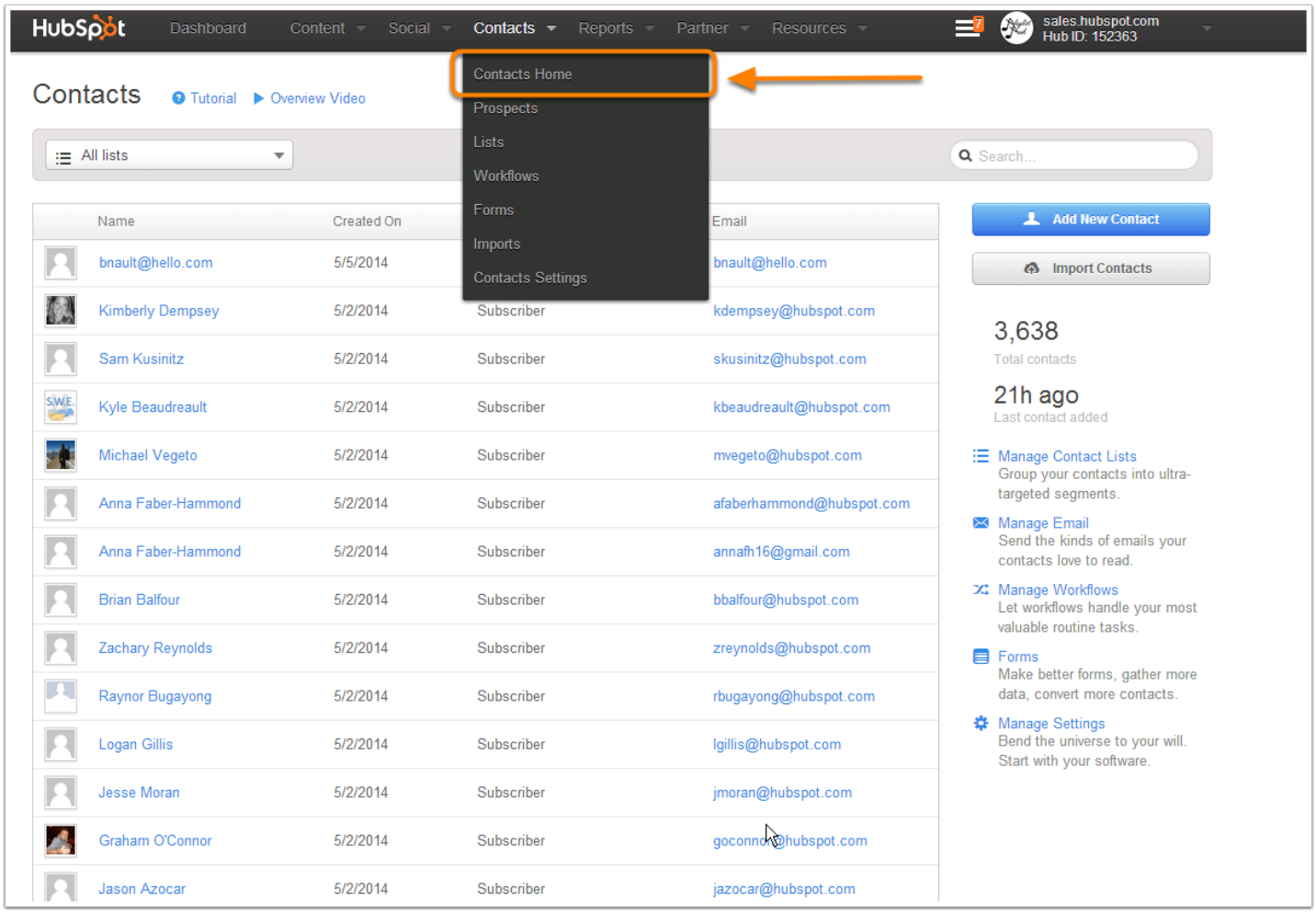
Tools for Partners to Register Their Contacts with HubSpot

This document contains everything a HubSpot partner needs to know about registering their contacts in the HubSpot sales database. If you are a HubSpot partner, improve visibility into your pipeline of registered leads and accounts by leveraging HubSpot's Partner Registration Tools from directly within your portal or partner toolset.

