

HubSpot integration for webinars

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 This article is designated for all users.

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

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

HubSpot integration for Kaltura Events enables easy data sharing from Kaltura to HubSpot, by automatically creating a marketing event on HubSpot for every event created on Kaltura 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.

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 Events). If you are using other types of authentication (such as two factor authentication or SSO), contact support to help you connect the app.

HubSpot integration for webinars

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

1. Account Level
2. Event Level

Account level

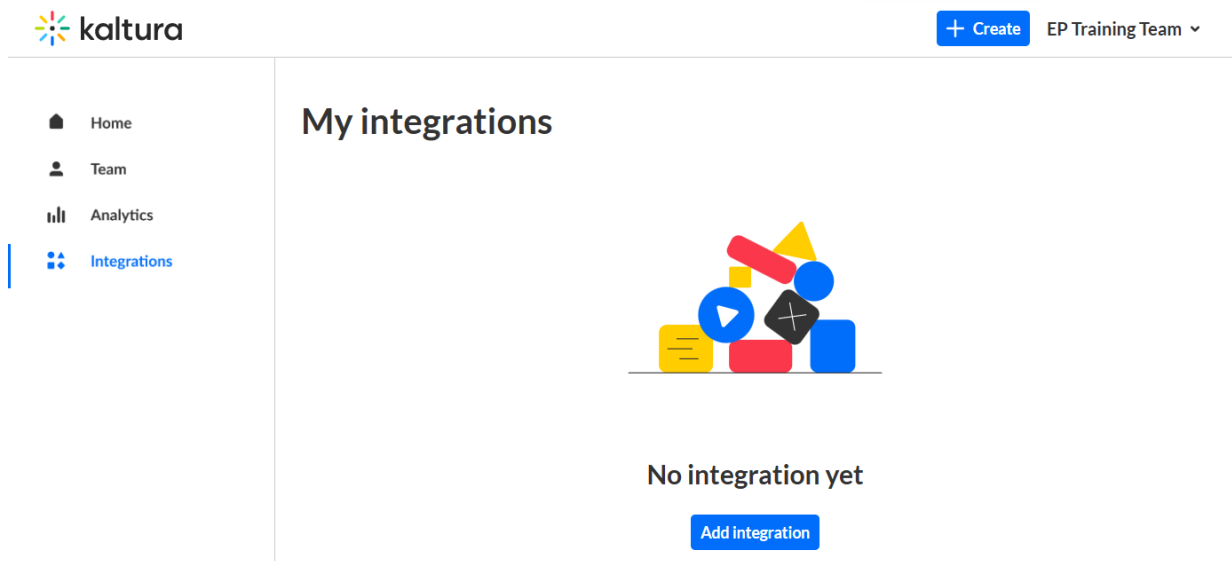
The account level should be set up so that you can connect different events to use for the HubSpot integration.

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 Events registration form is set up by the template per event.

To set up an integration

1. On the All events page 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

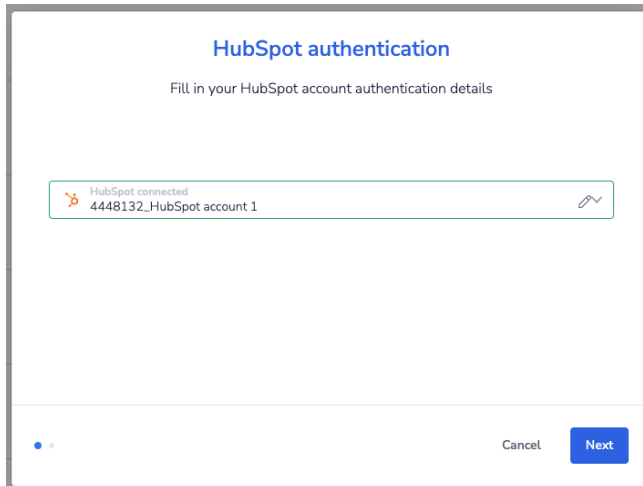
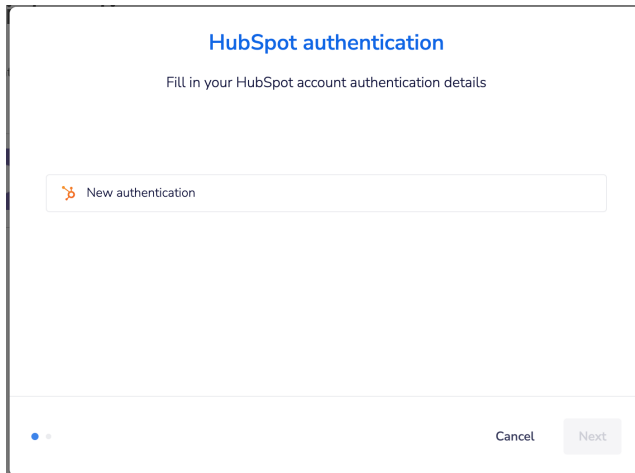
Registrants information Get registrants information as HubSpot Contacts

