

# Setting up Bizzabo's HubSpot Integration

Bizzabo's HubSpot integration is built with a few core principles in mind, two of the foundational principles being enriching the HubSpot database with key event-related insights and scaling the throughput of this data in a seamless and effortless manner.

With these two principles in mind, we've doubled down on the amount of data that can be synced from Bizzabo to HubSpot, and we've also made adding new events to be synced to HubSpot as easy as comprehensibly possible.

## Steps to Complete before Setting up Your HubSpot Integration

- **Have a Bizzabo Admin Ready:** Integrations can only be set up by Bizzabo Admin users.
- **Have a HubSpot Super Admin ready:** HubSpot integration authorization needs to be done by a HubSpot Super Admin user. They will need to enter their email and password.
- Make sure your super admin has permission **to access the HubSpot app marketplace**.
- **Decide which of your HubSpot instances you would like to integrate with:**  
Organizers are not limited to integration one instance of HubSpot; customers will often have a main production HubSpot instance as well as a development/sandbox account that they wish to connect to. Both can be set up within Bizzabo, in addition to any other instances of HubSpot that you may have!
- **Finish building your registration form in Bizzabo** and identify which fields you would like to have integrated into HubSpot. We recommend creating a template event with all fields you believe you will need for future registrations.
- **Create all custom fields you plan on using** for your event; these fields will also need to have a field that they can be mapped to in HubSpot. If any of the fields that you create are dropdown fields, make sure the drop-down list options in your Bizzabo form are identical to the drop-down options in your HubSpot fields.
- **Create a Master Prospect list** if setting up at account level or lists if event by event level. **Make sure that this list is a static list and not a dynamic list.**

- If you plan on only integrating events from Bizzabo that will be filtered by Bizzabo that will be filtered by Bizzabo event tags, make sure you have added the tag to the Bizzabo event(s) you wish to sync and that the tags you add to each event match exactly.

The screenshot shows the Bizzabo 'General Info' form for an event named 'SolutionCon Hybrid'. The form is part of a dashboard for a 'Kevin Demo Account | SolutionCon Hybrid'. The left sidebar contains navigation links: Dashboard, Basics, General Info (selected), Integrations, Contacts, Registration, Marketing & Web, Event Content, Onsite Experience, Event Experience, and Data & Reports. The main form area has a 'Save' button in the top right. The form fields are: Event Name (SolutionCon Hybrid), Event Starts (03/20/2023 1:00 PM), Event Ends (06/15/2024 2:02 PM), Event Date Appearance (Hide event dates), Attendance Type (Hybrid), Time Zone ((GMT-04:00) America/New\_York), Event Language (Choose), and Tags (hubspot). A red arrow points to the 'Tags' field.

## Understanding the HubSpot Integration

At the core of Bizzabo's HubSpot integration is a focus on getting as much Bizzabo event participant data into HubSpot as possible. When you select an event to sync to HubSpot, you are taking all of that rich, personalized data that you've leveraged Bizzabo to collect, and you're directly enriching your HubSpot database with it. The integration creates or updates contacts in HubSpot, optionally associates them with a chosen list(s), and optionally creates a history of activities on their timeline related to event and session participation.

**Unique Identifier Considerations** In Bizzabo, the Unique Identifier is the email address of the event participant. If there are duplicate contacts in HubSpot with the same email address, the integration will update only one contact in HubSpot with the same email address (the most recently updated contact).

### There are three ways to designate events to be included in your integration sync to HubSpot:

- **Event by Event:** The integration can be deployed individually per chosen event in your account.

- **All Events in Your Account:** Sync all new and existing events in your Bizzabo account. Optionally, you can pick a date for the integration to sync all events happening on or after.
- **All Tagged Events:** When configuring our integration at the account level, Bizzabo will automatically include and sync any and all events that you specifically tag on your event's basic details. This means that all you need to do to sync any/all events that you want to HubSpot is simply add a tag to the Basics page on your dashboard.

**If you plan on using event tags to determine which Bizzabo events sync to HubSpot, make sure to account for the following:**

- Tags should be only one word; if using multiple words, make sure to separate using camelcase.
- Make sure there is no space, no dash, and no underscore. The tag creator will allow these options, but they can't be filtered through our integration.
- Example: "HubSpot", "HubSpot", "sandbox", "HubSpotsandbox", "HubSpotSandbox", would all work while "HubSpot Sandbox" or "HubSpot\_Sandbox" would not.
- Keep in mind you can not add or edit the event tags for past events, but tags will duplicate when the event is duplicated. Because of this, event tags should be used if you need to sync only certain events and not others, e.g., you may wish to exclude test events from syncing into HubSpot.

