

Hubspot Integration Manual



HubSpot

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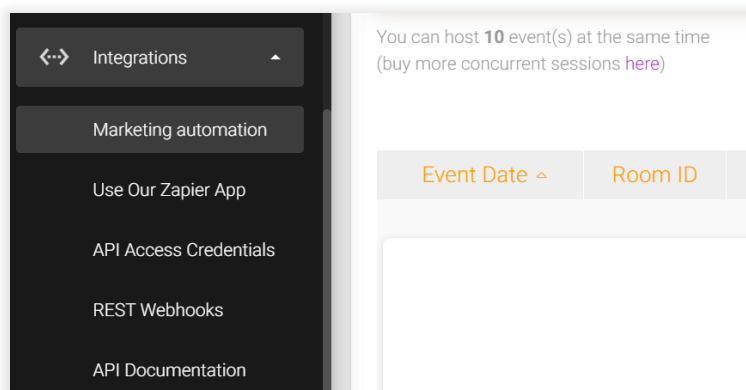
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Description

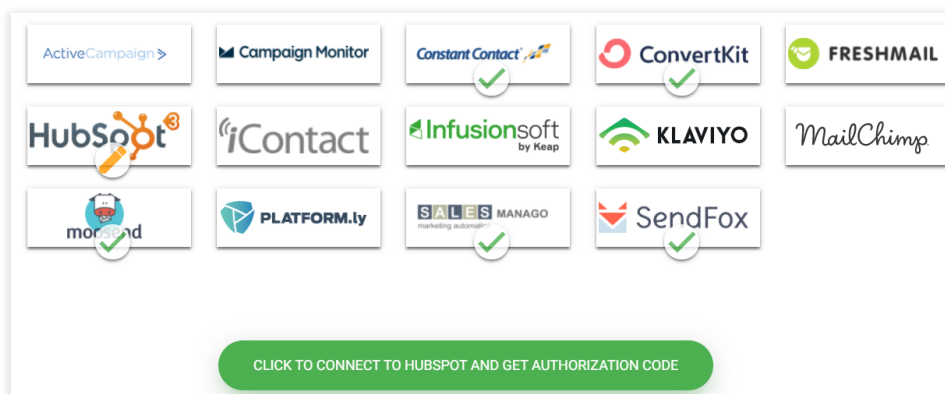
A Hubspot integration allows you to instantly send leads from your registration form to your Hubspot CRM. The leads collected during registration will automatically appear in your Hubspot list, and their profiles will include all the information (email, phone number, company, etc.) you gathered with the help of your registration form.

How do I integrate LiveWebinar with Hubspot?

