

# **HubSpot Magento 2 Integration Guide**

by CedCommerce Products Documentation

- 1. Overview ..... 3**
- 2. Retrieving API Key ..... 3**
- 3. Configuration Settings ..... 4**
- 4. Settings ..... 6**

## 1. Overview

Companies today spend considerable amount of time on planning their marketing strategies but they quite often miss the inbound marketing factor that can help them reach their target customers using their own 'company created internet content – something that end customers care about the most. That's where HubSpot takes the reins for all your worries.

HubSpot is an inbound marketing and sales platform. It is a marketer and developer of the software products that helps companies plan their inbound marketing strategies. HubSpot provides tools for social media marketing, content management, web analytics, search engine optimization etc for a customized content to attract the end users.

Keeping these factors in mind to help the online sellers, CedCommerce presents the HubSpot Magento 2 Integration Extension. Using this extension, the sellers can not only create the customized content for their customer base but can also **sync the comprehensive product and details from their Magento 2 admin panel to HubSpot**. Result? you can manage your business well by in-depth details of products.

### Glance at its Features-

**Product Sync** – Sync your Magento products along with all their details to HubSpot using the HubSpot Connector for your e-commerce store.

**Customer Sync** – Sync all the details of your Magento customers from Magento store to HubSpot.

**Deal Sync** – Get all your Magento orders from your Magento store synced with HubSpot.

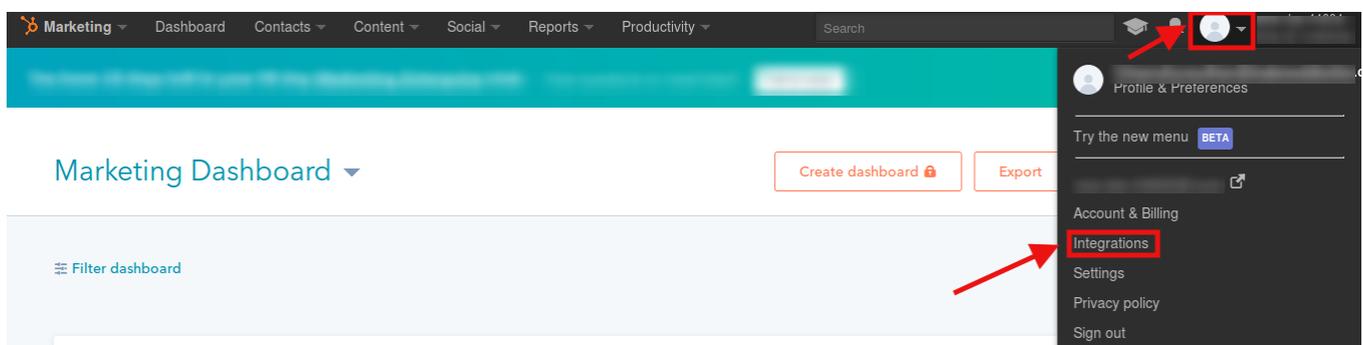
**Line Item Sync** – Sync the Magento Line Items to HubSpot and know in detail about products' performance.

## 2. Retrieving API Key

Before starting the Configuration which is the first and mandatory step for this integration, you need to have the HubSpot API Key which you can get from your HubSpot panel.

### *To Retrieve the API Key,*

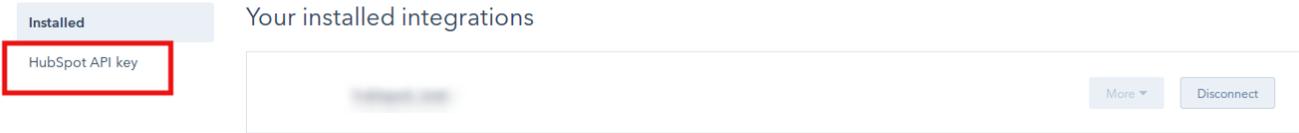
- Login to your HubSpot account. On the dashboard, click on the drop down on your profile name on the top right of page, as shown in the red box. The menu appears as shown below:



- Click on Integration as shown in the image above, in the red box.
- You will be taken to the page as shown below:

