

Integrating 6sense with HubSpot MAP/CRM

🕒 3 minutes • November 9, 2023

This how-to guide describes the process of integrating 6sense with a production HubSpot instance through OAuth so that 6sense has sufficient permissions to sync your MAP/CRM data on a regular basis.

- 📘 For both MAP and CRM integration for HubSpot, you will need the same credentials to set up both integrations. If you have HubSpot CRM **and** MAP, you will need to perform the integration for both one by one. The best practice is to integrate HubSpot MAP first and then HubSpot CRM if both are used. The integration user should be a **Super Admin** user in HubSpot.

For instructions on how to add HubSpot CRM Cards to use Sales Intelligence, follow the instructions in [Installation of 6sense Sales Intelligence within HubSpot CRM Cards](#).

Create a User Profile

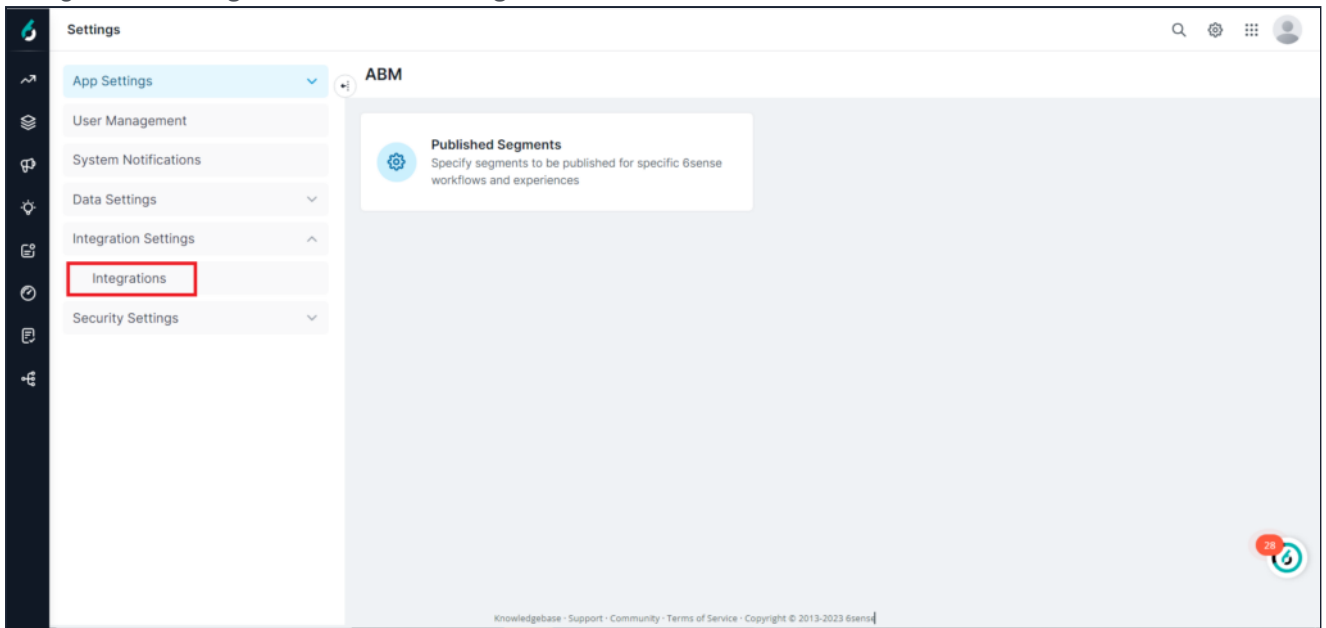
1. Create the 6sense-HubSpot user in HubSpot.
2. Name the user and define a password.
 - 6sense suggests creating a new user, but you can use an existing user.
3. Grant the user "Read" permissions (for Platform subscriptions) and "Write" permissions (for Advanced subscriptions) for the following objects:
 - Company
 - Contact
 - Opportunity
 - Product
 - OpportunityProduct
 - SystemUser
 - Campaign
 - Task
 - Email
 - PhoneCall
 - Custom data objects

- ⚠️ Please work with your Product Consultant to confirm which permissions should be enabled.

