

Integrate HubSpot/NetSuite Features and Pricing

	Basic \$300/month	Pro \$500/month	Enterprise \$900/month
One-time setup fee	\$2,500	\$2,500	\$5,000
Total synced contacts included	10,000	50,000	250,000
Extra 50k contacts	\$100/month	\$100/month	\$50/month
Features			
Fast syncing	✓	✓	✓
HubSpot fields and mini timeline in NetSuite	✓	✓	✓
Sync NetSuite Customers and Contacts with HubSpot Contacts	✓	✓	✓
Unlimited custom field mappings	✓	✓	✓
Sync opt-out status	✓	✓	✓
Closed-loop marketing and lifecycle management	✓	✓	✓
Sync NetSuite Sales Reps to HubSpot Owners	X	✓	✓
Create Campaign Responses in NetSuite	X	✓	✓
Sync NetSuite Opportunities to HubSpot Deals	X	✓	✓
Sync NetSuite list values to HubSpot dropdown fields	X	✓	✓
Sync NetSuite Sales Orders, Quotes, or Invoices to HubSpot Deals	X	\$100/month	✓
Sync NetSuite Transaction Line Items to HubSpot Deals	X	\$50/month	✓
Sync NetSuite Companies to HubSpot Companies	X	\$100/month	✓
Add-ons			
Sync custom NetSuite record types to HubSpot Deals	X	\$100/mo	\$50/mo
Perform setup and testing in sandbox (one-time)	\$1,000	\$1,000	\$1,000

Managed Setup and Support

With our managed HubSpot integration, there is:

- No software to learn
- No major time/resources needed to get started
- Hassle-free setup and support
- Best practices and years of experience delivering the highest quality sync

Our standard setup process takes 30-60 days and includes the following:

1. Dedicated account manager point of contact.
2. One hour kickoff meeting to review sync logic, customization options, and field mappings.
3. Provision dedicated cloud environment where the integration will run.
4. Provide NetSuite bundle to install all custom HubSpot fields and form customizations.
5. HubSpot setup including fields and lists used for the integration.
6. Development process includes all sync logic, customization options, and field mappings as scoped in the kickoff meeting.
7. Test all sync flows and process test data in a quality assurance phase.
8. Build and test in production environments.
9. Full initial sync to populate both systems with all eligible records.
10. One hour post-launch data review and integration training.

We support your integration to keep it running smoothly and support the evolution of your marketing automation. Managed support includes:

- Email-based support ticketing.
- Proactive updates to support changes to the HubSpot or NetSuite APIs.
- General troubleshooting and connection updates.
- Changes or additions to field mappings and included sync logic.

Features

Fast syncing

The integration processes data every 5 minutes, and can be configured to run as fast as every 1 minute.

HubSpot fields and mini timeline in NetSuite

A NetSuite bundle is available to install which creates custom HubSpot fields and an iframe for a mini timeline on the customer and contact forms. The HubSpot fields created in NetSuite include:

HubSpot ID	HubSpot Close Date	Lifecycle Stage	Lead Score	Predictive Lead Score
Company Name	Public Contact URL	First Conversion Date	Last Conversion Date	First Conversion Form
Last Conversion Form	Form message	Industry	Website URL	Annual Revenue
Country	Number of Employees	# Form Conversions	Phone	First Visit Date
Last Visit Date	First Referrer	Last Referrer	First Visit URL	Last Visit URL
Visit Source	IP Address	IP City	IP Country	Twitter Followers
Twitter Handle	Twitter Clicks	Facebook Clicks	LinkedIn Clicks	Last Social Click
Emails Delivered	Emails Opened	Emails Clicked	Emails Bounced	Ineligible for Email
First Email Send Date	Last Email Send Date	First Email Open Date	Last Email Open Date	First Email Click Date
Last Email Click Date	Opted out of Email			

Sync NetSuite Customers and Contacts with HubSpot Contacts

HubSpot to NetSuite

- New and updated HubSpot Contacts sync to NetSuite Customers and/or Contacts
- We support any of the following popular NetSuite configurations:
 - Create new company (lead/prospect) with a child contact
 - Create new contact only
 - Create new individual lead/prospect which later converts to a company/contact
- You have control within HubSpot to choose which records are eligible to sync via an Inclusion List. Use conditions such as lead scoring, selected forms, and other conditional logic to qualify records to sync.
- When a new contact is added to HubSpot, we search NetSuite for a customer/contact with a matching email address. If a match is found, we'll update it. If not, we'll create a new NetSuite customer/contact.
- If you prefer to create a new lead for every HubSpot form submission, this is an optional customization at no additional cost.

