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# The Complete Guide to HubSpot Integrations

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# What are HubSpot integrations?

Integrations connect your software to third-party applications so they can share information with each other. They share data from one system to the next which provides you with more features and options while using your software.

# Who needs integrations?

Integrations are helpful tools for virtually every business, no matter the size or industry. There are integrations suited for every type of company (startups, SMBs, and enterprise companies) with any purpose (advertising, analytics, or content).

HubSpot

# When to choose
# an integration

Integrations solve and simplify your need for new software as your business grows and evolves. They allow you to keep the system you're currently using by simply adding connections to third-party applications to enhance system functionality and provide additional features you may need but aren't able to build within your software.

By leveraging integration connections across your systems, you can power your business to achieve a much wider range of tasks with your software as you enhance its functionality. This is especially helpful as your business expands, as your needs are bound to change.

Although your software may have the functionality you need when you start your business, you're likely going to want additional applications to provide the features you end up needing later on, as you grow.

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## BENEFITS OF INTEGRATIONS

**Your team saves time, meaning they can pay attention to more important things than administrative tasks**

In some cases, you can quite literally save weeks of administrative work by automating a single process. Once this time is freed up, your team members can work on tasks that actually require their attention, rather than the more mundane tasks.

**Spot stale data more easily**

When your systems are synced, the data is more comprehensible, and you'll know when leads have gone cold.

**Leads from inbound marketing are sent to sales in real-time**

This means you'll get near instantaneous syncing of leads. In fact, HubSpot's marketing tools automate lead entry. It's really helpful to automate the lead flow process like this because it prevents your marketing team from having to manually enter leads into the system.

**You can improve marketing plans and increase marketing ROI with the different types of marketing intelligence**

The marketing team benefits from seeing what happens to their leads on the sales side. When your marketing tools in HubSpot are integrated with the sales info on your CRM, marketing learns valuable information about which leads turn into sales. That helps them form better marketing and budget plans.

**Data in the CRM system can also be used to improve the results of your marketing strategy**

The CRM is typically the central hub of all your customer data. Many companies also send a lot of data from third-party systems into the sales database, such as demographic data or behavioural data about the use of your product or service. It gives a more holistic view of the prospect or customer.

## HOW DO YOU GET INTEGRATIONS IN HUBSPOT?

### There are three distinct types of HubSpot integration:

**Native**

Users, even those with absolutely no developer knowledge, can integrate two pieces of software with the click of a button and the filling in of a few simple fields. New integrations of this kind that are directly between HubSpot and another app are called native integrations.

Native integration means that HubSpot has an existing API integration so that you can connect an app with it quickly and easily. For instance, HubSpot has a native integration for WordPress, available as a WordPress plug-in. You can find HubSpot native integrations at their Marketplace, HubSpot Connect.

**Connector**

Because of its open-source nature, developers don't even have to go through HubSpot and get an official certification for integrations with HubSpot tools. Instead, they can act as a third-party connector and offer the integration through their website. These are called connector integrations. Connector integration means that you are using a third party API integration to connect HubSpot and another application. For instance, Zapier hosts many additional HubSpot integrations that are not native integrations, but give you further integration options.

Connector integrations need the end user to take a couple more steps than a native HubSpot integration, but they still don't require users to know any code at all.

**Custom**

Custom integration is when a developer creates a unique API integration that is not available as a native or connector integration. Custom integration is necessary when there is no existing connection between HubSpot and the other app you are using.

## WHAT ARE APIs?

API stands for application programming interface. In plain English, it's simply an access point that allows multiple applications to talk to each other, and thus integrate via a custom integration.

An API is a set of functions and procedures that allow apps to access features or data from another operating system or application. API is an excellent tool for building software that works in a cloud environment with shared data. So an API, like the HubSpot API, can access information from various databases. The reason this is useful is it means you can complete an action for a separate app without leaving the website you're currently on.

