

HubSpot integration for Kaltura Virtual Events

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 This article is designated for administrators.

About

HubSpot is a platform that connects marketing, sales, and services tools to a unified CRM database. Kaltura HubSpot integration creates HubSpot contacts for event registrants and updates their attendance status.

The Kaltura HubSpot integration consists of two independent parts:

1. Kaltura Virtual Events app on HubSpot App Marketplace
2. HubSpot integration for Kaltura Virtual Events

Kaltura Virtual Events app on HubSpot App Marketplace enables easy data sharing from HubSpot to Kaltura, such as creating a registration form on HubSpot and registering the contact on Kaltura automatically.

Note - HubSpot supports three statuses - *Register*, *Attend*, and *Cancel*. All Kaltura statuses are mapped to these three statuses.

Kaltura Status	HubSpot Status
Created	Register
Registered	Register
Invited	Register
Confirmed	Register
Auto confirmed	Register
Attended	Attend
Participated	Attend
Blocked	Cancel
Un-registered	Cancel

HubSpot integration for Kaltura Virtual Events enables easy data sharing from Kaltura to HubSpot, by automatically creating a marketing event on HubSpot for every event created on Kaltura Virtual Events and sending registrants' information and attendance status to HubSpot to be able to track and create HubSpot workflows and automation around registration/attendance information.



To get the experience between HubSpot and Kaltura, it is recommended to set it up on both platforms.

□ The screens shown here represent a multi-session event. The same actions apply when working with single session.

Prerequisite

HubSpot integration requires a custom event template with webhook configured.

Connect Kaltura app to HubSpot

1. Search for "Kaltura" on the **HubSpot App Marketplace**.
2. Click **Choose Account**.
A page displays alerting you that Kaltura is requesting access to your HubSpot account. The page outlines details of the integration, including how Kaltura will manage and view your CRM data, create timeline events, and handle other basic OAuth functionality.
3. If you agree to these details and would like to continue connecting to the Kaltura app, click **Connect app**.
4. A page displays prompting you to log in to Kaltura (use your username and password for Kaltura Virtual Events). If you are using other types of authentication (such as two factor authentication or SSO), contact support to help you connect the app.

Integration settings

There are two levels of integration settings on the Kaltura Virtual Events management interface.

1. Account Level
2. Event Level

Account level

The account level should be set up so that you can connect different events to use for the HubSpot integration.

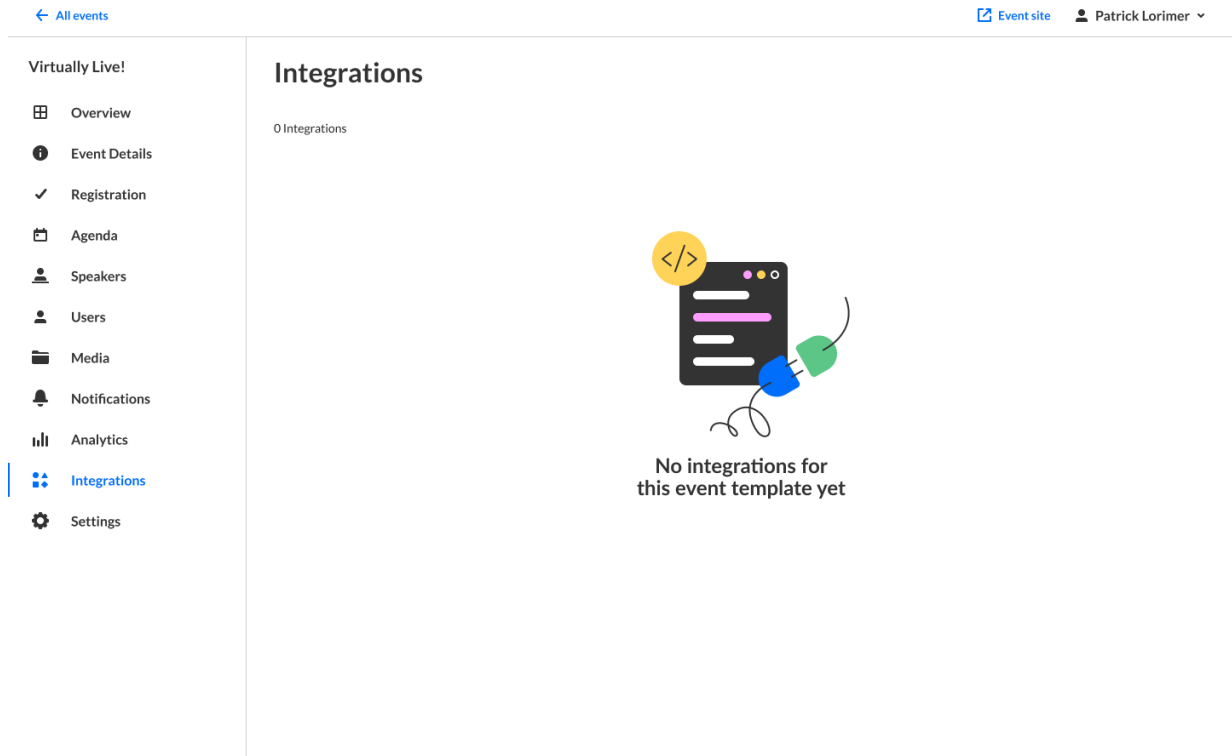
Set up the HubSpot integration on the account level

Each integration needs to map the registration form fields to the lead records on HubSpot. Each Kaltura Virtual Events registration form is set up by the template per

event.

