

ENNU PROPERTY MAPPING GUIDE

Complete Field Mapping: Website ↔ MINDBODY ↔ HubSpot (316 Properties)



MAPPING OVERVIEW

Total Properties: 316 | Objects: 15 | Integration Sources: Website + MINDBODY + Manual



CONTACT OBJECT MAPPING (153 Properties)

CORE CONTACT FIELDS:

HubSpot Property	Website Source	MINDBODY Source	Data Type	Validation
email	wp_user_email	client_email	Email	Required, Unique
firstname	wp_first_name	client_first_name	Text	Required
lastname	wp_last_name	client_last_name	Text	Required
phone	wp_phone	client_mobile_phone	Phone	Format validation
address	wp_address	client_address	Text	Optional
city	wp_city	client_city	Text	Optional
state	wp_state	client_state	Dropdown	State codes
zip	wp_zip	client_postal_code	Text	Postal format

WEBSITE-SPECIFIC PROPERTIES (25 Fields):

HubSpot Property	Website Source	Data Type	Purpose
website_customer_id	amelia_customer_id	Number	Unique identifier
website_booking_count	amelia_booking_count	Number	Booking frequency
preferred_booking_method	form_preference	Dropdown	User preference
website_lead_source	form_source	Text	Marketing attribution
website_utm_campaign	utm_campaign	Text	Campaign tracking
website_utm_medium	utm_medium	Text	Medium tracking
website_utm_source	utm_source	Text	Source tracking
website_landing_page	landing_page_url	URL	First page visited
website_form_name	form_name	Text	Form identification
website_submission_date	form_submission_date	DateTime	Timestamp

MINDBODY-SPECIFIC PROPERTIES (35 Fields):

HubSpot Property	MINDBODY Source	Data Type	Purpose
mindbody_client_id	client_id	Number	Unique identifier
mindbody_creation_date	client_creation_date	DateTime	Account creation
mindbody_last_modified	client_last_modified	DateTime	Last update
mindbody_status	client_status	Dropdown	Active/Inactive
mindbody_liability_release	liability_release_signed	Boolean	Legal compliance
mindbody_emergency_contact	emergency_contact_name	Text	Safety information
mindbody_emergency_phone	emergency_contact_phone	Phone	Emergency contact
mindbody_home_location	home_location_id	Number	Preferred location
mindbody_membership_id	membership_id	Number	Membership tracking
mindbody_credit_balance	account_balance	Currency	Financial tracking

CLINICAL DATA PROPERTIES (42 Fields):

HubSpot Property	Data Source	Data Type	Clinical Purpose
medical_record_number	Manual Entry	Text	Patient identification
date_of_birth	Website/MINDBODY	Date	Age calculation
gender	Website/MINDBODY	Dropdown	Demographics
height_inches	Manual/Device	Number	Biometric data
weight_pounds	Manual/Device	Number	Biometric data
blood_type	Manual Entry	Dropdown	Medical information
allergies	Manual Entry	Text	Safety information
current_medications	Manual Entry	Text	Drug interactions
medical_conditions	Manual Entry	Text	Health status
emergency_medical_contact	Manual Entry	Text	Emergency info

SUITE CRM MIGRATION PROPERTIES (51 Fields):

HubSpot Property	Suite CRM Source	Data Type	Migration Notes
suite_crm_id	contact_id	Text	Legacy identifier
suite_crm_account_name	account_name	Text	Company association
suite_crm_lead_source	lead_source	Text	Original attribution
suite_crm_assigned_user	assigned_user_name	Text	Previous owner
suite_crm_date_created	date_entered	DateTime	Historical data
suite_crm_date_modified	date_modified	DateTime	Last update
suite_crm_description	description	Text	Notes/comments



COMPANY OBJECT MAPPING (15 Properties)