Although developers are the ones who typically work with APIs, they have huge benefits for businesses and end users because they increase connectivity; something that is increasingly useful in all aspects of business and communication. Even if you don't entirely understand what an API is or how it works, you have definitely seen it at work in your daily life.

Any time you make a reservation online, book a flight, or order a product from a website, you've been able to do so thanks to an API. It's the behind-the-scenes component that makes all the applications and devices we use able to connect with each other. Basically, it's a messenger between software, sending and receiving requests and responses, but the messages are intended to be between one programme and another, rather than between people.

## WHAT IS THE HUBSPOT API?

As with other APIs, the HubSpot API is a system that sends messages between various apps and devices, allowing them to interact with one another. The HubSpot API is built specifically to help users quickly create function integrations between applications. There are a few ways HubSpot is able to do this.

For one thing, HubSpot API is an open-source software. This means that anyone can view the source code for the API and can use the code to make modifications based on it. Because they have access to the original code, developers are able to create API integrations that work as go-betweens for HubSpot and other applications. Once HubSpot approves the integration code, the connection is available on the HubSpot Marketplace.

# What can you integrate natively with HubSpot?

Here are some common native integrations that we at BBD Boom have implemented for our clients:

## CUSTOMER SUCCESS INTEGRATIONS

Customer success integrations connect to HubSpot to make your internal and external interactions with employees (cross-team) and customers straightforward. They simplify communication and help you share information and/or data when you need to.

### Slack

The Slack integration is a digital workspace and communication tool that allows you to connect and talk with your team members. The integration is ideal for team collaboration and coordination from anywhere. By connecting the integration to your software, you can use Slack's and HubSpot's features in either the application or the software so you don't have to waste time toggling back and forth as the same information will be found in both locations in real time.

## EVENT AND WEBINAR INTEGRATIONS

Whether it's an in-person event, a webinar, an online meeting, or a video conference, the following integrations simplify every aspect of hosting an event. They allow your contacts to book meetings with you and you can update all information related to your contacts post-event or meeting in HubSpot.

### Eventbrite

Eventbrite helps you use inbound marketing tactics to attract more prospects and customers to your in-person and online events. Once connected to your software, the integration automatically takes data from your contact lists in HubSpot to help you uncover effective ways to connect with your target audience, face-to-face.

### GoToWebinar

No matter the type of event you're hosting, the GoToWebinar integration automatically syncs all of your registrant and participant information in HubSpot under the associated contact. You'll never have to worry about manually importing data about your webinar contacts again. Instead, you'll have more time to focus on the event itself.

## ADVERTISING INTEGRATIONS

Advertising integrations help you market to and reach your target audience. Data about the success of your ads and/or the leads obtained from them is automatically added to your HubSpot CRM so you can learn more about the people who interact with your ads and nurture them into customers.

### Facebook & LinkedIn Ads

The Facebook and LinkedIn Ads integration allows you to connect your Facebook or LinkedIn Ads account to HubSpot. This integration gives you the ability to attribute your ads directly to the contacts who interact with them. It also allows you to review real data about which ads impact your bottom line. This simplifies the reporting process for all of your Facebook and LinkedIn Ad efforts.

### Google Ads

With the Google Ads integration, you can target your customers with highly relevant ads and report on the true ROI of your campaigns. From there, you can leverage the HubSpot CRM to create highly targeted audiences that automatically sync with your Google Ads account. Because you're managing your ad campaigns in the same place you run the rest of your marketing, you create a consistent narrative between your follow up and the rest of your marketing.

## ANALYTICS AND DATA INTEGRATIONS

These integrations help you measure your success across a number of analytics platforms. You can look at your data in different ways and ensure all of this information is well-organised in HubSpot so your team can review it at any time. These integrations help you learn more about which of your efforts are working and which ones need to be modified.

### Hotjar

In a world where many website visitors are uninterested in completing forms and providing their personal information, Hotjar is a great way to learn about who your visitors are and what they're looking for on your site. The Hotjar integration gives you insight into who your website and mobile visitors are and what their needs consist of directly from HubSpot.