# Integrations

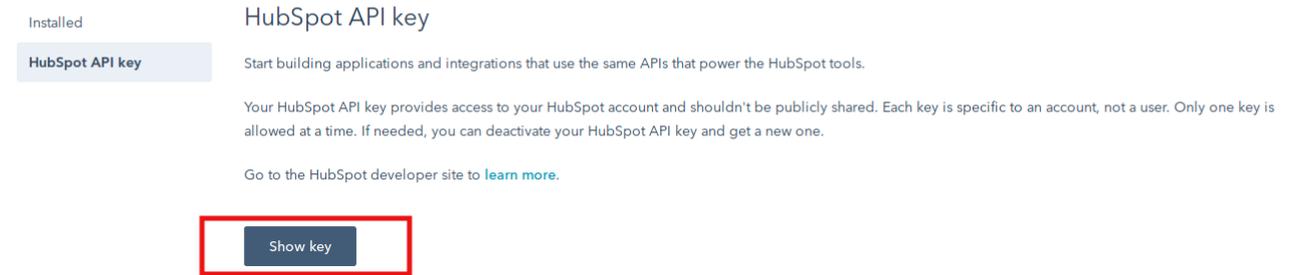
Your integrations All integrations



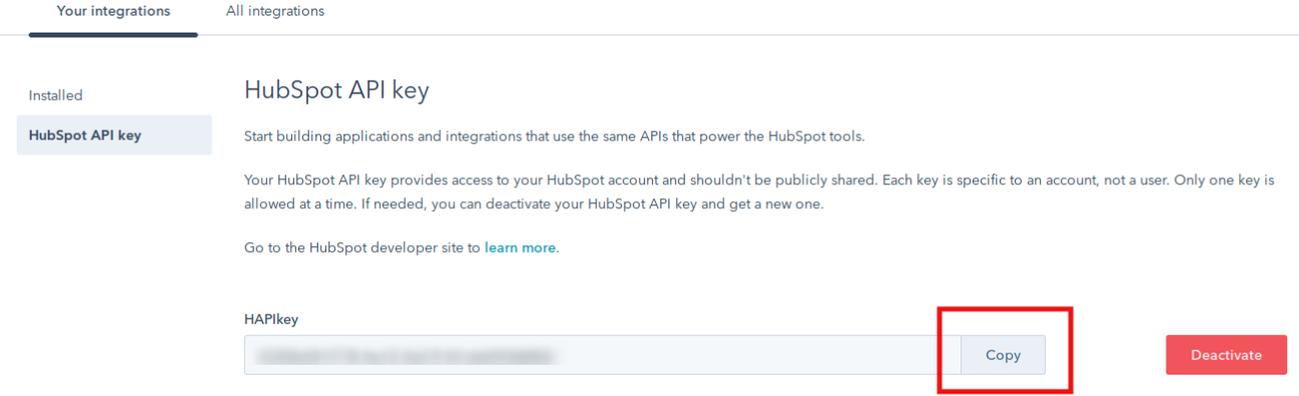
- Click on **HubSpot API Key** as shown in the image above in the red box. The section will appear as:

# Integrations

Your integrations All integrations



- Click on the **Show key** button and the key will appear as:



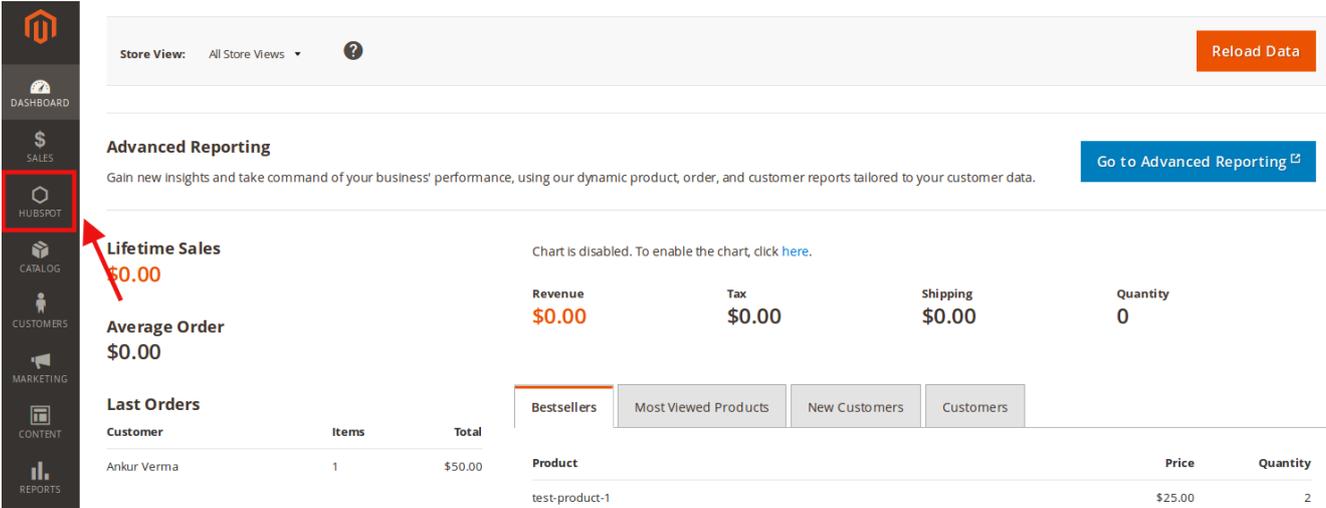
- Click **Copy** button as shown in the image and you may paste it while doing the configuration, which is the next step.

