Informatica

Informatica® Cloud Data Integration

# HubSpot Connector

Informatica Cloud Data Integration HubSpot Connector
April 2021

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# Table of Contents


**Preface** . . . . . 4

Informatica Resources . . . . . 4

- Informatica Documentation . . . . . 4
- Informatica Intelligent Cloud Services web site . . . . . 4
- Informatica Intelligent Cloud Services Communities . . . . . 4
- Informatica Intelligent Cloud Services Marketplace . . . . . 4
- Data Integration connector documentation . . . . . 5
- Informatica Knowledge Base . . . . . 5
- Informatica Intelligent Cloud Services Trust Center . . . . . 5
- Informatica Global Customer Support . . . . . 5

**Chapter 1: Introduction to HubSpot Connector** . . . . . 6

HubSpot Connector overview . . . . . 6

Introduction to HubSpot . . . . . 6

HubSpot Connector task and object types . . . . . 7

HubSpot supported objects and task operations . . . . . 7

Administration of HubSpot Connector . . . . . 7

**Chapter 2: HubSpot connections** . . . . . 9

HubSpot connection overview . . . . . 9

HubSpot connection properties . . . . . 9

**Chapter 3: Mappings and mapping tasks with HubSpot Connector** . . . . . 10

Mappings and mapping tasks with HubSpot overview . . . . . 10

HubSpot sources in mappings and mapping tasks . . . . . 11

Source transformation mapping example . . . . . 11

HubSpot targets in mappings and mapping tasks . . . . . 13

Target transformation mapping example . . . . . 14

**Chapter 4: HubSpot data type reference** . . . . . 16

Data type reference overview . . . . . 16

HubSpot and transformation data types . . . . . 16

**Index** . . . . . 17

# Preface

Use *HubSpot Connector* to learn how to read from or write to HubSpot by using Cloud Data Integration. Learn to create a connection and develop and run mappings in Cloud Data Integration.

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CHAPTER 1

# Introduction to HubSpot Connector

This chapter includes the following topics:


- HubSpot Connector overview, 6
- Introduction to HubSpot, 6
- HubSpot Connector task and object types, 7
- HubSpot supported objects and task operations, 7
- Administration of HubSpot Connector, 7


## HubSpot Connector overview

You can use HubSpot Connector to connect to HubSpot using Cloud Data Integration.

Use HubSpot Connector to read data from and write data to HubSpot. .You can use HubSpot objects as sources and targets in mappings and mapping tasks.

## Introduction to HubSpot

You can use HubSpot to streamline data and processes across information systems for operational efficiency which includes the automation of training assignments and moderation of administrative tasks.

HubSpot is an inbound marketing and sales software containing Customer Relationship Management (CRM), marketing, sales, Content Management System (CMS), and service automation tools that helps you to increase traffic to your website and grow your business.

# HubSpot Connector task and object types

The following table lists the HubSpot object types that you can use in Data Integration tasks:

| Task Type | Source | Target |
|---|---|---|
| Mapping | Yes | Yes |

# HubSpot supported objects and task operations

The following table lists the standard objects and operations supported by HubSpot Connector in Data Integration tasks:

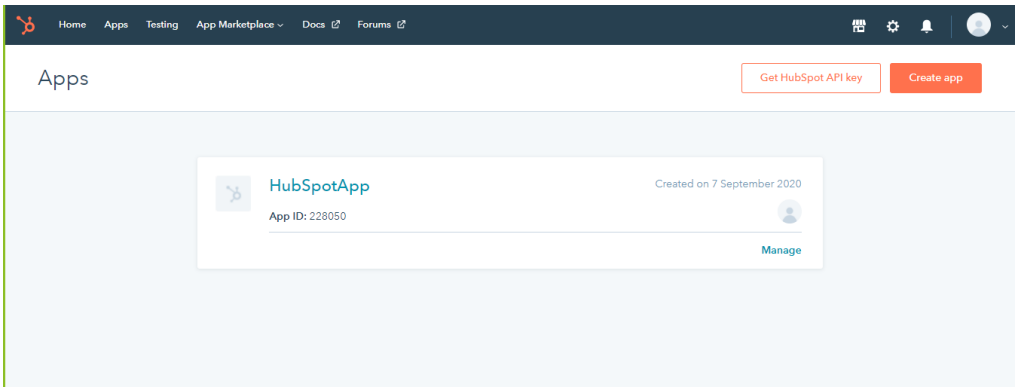
| Objects | Read | Write | Insert | Update | Delete |
|---|---|---|---|---|---|
| Contacts | Yes | Yes | Yes | Yes | Yes |
| Deal | Yes | Yes | Yes | Yes | Yes |
| Company | Yes | Yes | Yes | Yes | Yes |
| Products | Yes | Yes | Yes | Yes | Yes |
| Line_Items | Yes | Yes | Yes | Yes | Yes |
| Tickets | Yes | Yes | Yes | Yes | Yes |