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## EMAIL INTEGRATIONS

Email integrations help you track a prospect's interactions with sales reps, personalise your email automation with certain contacts, and measure the success of your email campaigns among your target audience, all from HubSpot.

### MailChimp

The MailChimp integration allows you to sync HubSpot with your email service provider. You can build email campaigns and rest easy knowing the Intelligent Error Handling feature will continue engaging your contacts even if a syncing error occurs between the software and application. By connecting MailChimp to HubSpot, you'll have the ability to automatically add contacts from HubSpot into your application's email lists and vice versa so you never have to do it manually.

## LEAD GENERATION INTEGRATIONS

Lead generation integrations help you transition early-stage leads into delighted customers. All of your leads' information will automatically be synced to HubSpot so you can view it at any point during the buyer's journey. This is helpful to learn more about your target audience and to manage customer information so your sales and support teams can refer to it if needed, all from one location.

### WordPress

The WordPress integration helps you optimise and align your WordPress website with the data about your contacts and business goals you have in HubSpot. Your HubSpot account and all of your growth tools will automatically be connected to your WordPress site so you can work to attract, engage, and delight site visitors and customers on your site from either WordPress or HubSpot.

### SurveyMonkey

With the SurveyMonkey integration, you can create and distribute custom surveys to your prospects and customers, collect all data obtained, and view your responses within HubSpot. This is ideal because you can then segment and organise all your contacts based on their survey responses to easily manage the type of content and/or follow up they receive.

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## SOCIAL MEDIA INTEGRATIONS

Understanding your social media following is a huge part of successful marketing. Social media integrations help you learn about your followers, understand the type of content they interact with and share, and automate specific parts of your social media strategy.

### Facebook

With the Facebook integration, you can automatically connect your business's Facebook account to HubSpot. Schedule Facebook posts ahead of time, analyse and measure post performance. This integration is ideal if you want to manage your Facebook marketing strategy alongside your other social media marketing strategies directly from HubSpot.

### Twitter

Schedule Tweets ahead of time, monitor Twitter streams, view Tweets and Twitter interactions of your competitors, and monitor accounts that are important to your brand from HubSpot with the Twitter integration. All information about your current and new followers will be added to your contact lists in HubSpot so everything is organised appropriately.

### LinkedIn

By connecting your LinkedIn account to HubSpot through the LinkedIn integration, you can easily engage with your network and communicate with all of your contacts from HubSpot. You can also auto-publish your blogs and share specific content with your followers to nurture them into leads and customers. This integration is also great for tracking engagement along with all of your other social media channels and marketing efforts all from HubSpot's social media tool.

### Instagram

By connecting your Instagram account to HubSpot through the Instagram integration, you can publish through HubSpot, or directly within Instagram. No matter where you publish, your performance will be logged in HubSpot so you can see how you're performing, and take action to improve your engagement.

## VIDEO INTEGRATIONS

With the rise of video and video marketing in business today, integrations that help you incorporate this media on your website have become extremely useful. They allow you to create and implement videos on your site pages and forms as well as measure the success of your video marketing efforts.

### YouTube

The YouTube integration connects your YouTube channel to HubSpot. This way, you can easily report on your video and channel success and compare this data to that of your other social platforms using HubSpot's analytics and social media tools and dashboards.

### Vidyard

The Vidyard Data Integration for HubSpot ties your Vidyard subscription to your HubSpot CRM. It allows HubSpot users to use viewer engagement data from Vidyard to drive smarter marketing through segmenting, scoring, and nurturing leads based on how they interact with your video content.

## SALES INTEGRATIONS

Sales integrations help you bring your sales tools, tactics, and prospects' information together using HubSpot. You'll be able to keep your marketing, support, and sales details in a central location for all teams to access, analyse, and refer to as needed.