## 3. Configuration Settings

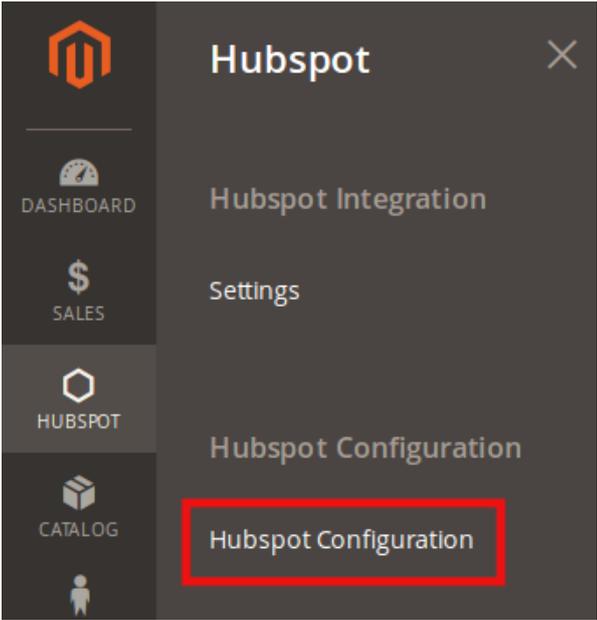
The first step in the process of integrating your Magento 2 store with HubSpot is the Configuration.

**To do the Configuration,**

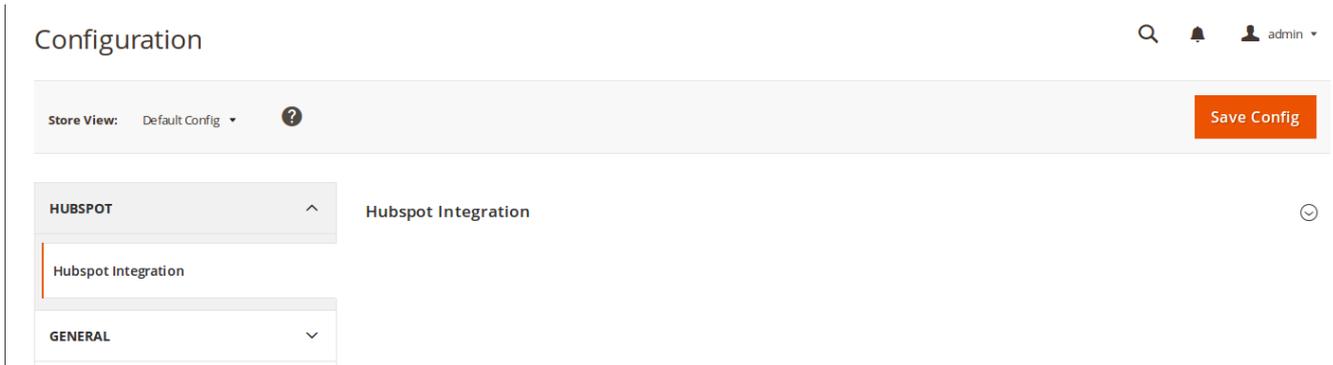
- Go to your Magento Admin Panel.
- Click on **HubSpot** which you can see in the left navigation bar.



- On clicking it, the bar will get expanded as shown below:



- Now click on **HubSpot Configuration** as shown in the above image.
- On clicking, you will be navigated to the page as shown below:



- Click on HubSpot Integration and the section will get expanded as shown below:



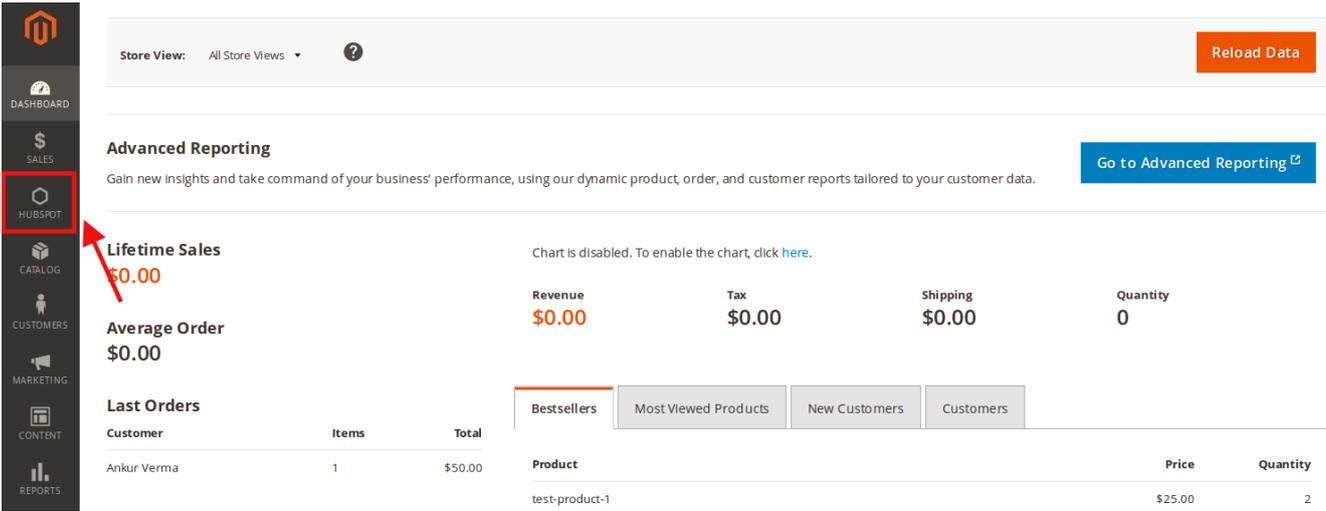
- In **Enable HubSpot Integration**, select **Yes** to enable the extension.
- Now the next part that appears is **Enable HubSpot Logging**. Select **Yes** in it if you want the log to be created.
- In the **HubSpot API Key**, enter the HubSpot API Key which you can get from your HubSpot panel.
- Once you've selected the above mentioned options and filled the necessary details, click on **Save Config** button on the top right side of the page.
- The configuration will be saved.

## 4. Settings

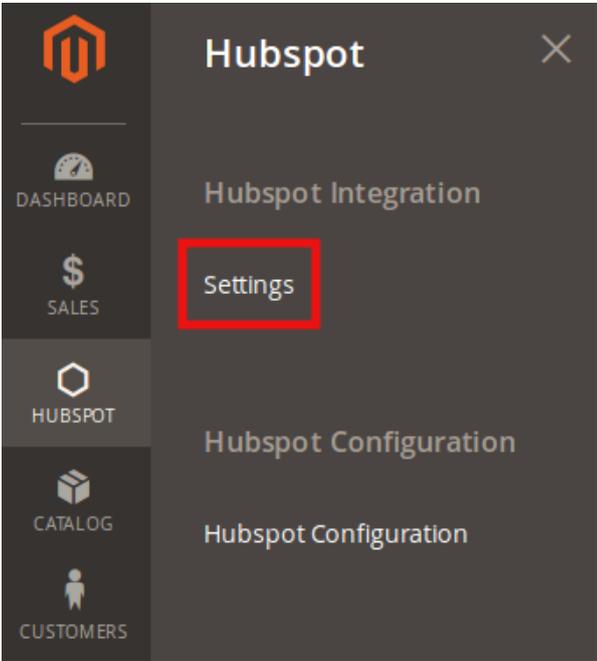
After the Configuration is done successfully, you may move a step further and take the necessary steps for settings.

**To complete the settings process,**

- Go to you Magento Admin Panel.
- Click on **HubSpot** on the left navigation bar.



- It will expand as:



- Click on **Settings** which appears as shown in the image above.
- On clicking it, you will be navigated to the page as shown below:

## Hubspot Integration Setting

Q 🔔 admin ▾

← Back

## HUBSPOT INTEGRATION

Installation / Authorization

Install Hubspot :

 Install

- Now, you may click on **Install** button as shown in the above image.
- The HubSpot will be installed and the page will appear as:

## Hubspot Integration Setting

Q 🔔 admin ▾

← Back

## HUBSPOT INTEGRATION

Installation / Authorization

Property Mappings

Import / Sync

Check Install Status:

Install Status

Reset Settings:

 Reset

- From here, you may also see the Install status by clicking on **Install Status** button.
- The status will appear as:

### Hubspot Integration Setting

← Back

- HUBSPOT INTEGRATION
- Installation / Authorization
- Property Mappings
- Import / Sync

✓ {"InstallCompleted":true,"ecommSettingsEnabled":true}

Check Install Status:

Install Status

Reset Settings:

Reset

After the installation, you may see that the menu on the left get some sections added.