# Administration of HubSpot Connector

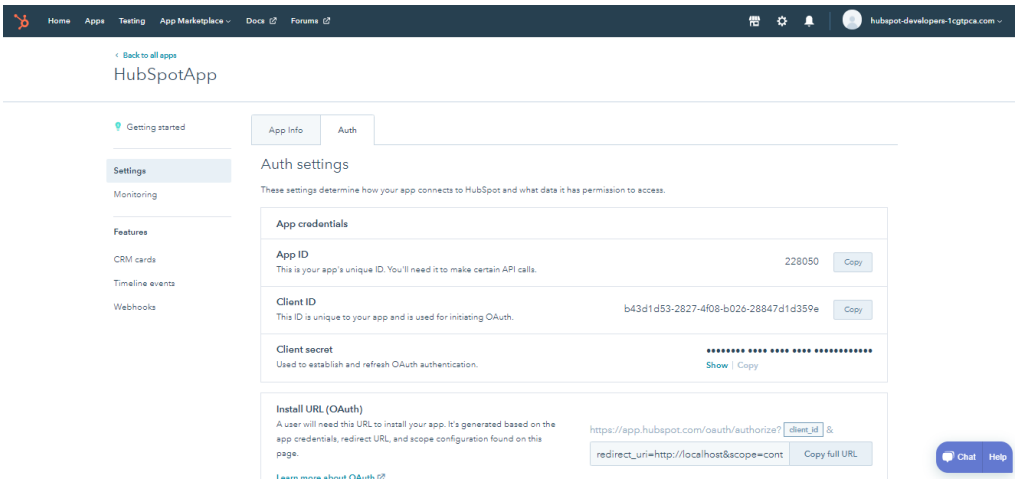
Before you use HubSpot Connector, an administrator must complete the following tasks:

1. Create a HubSpot account to access HubSpot.
2. Create a HubSpot developer account to generate the authorization credentials.
3. Use **Create app** to create a HubSpot application and generate the connection credentials required for authorization.

The following image shows a HubSpot app for the developer account:




4. After creating the application, get the client ID and client secret, that you need to specify while creating a HubSpot connection.
5. To generate the refresh token, see the Oath QuickStart guide at the following website: https://developers.hubspot.com/docs/api/oauth-quickstart-guide
   The following image shows the app credentials generated by using the HubSpot application:



CHAPTER 2

# HubSpot connections

This chapter includes the following topics:


- HubSpot connection overview, 9
- HubSpot connection properties, 9


## HubSpot connection overview

Create a HubSpot connection to access HubSpot data from Data Integration. You can create a connection on the Connections page or when you create a task. After you create a connection, it becomes available to all users who have access to the organization.

Use the connection when you create a mapping task. You can specify the HubSpot source and target in mappings or mapping tasks.

## HubSpot connection properties

When you set up a HubSpot connection, you must configure the connection properties.

