

# HubSpot App Development

## HubSpot App Development



- ❑ App Development allows to integrate HubSpot with other essential business tools and services.
- ❑ Use CRM systems, marketing automation platforms, e-commerce platforms and more.
- ❑ Create apps that synchronize data between HubSpot and external databases or service.
- ❑ HubSpot provides a robust API that allows to access data.

## HubSpot App Consultancy

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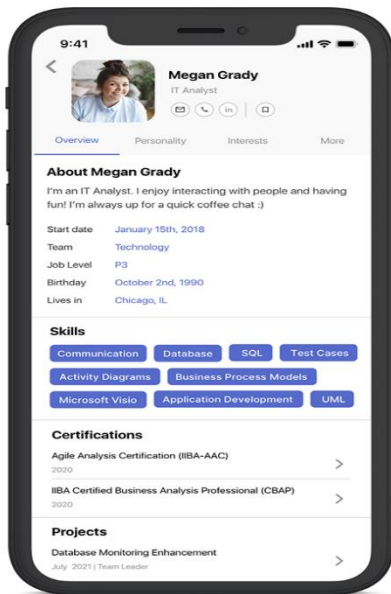
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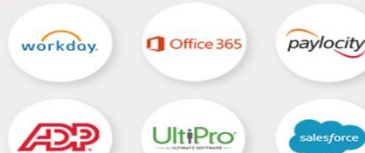
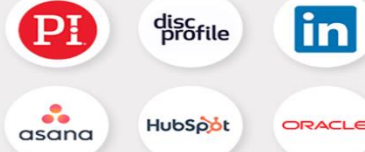
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## HubSpot



## Private Apps

- Private apps allow to use HubSpot's APIs to access specific data.
- Private apps allow to develop custom functionality.
- Private apps use API to communicate with and access data
- Private apps are typically authenticated using API keys or OAuth 2.0.
- Private app use in syncing data between HubSpot and internal databases.
- Automating lead generation and generating custom reports and analytics, and more.



# Private Apps

Marketing Ops integration

Back to account settings

Create app

Learn more

Basic info

Scopes

### Scopes

Scopes determine what your app can access and do in HubSpot. It's strongly encouraged to require as few scopes as possible for your app's functionality.

**Selected scopes**

crm.objects.contacts.read crm.objects.contacts.write crm.objects.companies.read crm.lists.read

Find a scope

	Write	Read
<b>CRM</b>		
Lists	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Contacts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Companies	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Contacts schemas	<input type="checkbox"/>	<input type="checkbox"/>
Deals	<input type="checkbox"/>	<input type="checkbox"/>
Companies schemas	<input type="checkbox"/>	<input type="checkbox"/>
Deals schemas	<input type="checkbox"/>	<input type="checkbox"/>
Owners	<input type="checkbox"/>	<input type="checkbox"/>
<b>Legacy</b>		

**Install preview**

Users must approve these permissions.

**This app is requesting access to your HubSpot account. Continue connecting if you agree.**

**Manage and view your CRM data**

View properties and other details about contacts.