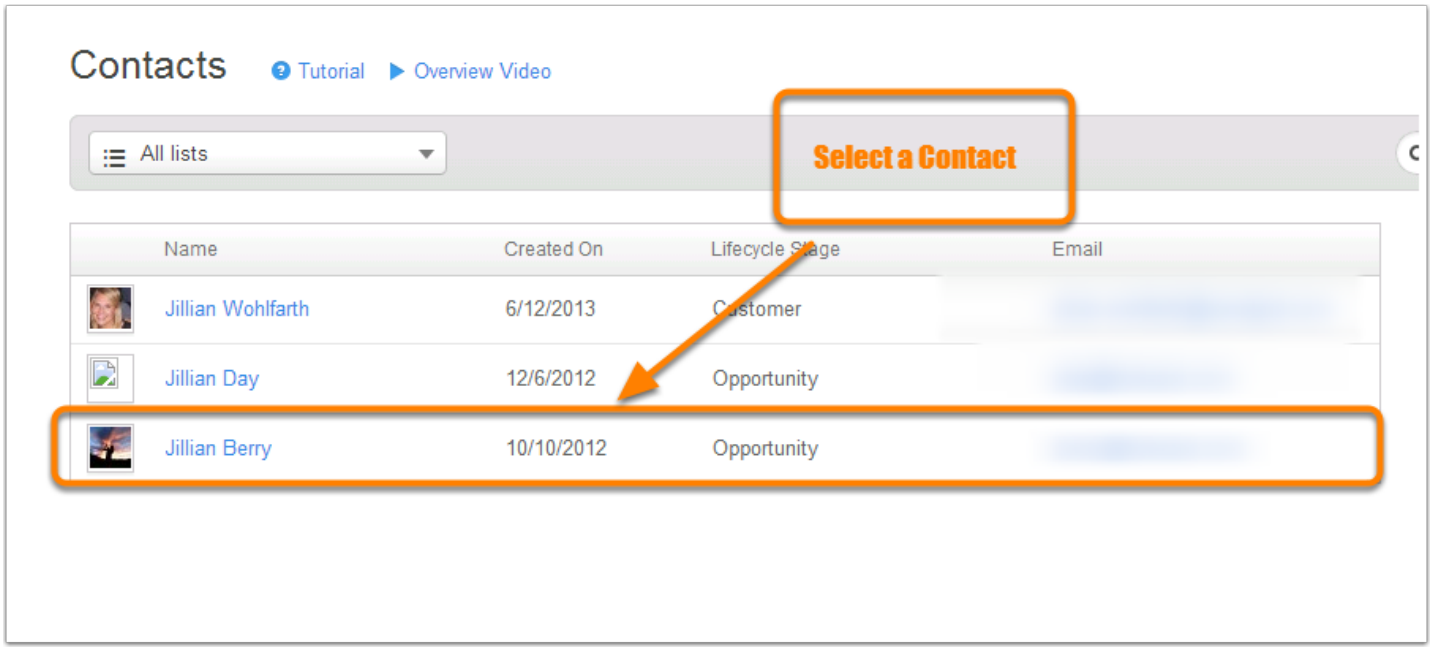
The following guide will help you understand everything you need to know about this process.

1. Navigating to Partner Registration Information Within Your Portal
2. Understanding Partner Properties
3. How to Request Contact Registration with HubSpot Sales Database
4. Viewing Partner Registration Smart Lists
5. Understanding Partner Registration Smart Lists