The following table describes the HubSpot connection properties:

| Connection property | Description |
|---|---|
| Connection Name | The name of the HubSpot connection. |
| Description | The description of the connection. |
| Type | The type of connection. Select the HubSpot connection. |
| Client Id | The ID of your application to authenticate access to HubSpot. You can get the client ID value from the HubSpot applications. |
| Client Secret | The client secret key to authenticate access to HubSpot. You can get the client secret value from the HubSpot applications. |
| RefreshToken | The refresh token that you need to authenticate access to HubSpot. |

CHAPTER 3

# Mappings and mapping tasks with HubSpot Connector

This chapter includes the following topics:


- Mappings and mapping tasks with HubSpot overview, 10
- HubSpot sources in mappings and mapping tasks, 11
- Source transformation mapping example, 11
- HubSpot targets in mappings and mapping tasks, 13
- Target transformation mapping example, 14


## Mappings and mapping tasks with HubSpot overview

Use the Mapping Designer to create a mapping. When you create a mapping, you configure a source or target to represent a HubSpot object.

Describe the flow of data from source to the target, along with the required transformations before the Secure Agent writes data to the target. When you create a mapping task, select the mapping that you want to use. Use the Mapping Task wizard to create a mapping task. The mapping task processes data based on the data flow logic you define in the mapping.

# HubSpot sources in mappings and mapping tasks

In a mapping, you can configure a Source transformation to represent a HubSpot object.

The following table describes the HubSpot source properties that you can configure in a Source transformation:

| Property | Description |
|---|---|
| Connection | Name of the source connection. |
| Source Type | Type of the source object.<br>You can select from the following options:<br>- Single Object<br>- Parameter |
| Object | Name of the source object. |

The following table describes the HubSpot source advanced properties:

| Property | Description |
|---|---|
| Tracing Level | Amount of detail that appears in the log for the Source transformation. Use the following tracing levels:<br>- Terse<br>- Normal<br>- Verbose Initialization<br>- Verbose<br>Default is Normal. |

# Source transformation mapping example

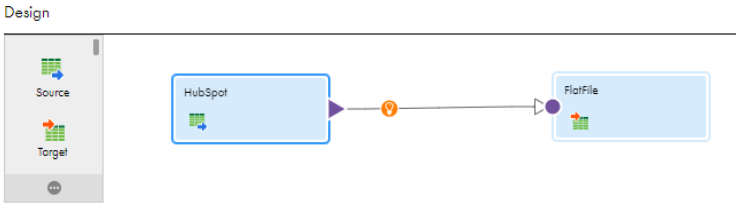
You can map a HubSpot source to a target and use the mapping in a mapping task.

To read data from the HubSpot, perform the following tasks:

1. In Data Integration, click **New** > **Mapping** > **Create**.

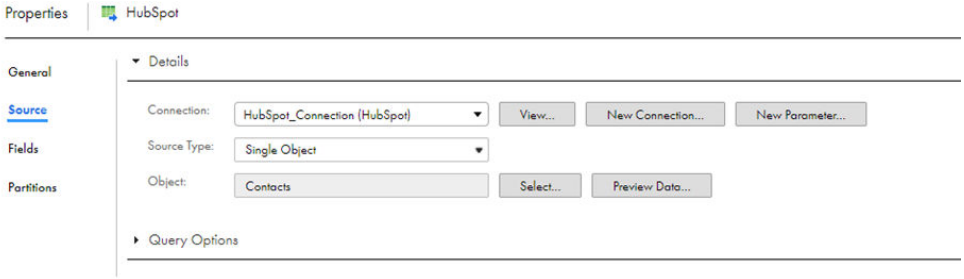
   The Mapping Designer appears.
2. Enter a name and description for the mapping.

3. In the Source transformation, perform the following steps:
    1. In the general properties, specify a name and description.
    The following image shows a sample HubSpot mapping:



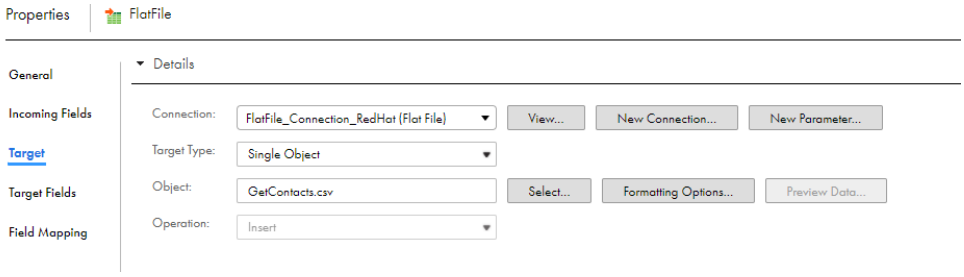

    2. On the Source tab, specify the following properties:
        a. In the **Connection** field, select the configured HubSpot connection to connect to HubSpot.
        b. In the **Source Type** field, select Single Object.
        c. In the **Object** field, select contacts.