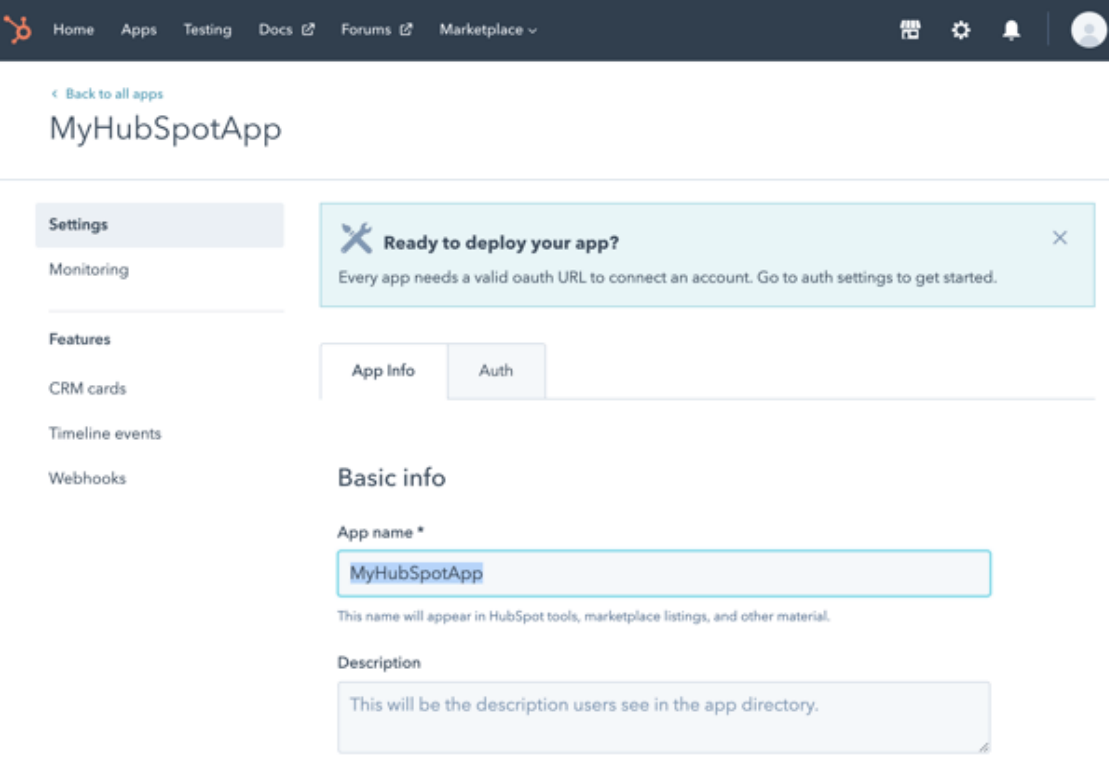
View properties and create, delete, or make changes to contacts.

View properties and other details about companies.

View details about contact lists.

- ❑ Set the App scopes and access the CRM Objects.
- ❑ Can develop apps that connect HubSpot with online store.
- ❑ Apps automate tasks and extend HubSpot's capabilities.
- ❑ App allows tracking of customer interactions in creating targeted marketing campaigns.
- ❑ App integration enables seamless data sharing and automation.





# HubSpot App Development

## Public Apps

- ❑ Public app can be installed on customer accounts or listed on the App Marketplace.
- ❑ Create an app in the HubSpot Developer portal and configure API access.
- ❑ Can develop app using any programming language or framework that can make HTTP requests.
- ❑ HubSpot provides RESTful APIs and client libraries in various programming languages to simplify app development.
- ❑ Before publishing app, test it to ensure it works correctly and doesn't have any issues.