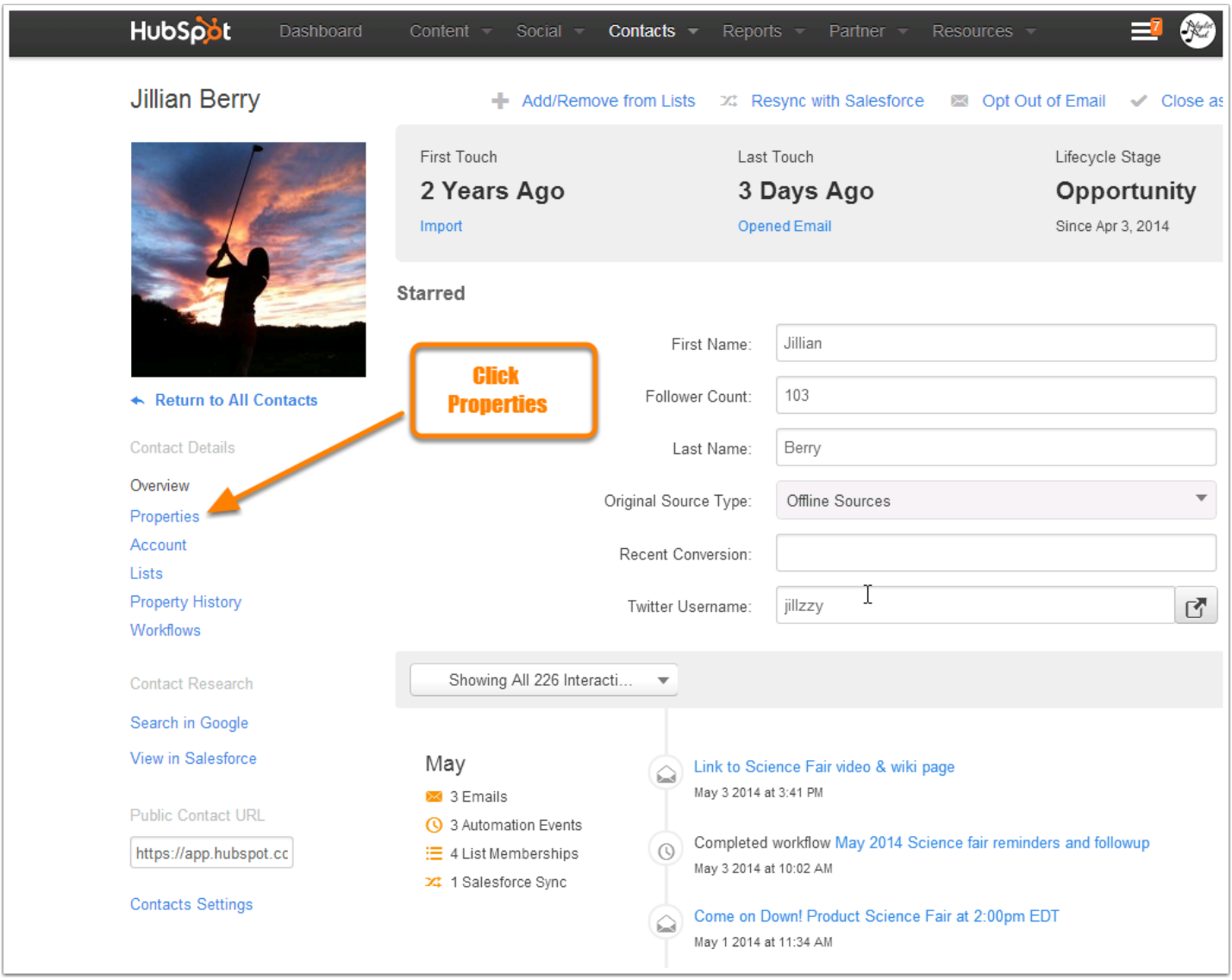
1a. Navigate to Contacts Home



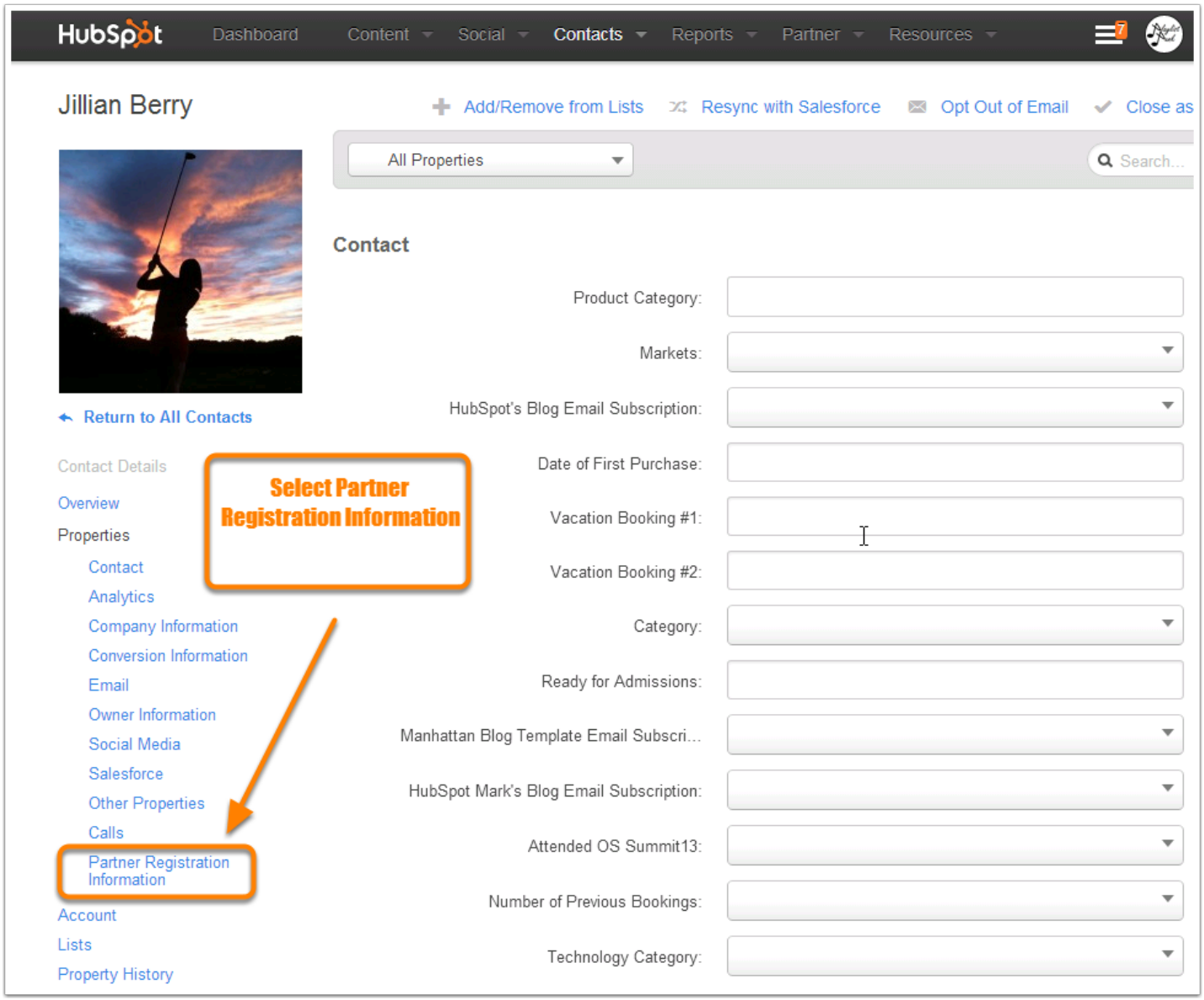
1b. Navigate to an individual Contact



1c. Navigate to Contact Properties



1d. Navigate to Partner Registration Information

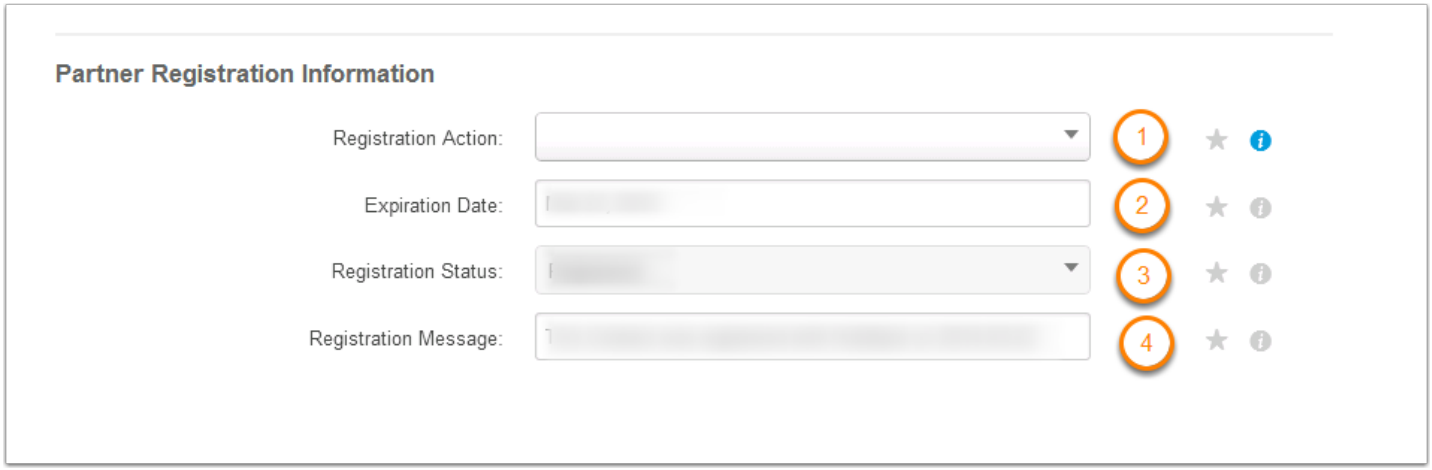


2. Partner Registration Information - Property Details

1. Registration Action is where a partner can select to Request Registration of their contact within the HubSpot sales database