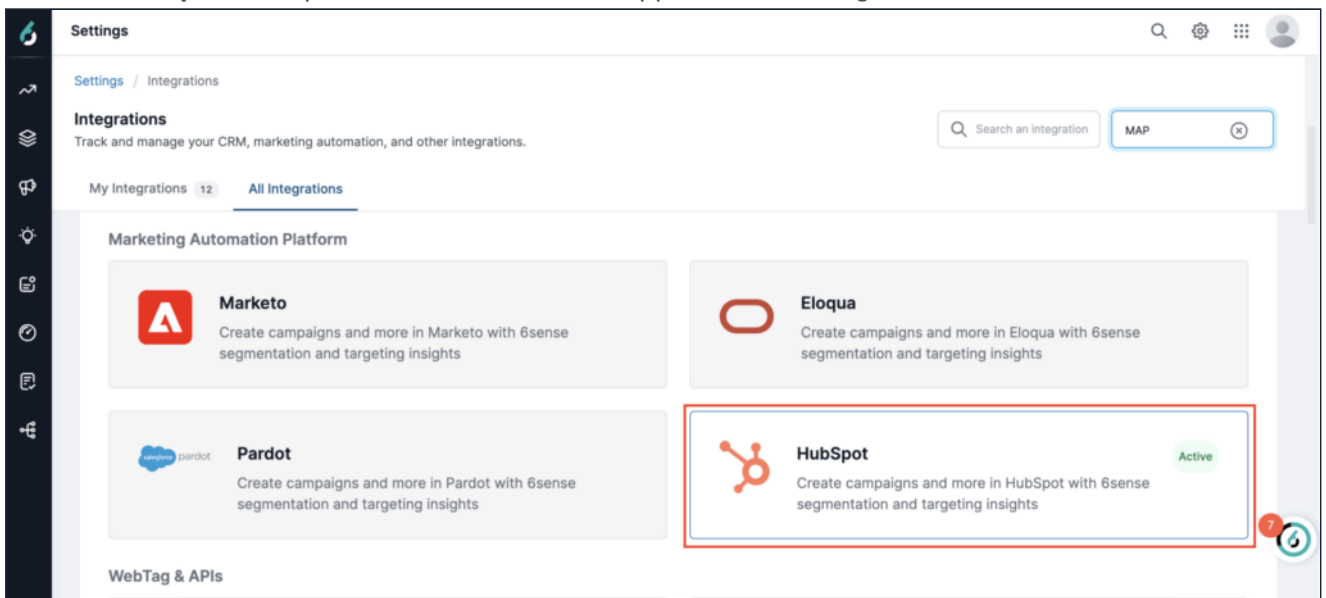
HubSpot MAP Integration

To set up your HubSpot MAP integration in 6sense, follow the steps below:

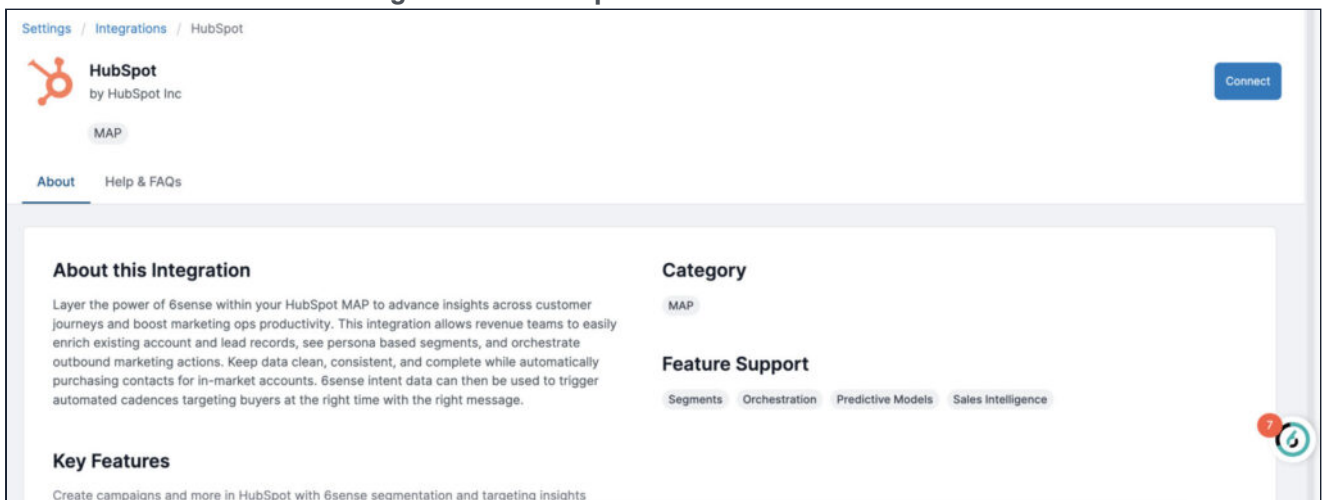
1. Navigate to **Settings** and select the **Integrations** tile.