## **Setting up the HubSpot Integration for the First Time**

Navigate to your Account Page, then go to Integrations, find the HubSpot integration, and click the "Settings" button under the HubSpot Logo. If you do not have the "Settings" option on the HubSpot integration and only see the "Learn More" button, please reach out to your Bizzabo account team to get the integration installed on your account.



- Events
- Team
- Subscription
- Settings
- Mobile
- Integrations
  - Integrations
  - APIs
- Templates
- Analytics
- Manage

## Available Integrations

 <b>Salesforce MCAE (Pardot)</b> Sync your Bizzabo event participation data to Pardot <a href="#">Settings</a>	 <b>Salesforce Sales Cloud</b> Sync Bizzabo event participation data to Salesforce Sales Cloud <a href="#">Settings</a>	 <b>Marketo Engage</b> Sync Bizzabo event participation data to Marketo <a href="#">Learn More</a>	 <b>HubSpot</b> Sync Bizzabo event participation data to HubSpot <a href="#">Settings</a>
 <b>Eloqua</b> Sync Bizzabo event participation data to Eloqua	 <b>MailChimp</b> Sync your Bizzabo contacts to MailChimp	 <b>Google Tag Manager</b> Track website goal conversions and Bizzabo website analytics in Google Analytics 4 or any other GTM enabled platform	 <b>OneTrust</b> Simplify cookie compliance and consent management

You will then be taken to the HubSpot Integration Setup, and if you have never set up the integration before, you can click the "[Add Instance Button](#)" to start a new integration. Give your Integration a name, save it, and then click the "[Configure](#)" button next to the instance you just added.

# HubSpot

[Add instance](#)

### Start using HubSpot

The Bizzabo + HubSpot integration enriches your marketing efforts with event data for more targeted lead outreach, shorter sales cycles, increased business opportunities, and improved customer satisfaction. Streamline your strategy and maximize event impact with this seamless solution

Testing

Disabled Enabled

My Hubspot Integration

Disabled Enabled

Your first step will be to set up the authentication that will allow Bizzabo to connect to HubSpot. Make sure that you have followed all the steps listed above in the "Steps to Complete Before Setting up Your HubSpot Integration" section of this article before you start this step.

## Authentication

### Integration Prerequisites:

Before you begin integrating Bizzabo and HubSpot, there are a few important prerequisites to keep in mind:

1. **Super Admin Access** - Only HubSpot Super Admins can enable the Bizzabo and HubSpot integration. To login, you need the following credentials:

- Email address
- Password

2. Permission to **Access the HubSpot App Marketplace**  
[Learn more](#)

HubSpot connected  
HubSpot Sandbox Account

After you have set up Authentication, you will pick how you would like the integration to pull information from Bizzabo.

## Event Selection

There are three ways to designate which events are included in your HubSpot integration sync:

1. **Specifically tagged events (Recommended)**: Bizzabo will automatically sync any and all events that are specifically tagged in your event's basic details. For any event you want to sync to HubSpot, simply navigate to your event dashboard and add a tag to the Basics page. [Learn more](#)
2. **Event by Event**: The integration can be deployed individually per chosen event in your account.
3. **All Events in Your Account**: Sync all new and existing events in your Bizzabo account. You can also select a date from which all events will be synced going forward.

Which events would you like to sync to HubSpot?

Specifically tagged events (Recommended)

Provide the name of your Event Tag for filtering

hubspot

### Adding Bizzabo Contacts to HubSpot Contact Lists

As an option, you can add HubSpot contacts that have been created or updated by the integration to specified HubSpot contact lists.

Should you decide not to specify a list(s) to add contacts to, the integration will still create contacts in HubSpot, without list association.

**Note:** You'll need to provide the list IDs of the HubSpot lists that you'd like to add contacts to. You can find the list ID in the app by hovering over a list in the lists tool and clicking **Details**.

Would you like to add contacts into HubSpot lists?

Yes, add contacts all to one Master list

List ID of your Master HubSpot contact list (required)

12345

The three available options are discussed in more detail at the start of this article in the "[Understanding the HubSpot Integration](#)" section, but a short summary is below:

- **Event by Event**: The integration can be deployed individually per chosen event in your account.