2. If the contact is successfully registered in HubSpot's sales database it will expire 1 year from the registration date
3. Registration Status will communicate the status of a contact as of the last sync with HubSpot's sales database. Possible values are Blank, Unavailable, Registered, Invalid Data,
4. Registration Message will provide details about the status, possible values are as follows

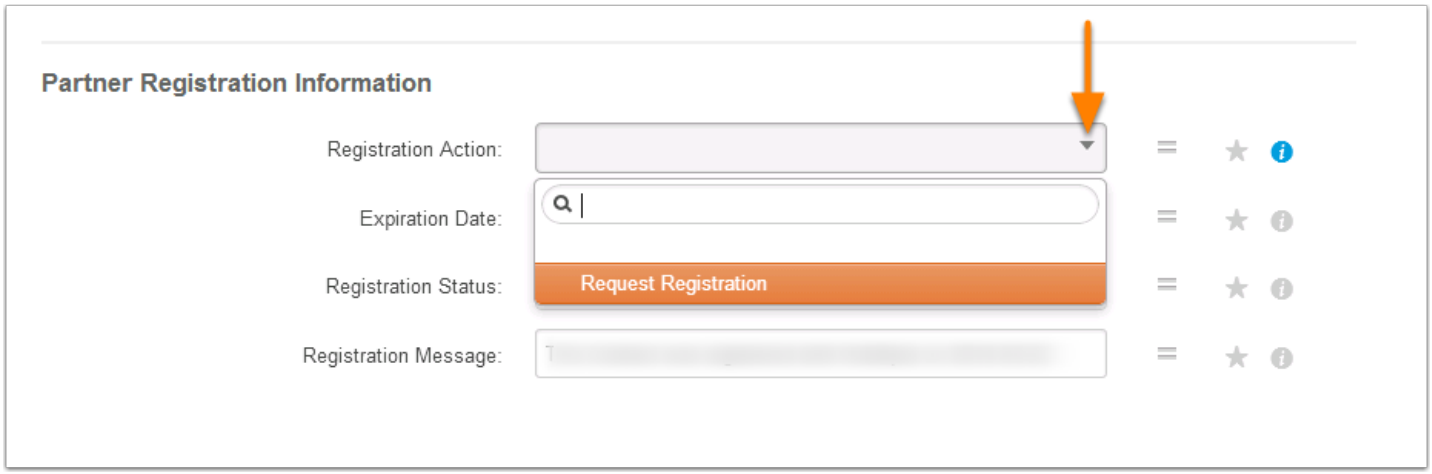
- Contact Registered: This Contact was registered with HubSpot on YYYY-MM-DD
- Contact Updated Existing: This Contact was re-registered with HubSpot on YYYY-MM-DD
- Contact Unavailable: This Contact was unavailable on YYYY-MM-DD: HubSpot is actively pursuing this domain.
- Invalid Contact Data: This Contact has invalid Contact data