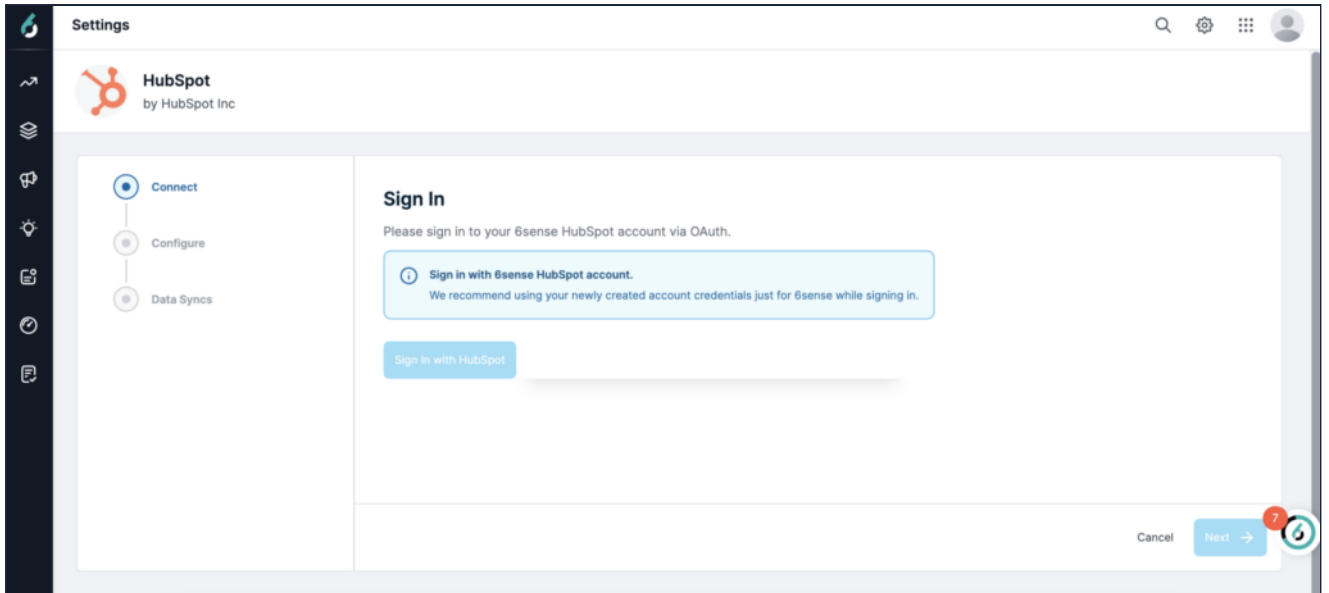


2. Click on **HubSpot** when presented with the list of supported MAP integrations.

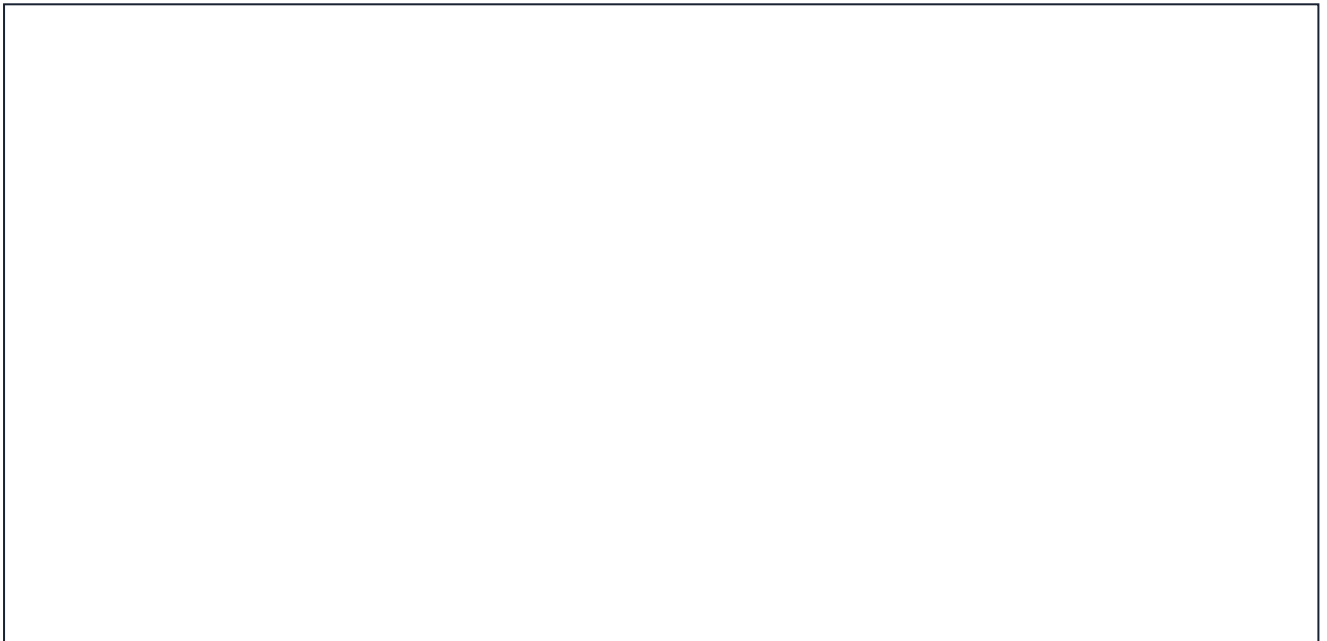


3. Click **Connect** and then click **Sign in with HubSpot**.





4. Click **Next**. Enter Rest API limits and click **Save & Next**.



5. Flip the Data sync flag to the **ON** state. Click **Finish** to complete the setup.



6. Once valid credentials have been saved, 6sense will automatically begin to verify that the provided HubSpot user has sufficient permissions to access and sync the required data objects from HubSpot. If we detect that

the integration user has sufficient permissions, then you will see the following screen:



You can download the file to see which HubSpot objects could not be accessed, either due to insufficient permissions for the integrated user, or typically a transient error within HubSpot in the Data Sync tab. This summary file will provide further detail on whether you can resolve the issues yourself within HubSpot, or whether 6sense's team may need to investigate further.

In the case that your organization can resolve the permission issues within HubSpot itself, you should click **Re-Verify** after sufficient permissions have been granted. This will reinitiate the verification process.

HubSpot CRM Integration

The following API limits apply to the HubSpot CRM integration according to the [HubSpot API Usage Guidelines](#):

