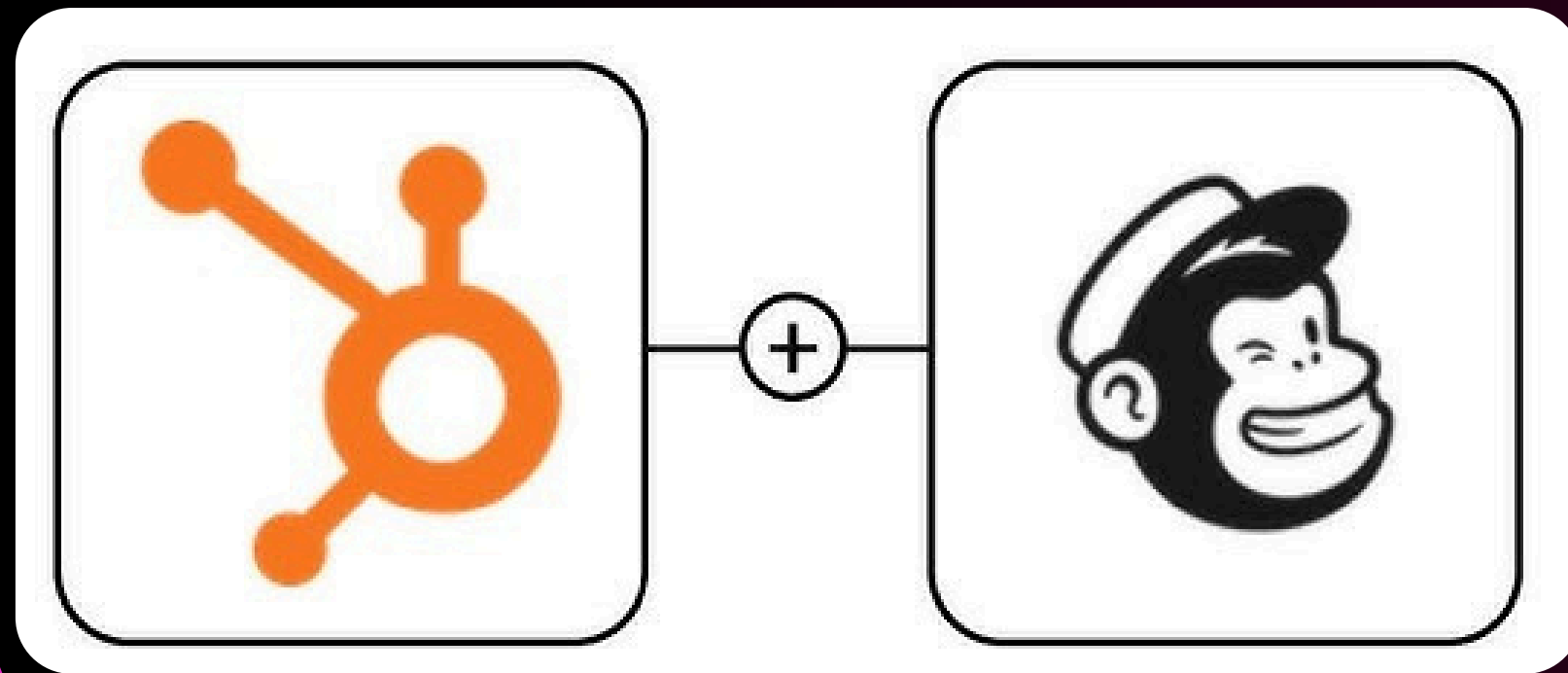


HubSpot to Mailchimp

Integration

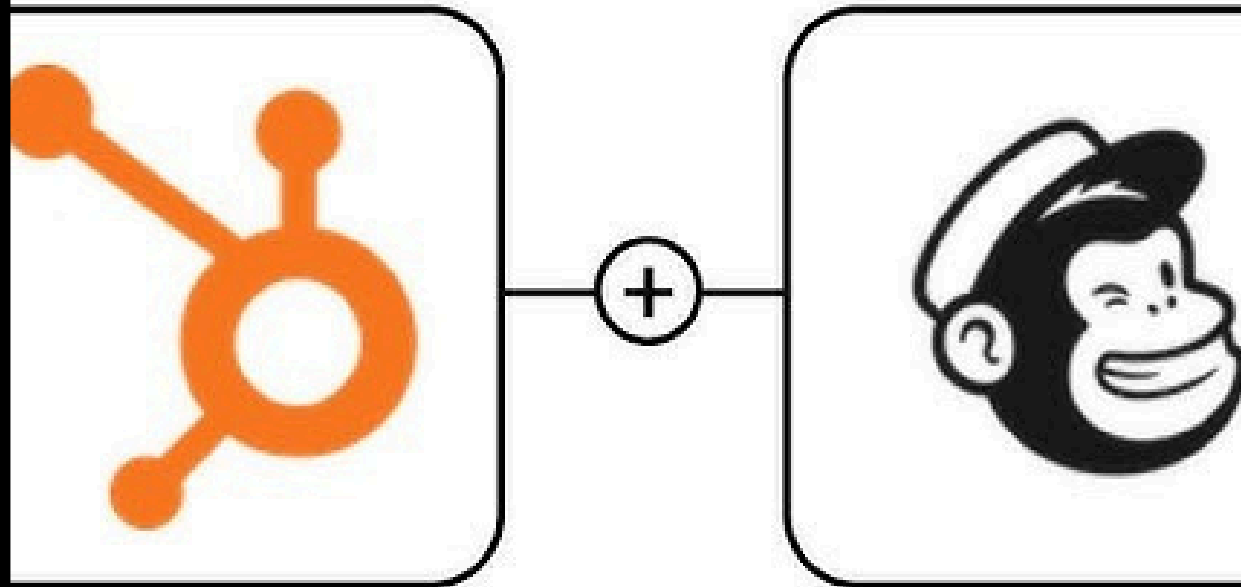


Challenge

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.

Tr

Upgrade

Contacts

Conversations

Marketing

Sales

Commerce

Service

Automation

Reporting

312 forms

Manage

Analyze

All forms

Business units

Search forms

	NAME	VIEWS	SUBMISSIONS / PAGE VIEW	SPAM SUBMISSIONS	FORM SUBMISSIONS	BUSINESS UNITS	APPEARS ON
<input type="checkbox"/>	Induction March 14, 2024 10:00 AM PDT Published Regular form	0	0%	0	0		No HubSpot
<input type="checkbox"/>	test form (March 20, 2024 5:00:03 AM PDT) Published Regular form	0	0%	0	1		No HubSpot
<input type="checkbox"/>	Default ticket form (20 Mar 2024 5:54:11 PM) Published Regular form	0	0%	0	0		No HubSpot
<input type="checkbox"/>	dependent Published Regular form	1	0%	0	0		No HubSpot
<input type="checkbox"/>	New form (March 14, 2024 9:00:20 AM PDT) Published Regular form	0	0%	0	0		No HubSpot

