

# Cheat sheet: HubSpot connector

Tips & tricks to start integrating your data



## Picture your full customer lifecycle from prospect to promoter

HubSpot is an all-in-one tool for cross-department business functions. Customers are at the heart of HubSpot, unifying a company's customer acquisition & retention strategies. Fivetran's connector supports the following HubSpot product offerings:

### Marketing Hub

Where your marketing automation, email marketing, and account-based marketing projects are built and executed.

### Sales Hub

The premium version of HubSpot's sales customer relationship management (CRM) solution, powered to track sales cycles and sales engagement.

### Service Hub

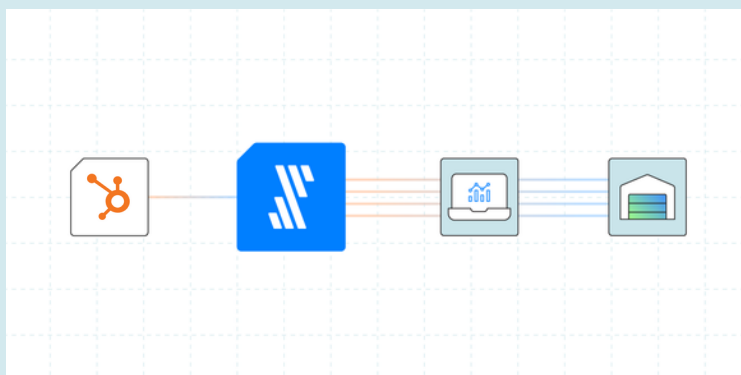
Customer service management software including help desk automation, feedback surveys & more to scale your customer support org.

All unified by HubSpot's free CRM, where all your customer data lives for every department to access. We've baked in features into our HubSpot integration so Fivetran customers don't have to sweat the small stuff. Here's what's most important to note about your connector:

For some tables where deletes are not imported natively from the Hubspot API, such as DEAL\_PIPELINE, we're able to infer deletes by comparing new data with previous versions. This keeps your data accurate. All the timezone data is reflected in UTC (which may look different from our HubSpot UI) to make your data consistent across your other connectors. We created a Deal Stage table in order to track deal stage transitions. Read about how we make this data more accessible [here](#)!

## Where Does Fivetran Fit In?

Fivetran has natively built, zero-configuration connectors with over 180+ tools so that you can effortlessly and reliably extract all of the data from your CRM, support tools and more.