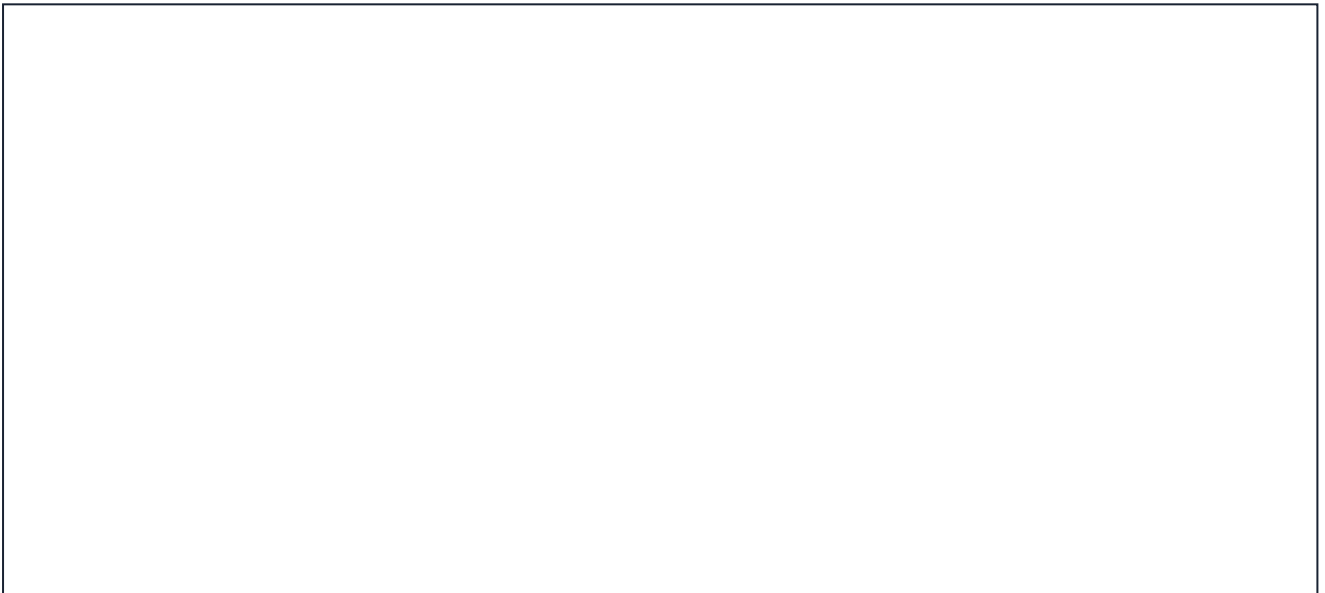
Product Tier	Limits
Free & Starter	<ul style="list-style-type: none">• Burst: 100/10 seconds• Daily: 250,000
Professional & Enterprise	<ul style="list-style-type: none">• Burst: 150/10 seconds• Daily: 500,000
API add-on (any tier)	<ul style="list-style-type: none">• Burst: 200/10 seconds• Daily: 1,000,000

To setup your HubSpot CRM integration in 6sense, follow the steps below:

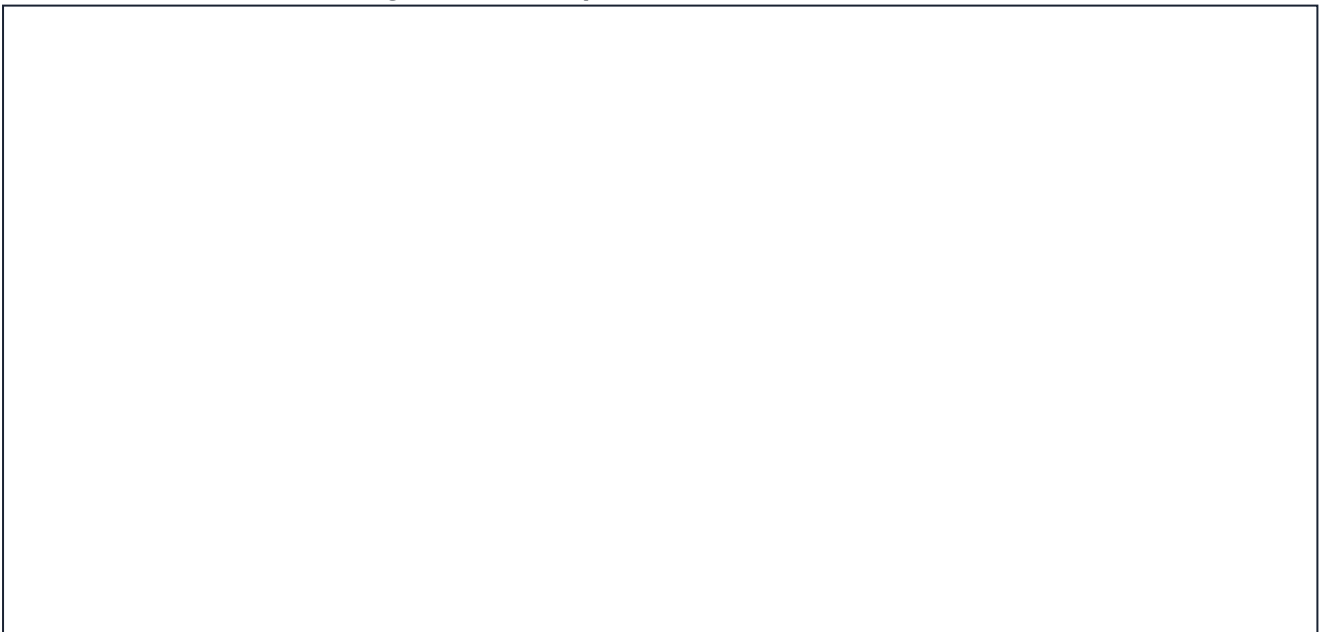
1. Navigate to **Settings** and select the **Integrations** tile.