Ads

Email

Landing Pages

SMS

Social

Website

Campaigns

Files and Templates

Lead Capture

CTAs

Forms

Create form

Non-HubSpot Forms

+ Add view (2/50)

All views

Folders

Save view

Actions

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.

ActivityNotesEmailsCallsTasks

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

Company (1)

Select all

☒ COMMUNICATION

☒ Calls

☒ Conversations

☒ Emails

☒ TEAM ACTIVITY

☒ Meetings

☒ Notes

☒ Tasks

☒ CONTACT ACTIVITY

☒ Ads Activity

☒ Call-to-action

☒ Email tracking activity

☒ Form submissions

☒ Marketing emails

☒ Page views

☒ Sales document

☒ Twitter

☐ UPDATES

☐ Analytics events

☒ Deal activity

☒ Lifecycle changes

☐ List memberships

☒ Merges

☐ Salesforce syncs

☒ Sequences activity

☒ Ticket activity

☐ Workflows

☐ INTEGRATIONS

☐ Mailchimp

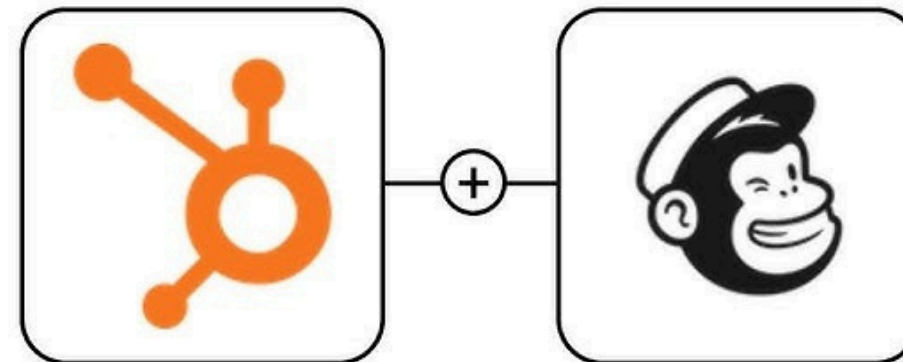
☐ Zoom

Use attachments to see a

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.