### Salesforce

If you're a Salesforce user, you can automatically sync all of your contacts' information from the database into HubSpot once connected to the Salesforce integration. This allows you to work with reps to get strong lead intelligence and revenue reporting. You can mesh your marketing and sales work, content, and information so you and your team can access any information from either system at any point in time.

## CONNECTOR INTEGRATIONS

Connector integrations provide you with access to dozens of applications which sync to HubSpot to save you time and add functionality. Some connector integrations offer a wide range of applications and some have more specific types of applications. Additionally, some connector integrations can assist in creating a custom integration to suit your needs.

### PieSync

The PieSync integration provides real-time, two-way contact sync. This means every time you add a contact to HubSpot, it automatically syncs to an application (such as Google Contacts or Outlook), and vice versa — you don't need to worry about any importing or exporting, expediting and simplifying your contact syncs.

### Zapier

The Zapier integration allows you to automatically connect your software to over 1,000 applications. It links your apps to HubSpot for you in just a few clicks to save you time. There's no coding required and your apps will be able to begin sharing data in an easy-to-read workflow format in your HubSpot portal.

# What can you connect with HubSpot via custom integration?

As stated earlier, a custom integration is when there is no readily available connection through a connector or native integration through the app marketplace.

The demand for a custom integration usually occurs when you need an entire CRM integrated with HubSpot, where you need a bidirectional sync for multiple objects such as contacts, companies, and deals.

A few custom integrations BBD Boom has done for their clients are as follows:

- Netsuite
- Microsoft Dynamics
- Marketo
- Sage
- Bespoke CRMs

Unlike using a connector, a custom integration allows you to add any field mapping options that you need. You're not stuck with the generic options that may not align with your company's usage. Customised field mapping means a more effective automated workflow for your sales and marketing teams. And your in-house IT team can focus on their other work so all your projects can get completed.

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# Building a custom API between HubSpot and your CRM system

**Integration Project Timeline**

How long your integration project takes will depend upon the number of custom objects in your CRM system. Basic integration that has only leads, contacts, accounts, and opportunities (but no custom objects) takes about 2 months, including development, user acceptance testing, initial sync, and launch.

The development time is the longest portion, and is the primary portion of the timeline that increases with the number of custom objects. You see, custom objects will require your developer to take more steps in all the integration phases, including extracting the necessary data, building out the logging, adding field mappings, testing the integration logic, and passing through user acceptance testing.

Some custom objects present a greater technical challenge than others. The technical difficulty of custom objects needed will determine the skill level of the developer you may need to work on this project. For basic integrations with no custom objects, you can complete the integration without a specialised developer. Either way, you really only need one person to successfully complete an integration.

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# Here are the steps for the integration project:

**Define the information you need to synchronise**
This step involves meeting with representatives from your marketing and sales teams. They'll need to work together to define the requirements for the marketing tool and CRM integration. These are the people who will actually be working in the systems after integration, so it's important that they directly help with determining the logic of the synchronisation.

Items that need to be defined include which fields and objects need to be synchronised, which leads from HubSpot will be sent to the CRM (all of them or only qualified leads), and how much of the data needs to be shared between systems. HubSpot's pricing for the marketing tool increases with the number of contacts, so that's something to keep in mind as you plan the integration.

Whoever is working as the developer for the integration should facilitate the communication because the developer will be the one actually doing the work of putting the pieces together for the integration.

However, the developer should not take over the whole project without input. Working in isolation, the developer is unlikely to meet the needs and expectations of both marketing and sales, and that will result in extra work needing to be done later to get the project completed satisfactorily.

**Make the final plan of objects to sync**

Some items you'll want to consider including are CRM opportunities to HubSpot deals, CRM accounts to HubSpot companies, and any custom objects in the CRM.