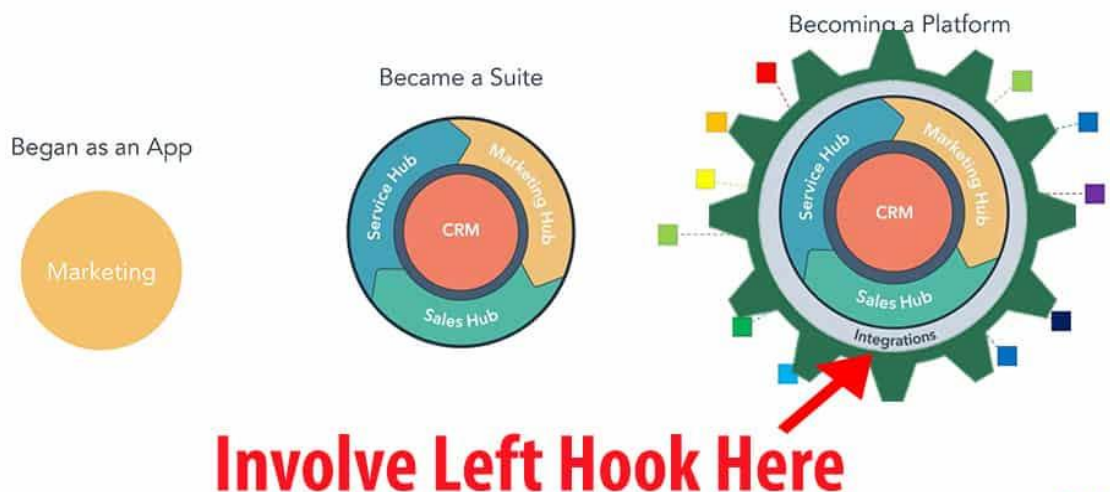




## Authorize Public app with a customer account

- ☐ To authorize app with a HubSpot account, create an authorization URL.
- ☐ Presented with a list of scope
- ☐ Grant access to authorize the connection then redirected based on the &redirect uri= parameter in original authorization URL.
- ☐ Authorized app then generated the initial tokens then installation is complete.

## Potential Hubspot App Partners:



# HubSpot Custom Integration

- ❑ Generate an API key from HubSpot account that used to authenticate application when making API requests.
- ❑ Can build a custom integration using programming languages like Python, Java, JavaScript, etc. HubSpot provides SDKs (Software Development Kits)
- ❑ Use integration platforms like Zapier, Integromat, if integration needs are relatively simple.
- ❑ For custom development, use HubSpot's API, will write code to make HTTP requests to HubSpot's API.
- ❑ Determine how data will flow between HubSpot and other software.