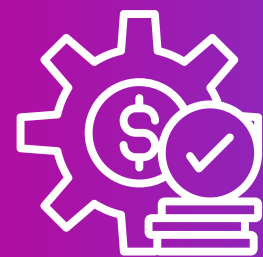
Connect **HubSpot**
to **Mailchimp**



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

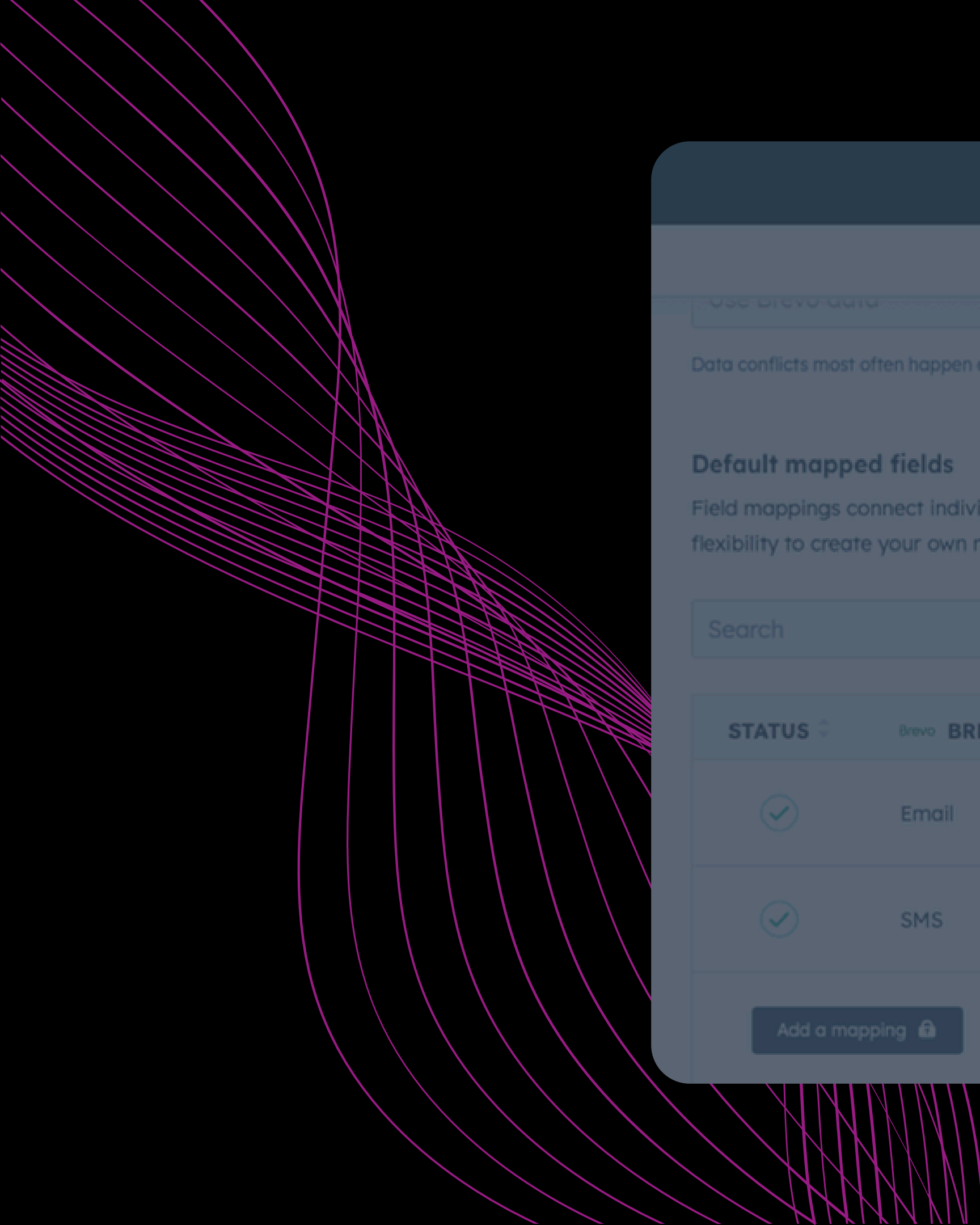
- Built an automated integration for real-time sync of contacts and custom properties from HubSpot → Brevo.
- Configured two-way unsubscribe sync for compliance.

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.



1. Conf

Use Brevo data

Data conflicts most often happen during the first sync. If t

Default mapped fields

Field mappings connect individual fields with matc
flexibility to create your own mappings or make ch

Search

Q

All map

STATUS	Brevo	BREVO
✓	Email	
✓	SMS	

Add a mapping

View available

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

Results



Connecting **Brevo** to **HubSpot**

Brevo by brevo.com 

Choose an account

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.

HubSpot

Search HubSpot

Upgrade

Copilot

Contacts

Actions

HubSpot

(CT)

Salesperson

Note

Email

Call

Task

Meeting

More

About this contact

Actions

Email

Phone number

Contact owner

Last contacted

Overview

Activities

Intelligence

Customize

Search activities

Collapse all

Activity

Notes

Emails

Calls

Tasks

Meetings

Filter by

Filter activity (31/35)

5 users

Select all

COMMUNICATION

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

Sales document

UPDATES

Analytics events

Communication subscriptions

Custom events

Deal activity

Enrichment

Invoice activity

Lifecycle changes

List memberships

INTEGRATIONS

Brevo

Breeze record summary

Contact summary

Generated Jul 1, 2025

There are no associated activities and further details are needed to provide a comprehensive summary.

+ Add

+ Add

ities associated



Key Takeaway

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