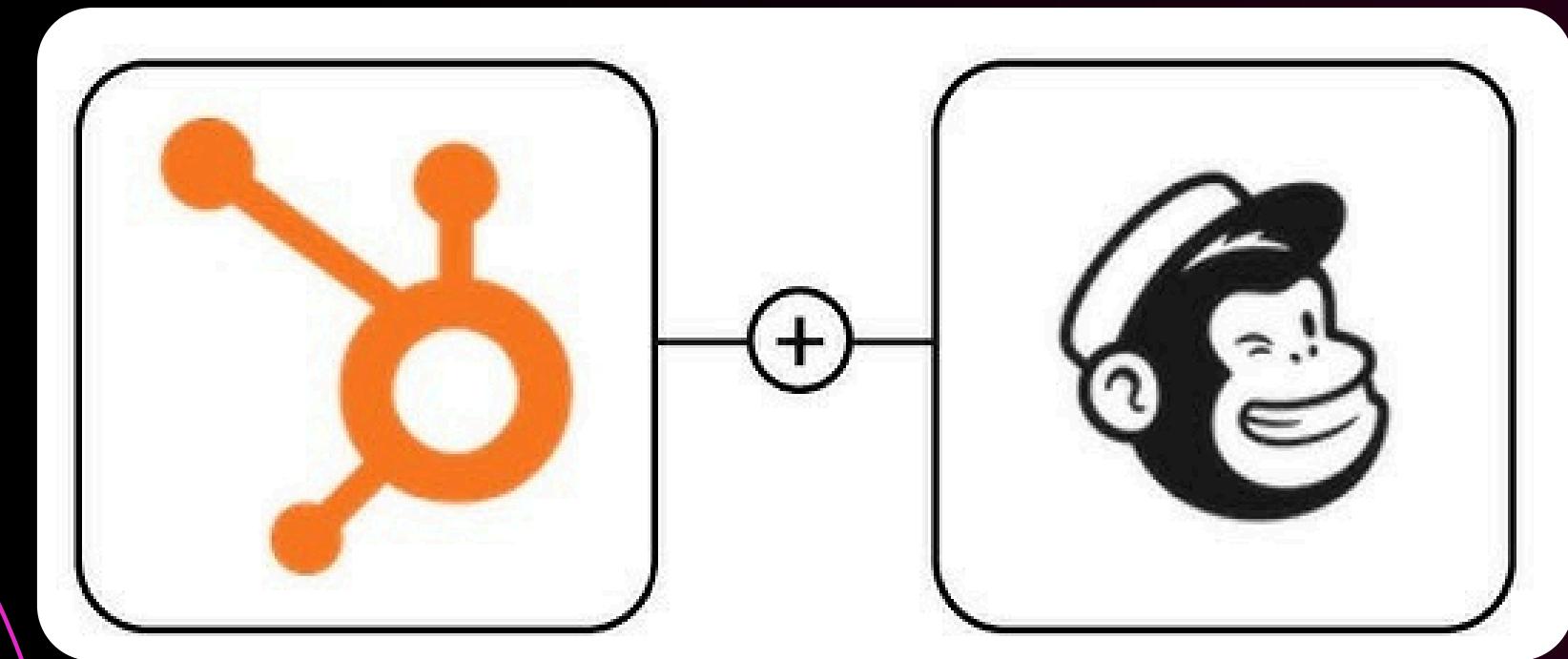


HubSpot to Mailchimp

Integration

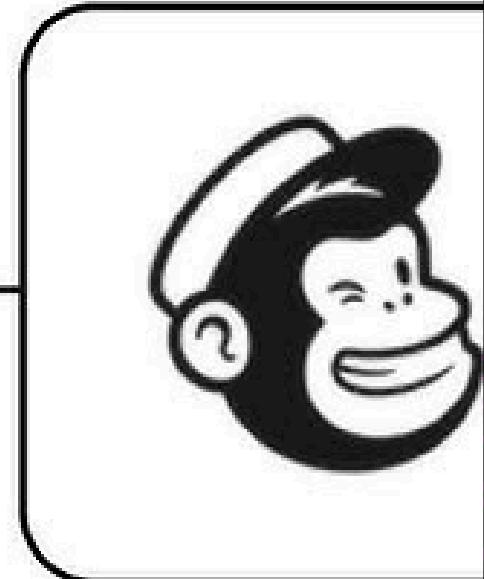
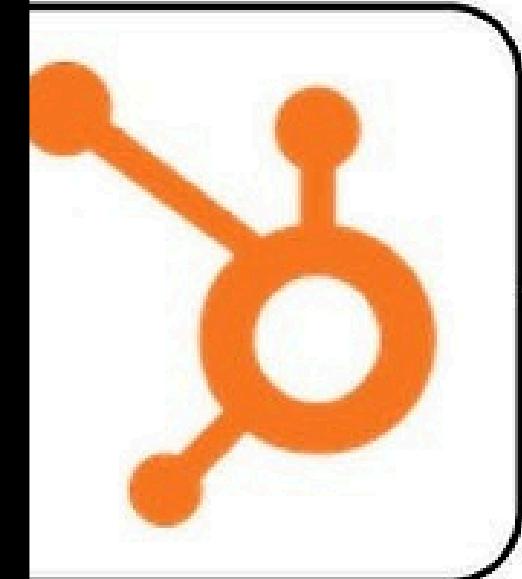