To set up an integration

1. On the Kaltura Virtual Events screen navigate to the **Integrations** tab.



The first time you view this tab, the list is empty. A list of other existing integrations that were created for this account/partner are displayed after subsequent use.

2. Click **Add integration**. The New integration window displays.

New integration

Select integration type

HubSpot

Name of integration

0/255

Choose a descriptive name

Registration data pulled from

Select

Events data

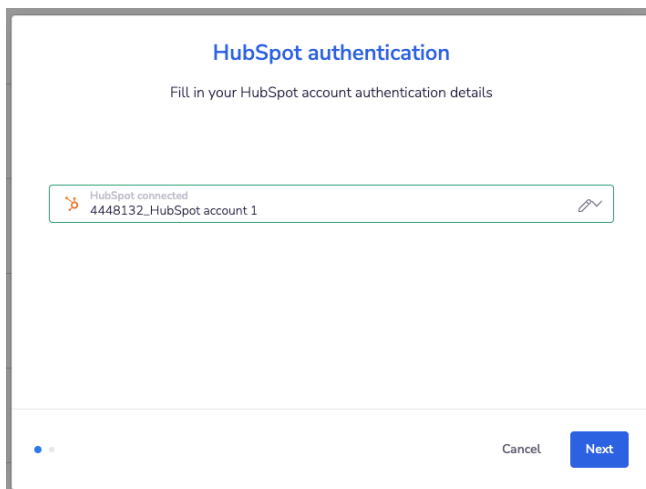
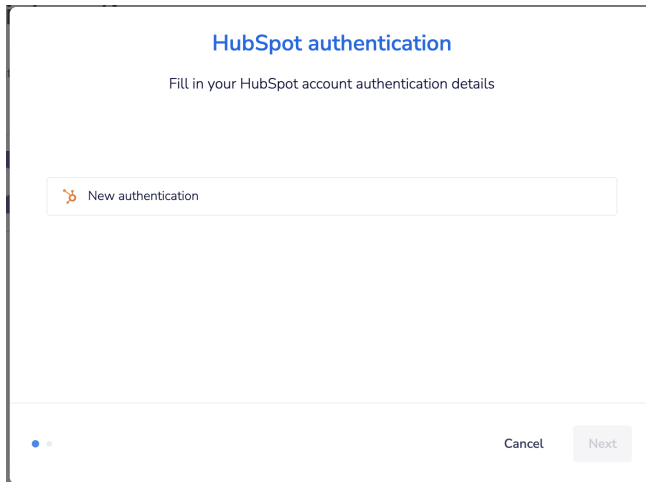
Select the data to send

- Registrants information Get registrants information as HubSpot Contacts
- Event data Get virtual event object as HubSpot
- Attendees data Update the marketing event when registrants attendance status is updated

Cancel

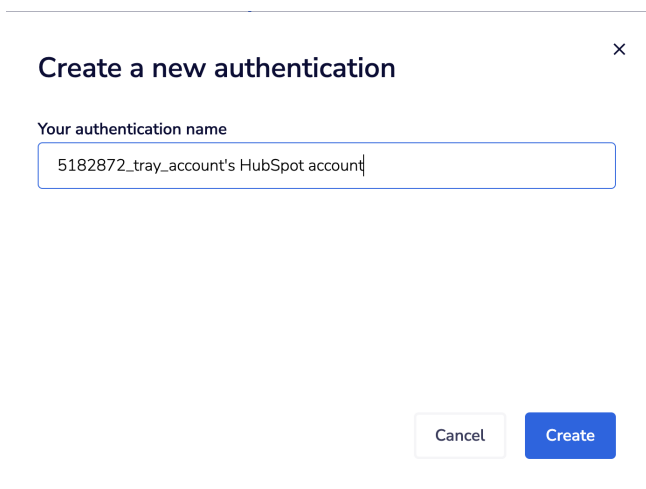
Next

3. In the **Select integration type** pull-down list, select HubSpot.
4. In the **Name of integration** field, type a name for the integration. We recommend using a descriptive name, for example "Event HubSpot Integration".
5. In the **Registration data pulled from** pull-down list, select where the data will be pulled from.
6. In the **Events data** area, select the Kaltura Virtual Events data you would like to send to HubSpot.
 - **Registrants information** - (Lead or registrant information) This item is checked by default and cannot be unchecked. This obtains registrant information as HubSpot leads. The registrant information is mandatory. That is the part that creates the lead in HubSpot.
 - **Event data** - Create HubSpot marketing event for event created on Kaltura.
 - **Attendees data** - Check to update the lead record that was created when registrants log into the event. The lead record is updated with the attendant's information.
7. Click **Next**. The HubSpot authentication screen displays.
- 8.



