

Magento · HubSpot Integration

Property Reference · Magento → HubSpot

◆ CONTACT OBJECT

Basic Information

HubSpot Property	HubSpot Object Field
Email	email
First Name	firstname
Last Name	lastname
Company	company
Phone	phone
Address	address
City	city
State	state
Country	country
Zip	zip
Lifecycle Stage	lifecyclestage
Customer Group	customer_group
Newsletter Subscription	newsletter_subscription
Shopping Cart Customer Id	shopping_cart_customer_id

Address Information

HubSpot Property	HubSpot Object Field
Shipping Address Line 1	shipping_address_line_1
Shipping Address Line 2	shipping_address_line_2
Shipping City	shipping_city
Shipping State	shipping_state
Shipping Postal Code	shipping_postal_code
Shipping Country	shipping_country
Billing Address Line 1	billing_address_line_1
Billing Address Line 2	billing_address_line_2
Billing City	billing_city
Billing State	billing_state
Billing Postal Code	billing_postal_code
Billing Country	billing_country

Product Purchase Data	
HubSpot Property	HubSpot Object Field
Last Product Bought	last_product_bought
Last Product Types Bought	last_product_types_bought
Last Products Bought	last_products_bought
Last Products Bought HTML	last_products_bought_html
Last Total Number Of Products Bought	last_total_number_of_products_bought
Product Types Bought	product_types_bought
Products Bought	products_bought
Total Number Of Products Bought	total_number_of_products_bought
Last Products Bought Product 1 Image URL	last_products_bought_product_1_image_url
Last Products Bought Product 1 Name	last_products_bought_product_1_name
Last Products Bought Product 1 Price	last_products_bought_product_1_price
Last Products Bought Product 1 URL	last_products_bought_product_1_url
Last Products Bought Product 2 Image URL	last_products_bought_product_2_image_url
Last Products Bought Product 2 Name	last_products_bought_product_2_name
Last Products Bought Product 2 Price	last_products_bought_product_2_price
Last Products Bought Product 2 URL	last_products_bought_product_2_url
Last Products Bought Product 3 Image URL	last_products_bought_product_3_image_url
Last Products Bought Product 3 Name	last_products_bought_product_3_name
Last Products Bought Product 3 Price	last_products_bought_product_3_price
Last Products Bought Product 3 URL	last_products_bought_product_3_url

Order Information	
HubSpot Property	HubSpot Object Field
Last Order Status	last_order_status
Last Order Fulfillment Status	last_order_fulfillment_status
Last Order Tracking Number	last_order_tracking_number
Last Order Tracking URL	last_order_tracking_url
Last Order Shipment Date	last_order_shipment_date
Last Order Order Number	last_order_order_number
Total Number Of Current Orders	total_number_of_current_orders
Categories Bought	categories_bought
Last Categories Bought	last_categories_bought
Last SKUs Bought	last_skus_bought
SKUs Bought	skus_bought

RFM — Customer Value Metrics	
HubSpot Property	HubSpot Object Field
Total Value Of Orders	total_value_of_orders
Average Order Value	average_order_value
Total Number Of Orders	total_number_of_orders
First Order Value	first_order_value
First Order Date	first_order_date
Last Order Value	last_order_value
Last Order Date	last_order_date
Average Days Between Orders	average_days_between_orders
Account Creation Date	account_creation_date
Monetary Rating	monetary_rating
Order Frequency Rating	order_frequency_rating
Order Recency Rating	order_recency_rating

◆ DEAL OBJECT

Deal Properties	
HubSpot Property	HubSpot Object Field
Deal Stage	dealstage
Deal Name	dealname
Amount	amount
Pipeline	pipeline
Abandoned Cart URL	abandoned_cart_url
Discount Amount	discount_amount
Order Number	order_number
Tax Amount	tax_amount
Shipment IDs	shipment_ids
Contact IDs	contact_ids
Order Creation Date	order_creation_date
Order Shipped Date	order_shipped_date
Contact Is Guest	contact_is_guest
Contact Email	contact_email

◆ PRODUCT OBJECT

Product Properties	
HubSpot Property	HubSpot Object Field
Name	name
HS Images	hs_images
HS SKU	hs_sku
Price	price
Description	description

◆ LINE ITEM OBJECT

Line Item Properties	
HubSpot Property	HubSpot Object Field
HS Product ID	hs_product_id
Quantity	quantity
Price	price
Name	name
HS SKU	hs_sku

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- Contacts — Synced on every Magento customer create or update.
 - Deals — Synced on every Magento order create or update.
 - Products — Synced on every Magento product create or update.
 - Line Items — Synced when a Magento order is created.

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