

Kaltura data sharing integration for Hubspot - How to set up Hubspot

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 This article is designated for administrators.

About

This article walks you through setting up HubSpot for Kaltura data sharing integration. The HubSpot integration can sync engagement data from Kaltura, such as plays, minutes viewed, polls, and reactions. To make this work, you'll add a new record type in HubSpot (called a **custom object**) to store the engagement data.

If you haven't yet set up the HubSpot integration, see [HubSpot integration for Kaltura Virtual Events](#).

Before you begin

- This integration is supported only for HubSpot enterprise-grade accounts.
- The object must be created exactly as described below, or the data sync will fail.
- HubSpot limits the number of records that can be linked to contacts. To avoid hitting this limit, set up an archive or cleanup process in HubSpot. See HubSpot's documentation on [custom workflow actions](#) as to how this can be achieved.

Create the custom object



To create the custom object, first make sure you have the enterprise mode enabled on your account.

1. In HubSpot, go to **settings** (the gear icon on the upper right side).
2. On the left side menu, under **Objects**, select **Custom objects**.
3. Click **Create custom object** (orange button).
4. In the object setup window, enter these values:
 - **Singular name:** `Kaltura_Event_Engagement` (property type - Single-line text)
 - **Plural name:** `Kaltura_Event_Engagements` (property type - Single-line text)
 - **Description:** This object contains the user engagement date per session
 - **Primary display property:** `event_session_key` (allow search, require unique value)

- **Secondary display property:** user (allow search)

5. Click **Create**.

Add engagement fields

Next, add the fields that will hold the engagement data.

1. From the **Select an object** drop-down, choose the new record type.
2. Go to the **Properties** section.
3. Add the following fields:

Field name	Field type
plays	number (Formatted)
vod_minutes_viewed	number (Formatted)
live_minutes_viewed	number (Formatted)
total_vod_completion_rate	number (Formatted)
no_live_engagement_rate	number (Formatted)
low_live_engagement_rate	number (Formatted)
fair_live_engagement_rate	number (Formatted)
good_live_engagement_rate	number (Formatted)
high_live_engagement_rate	number (Formatted)
combined_live_engaged_users_play_time_ratio	number (Formatted)
download_attachment	number (Formatted)
add_to_calendar	number (Formatted)
raise_hand	number (Formatted)
mic_on	number (Formatted)
cam_on	number (Formatted)
clap_clicked_count	number (Formatted)
heart_clicked_count	number (Formatted)
think_clicked_count	number (Formatted)
wow_clicked_count	number (Formatted)
smile_clicked_count	number (Formatted)
total_reactions_activity	number (Formatted)
answered_polls	number (Formatted)
messages_sent_group	number (Formatted)
qna_threads	number (Formatted)
entry_id	single-line text

Field name	Field type
entry_name	single-line text



Kaltura supports up to 10 polls per session (30 data points).

Link engagement data to contacts

Finally, connect the engagement data to your HubSpot contacts.

1. From the **Select an object** drop-down, choose the custom object you created.
2. Go to the **Associations** tab.
3. Create a new association between this record type and the **Contact object**.

Result

Your HubSpot integration is now set up to share engagement data. Engagement metrics will sync into HubSpot and connect with your contacts, so you can track and report on event engagement directly in HubSpot.