If accounts already exist, they are listed here. You can use one of the existing accounts or create a new one by expanding the pull-down list and clicking on **Add a new account**. If accounts *do not* already exist, simply click **New authentication**.

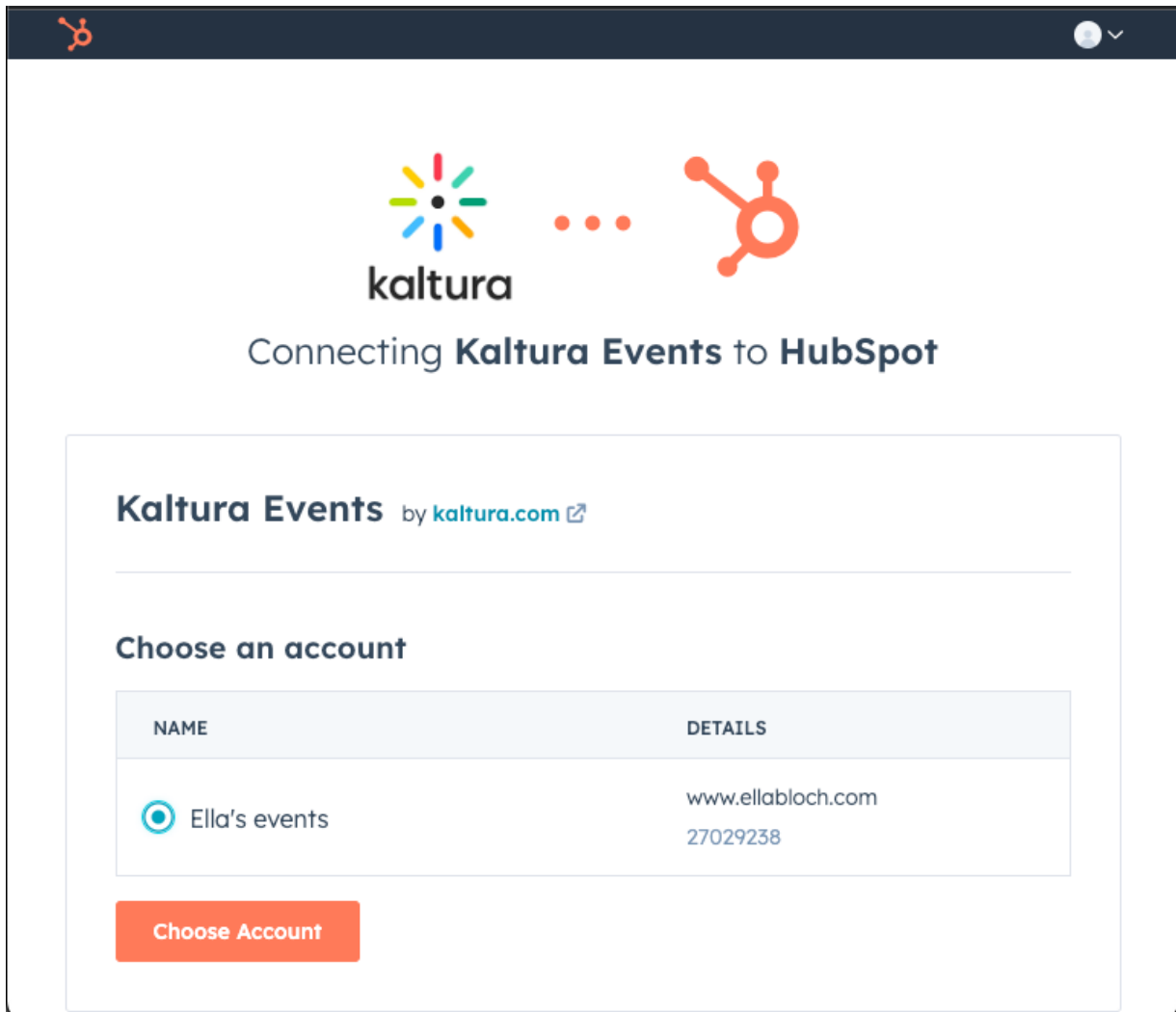
9. The Create a new authentication screen displays. Name the authentication with a meaningful name to identify the authentication you used.



