Informatica

Informatica® Cloud Data Integration

HubSpot Connector

Informatica Cloud Data Integration HubSpot Connector
April 2024

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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.

Informatica Resources

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https://network.informatica.com/community/informatica-network/products/cloud-integration

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CHAPTER 1

Introduction to HubSpot Connector

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.

You can switch mappings to advanced mode to include transformations and functions that enable advanced functionality.

Note: This connector is developed by Informatica partners, third-party system integrators, or customers. You can look up the Product Availability Matrix or Informatica Marketplace for more information.

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

You can configure the following standard objects in read, insert, update, and delete operations in mappings and mapping tasks:

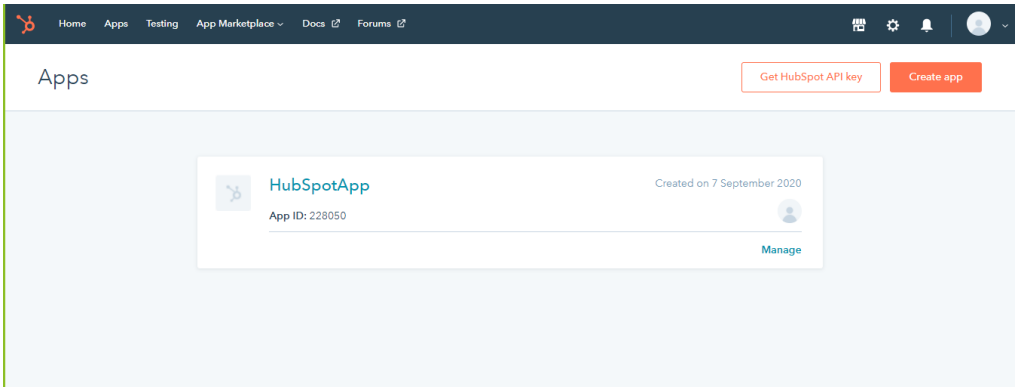
- Calls
- Communications
- Company
- Contact
- Deal
- Line_Items
- Meetings
- Notes
- Postal_Mail
- Products
- Quotes
- Tasks
- Tickets

Note: Quotes applies to only the read operation.

Administration of HubSpot Connector

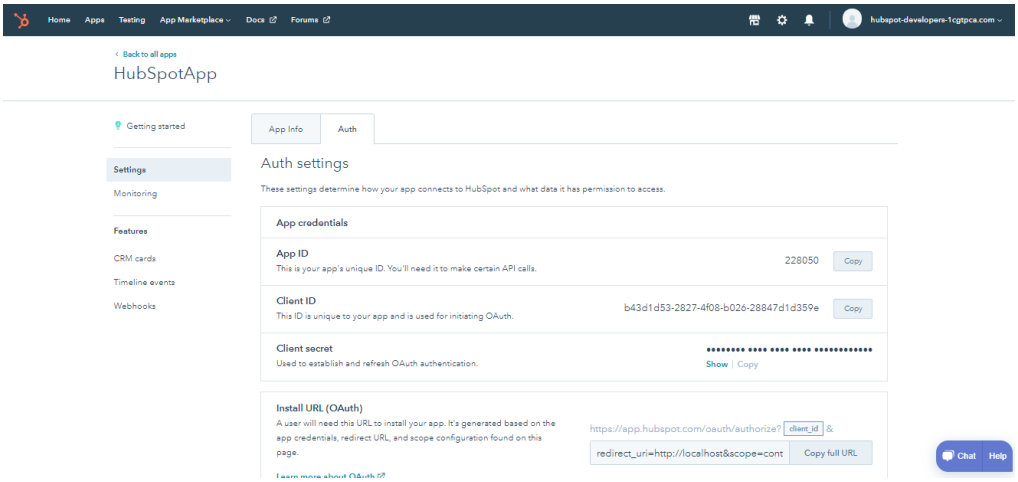
Before you use HubSpot Connector, an administrator must complete the following tasks:

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

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

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. In advanced mode, the Mapping Designer updates the mapping canvas to include transformations and functions that enable advanced functionality. 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. You can select from the following options: - Single Object - 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: - Terse - Normal - Verbose Initialization - Verbose Default is Normal.

