified leads, inside sales, company information, opportunities, web analytics, customization , search engine optimization etc.
2. Strengthen your marketing programs, customer service, support, and back-end operations by having a unified set of data available across your different apps.
3. Time saving and easy to use
4. Easy integration with other systems
5. Streamlines the business operations and provides a direction for all marketing based decision of the company

Prerequisites

To establish a connection to HubSpot via DBSync HubSpot connector, a user must:

- Have a valid license to DBSync HubSpot connector, username and password to connect to DBSync iPaaS platform.
- Have a valid username, password, Account ID to access HubSpot.

- Be sure that the HubSpot instance has privileges to connect to HubSpot APIs.

Connector Configurations

HubSpot connector instance represents a single HubSpot account, including login credentials. If a user wishes to connect to multiple instances of either sandbox/production then, s/he must create a separate connection for each and configure the URL accordingly. The table below represents parameters required for opening the connection to the HubSpot user instance.

Property	Description
Username	The username to login to HubSpot.
Password	The password to login to HubSpot.

Steps for Quick Setup

1. Login to your DBSync iPaaS with your user credentials.
2. On the connector detail page of your HubSpot connector, click the "Connect" button. This will redirect the user to HubSpot popup.
3. Enter Email/User Id and password of your HubSpot instance to authenticate your user credentials. The steps to authenticate your user account is self-explanatory.
4. After successful authentication, your HubSpot username will be displayed on the connector settings page. This will indicate that HubSpot is connected with DBSync.