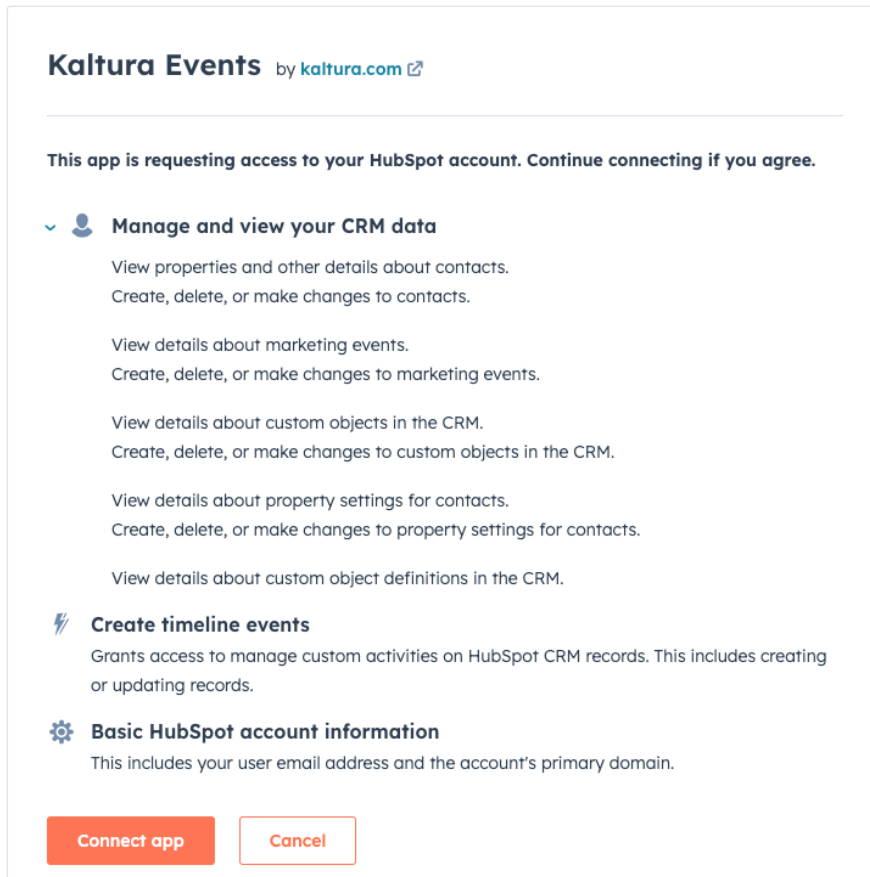
10. Click **Create**.

11. Authenticate to HubSpot and select the account. A page displays prompting you to

choose the desired account.



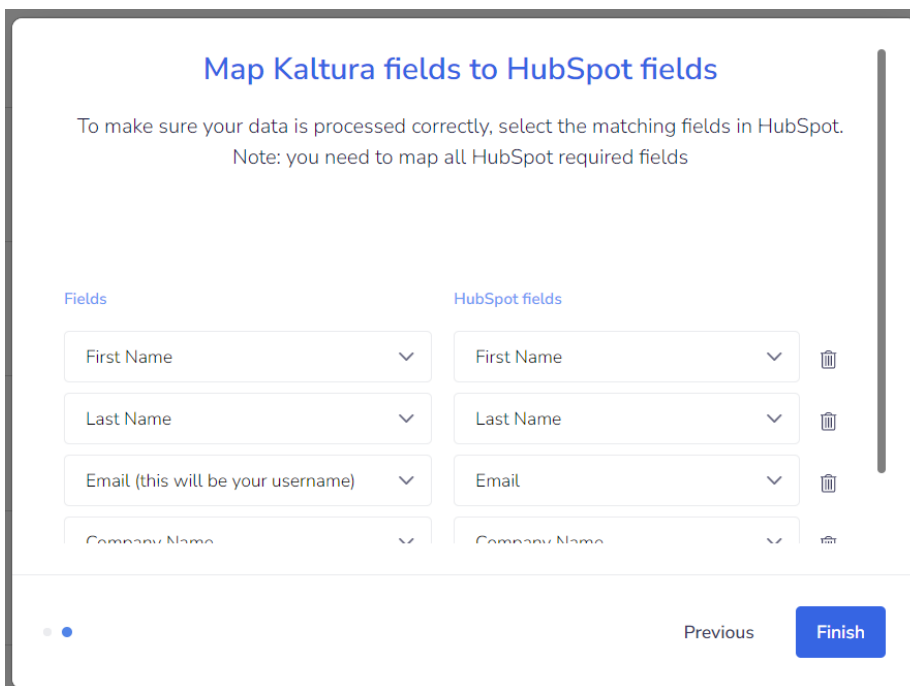
12. Click **Choose Account**.
13. A page displays prompting you with relevant app permissions required. Approve app permissions by clicking **Connect app**.