- **All Events in Your Account:** Sync all new and existing events in your Bizzabo account. Optionally, you can pick a date for the integration to sync all events happening on or after.
- **All Tagged Events:** When configuring our integration at the account level, we will automatically include and sync any and all events that you specifically tag on your event's basic details. This means that all you need to do to sync any/all events that you want to HubSpot is simply add a tag to the Basics page in your dashboard.

After you have set up your event settings, you can configure your content segmentation settings by following the instructions on the page. Keep in mind that for the final setting, "[Select the HubSpot list to add Bizzabo Contacts to](#)," the list in HubSpot will need to be a static list. You can find the list ID of a HubSpot List by hovering over the list in the list tools and clicking [Details](#).

The Bizzabo to HubSpot integration can associate the contacts that it interacts with to HubSpot contact lists in a number of different ways:

- All contacts associated with all of your Bizzabo events to one specific HubSpot Master contact list.
- Map specific events to specific contact lists and specify a master contact list as a fallback.

## Contact Information Mapping

Would you like to sync all contacts or only registered ticket holders?

Only Registered Ticket Holders (Recommended)

Note: "Only Registered Ticket Holders" will include current and former ticket holders. [Learn more](#)

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**Required Fields**

The integration has (2) required fields that must be mapped to corresponding HubSpot contact fields:

Email: The integration's default sync behavior is to both update, and create new records in HubSpot. Email is the field that we use to lookup contacts in HubSpot.  
 Registration Status: The registration status is "valid" upon new registration, but can be changed to "invalid" if a person's registration is canceled.

Bizzabo Fields	HubSpot Fields
Email	email
Registration Status	bizzabo_registration_status

---

**Contact Field Mapping**

Contact fields represent personal demographic data, that can change and evolve over time, with each new update to the contacts associated with your events.

Note: Any Bizzabo contact fields, standard or custom, can be mapped to available HubSpot contact fields

Please choose the fields that you would like to be mapped from Bizzabo to the HubSpot contact record:

Choose your contact fields below: \*

Bizzabo Contact Fields	HubSpot Contact Fields
First Name - (firstName)	firstname - (firstname)
Last Name - (lastName)	lastname - (lastname)

[Add Field](#)

Next, you will set up our contact field mapping. Keep in mind that if you have created any custom fields within Bizzabo, those fields will need a field in HubSpot that they can be mapped to! API field names can't be more than 64 characters.

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#### Bizzabo Fields

Email

Registration Status

#### HubSpot Fields

email

bizzabo\_registration\_status

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Choose your contact fields below: \*

#### Bizzabo Contact Fields

First Name - (firstName)

Last Name - (lastName)

Add Field

#### HubSpot Contact Fields

firstname - (firstname)

lastname - (lastname)

After mapping contacts, you will map your ticket/registration information fields to their respective fields in HubSpot. If you decide to use Constant Values and are syncing it into a HubSpot field that is a drop-down list, make sure that the constant value that you add matches one of the options available in that HubSpot drop-down field. Also, keep in mind that HubSpot dropdown field values are case-sensitive.

## Ticket Information Mapping

### Ticket Field Mapping

Ticket fields represent transactional information related to a specific event, as well as any custom registration form data you may be collecting.

Choose your ticket fields below:

#### Bizzabo Registration Fields

Bizzabo Event ID

Checked in Status

Add Field

#### HubSpot Contact Fields

bizzabo\_event\_id - (bizzabo\_event\_id)

bizzabo\_check\_in\_status - (bizzabo\_check\_in\_status)

### Constant Values

You can designate constant, text-based values to sync with the HubSpot fields of your choosing.

**Note:** There are a few use cases in which adding a constants value can be valuable.  
[Learn more](#)

Create your constant values below:

#### Constant Values

bizzabo

Add Field

#### HubSpot Contact Fields

notes\_last\_contacted - (notes\_last\_contacted)

Syncing Prospect activity data into the HubSpot contact activity timeline is optional but recommended as it is the only way for the integration to send historical event attendance and session-level check-in and check-out data for individual attendees.

Custom activities are separated into two groups, each containing three specific activities:

Event Activity	Session Activity
Event Registration	Session Registration
Event Check-In	Session Check-In
Event Cancellation	Session Check-Out

### HubSpot Timeline Activities

Bizzabo's HubSpot integration allows for the ability to pass over Event and/or Session activities to enhance your HubSpot's contact records. We leverage a HubSpot Connected App to pass these over.

You can leverage Event- and Session-level timeline activities to segment users, build marketing lists, and more.

