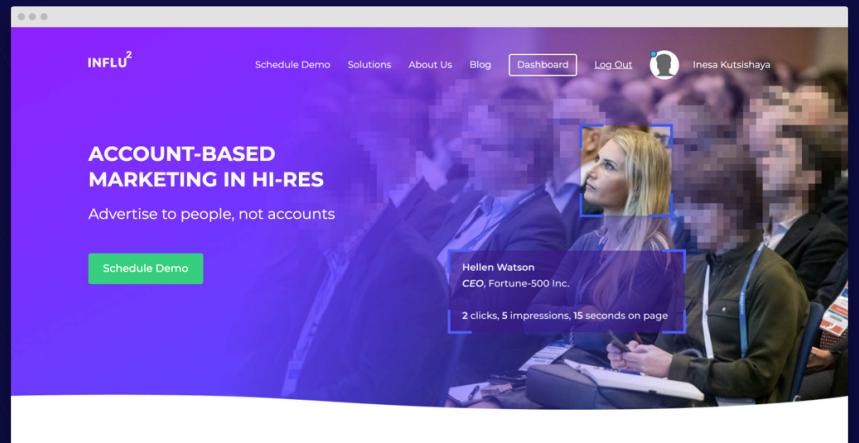


HUBSPOT INTEGRATION



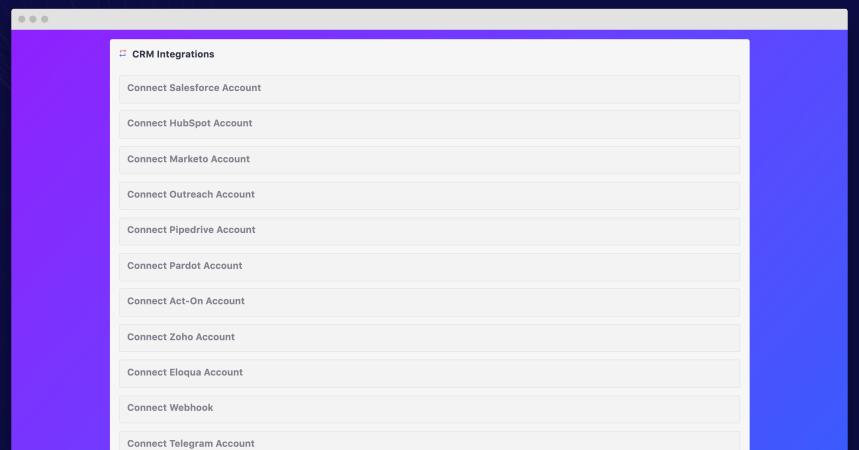
1.

Go to *Account settings* by clicking on your name in the top right corner.



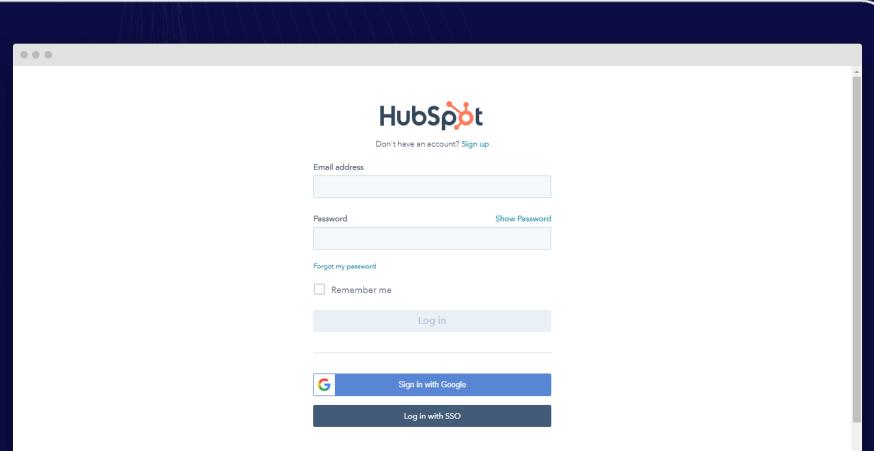
2.

Click on *Connect HubSpot Account* in the *CRM Integrations* section.



3.