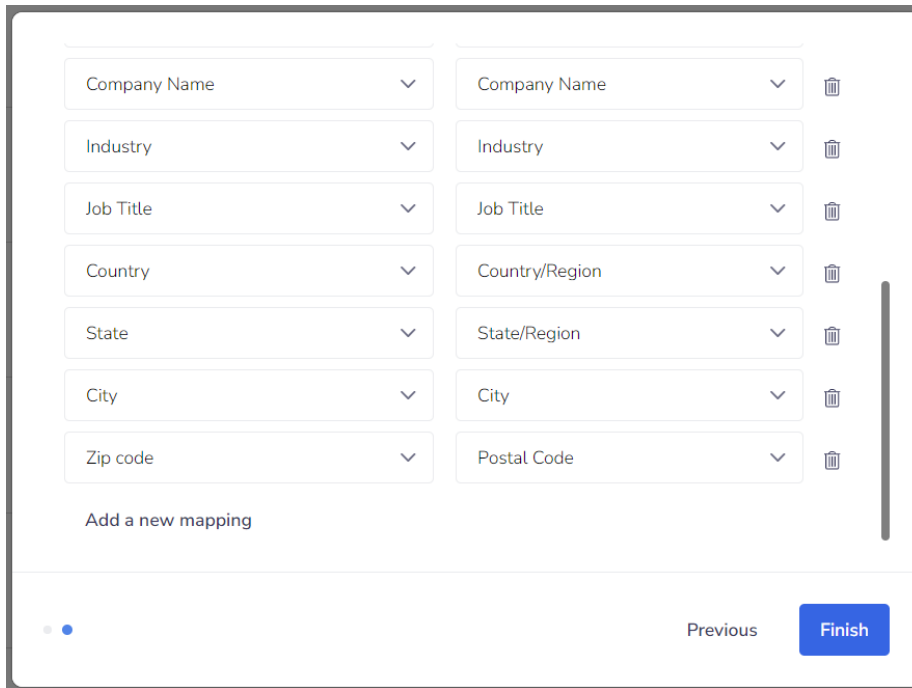


A message displays letting you know that the authentication for the app was successfully created.

14. Click **Next**. The field mapping screen displays.

Our recommended mapping is as follows however review the specific properties you use in HubSpot before configuring:

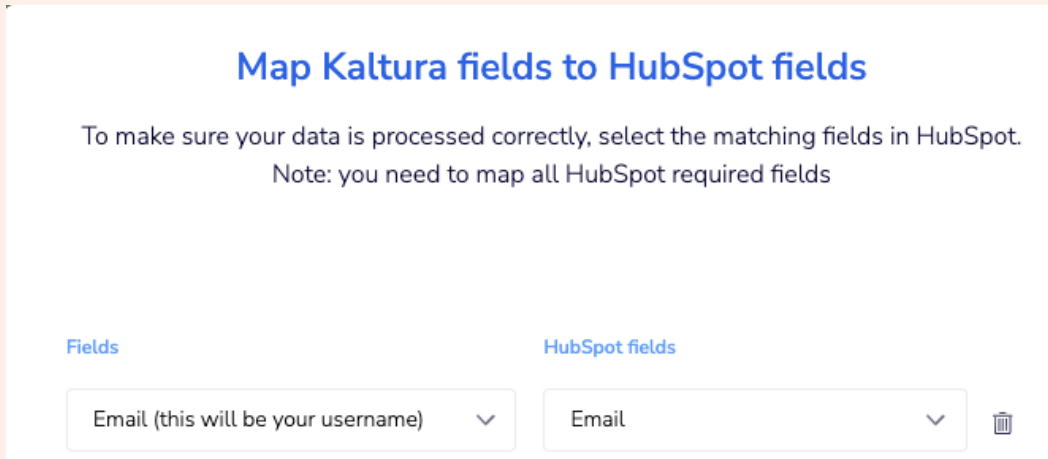




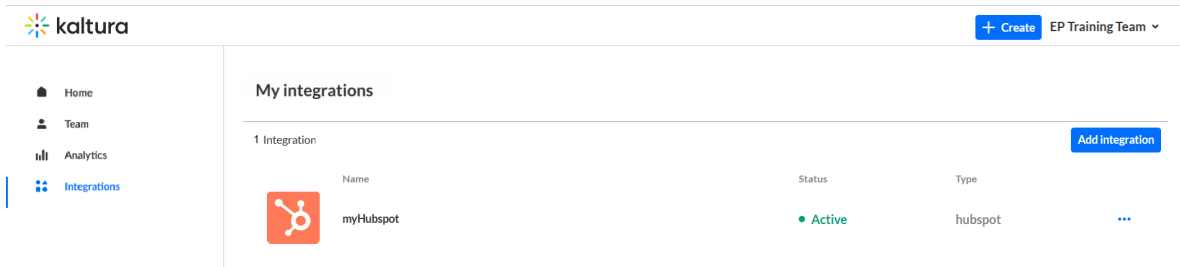
- Map the different fields on Kaltura registration form to HubSpot contact fields. Make sure you map **ALL** your HubSpot contact required fields (if there are any).



When mapping email, be sure to choose "Email" HubSpot field as shown below (not a variant email field).



- Click **Finish**. The HubSpot integration displays.