From the left menu, click on **Property Mappings** to map the properties or to see the already mapped ones. The section will appear as:

### Hubspot Integration Setting

← Back

- HUBSPOT INTEGRATION
- Installation / Authorization
- Property Mappings
- Import / Sync

Map Your Properties into Hub : Re-Map Property

View Mapped properties : Select Object Type

- You may Re-Map Property from this section by clicking on **Re-Map Property** button. The properties will be mapped and the message will appear as:

## Hubspot Integration Setting

Search, Notifications, admin

← Back

**HUBSPOT INTEGRATION**

Installation / Authorization

**Property Mappings**

Import / Sync

✓ Successfully Mapped Properties

Map Your Properties Into Hub : Re-Map Property

View Mapped properties : Select Object Type ▾

- In this same section, you may view the mapped properties too. For that, you need to click on the drop-down menu of **Select Object Type**, adjacent to **View Mapped Properties**. The options will appear as:

The screenshot shows the 'Hubspot Integration Setting' page with a sidebar on the left containing navigation links like DASHBOARD, SALES, HUBSPOT, CATALOG, CUSTOMERS, MARKETING, CONTENT, REPORTS, STORES, SYSTEM, and FIND PARTNERS & EXTENSIONS. The main content area shows the 'Property Mappings' section. A yellow system message at the top states: 'One or more integrations have been reset because of a change to their xml configs.' The 'View Mapped properties' dropdown menu is open, displaying a list of object types: PRODUCT, CONTACT, DEAL, and LINE\_ITEM. The 'PRODUCT' option is currently selected and highlighted.

- Click on **Product**, and you will be seeing the mapped HubSpot-Magento 2 Product properties.

HUBSPOT INTEGRATION

Installation / Authorization

**Property Mappings**

Import / Sync

Map Your Properties Into Hub :

View Mapped properties :

Property Name	Data Type	Target Hubspot Property
image	AVATAR_IMAGE	ip_ecomm_bridge_product_image
description	STRING	description
price	STRING	price
name	STRING	name

- Click on **Contact**, and you will be seeing the mapped HubSpot-Magento 2 Contact properties.

HUBSPOT INTEGRATION

Installation / Authorization

**Property Mappings**

Import / Sync

Map Your Properties Into Hub :

View Mapped properties :

Property Name	Data Type	Target Hubspot Property
street	STRING	address
firstname	STRING	firstname
email	STRING	email
postcode	STRING	zip
city	STRING	city
country	STRING	country
contact_stage	STRING	lifecycdestage
lastname	STRING	lastname
company	STRING	company
region	STRING	state
telephone	STRING	mobilephone

- Click on **Deal**, and you will be seeing the mapped HubSpot-Magento 2 Deal properties.

**HUBSPOT INTEGRATION**

Installation / Authorization

**Property Mappings**

Import / Sync

Map Your Properties Into Hub :

View Mapped properties :

Property Name	Data Type	Target Hubspot Property
abandoned_cart_url	STRING	ip_ecomm_bridge_abandoned_cart_url
increment_id	STRING	ip_ecomm_bridge_order_number
tax_amount	STRING	ip_ecomm_bridge_tax_amount
dealstage	STRING	dealstage
discount_amount	STRING	ip_ecomm_bridge_discount_amount
amount	STRING	amount
pipeline	STRING	pipeline
dealname	STRING	dealname
shipment_ids	STRING	ip_ecomm_bridge_shipment_ids

- Click on **Line Item**, and you will be seeing the mapped HubSpot-Magento 2 Line Item properties.

**HUBSPOT INTEGRATION**

Installation / Authorization

**Property Mappings**

Import / Sync

Map Your Properties Into Hub :

View Mapped properties :

Property Name	Data Type	Target Hubspot Property
product_id	STRING	hs_assoc_product_id
deal_id	STRING	hs_assoc_deal_id

Now click on the **Import/Sync** section from the left panel. The section appears as:

**HUBSPOT INTEGRATION**

Installation / Authorization

Property Mappings

**Import / Sync**

Every 15 min your data get synced into hub automatically, But if wish to do so forcefully, can opt here

- From this section, the **Product, Customer, Deal, and Line Item details** can be synced to HubSpot panel in real-time just by clicking the corresponding buttons.
- The details get synced automatically as well after the interval of every 15 minutes.
- This is how you can see and manage the HubSpot Magento 2 Integration Settings.