NOTE - Depending on when your portal was enabled with the new lead registration tools your properties may have been created in a different order

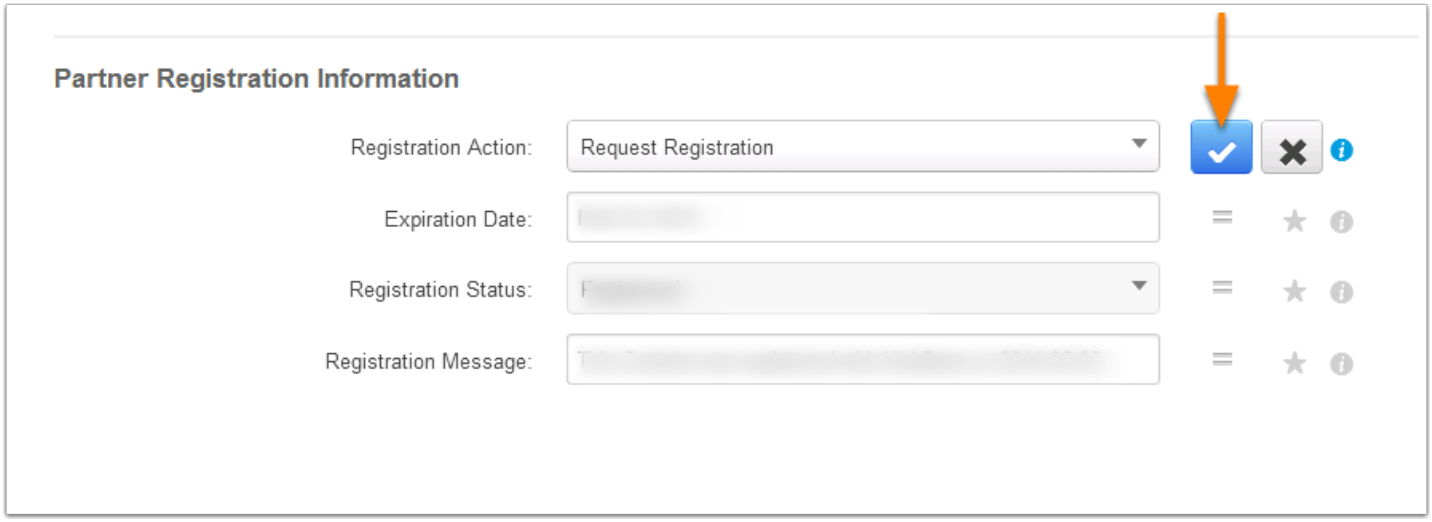


3a. How to Request Registration

To request registration all you need to do is toggle the registration action and select "Request Registration" and click Save (see below)