        The following image shows the source properties in the mapping:



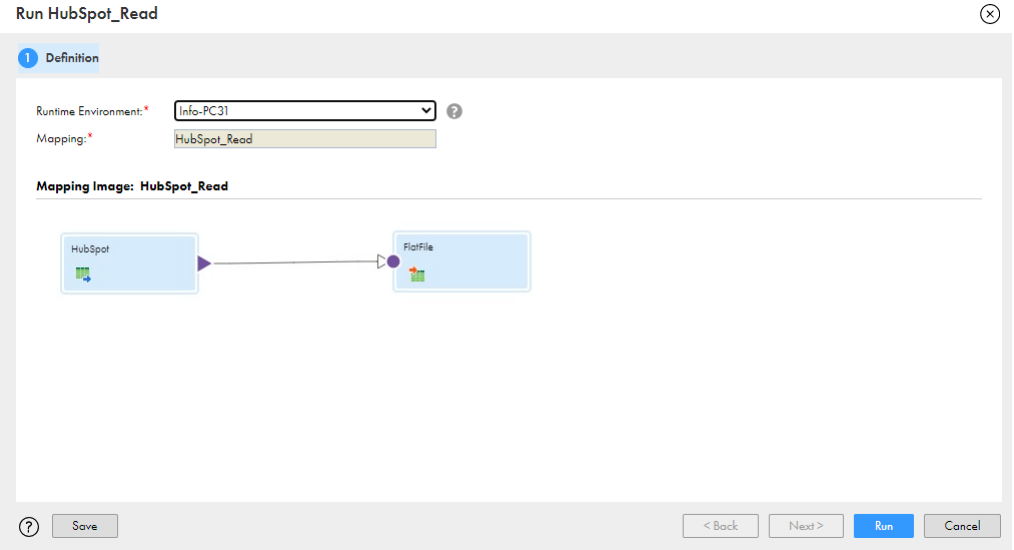

4. In the Target transformation, perform the following steps:
    1. In the general properties, specify a name and description.
    2. On the Target tab, specify the following properties:
        a. In the **Connection** field, select a flat file connection.
        b. In the **Target Type** field, select Single Object.
        c. In the **Object** field, select the contacts that you want to read.

        The following image shows the target properties in the mapping:




5. Map the source and target.
6. Click **Save** to save the mapping.
7. In Data Integration, click **New** > **Task**.
8. Click **Mapping Task** > **Create**, and select the mapping for the task.

The following image shows the Mapping Task wizard with the applied mapping:




9. Select the Runtime Environment and Run the task.

# HubSpot targets in mappings and mapping tasks

In a mapping, you can use a HubSpot object as a target.

The following table describes the HubSpot target properties that you can configure in a Target transformation:

| Property | Description |
|---|---|
| Connection | Name of the target connection. |
| Target Type | Type of the target object. You can select Single Object or Parameter. |
| Object | Name of the target object. |
| Operation | Target operation. Select from the following options:<br>- Insert<br>- Update<br>- Delete<br>You can perform Insert, Update, and Delete operations in batches to process large amounts of data. |

The following table describes the advanced target properties for HubSpot Connector:

| Advanced Target Property | Description |
|---|---|
| Forward Rejected Rows | Configure the transformation to either pass rejected rows to the next transformation or drop them. |

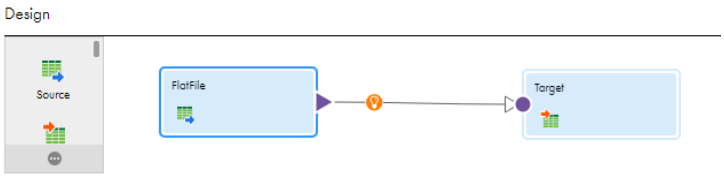
# Target transformation mapping example

You can map a HubSpot source to a target and use the mapping in a mapping task.

