

MakeWebBetter · HubSpot for WooCommerce

Property Sync Reference · WooCommerce → HubSpot

■ Object Mapping Overview

WooCommerce Field	HubSpot Property
User Meta / Order Data	Contact Object
Order Related Data	Deal Object
Products Related Data	Product Object
Order Item Related Data	Line Items

◆ CONTACT OBJECT

Order Information

WooCommerce Field	HubSpot Property
Last Order Status (Calculative)	Last Order Status
Order Fulfillment Status	Last Order Fulfillment Status
Shipment Tracking Number (Calculative)	Last Order Tracking Number
Shipment Tracking URL (Calculative)	Last Order Tracking URL
Shipment Date (Calculative)	Last Order Shipment Date
Last Order ID (Calculative)	Last Order Number
Order Currency (Calculative)	Last Order Currency
Total Orders by Customer (Calculative)	Total Number of Current Orders
Last Ordered Product (Calculative)	Last Purchased Product
Product Type (Calculative)	Last Purchased Product Types
Last Purchased Products (Calculative)	Last Purchased Products
Products HTML (Calculative)	Last Purchased Products HTML
Total Last Products Bought (Calculative)	Last Total Number Of Products Bought
Purchased Product Types (Calculative)	Product Types Bought
Purchased Products (Calculative)	Products Bought
Total Products Purchased (Calculative)	Total Number Of Products Bought
Last Purchased Product Categories (Calculative)	Last Categories Bought
Purchased Product Categories (Calculative)	Categories Bought
Last Purchased Product SKUs (Calculative)	Last SKUs Bought
Purchased Product SKUs (Calculative)	SKUs Bought

Customer Information	
WooCommerce Field	HubSpot Property
Billing Email / Email (Registered)	Email
—	Email Domain
Billing First Name / First Name (Reg)	First Name
Billing Last Name / Last Name (Reg)	Last Name
Billing Phone / Phone (Reg)	Phone Number
Billing City / City (Reg)	City
Billing State / State (Reg)	State/Region
Billing Zip Code / Zip Code (Reg)	Postal Code
Billing Country / Country (Reg)	Country/Region
Billing Address / Address (Reg)	Street Address
—	Lifecycle Stage
Billing Company / Company Name (Reg)	Company Name
User Role	Customer Group / User Role
Marketing Consent	Accepts Marketing
Newsletter Subscription	Marketing Newsletter
WooCommerce Cart ID	Shopping Cart ID
Store Name	Customer Source Store

Shopping Cart & Address	
WooCommerce Field	HubSpot Property
Shipping Address 1	Shipping Address Line 1
Shipping Address 2	Shipping Address Line 2
Shipping City	Shipping City
Shipping State	Shipping State
Shipping Postcode	Shipping Postal Code
Shipping Country	Shipping Country
Billing Address 1	Billing Address Line 1
Billing Address 2	Billing Address Line 2
Billing City	Billing City
Billing State	Billing State
Billing Postcode	Billing Postal Code
Billing Country	Billing Country

Last Purchased Products (P1–P3)	
WooCommerce Field	HubSpot Property
Product Image URL (P1)	Last Products Bought Product 1 Image URL
Product Name (P1)	Last Products Bought Product 1 Name
Product Price (P1)	Last Products Bought Product 1 Price
Product URL (P1)	Last Products Bought Product 1 URL
Product Image URL (P2)	Last Products Bought Product 2 Image URL
Product Name (P2)	Last Products Bought Product 2 Name
Product Price (P2)	Last Products Bought Product 2 Price
Product URL (P2)	Last Products Bought Product 2 URL
Product Image URL (P3)	Last Products Bought Product 3 Image URL
Product Name (P3)	Last Products Bought Product 3 Name
Product Price (P3)	Last Products Bought Product 3 Price
Product URL (P3)	Last Products Bought Product 3 URL

RFM — Customer Value Metrics	
WooCommerce Field	HubSpot Property
Total Order Value	Total Value of Orders
Average Order Amount	Average Order Value
Order Count	Total Number of Orders
First Order Amount	First Order Value
First Purchase Date	First Order Date
Last Order Amount	Last Order Value
Last Purchase Date	Last Order Date
Order Interval	Average Days Between Orders
Customer Account Created Date	Account Creation Date
Monetary Score	Monetary Rating
Frequency Score	Order Frequency Rating
Recency Score	Order Recency Rating

Abandoned Cart Details	
WooCommerce Field	HubSpot Property
—	Current Abandoned Cart
Abandoned Cart Created Date	Abandoned Cart Date
Cart Abandonment Count	Abandoned Cart Counter
Cart Recovery URL	Abandoned Cart URL
Abandoned Product SKUs	Abandoned Cart Products SKUs
Abandoned Product Categories	Abandoned Cart Products Categories
Abandoned Product Names	Abandoned Cart Products
Abandoned Cart Products HTML	Abandoned Cart Products HTML
Abandoned Cart Tax Amount	Abandoned Cart Tax Value
Abandoned Cart Subtotal	Abandoned Cart Subtotal
Abandoned Cart Total Value	Abandoned Cart Total Value