1. Firstly, log into your LiveWebinar account, and go to “Integrations” and then to “Marketing Automation”.

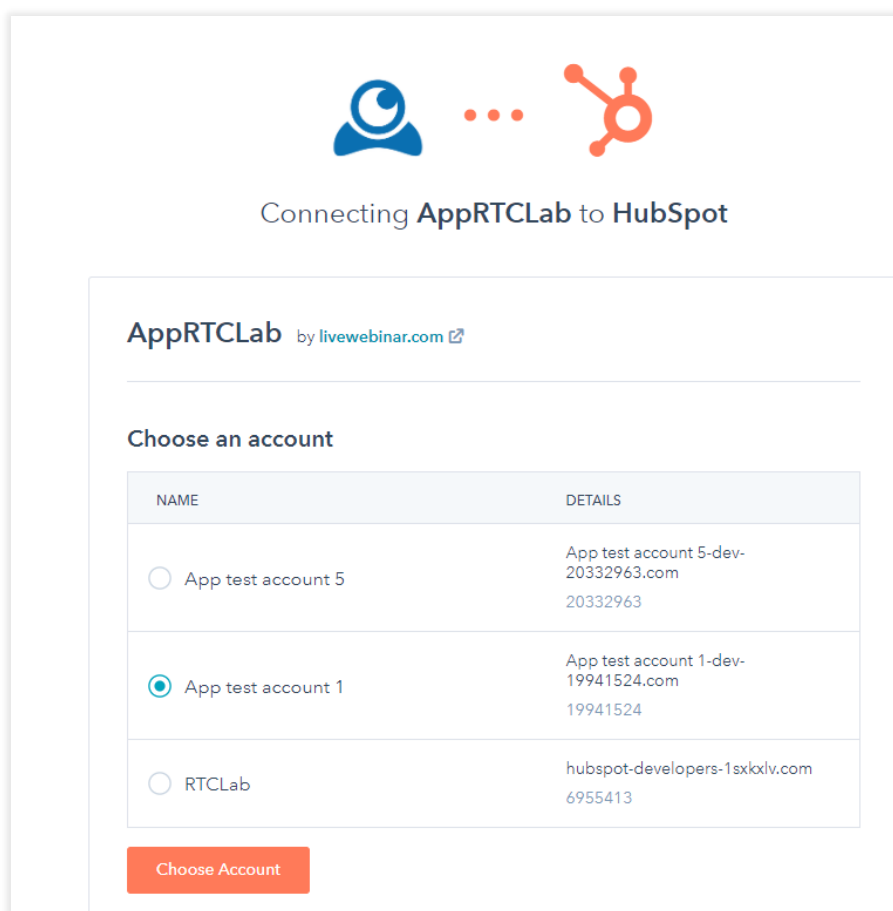


2. Next, choose Hubspot from the available platforms, and select “Click to connect with Hubspot to get your authorization code”.



3. You will be redirected to the login page, and then log into your Hubspot account.

4. Once you’ve logged in, select the account you want to integrate with (this can be both a regular or test account). Then, click “Choose Account”.



Connecting AppRTCLab to HubSpot

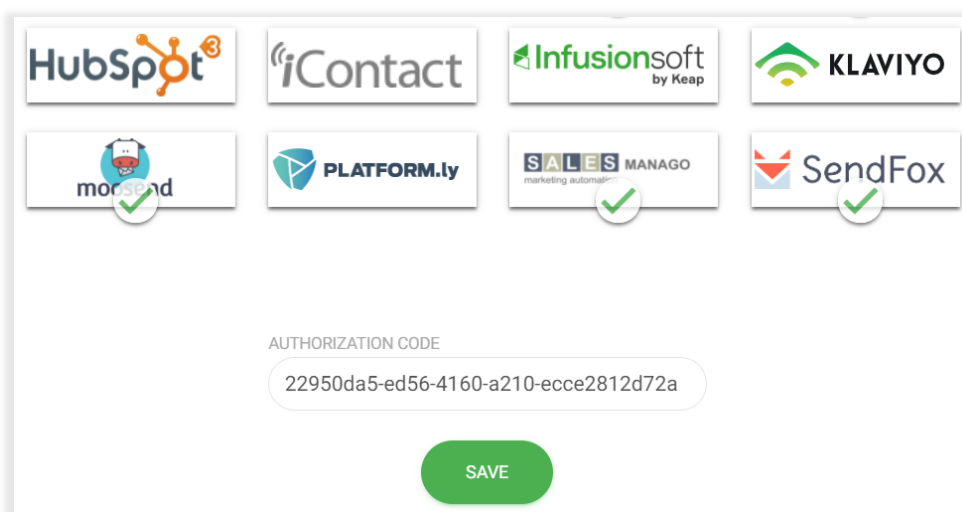
AppRTCLab by livewebinar.com

Choose an account

NAME	DETAILS
<input type="radio"/> App test account 5	App test account 5-dev-20332963.com 20332963
<input checked="" type="radio"/> App test account 1	App test account 1-dev-19941524.com 19941524
<input type="radio"/> RTCLab	hubspot-developers-1sxlvl.com 6955413

Choose Account

5. This step will redirect you to your LiveWebinar account. The “**Authorization Code**” field will be filled out automatically, and to confirm the integration, click “**Save**”.