To read data from the HubSpot, perform the following tasks:

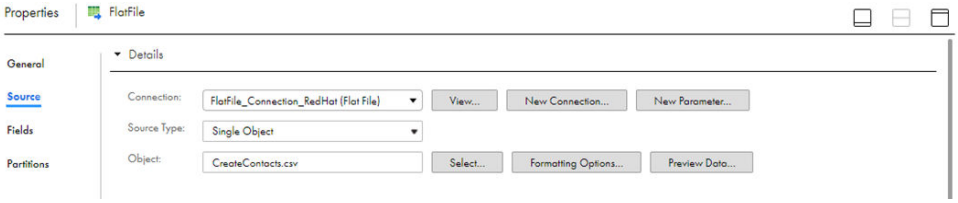
1. In Data Integration, click **New** > **Mapping** > **Create**.

   The Mapping Designer appears.
2. Enter a name and description for the mapping.
3. In the Source transformation, perform the following steps:
   1. Under general properties, specify a name and description.
      The following image shows a sample HubSpot mapping:

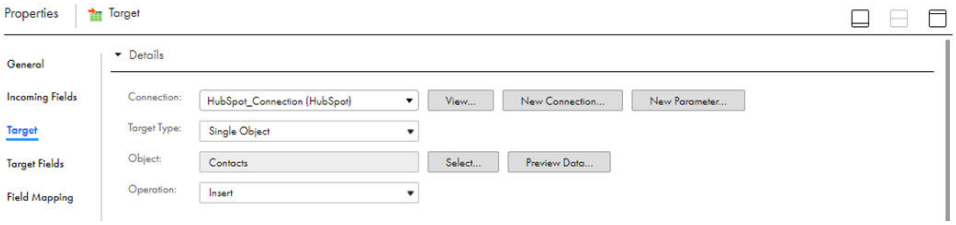
   2. On the Source tab, specify the following proprties:
      a. In the **Connection** field, select a flat file connection.
      b. In the **Source Type** field, select Single Object.
      c. In the **Object** field, select a contacts file.

      The following image shows the source properties in the mapping:

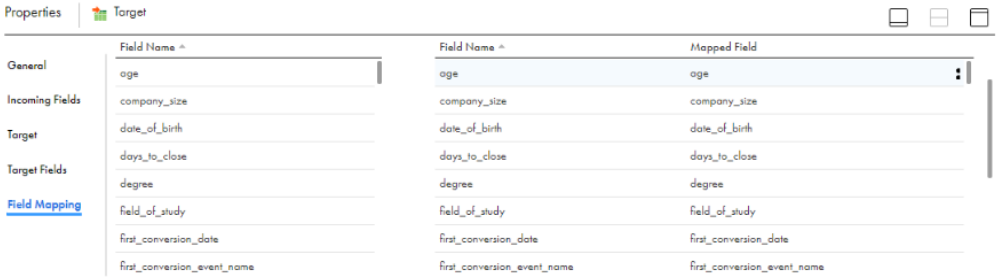
4. In the Target transformation, perform the following steps:
   1. In the general properties, specify a name and description.
   2. On the Target tab, specify the following properties:
      a. In the **Connection** field, select a HubSpot connection.
      b. In the **Target Type** field, select Single Object.
      c. In the **Object** field, select the contacts that you want to write to the target.
      d. In the **Operation** field, select Insert.