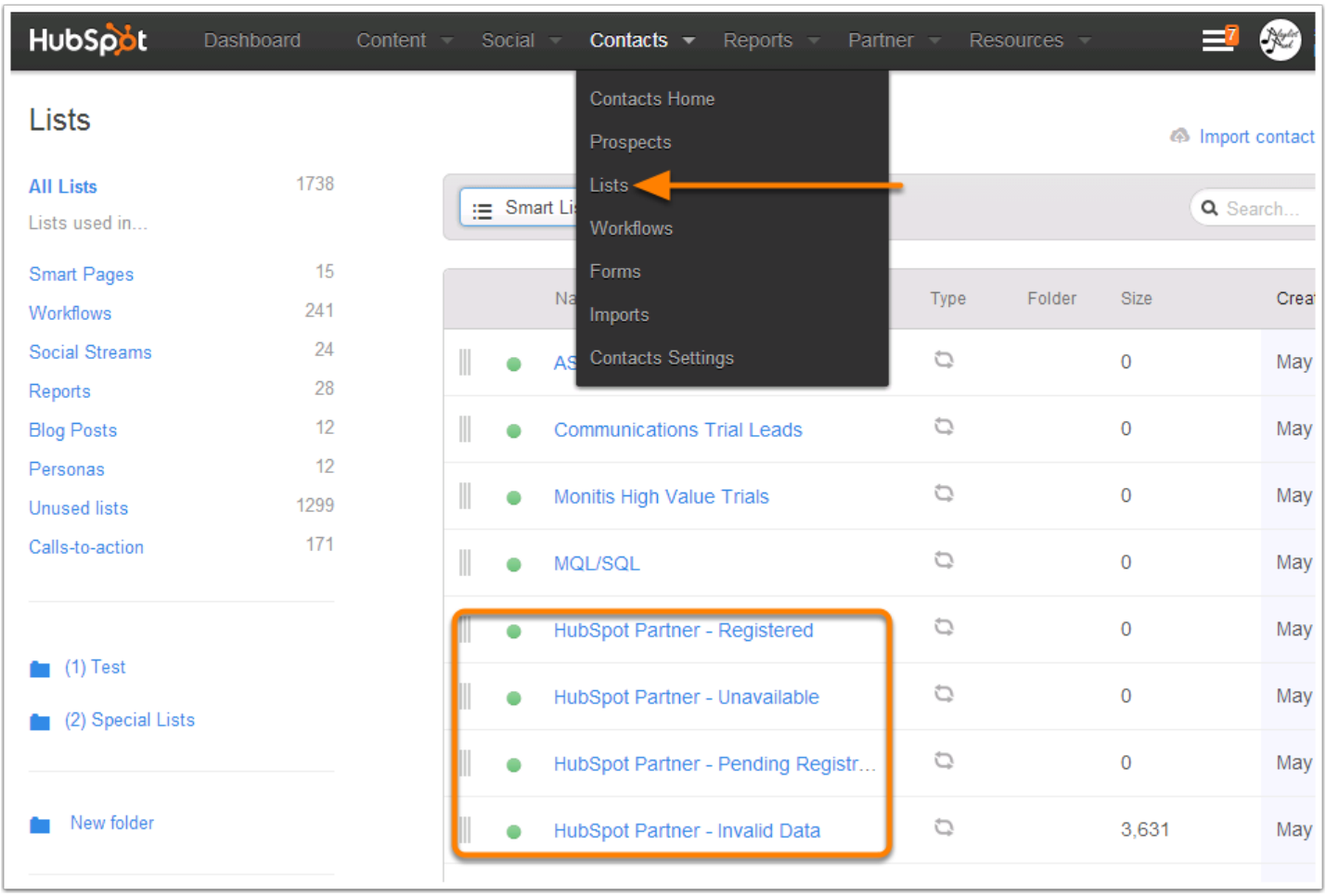


3b. Select Request Registration and Click Save



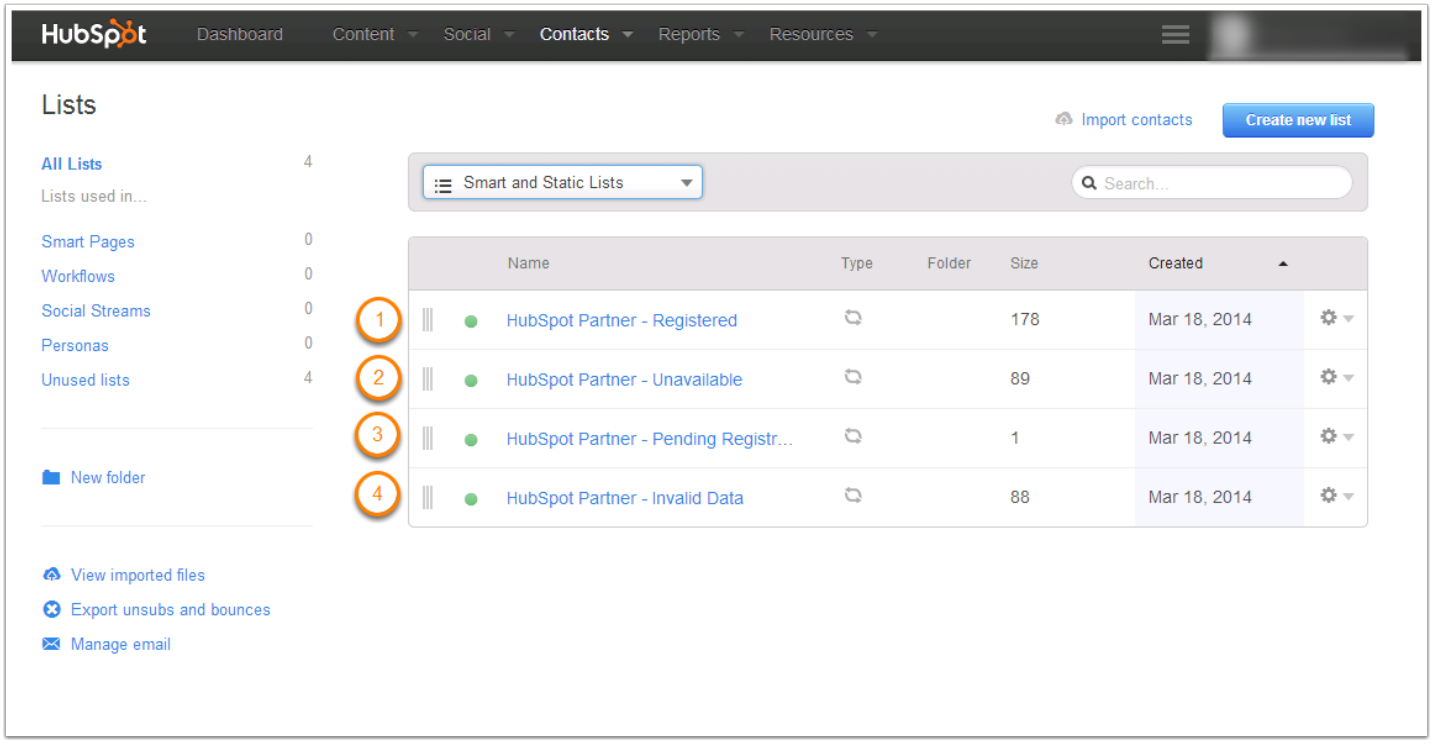
4a. Contact Registration Smart Lists

Four new lists have been created to help you see the status of all the contacts you have attempted to sync with HubSpot -- Navigate to Contacts --> Lists to view them



4b. HubSpot Partner Lists

1. HubSpot Partner - Registered
2. HubSpot Partner - Unavailable
3. HubSpot Partner - Pending Registration
4. HubSpot Partner - Invalid Data



5. List Definition - What Does Membership in Each of These Lists Mean?

HubSpot Partner - Registered
These contacts have been processed against our sales database and are owned by you until the expiration date listed.

HubSpot Partner - Unavailable
These contacts were not successfully registered to you as they are being actively pursued by HubSpot.

HubSpot Partner - Pending Registration
These are contacts that you have requested to register but have not yet been processed by our system

HubSpot Partner - Invalid Data
These are contacts that do not meet the necessary requirements to be registered in our sales database

- **First Name** not populated
- **Last Name** not populated
- **Website** not populated
- **Email** not populated
- **Company** not populated
- No conversion events (*unless manual registration was requested)
- Website does not meet HubSpot's domain formatting criteria
- HubSpot is not pursuing business with a given domain