HubSpot³ iContact Infusionsoft by Keep KLAVIYO

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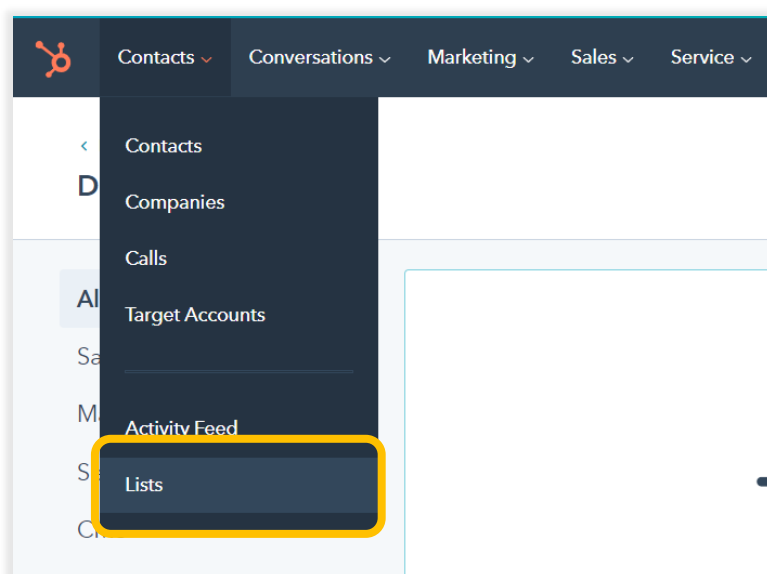
AUTHORIZATION CODE

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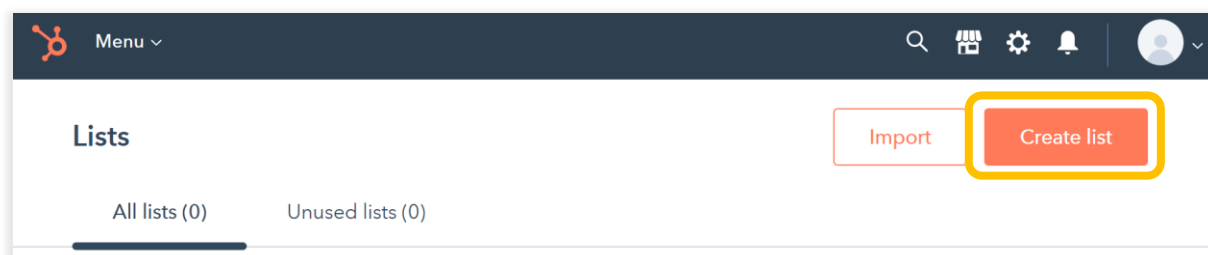
SAVE

Connecting a Registration Form with Hubspot

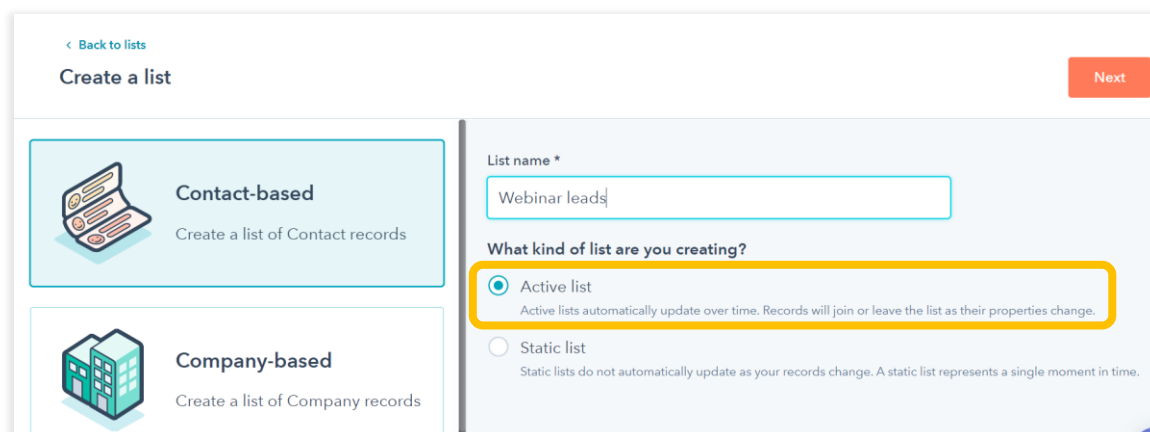
1. Once LiveWebinar and Hubspot are connected, you can add your registration form to Hubspot's CRM. Next, go to **"Contacts"** and select **"Lists"**.