Event data Get virtual event object as HubSpot

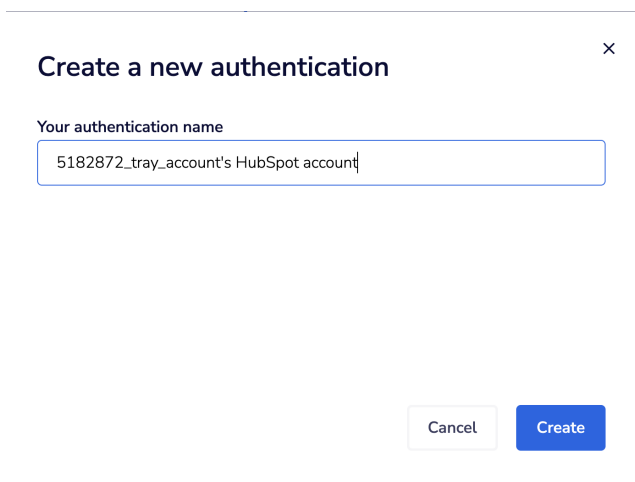
Attendees data Update the marketing event when registrants attendance status is updated

[Cancel](#) [Next](#)

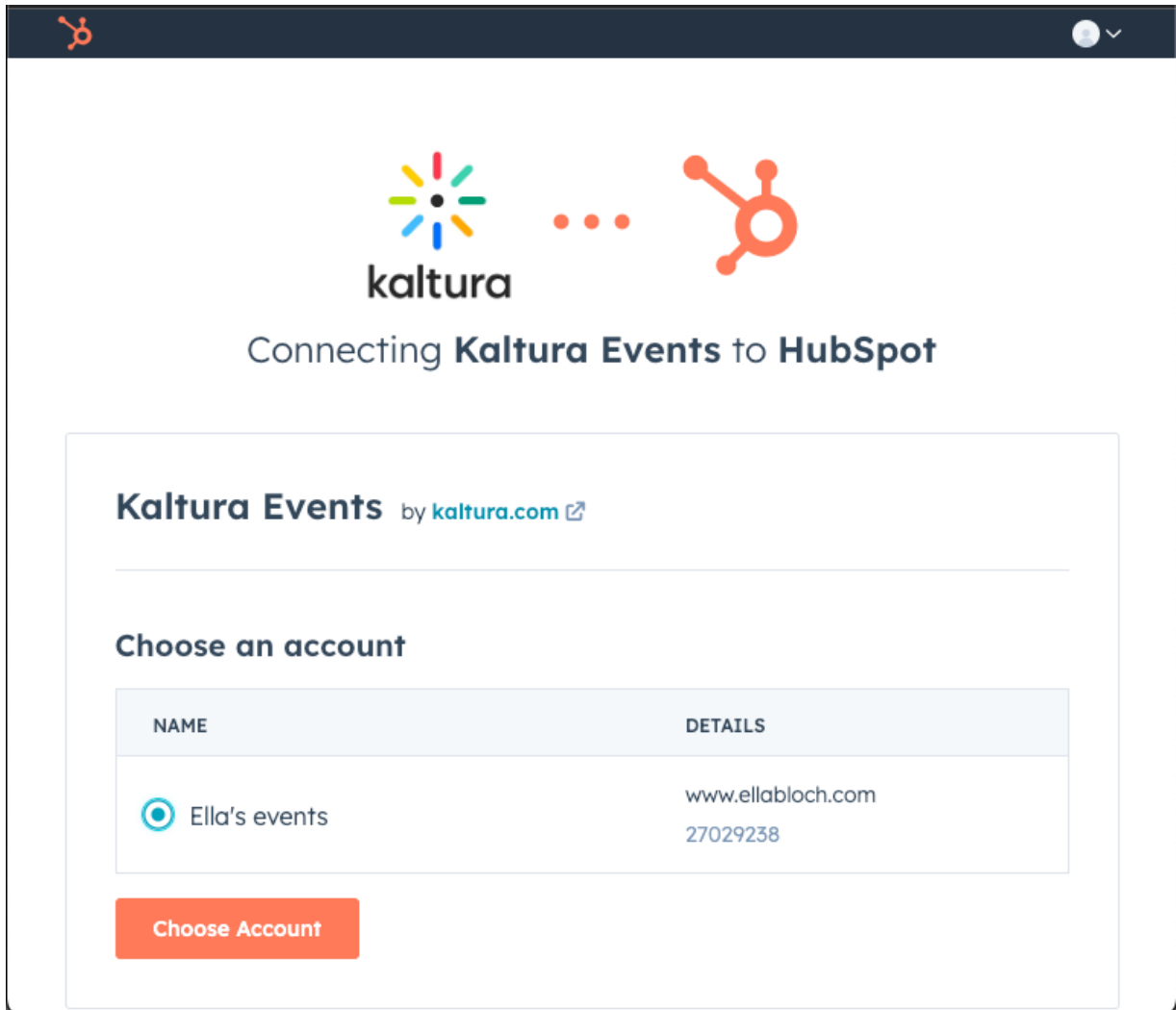
3. In the **Select integration type** pull-down list, select HubSpot.
4. In the **Name of integration** field, type a name for the integration. We recommend using a descriptive name, for example "Event HubSpot Integration".
5. In the **Registration data pulled from** pull-down list, select where the data will be pulled from.
6. In the **Events data** area, select the Kaltura Events data you would like to send to HubSpot.
 - o **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.
 - o **Event data** - Create HubSpot marketing event for event created on Kaltura.
 - o **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**.