Challenge

The client wanted to use Mailchimp for newsletters & drip campaigns but HubSpot for CRM and automation.

Key pain points:

Connect HubSpot to Mailchimp



01

Contacts had to be exported manually to Mailchimp.

02

Segments built in HubSpot were not available in Mailchimp.

03

Campaign analytics in Mailchimp weren't visible in HubSpot.

04

Risk of data duplication & poor lead nurturing.

The screenshot shows the HubSpot Marketing Forms interface. The top navigation bar includes 'Marketing' (highlighted with a red box), 'Sales', 'Commerce', 'Service', 'Automation', and 'Reporting'. The left sidebar has 'Marketing' expanded, showing 'Ads', 'Email', 'Landing Pages', 'SMS', 'Social', 'Website', 'Campaigns', and 'Files and Templates' (which is expanded, showing 'Lead Capture' highlighted with a red box). The main content area shows a table of forms with columns: NAME, VIEWS, SUBMISSIONS / PAGE VIEW, SPAM SUBMISSIONS, FORM SUBMISSIONS, BUSINESS UNITS, and APPEARS ON. The table lists several forms: 'Induction March 1', 'test form (March 26, 2024 3:08:05 AM PDT)', 'Default ticket form (20 Mar 2024 5:54:11 PM)', 'dependent', and 'New form (March 14, 2024 9:00:20 AM PDT)'. The 'Lead Capture' form is the second item in the list.

NAME	VIEWS	SUBMISSIONS / PAGE VIEW	SPAM SUBMISSIONS	FORM SUBMISSIONS	BUSINESS UNITS	APPEARS ON
Induction March 1	0	0%	0	0	No HubSpot	
test form (March 26, 2024 3:08:05 AM PDT)	0	0%	0	1	No HubSpot	
Default ticket form (20 Mar 2024 5:54:11 PM)	0	0%	0	0	No HubSpot	
dependent	1	0%	0	0	No HubSpot	
New form (March 14, 2024 9:00:20 AM PDT)	0	0%	0	0	No HubSpot	

Solution Implemented



Seamless Contact Sync

- Automated HubSpot → Mailchimp contact sync with custom fields & tags.
- Dynamic HubSpot segments auto-synced into Mailchimp lists.



Workflow Integration

- HubSpot workflows triggered Mailchimp campaigns (onboarding, re-engagement, newsletters).



Closed-Loop Reporting

- Pulled Mailchimp campaign data (open rates, clicks, bounces) into HubSpot dashboards for unified reporting.

Results

8–10 hours/week
saved by eliminating
manual list uploads.

Marketing team
had real-time
audience
segmentation in
Mailchimp.

Stronger nurturing
sequences with
personalized email
campaigns.

ROI tracking improved
as campaign
performance became
visible in HubSpot.