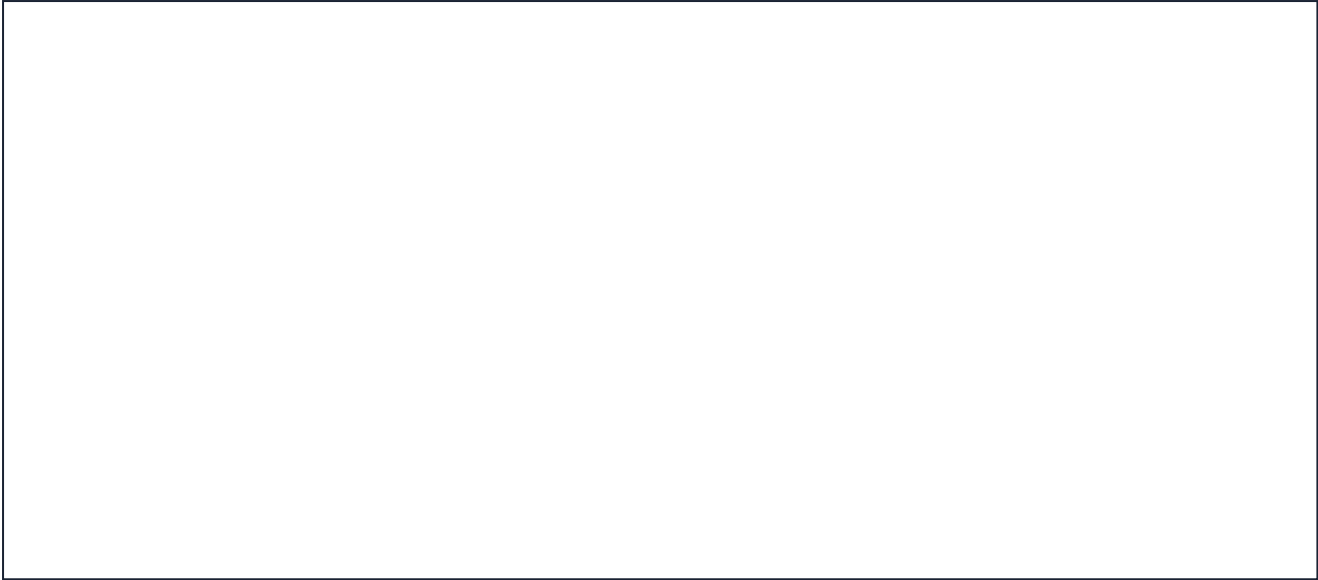


2. Click on **HubSpot** when presented with the list of supported CRM integrations.



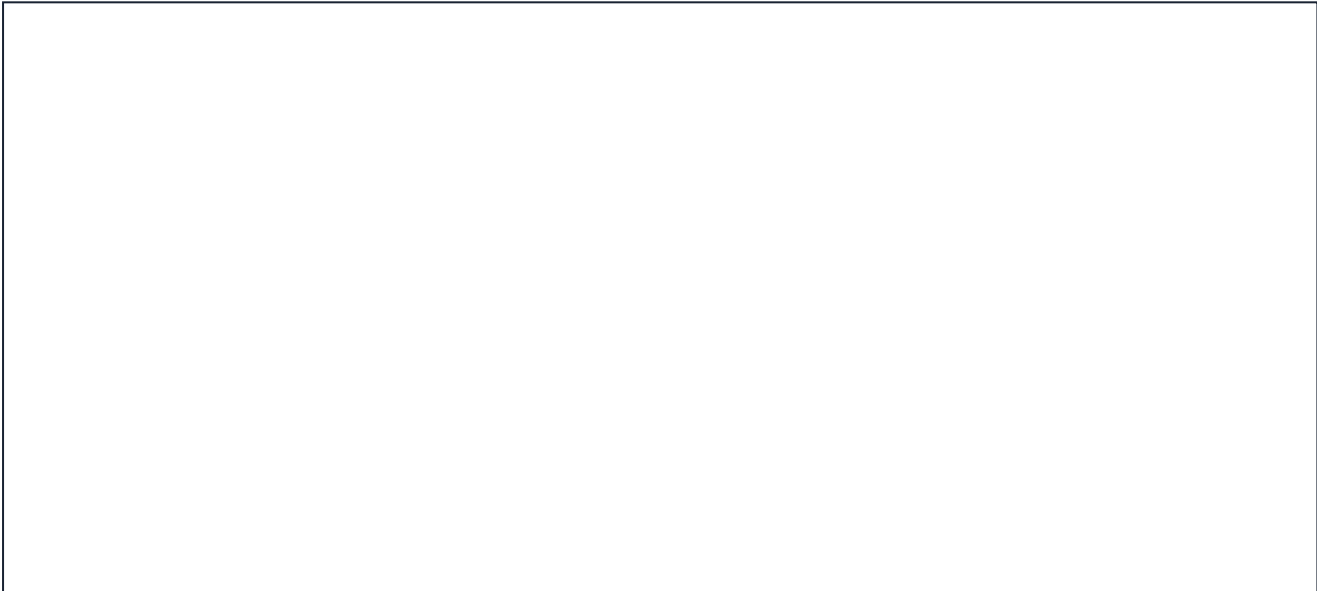
3. Click **Connect** and then click Sign in with **HubSpot** credentials.