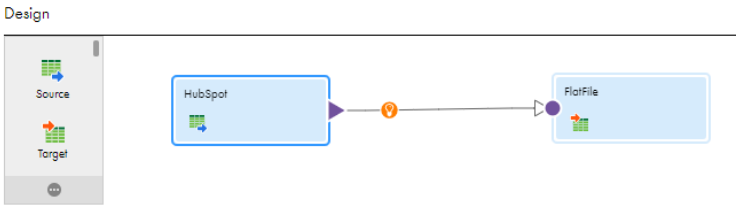
Source transformation mapping example

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:

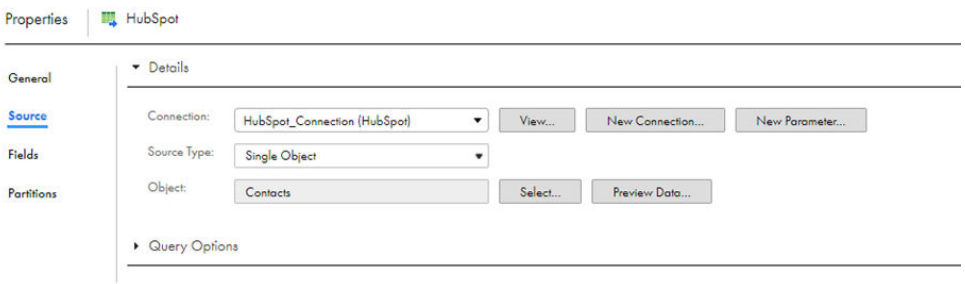
1. In Data Integration, click **New** > **Mapping** > **Create**.

   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:



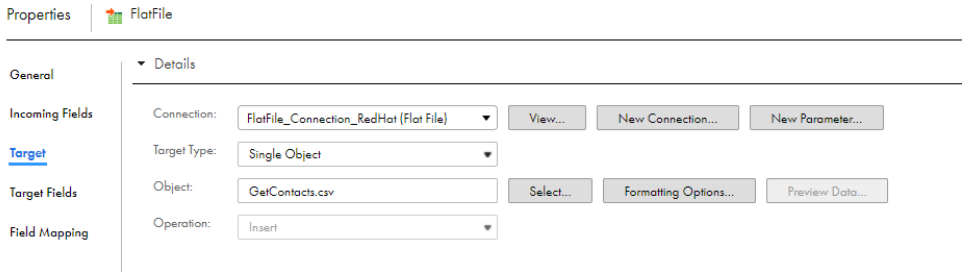
   2. On the Source tab, specify the following properties:
      a. In the **Connection** field, select the configured HubSpot connection to connect to HubSpot.
      b. In the **Source Type** field, select Single Object.
      c. In the **Object** field, select contacts.

      The following image shows the source properties in the mapping:



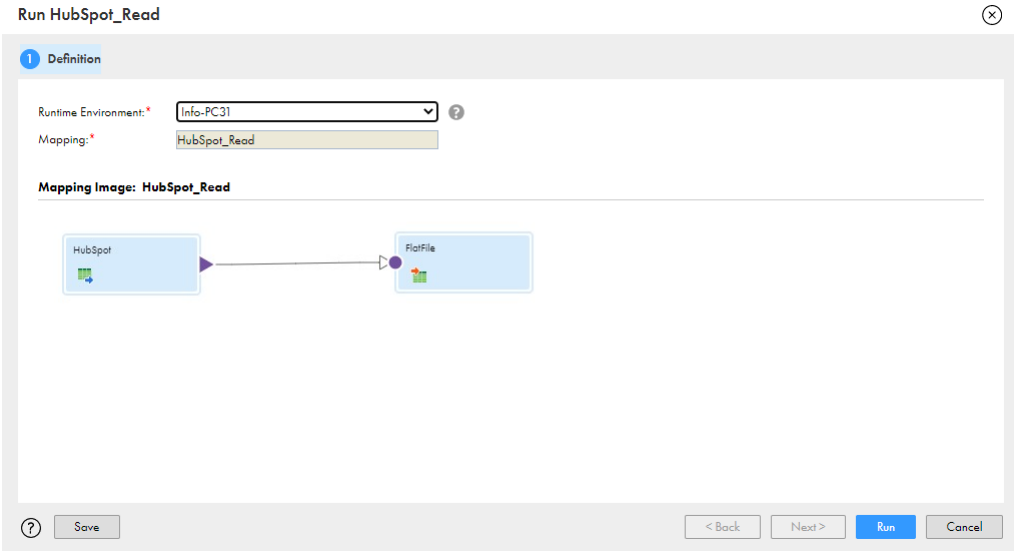
4. In the Target transformation, perform the following steps:
    1. In the general properties, specify a name and description.
    2. On the Target tab, specify the following properties:
        a. In the **Connection** field, select a flat file connection.
        b. In the **Target Type** field, select 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: - Insert - Update - Delete 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.