**Clean out your records. Before integration, decide if you need to keep every record**

If you have stale leads that you don't need anymore, they are clogging up your database. These should be cleaned before integrating as they not only waste space but increase cost and time spent cleaning down the road.
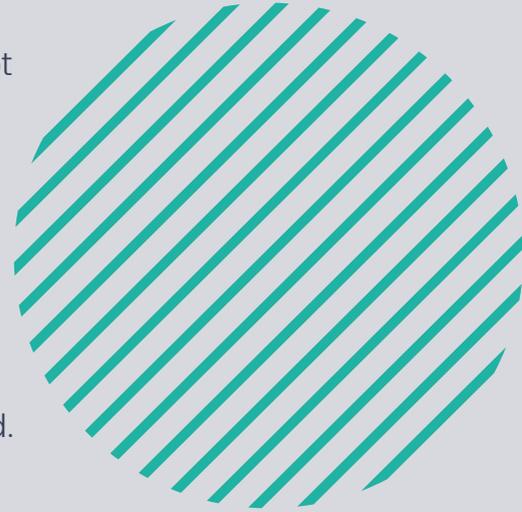
**Select which system will be the system of record**

Whichever one you pick will be the primary place your team goes to determine accurate customer data. In most cases, best practice is to use the CRM as the system of record, as it's the scenario that's least likely to let errors in from leads entering their information incorrectly.

**Decide upon frequency of synchronisation**

A lot of people think they need data to move between systems in real time, but that's not necessary. Your data will be plenty up to date with a five minute sync interval. You can go even longer than that, to about 15 minute intervals, if your systems are not updated frequently.

More frequent syncing than once every five minutes is actually more likely to lead to errors and conflicts because manually entered data may need to be changed or corrected. Longer intervals allows time for changes to be saved before syncing occurs.

**Document your planning logic**
Record all the decisions you make prior to integration, including the objects, fields, and sync time. It helps to put them in a table where you can see all the workflows you'll need in each direction, along with how often that particular workflow needs to be synced to the scope of included data.

**Configure the service permissions for HubSpot and the CRM**
You'll need to obtain the appropriate rights and permissions to access each of these. Here are some to think about.

1.  The integration developer will need administrative access to both HubSpot and to the CRM.
2.  Any third-parties working on the integration project will need access to each.
3.  You'll want to create a dedicated user account in each that is the service account. Within the HubSpot service account, set user permissions to Super Admin access. Permissions in the CRM should be set to the equivalent rights.

## Build out the logic for the integration and specific field mappings

This is the development and implementation phase of the project. Best practice dictates that prior to actually building the integration, you should build a plan that shows which fields introduced in the CRM system will be mapped to records in HubSpot, and which fields introduced in HubSpot will be mapped to records in the CRM.

These are your field mappings. Setting them up in a table format can help you organise how fields sync from a HubSpot record to a CRM lead and from a CRM lead or contact to a HubSpot contact.

Once you've got all the fields mapped, you are ready to build the integration!

## Double check with sales and marketing users

Before the initial sync, run the integration plan by the users to make sure everybody is still on the same page and requirements will be met with this plan.

## Do a test run with a filtered batch of data

Test a limited set of data by setting up a temporary filtering logic that allows only new and changed records to sync, rather than syncing all historical data for the first test.

## Perform the full initial sync

Once you've confirmed that the integration plan meets user needs and is working in the test sync, it's time to synchronise all the records between HubSpot and the CRM. Remember to remove any temporary filtering logic that you added during the test, so that the sync includes all the records now.

## Launch the integration to users

Once the initial sync is completed, your integration will begin syncing on the interval schedule that you set, so that both systems continue to be synchronised. Interval syncing does not take as long as the initial sync because it only sends new and changed records after that. As a reminder, five minutes is the recommended sync interval for the needs of most companies.

**Run maintenance and support**

The integration developer can support the running of the integration, or it can be assigned to someone else to handle. It is not necessary for the developer to be the one who runs support. You can also opt to let a managed service company, like BBD Boom, take care of maintenance and support for your integration.