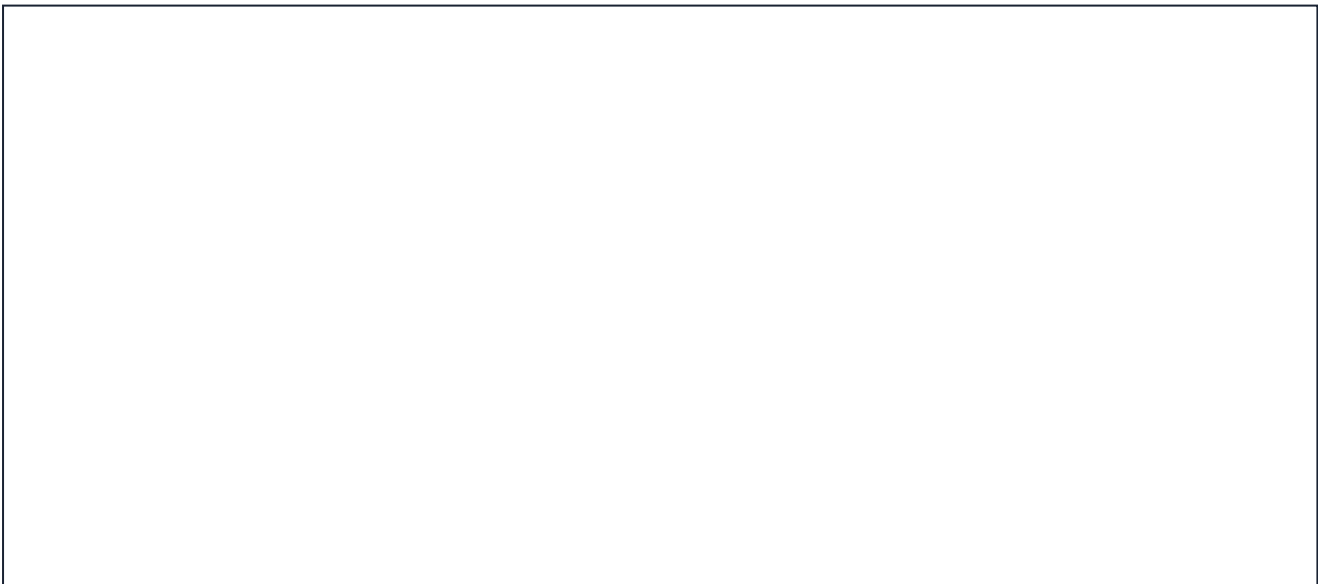


4. Click **Next**.

5. Enter Rest API limits and click **Save & Next**.



6. Flip the Data sync flag to the **ON** state. Click **Finish** to complete the setup.



FAQ

Q: What happens if I don't flip the "Data Sync" flag to the ON state (6th step)?

A: 6sense will start syncing your HubSpot account data only if the "Data Sync" flag is flipped to the ON state. If Data Sync flag is in OFF state, then 6sense will not sync your HubSpot account.