# Map your holistic customer lifecycle with Hubspot + Fivetran



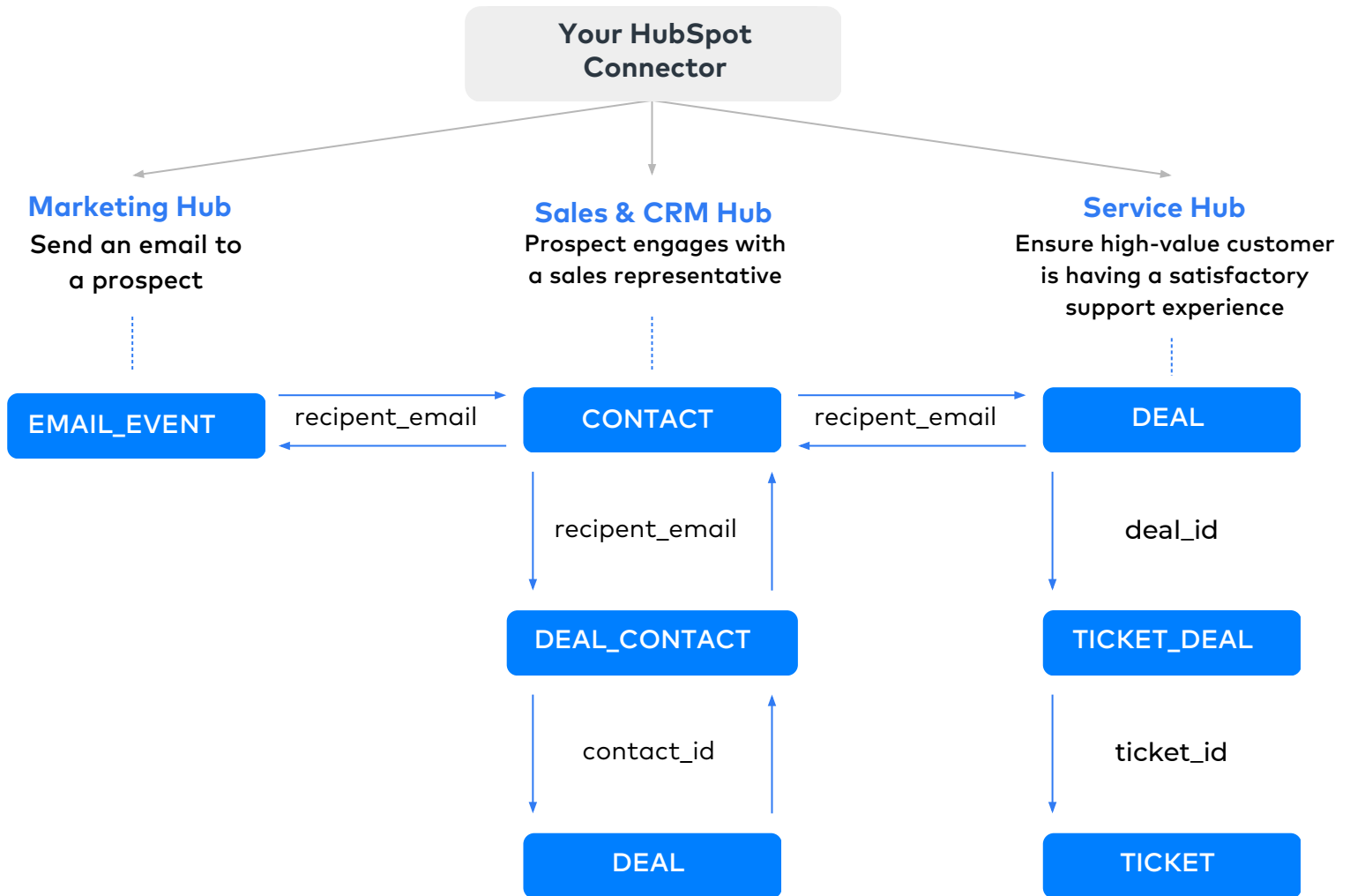
"We can now create reports and dashboards around the full customer experience and the full sales and marketing experiences in ways that we never have before."

**Sean Rober**  
Head of Analytics, Zenefits

If you're a current customer, visit your [dashboard](#) to set up a connector today, and enjoy 14 days of free use! If you're considering Fivetran for your ETL needs, sign up for a [free trial](#).

### 3 hubs, 1 connector: How to join the data

Below is an example of how you can join data from the Marketing, Sales/CRM, and Service Hub to create a fully-baked customer lifecycle funnel, usable across departments.



### Fivetran transformations for dbt core

Fivetran Transformations for dbt Core\* helps your business accelerate analytics. We have built free, open-source data models that help you turn your disparate data points into insights. We automatically orchestrate your data model runs upon sync completion, saving your team time. Our data lineage graphs also let you monitor your end-to-end pipeline health, and quickly remedy issues if they arise.

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### 3 hubs, 1 connector: Popular tables

Get started on integrating your HubSpot data with the most popular tables from each Hub. To view reports and tables in more detail, click on hub under "Report Type" to view our ERDs.

| Report Type                         | Popular Reports         | Metrics Enabled                                                                                                                    |
|-------------------------------------|-------------------------|------------------------------------------------------------------------------------------------------------------------------------|
| <a href="#">Marketing Hub</a>       | CONTACT_FORM_SUBMISSION | Track the rate of leads generated from email campaigns.                                                                            |
|                                     | EMAIL_SUBSCRIPTIONS     | Track the growth rate of your subscription lists.                                                                                  |
|                                     | EMAIL_EVENT TABLES      | Enable essential metrics like open rate and bounce rate.                                                                           |
| <a href="#">Sales &amp; CRM Hub</a> | DEAL_STAGE              | Track your deal close rate and sales cycle rate.                                                                                   |
|                                     | DEAL_CONTACT            | Links the DEAL table and the CONTACT table. Enables you to track how often marketing emails lead to sales conversion or expansion. |
| <a href="#">Service Hub</a>         | TICKET                  | Tracks the support cases customers open through stages.                                                                            |
|                                     | TICKET_PROPERTY_HISTORY | A time-based table that tracks how support changes over time to monitor your Support team's effectiveness.                         |

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