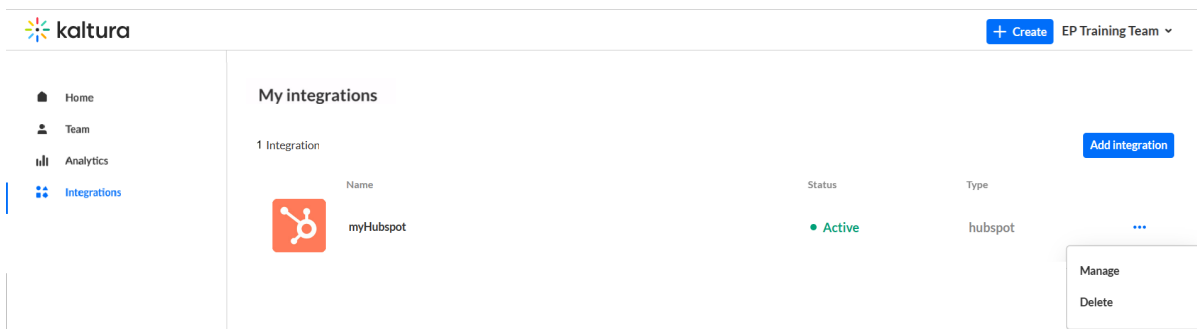


Manage and/or delete the HubSpot integration on the account level

You can manage and/or delete the integration by clicking on the three blue dots to the right of the desired integration and selecting the appropriate option.



Deleting an integration is only available if the integration is not yet enabled on an event.



Other integrations will eventually be added, and the screen will display multiple integrations.

Each integration is different per the event information entered. Only active integrations may be enabled on events. If an integration is disabled, you may have missing information on the integration, such as incomplete field mapping.

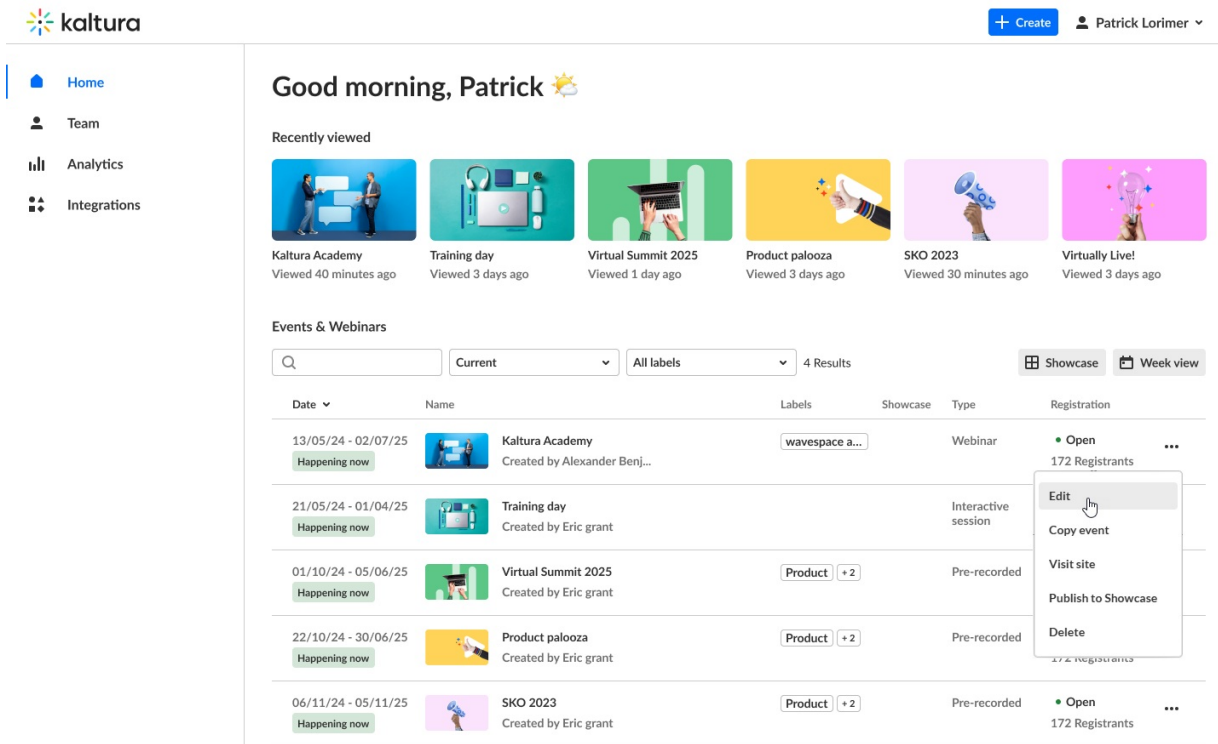


Integrations are not enabled until you enable the integration per event. This process sets the groundwork for the event organizer(s) to turn it on.

Event level

Set up the Kaltura HubSpot integration for a specific event

1. From the Event list, select **Edit** from the actions menu to edit the event you to which you would like to add the integration.