ROI Tracking — Workflow Conversions	
WooCommerce Field	HubSpot Property
New Order Event	Customer New Order
Abandoned Cart Recovery Conversion	Abandoned Cart Recovery Workflow Conversion
Recovered Order Amount	Abandoned Cart Recovery Workflow Conversion Amount
Recovery Order Date	Abandoned Cart Recovery Workflow Conversion Date
Workflow Start Date	Abandoned Cart Recovery Workflow Start Date
Active Marketing Campaign	Current ROI Campaign
Reengagement Conversion	Customer Reengagement Workflow Conversion
Reengagement Revenue	Customer Reengagement Workflow Conversion Amount
Reengagement Purchase Date	Customer Reengagement Workflow Conversion Date
Reengagement Workflow Start	Customer Reengagement Workflow Start Date
Rewards Campaign Conversion	Customer Rewards Workflow Conversion
Rewards Campaign Revenue	Customer Rewards Workflow Conversion Amount
Rewards Purchase Date	Customer Rewards Workflow Conversion Date
Rewards Workflow Start	Customer Rewards Workflow Start Date
MQL Conversion	MQL Capture, Nurture & Conversion Conversion
MQL Revenue	MQL Capture, Nurture & Conversion Amount
MQL Capture Conversion Date	MQL Capture, Nurture & Conversion Date
MQL Workflow Start	MQL Capture, Nurture & Conversion Start Date
New Customer Conversion	New Customer Workflow Conversion
First Order Revenue	New Customer Workflow Conversion Amount
First Purchase Date	New Customer Workflow Conversion Date
New Customer Workflow Start	New Customer Workflow Start Date
Second Purchase Conversion	Second Purchase Workflow Conversion
Second Order Revenue	Second Purchase Workflow Conversion Amount
Second Purchase Date	Second Purchase Workflow Conversion Date
Second Purchase Workflow Start	Second Purchase Workflow Start Date
Third Purchase Conversion	Third Purchase Workflow Conversion
Third Order Revenue	Third Purchase Workflow Conversion Amount
Third Purchase Date	Third Purchase Workflow Conversion Date
Third Purchase Workflow Start	Third Purchase Workflow Start Date

Subscription Details (WooCommerce Subscriptions)	
WooCommerce Field	HubSpot Property
Subscription Order ID	Last Subscription Order Number
Parent Order ID	Last Subscription Parent Order Number
Subscription Status	Last Subscription Order Status
Subscription Created Date	Last Subscription Order Creation Date
Subscription Payment Date	Last Subscription Order Paid Date
Subscription Completed Date	Last Subscription Order Completed Date
Subscription Trial End Date	Last Subscription Trial End Date
Next Subscription Payment Date	Last Subscription Next Payment Date
Billing Period	Last Subscription Billing Period
Billing Interval	Last Subscription Billing Interval
Subscription Products	Last Subscription Products
Subscription Order Paid Date	Related Last Order Paid Date
Subscription Order Created Date	Related Last Order Creation Date
Subscription Order Completed Date	Related Last Order Completed Date

◆ DEAL OBJECT

Deal Activity	
WooCommerce Field	HubSpot Property
Order Status	Deal Stage
—	Pipeline
—	Last Modified Date

Deal Revenue	
WooCommerce Field	HubSpot Property
Order Total	Amount

Deal Information	
WooCommerce Field	HubSpot Property
Order Number + First Name + Last Name	Deal Name
Order Create Date + 5 Days	Close Date
Order Create Date	Create Date
Order ID	Order Number
Shipment ID	Shipment IDs
Discount Amount	Discount Savings

◆ PRODUCT OBJECT

Product Information & Pricing	
WooCommerce Field	HubSpot Property
Product Create Date	Create Date
Image URL	Image URL
Product Name + ID / Name + SKU	Name
Product SKU	SKU
Short Description	Description
Store Name	Product Source Store
Product ID	Store Product ID
Product Price	Unit Price

◆ LINE ITEMS

Line Item Properties	
WooCommerce Field	HubSpot Property
Order Item Name + ID / Name + SKU	Name
Order Item SKU	SKU
Order Item Price	Unit Price
Order Item Quantity	Quantity
Discount Amount	Unit Discount

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- Contacts — Updated on every WooCommerce user / order create or update.
 - Deals — Updated on every WooCommerce order create or update.
 - Products — Updated on every WooCommerce product create or update.
 - Line Items — Synced when a WooCommerce order is created.
 - Subscription properties populated only when WooCommerce Subscriptions extension is active.

For support, contact [MakeWebBetter · makewebbetter.com](https://www.makewebbetter.com)