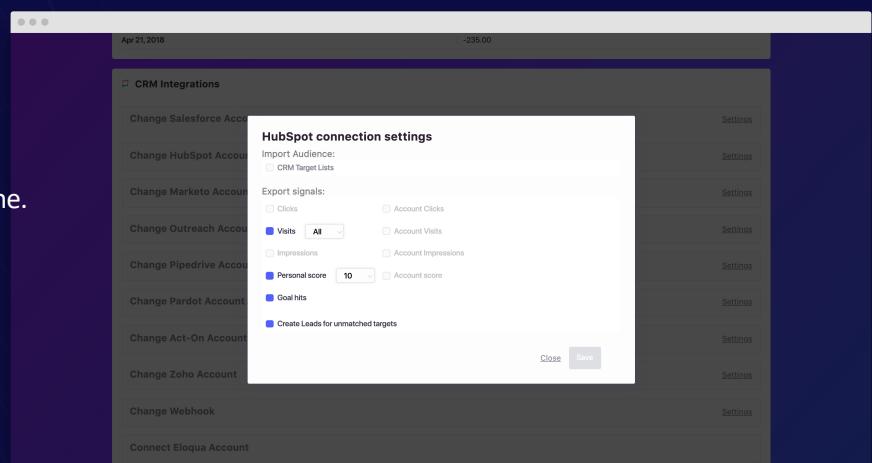
Log in to your HubSpot account.



4.

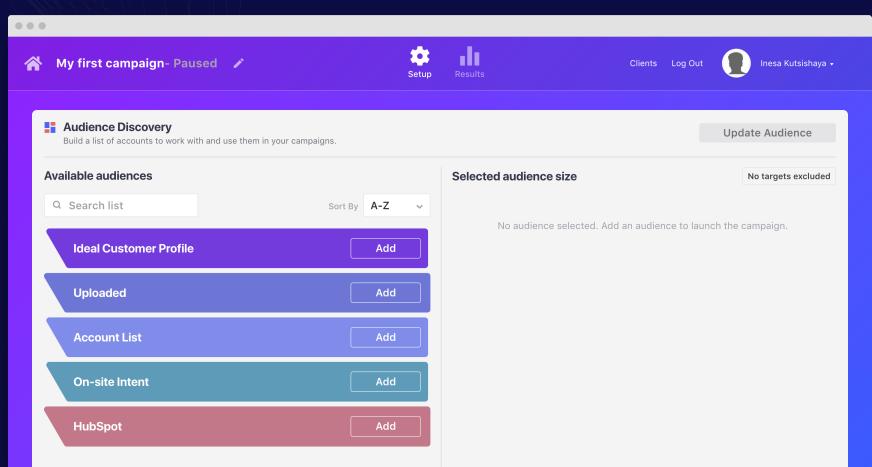
Choose the necessary settings for the connection.

- **CRM Target Lists** means that Influ2 will import the target lists from your CRM, you'll be able to choose which one.
- **Export signals** define an action upon which Influ2 will send events to your CRM.
- **Create leads for unmatched contacts** — if Influ2 could not find the lead in your CRM, it'll be automatically created and the event will be sent.



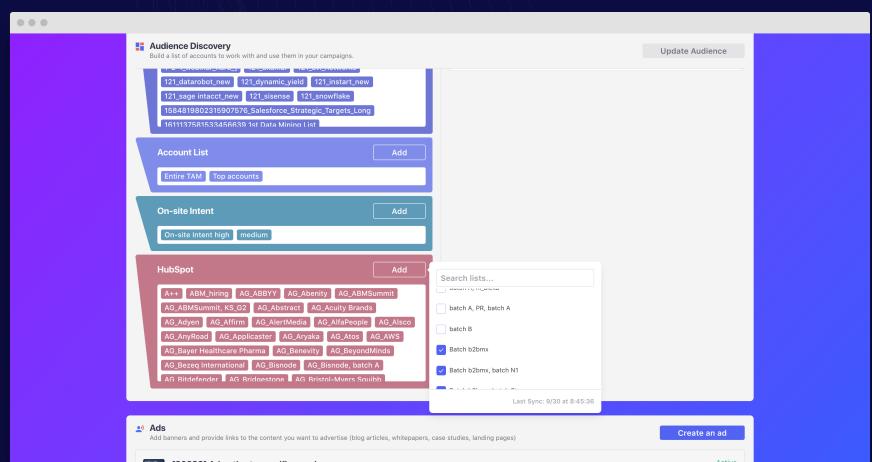
5.