Activity Notes Emails Calls Tasks

Filter by: Filter activity (19/25) All users All teams

Select all

COMMUNICATION CONTACT ACTIVITY UPDATES INTEGRATIONS

Calls Ads Activity Analytics events Mailchimp

Conversations Call-to-action Deal activity Zoom

Emails Email tracking activity Lifecycle changes

TEAM ACTIVITY Form submissions List memberships

Meetings Marketing emails Merges

Notes Page views Salesforce syncs

Tasks Sales document Sequences activity

Twitter Ticket activity

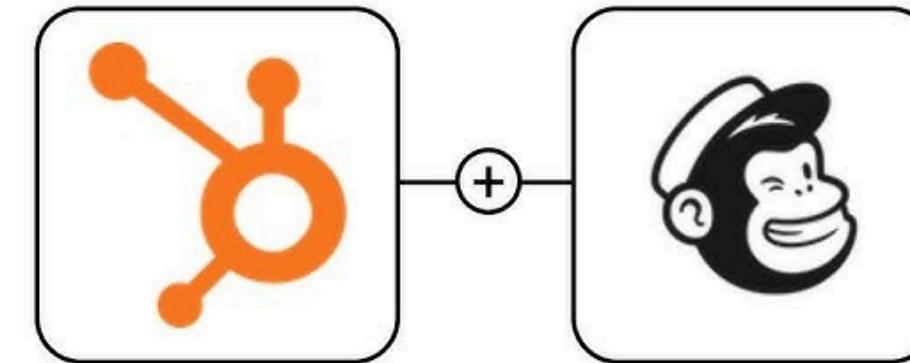
Workflows

Use attachments to see all

Key Takeaway

The HubSpot–Mailchimp integration enabled the client to run scalable newsletter & drip campaigns in Mailchimp while keeping HubSpot as the control center for contact management & analytics.

**Connect HubSpot
to Mailchimp**



HubSpot to Brevo Integration Challenge

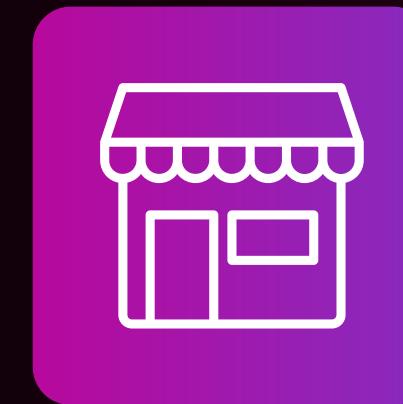
The client used HubSpot as their CRM but relied on Brevo (Sendinblue) for transactional email and SMS campaigns. Problems included:



Contacts in HubSpot not syncing to Brevo in real time.



Manual CSV uploads to Brevo caused errors & delays.



Unsubscribes in Brevo not reflecting in HubSpot (GDPR/Compliance risk).

No central visibility of Brevo's transactional campaign performance in HubSpot.



Contact sync

Brevo | Python Öğren

1. Configure 2. Limit 3. Organize 4. Review

💡 How does syncing work?

Configure

Edit

Brevo Brevo contacts

HubSpot contacts

Use Brevo data when there's a data conflict

Brevo will overwrite HubSpot when it's unclear which one has the most up-to-date information

Field mappings

2 fields will be kept in sync [Hide](#) ^

STATUS	Brevo BREVO	HubSpot
	Email	Email
	SMS	Mobile Phone Number

Limit

Edit

Sync filters

The following contacts will sync [Hide](#) ^

Brevo BREVO → HubSpot

Solution Implemented Augmenting Human Capabilities

AI is not replacing humans but rather augmenting human capabilities, enhancing productivity and enabling workers to focus on more creative and strategic tasks.

Contact Sync Automation

- Built an automated integration for real-time sync of contacts and custom properties from HubSpot → Brevo.
- Configured two-way unsubscribe sync for compliance.

Workflow Automation

- HubSpot workflows triggered transactional campaigns (appointment confirmations, reminders, billing notifications) directly in Brevo.

Centralized Reporting

- Connected Brevo's email & SMS engagement data back into HubSpot dashboards.

Edit property

This property is provided by HubSpot and can't be edited.

Label *

Mobile Phone Number

Basic info **Field type** **Rules (1)** **Used in (1)**

This property's field type can't be modified.

Field type

Phone number

1. Cor

Use BREVO data

Data conflicts most often happen during the first sync. If the conflict is not resolved, it will be resolved during the next sync.

Default mapped fields

Field mappings connect individual fields with matching names. You can use this feature with the flexibility to create your own mappings or make changes to existing ones.