Good morning, Patrick 🌞

Recently viewed

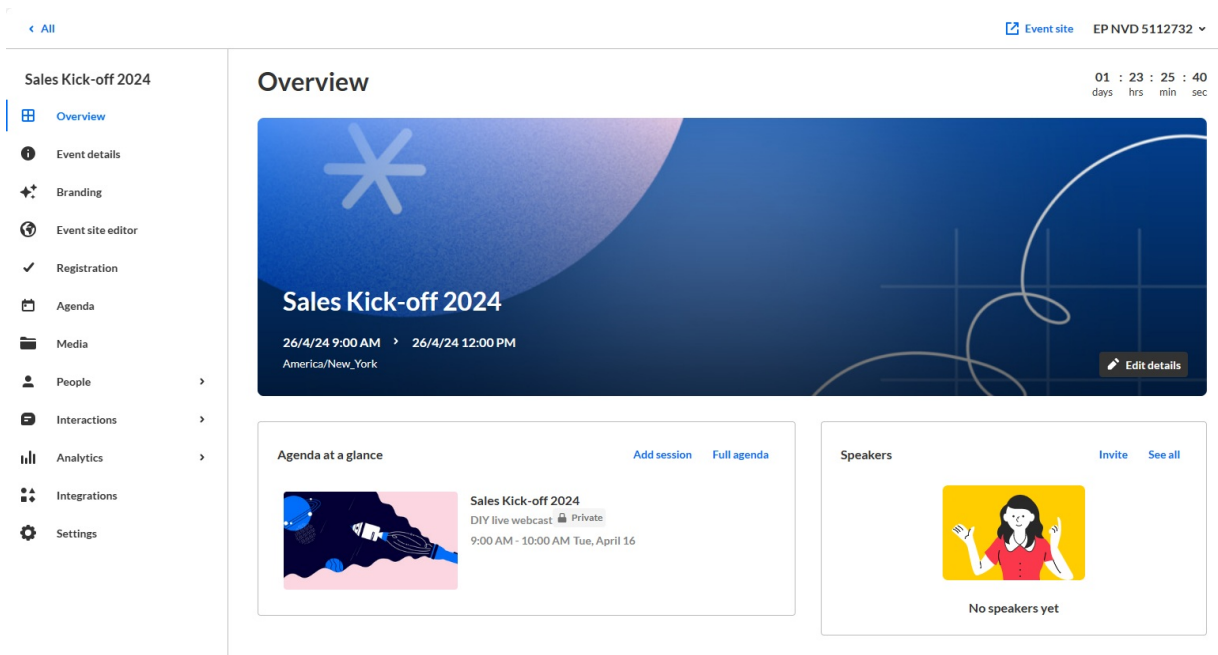
- Kaltura Academy - Viewed 40 minutes ago
- Training day - Viewed 3 days ago
- Virtual Summit 2025 - Viewed 1 day ago
- Product palooza - Viewed 3 days ago
- SKO 2023 - Viewed 30 minutes ago
- Virtually Live! - Viewed 3 days ago

Events & Webinars

Search: [] Current [v] All labels [v] 4 Results [Showcase] [Week view]

Date	Name	Labels	Showcase	Type	Registration
13/05/24 - 02/07/25 Happening now	Kaltura Academy Created by Alexander Benj...	wavespace a...		Webinar	Open 172 Registrants
21/05/24 - 01/04/25 Happening now	Training day Created by Eric grant			Interactive session	Edit Copy event Visit site Publish to Showcase Delete
01/10/24 - 05/06/25 Happening now	Virtual Summit 2025 Created by Eric grant	Product +2		Pre-recorded	
22/10/24 - 30/06/25 Happening now	Product palooza Created by Eric grant	Product +2		Pre-recorded	
06/11/24 - 05/11/25 Happening now	SKO 2023 Created by Eric grant	Product +2		Pre-recorded	Open 172 Registrants

2. The Event window displays.



< All [Event site] EPNVD 5112732

Sales Kick-off 2024

01 : 23 : 25 : 40
days hrs min sec

Overview

Sales Kick-off 2024
26/4/24 9:00 AM - 26/4/24 12:00 PM
America/New_York [Edit details]

Agenda at a glance [Add session] [Full agenda]

Sales Kick-off 2024
DIY live webcast [Private]
9:00 AM - 10:00 AM Tue, April 16

Speakers [Invite] [See all]

No speakers yet

3. In the Event window, navigate to the **Integrations** tab. Now that you are on a specific event, you will see only the integrations that apply for that event.




← All Event site Patrick Lorimer ▾

Virtually Live!

- Overview
- Event Details
- Registration
- Agenda
- Speakers
- Users
- Media
- Notifications
- Analytics
- Integrations
- Settings

Integrations

3 Integrations Resync data

Name	Type	
 External Webinar Connector	Marketo	Disable
 HubSpot ENT	HubSpot	Enable
 Salesforce	Salesforce	Disable

4. Click **Enable**.
5. Enter your event name and event URL.
6. Click to enable **Automatic sync** if you would like to automatically sync data one hour after the event ends.




← All ✕

Virtually Live!