      The following image shows the target properties in the mapping:

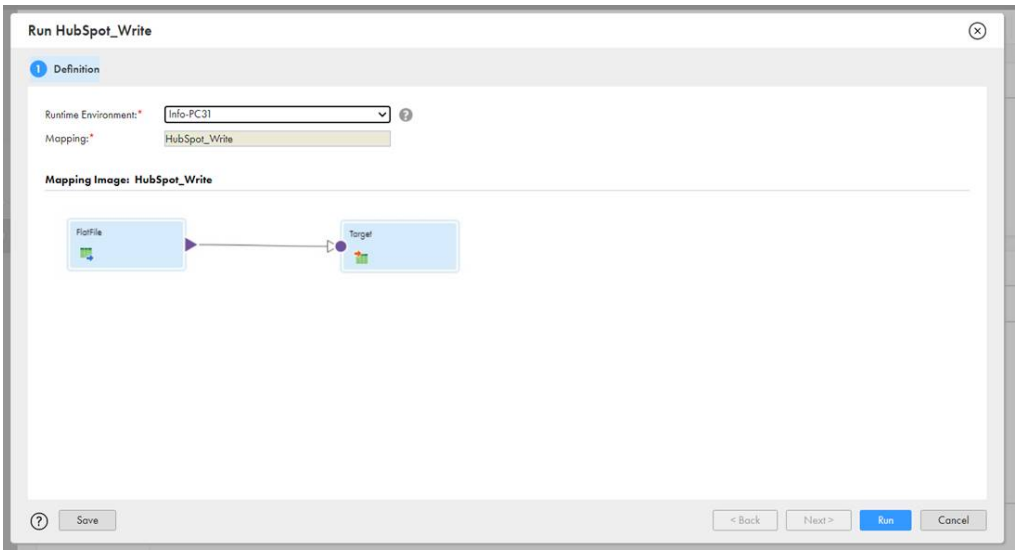
5. In the **Field Mapping** tab, select the input elements to map to the target fields.

The following image shows all the mapped fields between the input file and the HubSpot target:




6. Map the source and target.
7. Click **Save** to save the mapping.
8. In Data Integration, click **New** > **Task**.
9. Click **Mapping Task** > **Create**, and select the mapping for the task.

   The following image shows the Mapping Task wizard with the applied mapping:




10. Select the Runtime Environment and Run the task.

CHAPTER 4

# HubSpot data type reference

This chapter includes the following topics:


- Data type reference overview, 16
- HubSpot and transformation data types, 16


## Data type reference overview

Data Integration uses the following data types in mappings and mapping tasks with HubSpot Connector:

**HubSpot native data types**

HubSpot data types appear in the source and target transformations when you choose to edit metadata for the fields.

**Transformation data types**

Set of data types that appear in the transformations. They are internal data types based on ANSI SQL-92 generic data types, which the Secure Agent uses to move data across platforms. Transformation data types appear in all transformations in mappings and mapping tasks.

When Data Integration reads source data, it converts the native data types to the comparable transformation data types before transforming the data. When Data Integration writes to a target, it converts the transformation data types to the comparable native data types.

## HubSpot and transformation data types

HubSpot data types map to transformation data types that the Secure Agent uses to move data across platforms.

The following table lists the HubSpot data types that Data Integration supports and the corresponding transformation data types:

| HubSpot Data Type | Transformation Data Type | Description |
|---|---|---|
| String | String | 1 to 104,857,600 characters |

# INDEX


## A

administration 7

## C

Cloud Application Integration community
  URL 4
Cloud Developer community
  URL 4
connections
  HubSpot 9

## D

Data Integration community
  URL 4
data type reference
  overview 16
data types
  HubSpot 16

## H

HubSpot
  connection properties 9
  introduction 6
  Source transformation 11
  Sources in mappings 11
  Target transformation 13
  targets in mappings 13
HubSpot Connector
  overview 6, 9

## I

Informatica Global Customer Support
  contact information 5
Informatica Intelligent Cloud Services
  web site 4

## M

maintenance outages 5
mappings
  HubSpot Source properties 11
  HubSpot target properties 13

## S

source transformation
  mapping example 11, 14
Source transformation
  HubSpot properties 11
Sources
  HubSpot in mappings 11
status
  Informatica Intelligent Cloud Services 5
system status 5

## T

Target transformation
  HubSpot properties 13
targets
  HubSpot in mappings 13
trust site
  description 5

## U

upgrade notifications 5

## W

web site 4