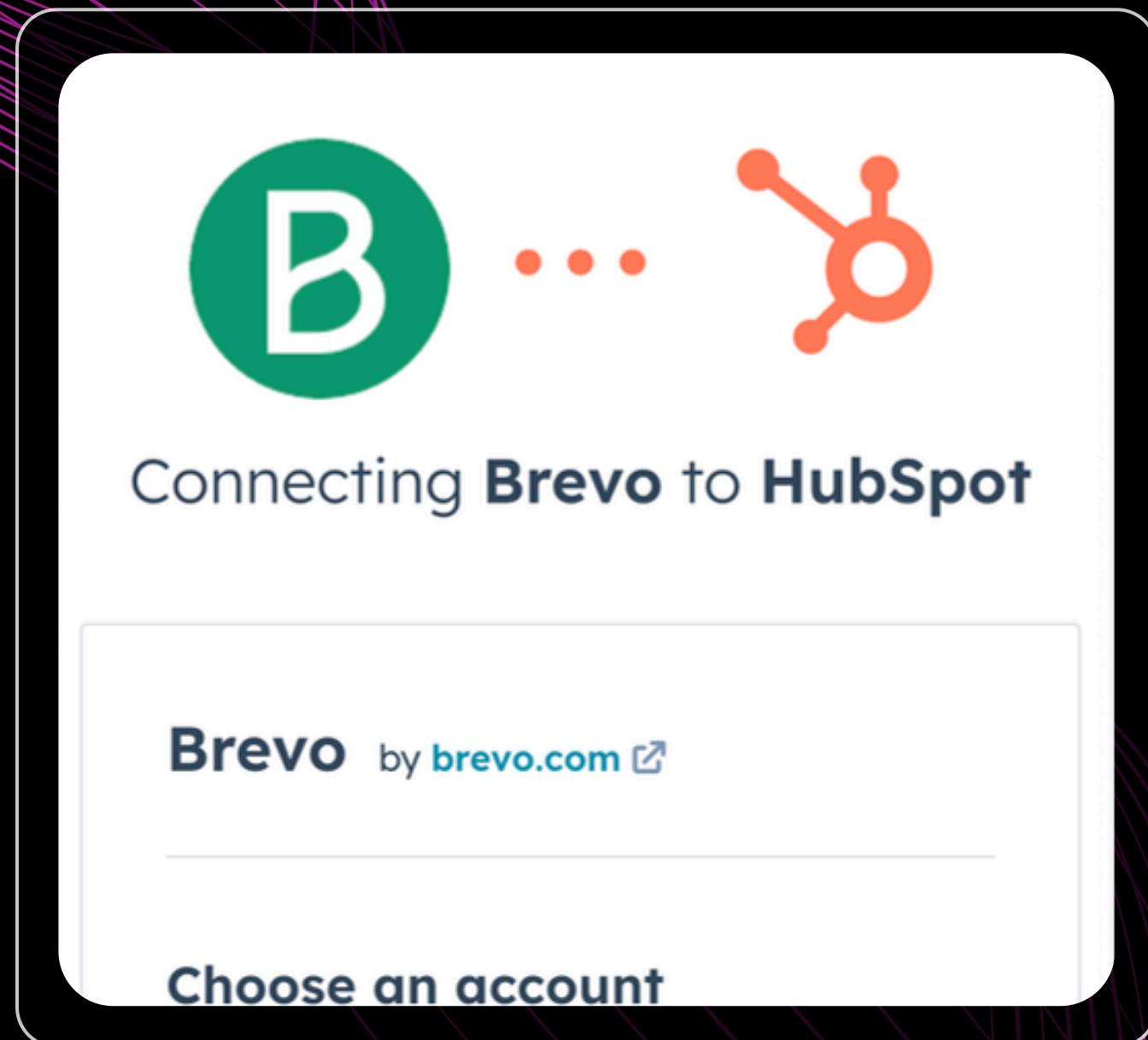
Search  All map

STATUS  BREVO 

 Email
 SMS

Add a mapping  View available 

Results



01 Zero manual uploads required – all contacts synced automatically.

02 100% compliance on unsubscribe management.

03 Transactional messages delivered instantly & reliably.

04 Saved 6–8 hours per week in admin tasks.

The screenshot shows the HubSpot Activities page for a contact named "Salesperson". The top navigation bar includes a search bar, a user icon, and various dashboard links. The main content area has tabs for "Overview", "Activities" (which is selected and highlighted with a green box and the number 4), "Intelligence", and "Customize". A sidebar on the right is titled "Breeze record summary" and contains a "Contact summary" section with a note: "Generated Jul 1, 2025" and "There are no associated activities and further details are needed to provide a comprehensive summary".

Filter configuration:

- Filter activity (31/35) -** (highlighted with a green box and the number 5)
- 5 users -** (highlighted with a green box and the number 5)
- Filter options:** "Select all" (unchecked), "COMMUNICATION" (checked), "CONTACT ACTIVITY" (checked), "UPDATES" (unchecked), "INTEGRATIONS" (checked), and "Brevo" (checked and highlighted with a green box and the number 6).

Activity Types:

Category	Sub-Category	Activity Type
COMMUNICATION	Calls	Calls
		Conversations
		Emails
		LinkedIn
		Postal mail
		SMS
		WhatsApp
CONTACT ACTIVITY	Ads activity	
	Email tracking activity	
	Form submissions	
	Marketing emails	
	Marketing events	
	Media plays	
	Page views	
UPDATES	Analytics events	
	Communication subscriptions	
	Custom events	
	Deal activity	
	Enrichment	
	Invoice activity	
	Lifecycle changes	
INTEGRATIONS	Sales document	
	List memberships	

Key Takeaway



The HubSpot–Brevo integration turned Brevo into a transactional powerhouse while keeping HubSpot the single source of truth for all customer data.