NetSuite to HubSpot

- New and updated NetSuite Customers and Contacts sync to HubSpot.
- NetSuite Contacts are synced along with their parent customer fields, such as company name,

Unlimited custom field mappings

- status, and any other custom field mappings.
- You have the ability to filter which NetSuite records are qualified to sync to HubSpot.
- The name and email address of the record owner sync to HubSpot for all versions. This allows you to send internal email notifications to the assigned owner, as well as send emails to contacts from their assigned owner.

Sync opt-out status

- Sync custom fields between HubSpot Contacts and NetSuite Customers and Contacts.
- All NetSuite field types are supported.
- Complete control over which fields sync in each direction.
- When mapping dropdown fields from HubSpot to NetSuite, you will need to provide the internal values of your NetSuite lists. A NetSuite administrator may be required.

Closed-loop marketing and lifecycle management

- Stay compliant with spam laws by syncing opt-out status.
- When a HubSpot contact opts out of all email, we will update the subscription status field in NetSuite.
- When the subscription status is opted out in NetSuite, we will opt out the HubSpot contact of all email.
- After a HubSpot contact opts out, it is not possible to opt them back in without email confirmation from the contact.

Sync NetSuite Sales Reps to HubSpot Owners

- We automatically sync NetSuite customer status to HubSpot.
- Use HubSpot workflows to set the lifecycle stage of your HubSpot contact based on the NetSuite status.
- Use the Sources report and other HubSpot reports to gain insights on your lead, opportunity, and customer conversion to close the loop on your marketing analytics.
- After you set up users in HubSpot for each of your NetSuite users, our integration will sync record ownership via the HubSpot Owner field.
- Sent internal email notifications to the assigned owner.
- Send marketing emails to your contacts personalized from the assigned owner.
- Assign new leads to owners directly within HubSpot workflows - either round-robin or other conditional assignment.
- If you choose not to set up HubSpot users for your NetSuite sales reps, you can still take advantage of our default sales rep syncing to the owner name and email fields.

Create Campaign Responses in NetSuite

- We automatically populate a HubSpot dropdown with all NetSuite marketing campaigns.
- Using HubSpot forms or workflows, you can automatically create campaign responses from HubSpot.
- Marketing reports in NetSuite include campaign ROI analysis, campaign response, lead source analysis, and sales by lead source.

Sync NetSuite Opportunities to HubSpot Deals

- The perfect solution for organizations already using NetSuite campaign reporting, or for those with multi-channel marketing looking to report on ROI across all channels.

Sync NetSuite Sales Orders, Quotes, or Invoices to HubSpot Deals

- Unlock powerful marketing automation and reporting in HubSpot! We integrate all NetSuite Opportunities to HubSpot Deals, including opportunity status and any custom field mappings.
- The opportunity may be associated to a primary contact or to all contacts under the opportunity's account.
- Create smart lists, workflows, and lead scoring based on any opportunity/deal field.
- Use the HubSpot Reporting Add-On to generate dashboards and custom reporting on both marketing and sales.

Sync NetSuite Transaction Line Items to HubSpot Deals

- Take your marketing automation to the next level by syncing NetSuite financials to HubSpot.
- Sales orders, quotes, or invoices will be synced to their own pipeline in HubSpot Deals with any requested custom field mappings.

Sync NetSuite lists to HubSpot dropdown fields

- Most popular for e-commerce and product businesses, syncing line items to HubSpot Deals provides the most granular and powerful list segmentation and automation.
- Line items will sync to their own deal pipeline separate from their parent transaction record.
- This is a great fit for following up with customers after they purchase specific products or categories.

Sync NetSuite Companies to HubSpot Companies

- When mapping custom dropdown fields with lists that are likely to change, such as tracking event attendance, our dropdown list syncing will keep your integration running at top performance.
- Any time a list item is added or changed in NetSuite, the corresponding HubSpot dropdown field is automatically updated.
- This ensures that the same options are available in both systems at all times.
- Prevents sync issues when the HubSpot dropdown fields are not properly maintained.
- Maintain your Company/Contact relationships in HubSpot to reflect those in NetSuite.
- This is helpful for sales reps looking to use HubSpot CRM to track some of their sales efforts.
- Sync any NetSuite Company field to the HubSpot Company.
- Without this feature, you still get all your NetSuite company fields syncing to the HubSpot Contact. There is no major difference in usability unless your team is using HubSpot CRM.

Add-Ons

Sync custom NetSuite record types to HubSpot Deals

Perform setup and testing in sandbox (one-time)

Do you have a record type not supported by our integration out of the box? Typically it's best to sync custom entities to HubSpot Deals. A deal can have many different types, helpful to separate opportunities from custom record types. A deal is associated with one or more contacts, so this is also helpful for one-to-many relationships.

We recommend connecting the integration directly with your NetSuite production account in order to avoid potential issues syncing your live HubSpot data with sandbox NetSuite data. If your IT organization requires sandbox testing of the integration before moving to production, this service is available for a small one-time fee.