Maintenance needs to be handled each month, and includes administrative tasks like monitoring the sync, receiving alerts, and looking for errors in the history log. It also includes adding or changing field mappings as needed. Whether fields need to be changed will be something that is determined by user needs and the business's strategies.

Note that changing fields requires repeating the steps in this guide for building and testing field mappings.

You'll also want to put in place a monthly process for identifying contacts in HubSpot that are no longer interested and removing them to keep data clean and of high quality for the sales and marketing teams.

The support person should additionally respond to end user requests if something isn't working as expected, and they should address upgrades to HubSpot, the CRM, and/or the integration platform.

# Tips for making your HubSpot integration easier

First of all, get your team's approval and suggestions first. Even if not everyone agrees on every field mapping, you want them to all be on the same page about how things are proceeding.

Complete the integration project on live systems and with production data. It is possible to run a sandbox environment, but it will likely add several weeks to the process, which can actually be fairly quick to complete.

Be sure not to confuse record creation with record updating. They are not the same thing, even though it's easily confused.

Ensure that the first phase of testing is performed by the same person doing the development.

Work in pieces, building and testing each field mapping to make sure it works as intended. That way you don't end up with a ton of problems at the end that have to be reworked. Manually test each scenario that you've built logic and field mapping for. Turn on error notifications so that you'll know immediately of any processing errors. (You can always turn it off after testing).

# Tips for cleaning out your old data

As mentioned in the timeline above, you'll want to reduce the contacts in your system to get rid of data that's no longer relevant before the integration.

This reduces HubSpot subscription fees and reduces confusion that old data can cause. Here are the steps you can take to evaluate the data volume, quality, and risks as you decide what to purge:

Check for duplicate records. Duplicate records are a common problem companies face in their CRM and marketing tool databases. They clutter the system and make the sales and marketing teams' jobs more confusing. Sometimes, the correct record gets overwritten, causing further issues. So these are things you want to remedy.

It's easy for duplicate records to happen, even when HubSpot is populating contact information from forms. For instance, someone could fill out two forms on your site, and use their work email address on one but their personal email address on the other.

HubSpot uses the email field as the unique identifier for each contact. So if the same person uses two different email addresses, you've now got two different records for that person. One is a duplicate because they are the same person.

**This affects the sales team because they need to follow up with just one person, but they will see two leads in the system.**

As you move forward with the integration, you'll also want to keep in mind that the CRM can hold multiple records for a lead and a contact that have the same email address because these are different objects in the CRM system. If the integration isn't handled correctly, some of the data can get overwritten when it is sent to HubSpot because the HubSpot database can't turn two objects with one email address into two separate contacts.

So, your CRM administrator will need to make sure all the duplicate records are eliminated, as well as designing a plan to keep future duplicates from happening.

**For duplicates that cannot be removed, here's a plan of action to make the integration process as smooth as possible:**

1.  During the initial sync, send only active contacts and open or qualified leads.

2.  For ongoing synchronisation, send any lead or contact that's created or modified. That means not syncing leads that are pending, old, inactive, or dead.

3.  In the CRM, do not sync old contacts, like people who have left a company, or contacts that aren't used anymore.

**Check for data quality**

Duplicate records are not the only thing to clean out. You want to make sure that any synced data is useful. Otherwise, you're just bogging down your systems. That means records for leads that have stopped showing interest or that don't have valid contact information need to be removed.

It may sound tedious, but prior to integration is the best time to clean up your marketing automation and CRM databases. Otherwise, you will have multiple instances of useless data (because it will exist in both the marketing tool and the CRM).

You can also build your integration in such a way that only qualified leads are sent from HubSpot to the CRM, so that you reduce the number of low quality leads. The benefit of this is that your sales team can focus only on the leads that are most likely to convert, which is really what their job should be.