- Overview
- Event Details
- Registration
- Agenda
- Speakers
- Users
- Media
- Notifications
- Analytics
- Integrations
- Settings

Integrations

1 Integration

Name		
 External Webinar Connector		
 HubSpot ENT		
 Salesforce		

External Webinar Connector

HubSpot Cancel Enable

Event name
Event name as you want to see it when reporting timeline events (if not provided timeline event wont be reported)

Event URL
Event URL as you want to see it when reporting timeline events (if not provided timeline event wont be reported)

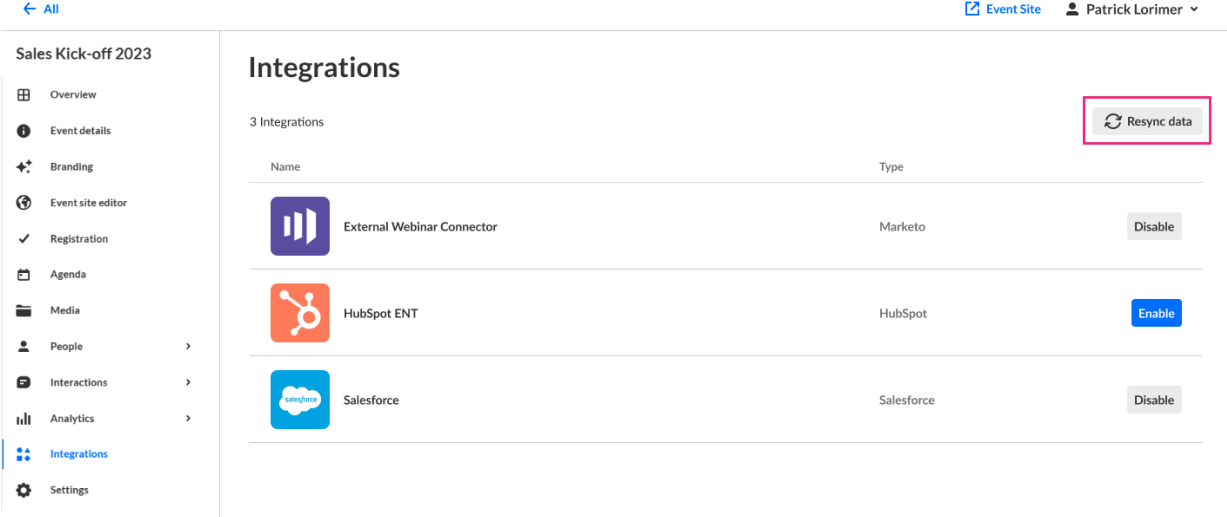
Automatic sync
 Automatically sync engagement data when the event ends

7. Click **Enable**. You receive confirmation that the integration was successfully enabled for this event.

Manually sync all enabled integrations

1. Click the **Resync data** button to manually sync all active/enabled integrations.

The **Resync data** button only refreshes registration and attendance information. Engagement data is not included in manual resyncs.






← All Event Site Patrick Lorimer

Sales Kick-off 2023

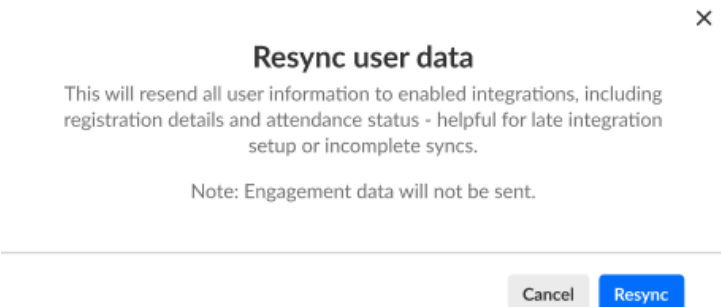
- Overview
- Event details
- Branding
- Event site editor
- Registration
- Agenda
- Media
- People
- Interactions
- Analytics
- Integrations**
- Settings

Integrations

3 Integrations Resync data

Name	Type	
 External Webinar Connector	Marketeto	Disable
 HubSpot ENT	HubSpot	Enable
 Salesforce	Salesforce	Disable

2. Click **Resync** to confirm your action.



×

Resync user data

This will resend all user information to enabled integrations, including registration details and attendance status - helpful for late integration setup or incomplete syncs.

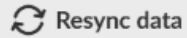
Note: Engagement data will not be sent.

Cancel Resync

You receive confirmation that the integration data was successfully synced.

Manage or sync engagement data per integration

After the integration is enabled, you can **disable**, **manage** or **sync** engagement data.

 Resync data

Disable



Manage

Sync engagement data

On the Integrations tab, locate the HubSpot integration and choose one of the following:

- Click **Disable** to disable the integration - Disabling the integration stops the data synchronization to HubSpot for this event.
- Click **Manage** to edit the event name, event URL, or automatic sync settings.
- Click **Sync engagement data** to manually sync attendees engagement data.



For more information, see [Kaltura data sharing integration for Hubspot - How to set up Hubspot.](#)