Kaltura Events by kaltura.com 


This app is requesting access to your HubSpot account. Continue connecting if you agree.

✓  **Manage and view your CRM data**

- View properties and other details about contacts.
Create, delete, or make changes to contacts.
- View details about marketing events.
Create, delete, or make changes to marketing events.
- View details about custom objects in the CRM.
Create, delete, or make changes to custom objects in the CRM.
- View details about property settings for contacts.
Create, delete, or make changes to property settings for contacts.
- View details about custom object definitions in the CRM.

 **Create timeline events**

Grants access to manage custom activities on HubSpot CRM records. This includes creating or updating records.

 **Basic HubSpot account information**

This includes your user email address and the account's primary domain.

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

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

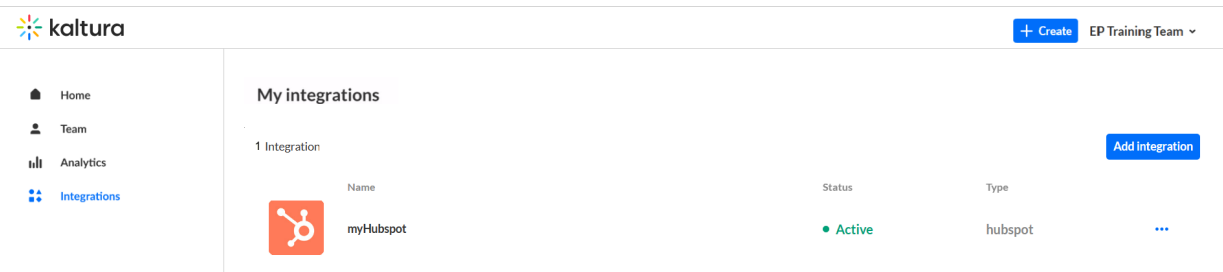
Map Kaltura fields to HubSpot fields

To make sure your data is processed correctly, select the matching fields in HubSpot.
Note: you need to map all HubSpot required fields

Kaltura fields	HubSpot fields	
First Name ▼	firstname ▼	🗑️
Last Name ▼	lastname ▼	🗑️
Email (this will be your username) ▼	email ▼	🗑️
Company Name ▼	company ▼	🗑️

Previous
Finish

15. 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).
16. Click **Finish**. The HubSpot integration displays.



The screenshot shows the Kaltura user interface. On the left is a navigation menu with 'Integrations' selected. The main content area is titled 'My integrations' and shows a table with one integration:

Name	Status	Type	
myHubspot	● Active	hubspot	⋮

[Add Integration](#)

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

You can manage and/or delete the integration by clicking on the three-dot menu 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.



This close-up shows the integration row from the previous screenshot. The three-dot menu is open, displaying two options: 'Manage' and 'Delete'.