Custom activities are separated into two groups, each containing three specific activities:

Event Activities	Session Activities
Event Registration	Session Registration
Event Checkin-In	Session Check-In
Event Cancellation	Session Check-Out

☒ Sync Event-Level Activities

- Event Registration
- Event Check-In
- Event Cancellation

☒ Sync Session-Level Activities

- Session Registration
- Session Check-In
- Session Check-Out

The last configuration is to set up your integration sync and scheduling. You can choose between multiple options for your sync frequency (how often data will be sent from Bizzabo to HubSpot); however, 1 hour is the default recommended sync frequency for the integration. This page will also contain a Manual trigger for your sync, which is a public URL that you can use to manually sync data on-demand. You will also have the option to add an email address that you would like to receive error notifications; error notifications and troubleshooting are covered at the end of this article.



## Scheduling

### Choose how often the sync will run

We offer several intervals at which the integration can be set to automatically sync data to HubSpot.

**Note:** We recommend syncing data no more than once an hour to maintain optimal performance and reduce API calls.

#### Sync Frequency\*

Every 1 Hour (default)

### If you'd like to manually trigger the integration

Copy and paste the URL below into a new browser tab:

<https://7eb1c213-eb3c-46bc-921c-b972dd2bdca.trayapp.io>



### Error Notifications

Enter up to (1) email address to receive daily email error notifications.

**Note:** Notifications will only be sent in the case that there are errors.

#### Email Address for Error Notifications

sample@email.com

## Bizzabo Data Fields that can be Mapped to HubSpot Contacts

### Contact Fields & Registration Questions

- First Name
- Last Name
- Email Address
- Job Title
- Company
- Country
- State

Any custom field created within a Bizzabo event can be synced from Bizzabo to HubSpot contact records. We also allow the ability to map fixed constant values to chosen HubSpot contact field(s). Unlock a world of automation possibilities with this wildcard capability.

### Ticket Information

- Event ID
- Ticket Number
- Ticket Price
- Promo Code
- Promo Name
- Tax
- Ticket Paid
- Processing Fee
- Checked In
- Registration Status
- Payment Type

- Ticket Type
- Refund
- Net Income
- Registration Date
- Payment Date
- Payment Status
- Additional Billing Info
- UTM Source
- UTM Medium
- UTM Campaign
- UTM Term
- UTM Content
- Bizzabo's Magic Link (a personalized, tokenized link that can be included in attendee messaging for seamless, passwordless event access).

Not all attendees will open their registration confirmation email right away, so by passing Bizzabo's Magic link into HubSpot, you can ensure that any promotion or reminder emails sent from HubSpot will contain each attendees personalized link to log them into the event site!

## HubSpot Troubleshooting and Error Codes

Error Type	Definition	Suggested Solution
INVALID_EMAIL	The email address is invalid. For example, emails with '.comm' vs '.com' email address.	Please go to your Bizzabo event and transfer ticket to a valid email. This could be because the email was misspelled.
INVALID_INTEGER	This error in HubSpot typically indicates that there is an issue with the format of a numerical value and occurs when the value provided for a field is not recognized as a valid integer according to HubSpot's specifications.	Please ensure that the value being inputted into the field is a valid integer. Double-check the format and make sure the value in Bizzabo does not contain any non-numeric characters or decimals unless explicitly allowed. If necessary, update the value to comply with HubSpot's requirements for integer fields.
INVALID_LONG	This error in HubSpot indicates that there is an issue with the length of a field value and occurs when the length of the provided value exceeds the maximum length allowed for that particular field in HubSpot.	Please ensure that the value you are attempting to input into the field does not exceed the maximum character limit specified by HubSpot for that field. Review the field specifications in HubSpot and adjust the value accordingly to ensure it falls within the allowed length.
INVALID_OPTION	Most HubSpot errors stem from misalignments between Bizzabo and HubSpot values. If the value you're mapping doesn't match your HubSpot picklist, it can trigger an Invalid Option error.	When mapping attributes from Bizzabo to HubSpot with picklists, ensure you match Bizzabo values to those available in the HubSpot picklist. Adjust your HubSpot values accordingly to ensure a direct match. Please keep in mind that HubSpot is also case-sensitive.
Additional Error Codes	The errors mentioned above are among the most common ones generated by HubSpot. However, if you encounter a code not listed here, we recommend referring to the HubSpot support site <a href="#">here</a> for a comprehensive list of these error messages.	