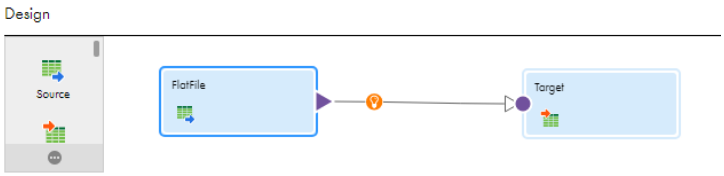
Target transformation mapping example

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:

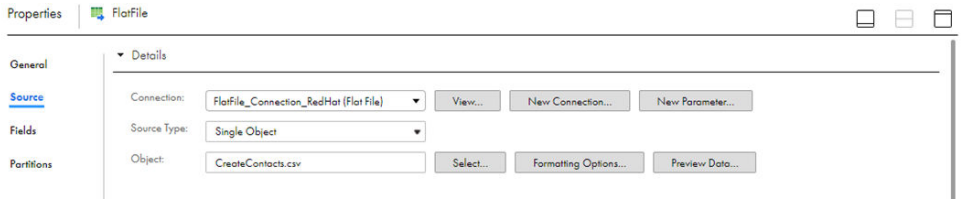
1. In Data Integration, click **New** > **Mapping** > **Create**.

   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:



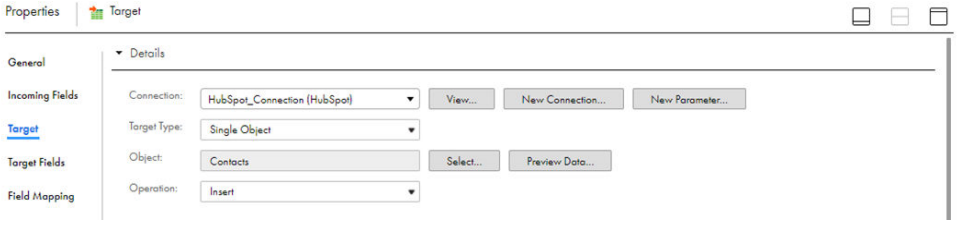
2. On the Source tab, specify the following proprties:
    a. In the **Connection** field, select a flat file connection.
    b. In the **Source Type** field, select Single Object.
    c. In the **Object** field, select a contacts file.

    The following image shows the source properties in the mapping:



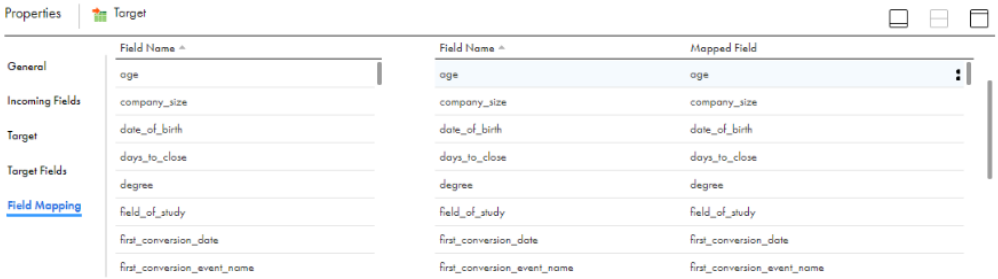
4. In the Target transformation, perform the following steps:
    1. In the general properties, specify a name and description.
    2. On the Target tab, specify the following properties:
        a. In the **Connection** field, select a HubSpot connection.
        b. In the **Target Type** field, select 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:



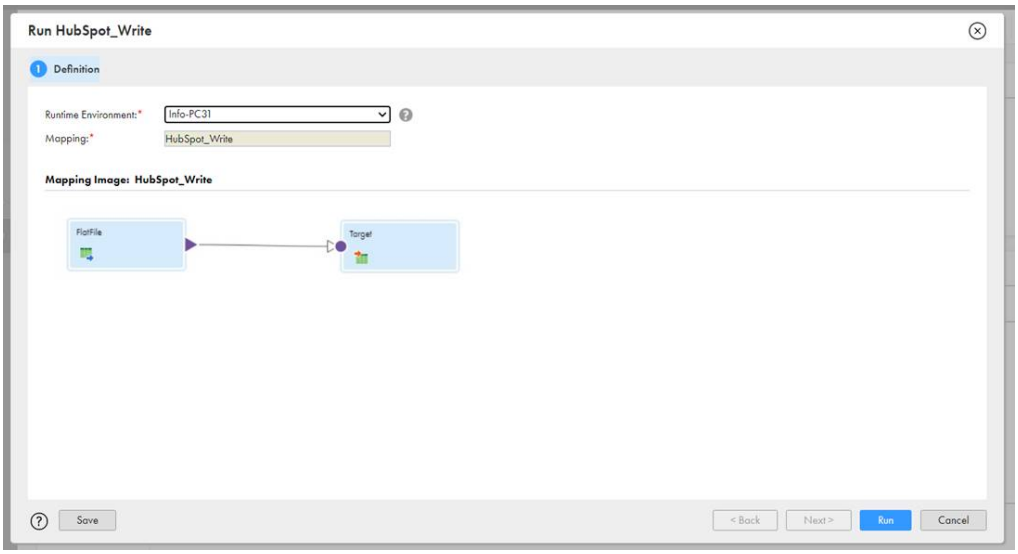
5. In the **Field Mapping** tab, select the input elements to map to the target fields.

    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

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

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