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

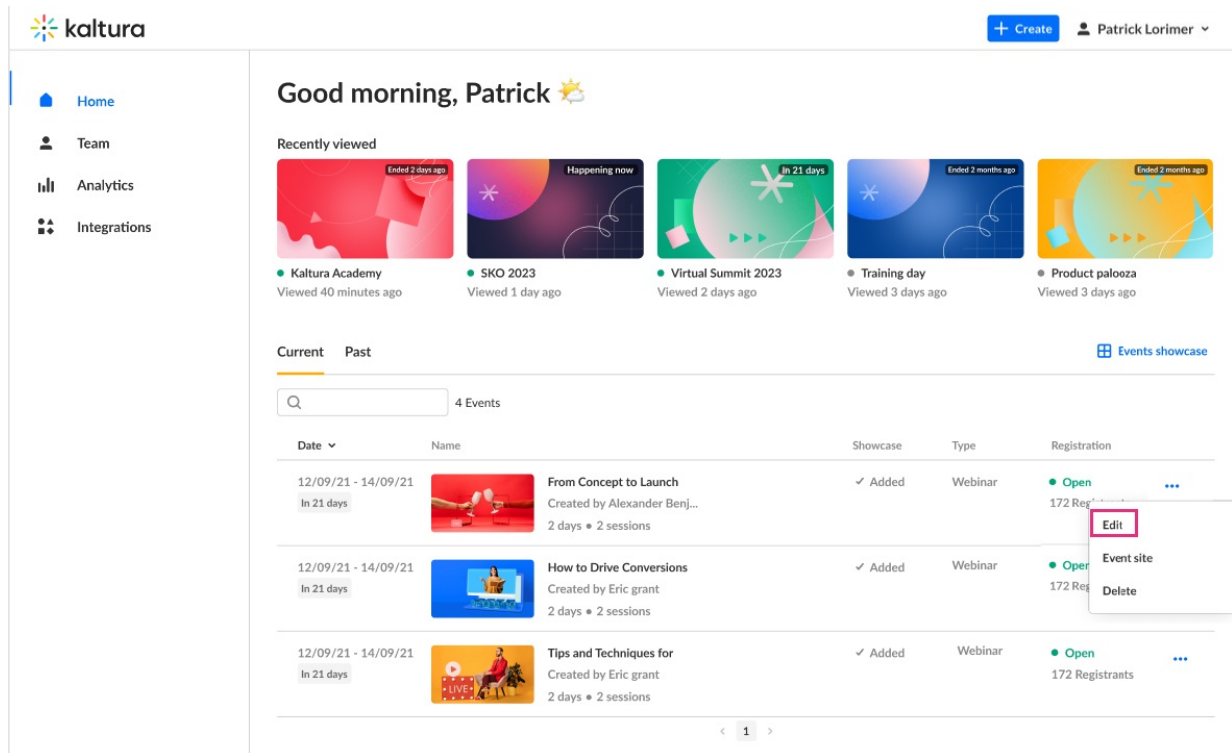
Each integration is different per the event information entered. Only Active integrations may be enabled on webinars. If an integration is disabled, you may have missing information on the integration, such as incomplete field mapping.

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

Event level

Set up the Kaltura HubSpot integration for a specific event

1. From the Webinar list, Select **Edit** from the actions menu to edit the webinar you would like to add the integration to.



The screenshot shows the Kaltura user interface. On the left is a navigation sidebar with 'Integrations' selected. The main content area shows a 'Recently viewed' section with five event cards. Below that is a table of 'Current' events. The first event, 'From Concept to Launch', is highlighted, and its actions menu is open, with the 'Edit' button highlighted in red.

Date	Name	Showcase	Type	Registration
12/09/21 - 14/09/21 In 21 days	From Concept to Launch Created by Alexander Benj... 2 days • 2 sessions	✓ Added	Webinar	Open 172 Reg
12/09/21 - 14/09/21 In 21 days	How to Drive Conversions Created by Eric grant 2 days • 2 sessions	✓ Added	Webinar	Open 172 Reg
12/09/21 - 14/09/21 In 21 days	Tips and Techniques for Created by Eric grant 2 days • 2 sessions	✓ Added	Webinar	Open 172 Registrants

The Webinar site displays.

2. On the Kaltura Webinar screen, navigate to the **Integrations** tab.




< All [Visit webinar site](#) [Launch room](#) EPDEV Sandbox ▾

2024 Marketing Kick-Off

- Overview
- Webinar details
- Branding
- Registration
- Recordings & media
- People >
- Interactions >
- Analytics >
- Integrations
- Settings

Integrations

3 Integrations

Name	Type	
 Test webinar	hubspot	Enable
 sites template nastase	marketo	Enable
 test webinar tom	hubspot	Enable

Now that you are you on a specific webinar, you will see only the integrations that apply for that webinar.

3. Click **Enable** to enable the desired integration.
4. Enter your webinar name and URL. You receive confirmation that the integration was successfully enabled for this webinar.

Disable an integration

After the integration is enabled, you may disable it by clicking the **Disable** button. Disabling an integration stops the data synchronization to HubSpot.

Timeline events

To view timeline activities from Kaltura, click Contacts in the top menu and choose a contact. Then click on **Filter activity** and make sure Kaltura Events is marked under INTEGRATIONS.

[template("cat-subscribe")]