

Pull your HubSpot data into Intellimize and leverage that wealth of knowledge to target visitors (build audiences) with tailor-made experiences, dynamically insert HubSpot data, track and optimize for form submissions as goals, and refine results in reporting.

## Connecting Intellimize to HubSpot

### Step 1: Grant permission to import your HubSpot data

You'll need to have someone with HubSpot admin permissions sign in to grant Intellimize access.

1. Visit the Intellimize dashboard.
2. On the left, click Account Settings.
3. Go down to "HubSpot."
4. Click Sign in to HubSpot.
5. If prompted, grant permission to Intellimize so that you can import data.

### Step 2: Import the HubSpot data you want to leverage

You'll return to the Intellimize dashboard, where you can import up to 20 embedded forms and up to 20 properties per record (Company, Contact, or Deal).

#### To import records:

1. Under a record that you want to import from, click Import.
2. Use the Search option to locate and select the desired properties.
3. Optionally, click X to the right of a property you want to remove.
4. Click Save at the top to begin the sync process.

#### To import forms:

1. Click Account Settings on the left navbar.
2. Go down to the "HubSpot" section.
3. Click Select the forms to track.
4. Use the search bar at the top to find your form.
5. In the "Use as account goal" column:

**Unchecked:** Creates an event

**Checked:** Creates an account goal

6. Click Save.

A sync can take up to 30 minutes, depending on how much data you have to process. After the sync completes, HubSpot attributes are available in audience builder, dynamic content, and report filters. Intellimize automatically syncs nightly to keep your imported data fresh.

## Manage your imported HubSpot data

### Change which properties are imported

You can update your import settings at any time to change which properties sync. Just revisit the HubSpot integration section of your account settings, then click Edit under the record you'd like to adjust. Make any changes you'd like, then click Save.

### Disable HubSpot integration

1. On the left of the dashboard, click Account Settings.
2. Go down to the "HubSpot" section.
3. Click the three dots that is the Options icon in the top-right corner.
4. Click Edit.
5. Toggle the integration to Off.
6. Click Save at the top.