# Support for your integrations

## GENERAL SUPPORT

### HubSpot Community

The mission of the HubSpot Community is to provide users with a place to ask questions, find answers, and engage with professionals from around the world on HubSpot best practices. All users of HubSpot's Marketing, Sales, and Service Platforms can start having great conversations and seek insights and solutions regarding anything around integrations and much more. In addition, the community welcomes developers to find answers and share their own expertise.

### Knowledge Base

The HubSpot Knowledge Base is a self-serve library that offers a variety of relevant information about anything in HubSpot, including integrations. The knowledge base is a document library and community forum where other users assist with questions. Before reaching out to support, it is definitely worth checking the Knowledge Base to see whether someone else had the same issue resolved.

### HubSpot Academy

Take your professional skills to the next level with free, online training from HubSpot Academy. From quick, practical courses to comprehensive certifications, learn everything you need to know about the most sought-after subjects, including integrations.

# DEVELOPER SITE

The HubSpot Developer Site is an entire subdomain dedicated to helping developers work within HubSpot. It hosts a ton of resources aimed to maximise developer capabilities and address developer issues.

**Find it here: https://developers.hubspot.com/**

Here are some of the features it offers:

### API Reference Docs

All API reference docs include an overview section and an endpoint section. The API overview includes a brief summary of its functionality, use cases, and any special considerations for creating an integration. The endpoints section lists each endpoint, its parameters, and request examples in multiple languages. Once you've configured your app's auth settings in your developer account, you can use Postman or make test calls right from an endpoint reference page.

### API Integration Guides

If you want to learn the fundamentals of HubSpot's platform or see an example before making your first API call, you can find sample apps and tutorials as well as detailed information about developer accounts, working with OAuth, API rate limits, and more in the Integration Guides section here:

**https://developers.hubspot.com/docs/api/how-to-use-hubspot-api**

### Developer Forum

A specific forum designed just for developers. From everything from API and webhooks to bespoke software integrations, this is an area of open discussion where HubSpot partners can share problems and solutions encountered during integrations.

**Find it here: https://community.hubspot.com/t5/APIs-Integrations/bd-p/integrations**

### Developer Blog

If you're looking for more long form content around developing within HubSpot, The HubSpot Developer Blog is an excellent place to read valuable content from HubSpot's expert team of developers.

**Find it here: https://developers.hubspot.com/blog**

### HubSpot Dev Slack Group

HubSpot's Developer Slack is a dedicated community for HubSpot's developers to gather for developer-to-developer support and collaboration around the HubSpot platform. Started in 2016, the Developer Slack community has grown to hundreds of active developers from around the world gathered together to share their knowledge and expertise.

**Join the group here: https://developers.hubspot.com/slack**

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# BBD Boom as your HubSpot Integration Partner

Whether you want to offer an integration for your clients or you're looking for a custom HubSpot integration for yourself, as a HubSpot Elite Partner you can always reach out to our team to take care of a HubSpot integration for you.

**Our integration process is as follows:**

**1. Scoping**
We will ensure that all business requirements are understood and translated into the scoping mapping document.

**2. Build**
Our expert integrations team will build the integration in a development environment before going live. We will configure your integration and set up everything, making sure that the data flows are correct and any customisations you want are implemented appropriately.

**3. Testing and QA**
The integration is rigorously tested between the development portal of HubSpot and your third party system. Basically, we'll make sure the HubSpot integration with the other system works seamlessly and the two systems play nicely with each other.

**4. Go Live and Support**
Your integration is set live. During the first week, we are on standby to adjust anything before moving onto the ticketing support process. For API development for custom integrations, we also offer ongoing support, helping you to monitor your data and watch for any errors. And we offer fixed pricing plans, so you don't have to worry about surprise expenses.

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At Boom, we provide a fully managed custom integration service that will make your life easier when it comes to integrating your applications and devices.

**Our service is centred around the core goal of enabling and optimising your integration to do exactly what you need it to do. To find out more about how we could help you, click here to book a chat with one of our specialists.**

**Email: grow@bbdboom.com | Call: 01202 800464**

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