HubSpot App Development



# INTEGRATION

Hubspot app integration

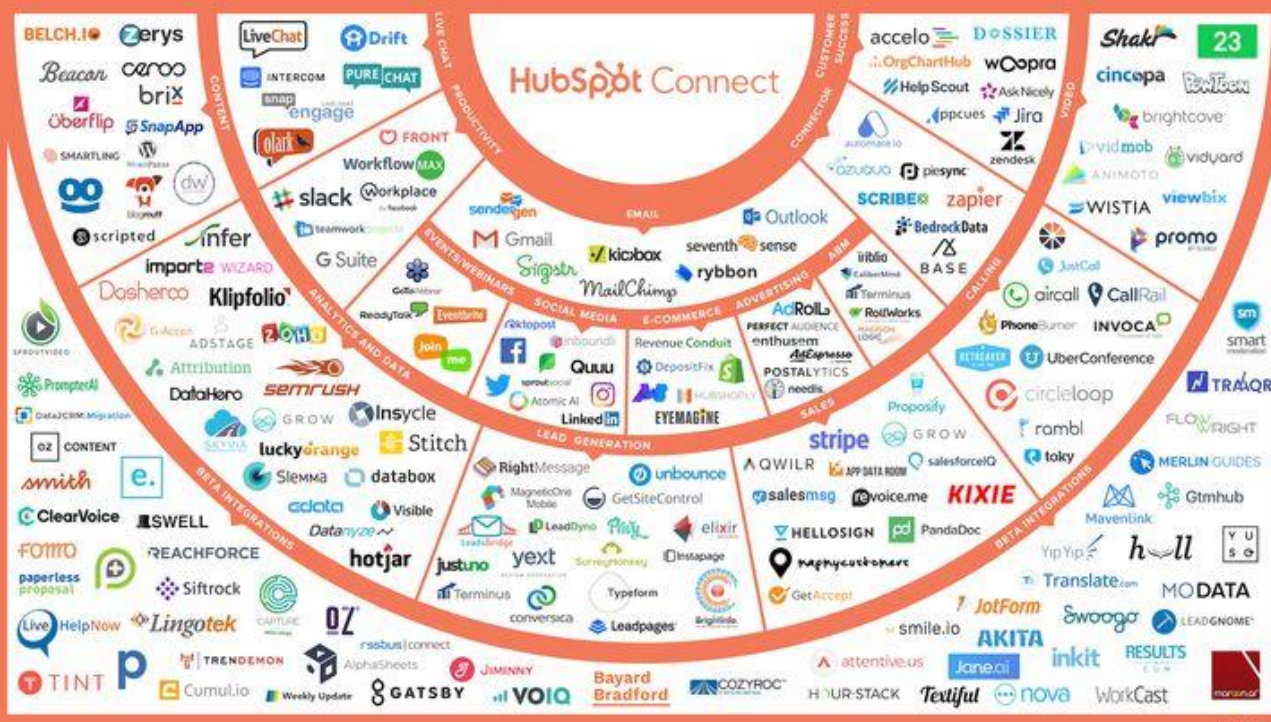


## Monitor App Behaviour

**API calls:** the *API calls* tab shows all requests made to app using an OAuth access token. It can be filtered by HTTP method, response code, timeframe, or request URL.

**Webhooks:** the *Webhooks* tab shows HubSpot requests for any of app's . Filter by response (including timeouts and connection failures), status (success, will retry, or failure), subscription type, time frame, attempt, batch, event, or account ID.

**CRM extensions:** the *CRM extensions* tab shows requests for your app's CRM cards . Filter by extension object type, CRM object type (contact, company, ticket, or deal), error or warning type, time frame, request ID, or CRM record ID (i.e. a specific contact ID).



## App Marketplace

### Listing your app

After created an app in developer account that meets the App Marketplace listing requirements, can submit a listing to add it to the HubSpot App Marketplace. The HubSpot App Partner team will review submission and follow up via email if the app has been approved or rejected.

### Apply for app certification

App certification involves the HubSpot Product team reviewing and confirming that listed app meets these requirements for security, privacy, reliability, performance, usability, accessibility, and value. Once approved, your app listing page will show a "HubSpot Certified App" badge.

### Measuring app performance

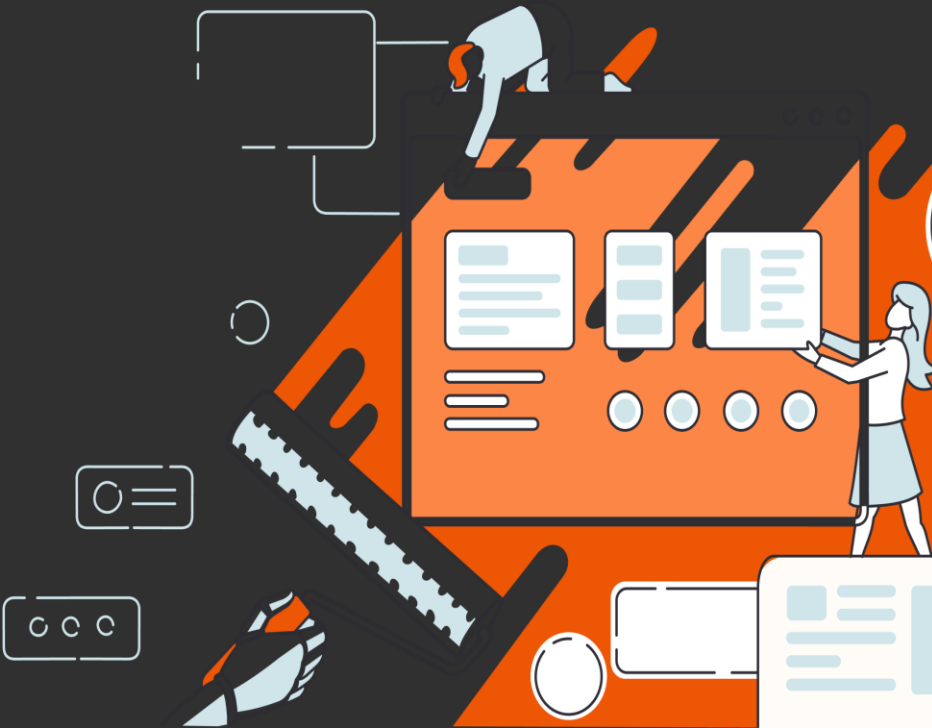
Can view performance metrics for any app listed in the App Marketplace in developer account.



# Reach us for your HubSpot App Development needs..!!

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