Go to the campaign dashboard, *Setup* tab. You'll see HubSpot module in Audience discovery section.



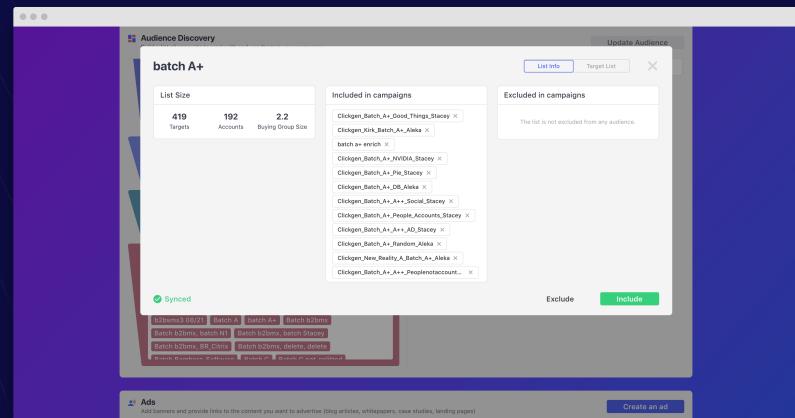
6.

Click *Add* button and you'll see all the lists from your HubSpot. Select the lists that you want to target via Influ2, and we'll start syncing them.



7.

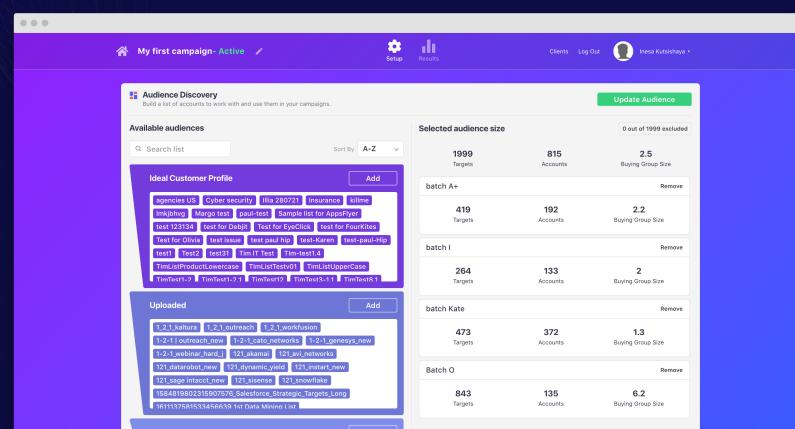
- Click on the list you want to add to your campaign and a dashboard panel will appear that displays:
- list size information
 - which campaigns it's used in
 - a function to include or exclude it



8.

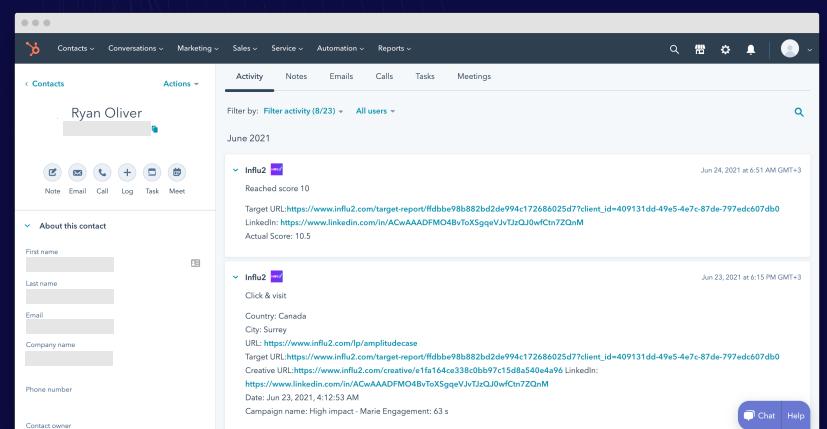
To select the list for the campaign, press *Include* and it will appear under the *Selected Audiences* for the campaign.

When you click *Update Audience*, the list is added to the campaign.



9.

Once your campaigns are live and you'll start getting the engagements, Influ2 will send the corresponding signals to HubSpot based on your settings. The signal about the engagement will be shown as an event in the activity timeline of a contact.



10.

In case you do not see Influ2 events in the activity timeline of a contact, please make sure that Influ2 integration is selected the *Filter activity* section.

