

Video 1: Why should you integrate Shopify with HubSpot?

Hi there, it's Anni from HubSpot Academy.

The HubSpot-built integration for Shopify brings inbound to your marketing mix by allowing you to connect your Shopify store to HubSpot. You'll generate more traffic with paid plus organic search, build a brand your market loves, and increase revenue from your existing customer base.

This integration allows you to analyze your Shopify data directly in HubSpot with default reports on average order value, lifetime order value, abandoned cart recovery, and more.

You can also automatically sync products, contacts, and orders, which are represented as "deals" in HubSpot, from Shopify to HubSpot.

You can also automatically sync products, customers, and orders from Shopify, which will be represented in HubSpot as products, contacts, and deals.

Segment contacts based on products so that you can send targeted content, and easily automate ecommerce campaigns so that you can spend more time attracting, converting, and delighting customers. Check out the app listing to see what subscription levels are required in HubSpot and Shopify for specific features of this integration.

Video 2: How the Shopify integration works in HubSpot

Let's take a look at how the Shopify integration works in HubSpot. To access your ecommerce settings in your HubSpot account, on the top-right, select the settings icon. On the left, select "Integrations" and "Ecommerce."

Here you can see your Shopify products, customers, and orders that are synced with HubSpot.

Click on the number under "Products" to see a list of all products syncing from Shopify to HubSpot. Some properties that sync between Shopify and HubSpot products include "Product type," "Vendor," and "Price."

Click on the number under "Customers" to see a list of your Shopify customers in HubSpot. Shopify customers are de-duplicated in HubSpot by email address. If a contact does not exist with the same email address in HubSpot, a new contact will be created as long as the Shopify customer was created with an email address.

Then, select the number under "Orders," and you'll be taken to your ecommerce pipeline within deals. This pipeline is automatically created when the Shopify integration is set up. Each order is associated with a product and customer when synced from Shopify, and the corresponding deal in HubSpot will be associated with a product and contact.

Keep in mind that a Shopify order with an associated customer that was not created with an email address will sync over to HubSpot as a deal without an associated contact.

Next, you can take your growth strategy to the next level with new segmentation options. In your HubSpot account, navigate to "Contacts" and select "Lists." On the top-right, select "Create list." Under "Filter type" you have the option to select "Line item properties." Use these properties to segment contacts based on data like purchase amount, product purchased, or number of units purchased.

You can also use Shopify tags, which live in HubSpot under contact properties, to segment contacts.

Then, there are three pre-set workflows for your ecommerce needs—welcome a new customer, reach out to a customer who abandons their cart, and re-engage a customer who hasn't purchased in three months.

Keep in mind that the first two workflows are deal-based workflows, so you'll need a sales professional or enterprise subscription to have access to these.

Above the workflows, select "Use an ecommerce email template." Here you'll find email templates you can use to nurture your leads and re-engage customers.

You'll notice that there is an abandoned cart email template. You can use this template to pull in product information directly into your email.

Now that a Shopify store is connected to HubSpot, an "Ecommerce Dashboard" will be added to your account. Navigate to your HubSpot dashboards by clicking the sprocket icon on the top-left corner of your account. In the top-left, click "Marketing Dashboard," then select "Ecommerce Dashboard."

This dashboard includes seven default reports including "Abandoned cart recovery" and "New sales processed summary." You can also edit your reports directly from the ecommerce dashboard. To do so, hover over a report, and on the top-right select "Actions" and click "Edit."