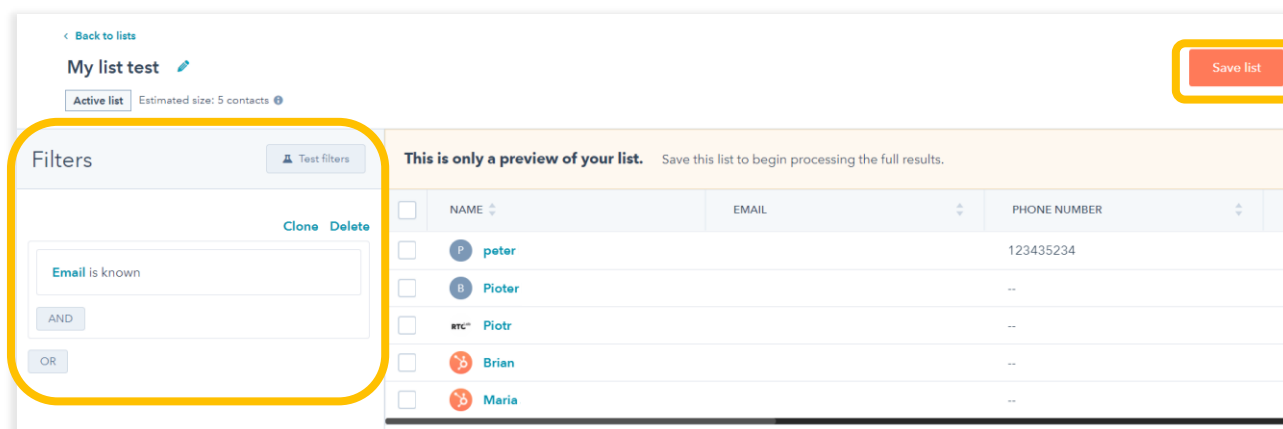
2. If there is no existing list, click on **"Create list"**.



3. Give your list a name, and then select **"Contact based"** or **"Company based"**, depending on the type of leads you want to collect. Then, select **"Active list"**, and click **"Next"**.



- Add at least one filter and select **“Save list”**. (In this case we selected **“Contact Properties”** → **“Contact Information”** → **“Email”** → **“Is known”**).



- Go back to LiveWebinar. Create a room and create a new registration form. In this example, we'll collect information such as first and last names, company name, and phone number. Make sure when creating your registration form, the placeholder and field type correspond with each other, like in the screenshot below.

PLACEHOLDER *	FIELD TYPE	REQUIRED?
First Name	Attendee First Name	<input checked="" type="checkbox"/>
PLACEHOLDER *	FIELD TYPE	REQUIRED?
Last Name	Attendee Last Name	<input checked="" type="checkbox"/>
PLACEHOLDER *	FIELD TYPE	REQUIRED?
Email	E-mail	<input checked="" type="checkbox"/>
PLACEHOLDER *	FIELD TYPE	REQUIRED?
Phone	Phone	<input checked="" type="checkbox"/>
PLACEHOLDER *	FIELD TYPE	REQUIRED?
Company	Input	<input checked="" type="checkbox"/>

- Scroll down, and toggle on the **“Marketing Automation Integration”** feature, and then click on **“Add Next Integration”**. From the dropdown list, select Hubspot, select the list you created earlier (in the previous section), and select the **“Field Mapping”** option.


<-> Marketing automation integrations

Please remember that you need an "email" field in your form to save attendee data to the selected marketing automation tools.

PROVIDER: HubSpot

LIST: Moja lista

FIELDS MAPPING:



[+ ADD NEXT INTEGRATION](#)

7. Next, map the fields together in the way shown in the screenshot below.

PROVIDER: HubSpot

LIST: Moja lista

FIELDS MAPPING:

AUTO	FORM FIELD NAME	PROVIDER FIELD NAME
<input type="checkbox"/>	First Name	firstname
<input type="checkbox"/>	Last Name	lastname
<input type="checkbox"/>	Email	email
<input type="checkbox"/>	Phone	phone
<input type="checkbox"/>	Company	company

8. Once you click the “**Plan**” button, you will be able to test the integration from the user’s side. All you need to do is copy the attendee link to the event, paste and open it in an incognito tab in your browser. The information from the form should appear in Hubspot’s CRM list.