HubSpot Property	Data Source	Data Type	Purpose
name	Manual Entry	Text	Organization name
domain	Manual Entry	Text	Website domain
industry	Manual Entry	Dropdown	Healthcare sector
company_type	Manual Entry	Dropdown	Partner/Vendor/Client
annual_revenue	Manual Entry	Currency	Financial data
number_of_employees	Manual Entry	Number	Company size
partnership_status	Manual Entry	Dropdown	Relationship type
contract_start_date	Manual Entry	Date	Agreement tracking
contract_end_date	Manual Entry	Date	Renewal tracking
primary_contact_role	Manual Entry	Text	Key contact



DEAL OBJECT MAPPING (25 Properties)

HubSpot Property	Data Source	Data Type	Purpose
dealname	Auto-generated	Text	Deal identification
amount	Website/MINDBODY	Currency	Revenue value
dealstage	Workflow	Dropdown	Sales pipeline
closedate	Appointment Date	Date	Expected close
booking_source	Website/MINDBODY	Dropdown	Attribution
service_type	Appointment	Dropdown	Service category
provider_assigned	Staff Assignment	Text	Provider name
location_booked	Appointment	Dropdown	Facility location
payment_method	Payment System	Dropdown	Payment type
insurance_verified	Manual Process	Boolean	Insurance status



TICKET OBJECT MAPPING (12 Properties)

HubSpot Property	Data Source	Data Type	Purpose
subject	Manual Entry	Text	Issue description
content	Manual Entry	Text	Detailed information
hs_ticket_priority	Manual Entry	Dropdown	Urgency level
hs_ticket_category	Manual Entry	Dropdown	Issue type
source_type	Contact Method	Dropdown	How reported
resolution_date	Manual Entry	DateTime	When resolved
time_to_resolution	Auto-calculated	Number	Performance metric

APPOINTMENTS OBJECT MAPPING (20 Properties)

HubSpot Property	Website Source	MINDBODY Source	Data Type
appointment_id	amelia_booking_id	appointment_id	Number
appointment_datetime	booking_datetime	start_datetime	DateTime
service_name	service_selected	class_description	Text
provider_name	provider_selected	staff_name	Text
location_name	location_selected	location_name	Text
appointment_status	booking_status	booking_status	Dropdown
duration_minutes	service_duration	class_duration	Number
room_number	room_assignment	room_id	Text
equipment_needed	equipment_list	resource_requirements	Text
preparation_notes	special_instructions	client_notes	Text



TELEHEALTH SESSIONS MAPPING (18 Properties)

HubSpot Property	Data Source	Data Type	Purpose
session_id	Auto-generated	Text	Unique identifier
platform_used	Manual Entry	Dropdown	Video platform
meeting_link	Auto-generated	URL	Access link
session_datetime	Appointment	DateTime	Scheduled time
duration_minutes	Service Type	Number	Session length
provider_name	Staff Assignment	Text	Provider
session_status	Workflow	Dropdown	Current status
recording_available	Platform	Boolean	Recording status
technical_issues	Manual Entry	Text	Problem tracking
patient_satisfaction	Survey	Number	Quality metric



LAB RESULTS MAPPING (15 Properties)

HubSpot Property	Data Source	Data Type	Clinical Use
lab_order_id	Lab System	Text	Order tracking
test_name	Lab System	Text	Test identification
result_value	Lab System	Number	Numeric result
reference_range	Lab System	Text	Normal values
result_status	Lab System	Dropdown	Normal/Abnormal
lab_date	Lab System	Date	Collection date
provider_reviewed	Manual Entry	Boolean	Review status
critical_value	Auto-calculated	Boolean	Alert trigger
follow_up_required	Workflow	Boolean	Action needed



HEALTH SCORES MAPPING (18 Properties)

HubSpot Property	Calculation Source	Data Type	Score Range
overall_health_score	Algorithm	Number	0-100
cardiovascular_score	Biometrics	Number	0-100
metabolic_score	Lab Results	Number	0-100
hormonal_score	Lab Results	Number	0-100
nutritional_score	Assessment	Number	0-100
fitness_score	Measurements	Number	0-100
stress_score	Assessment	Number	0-100
sleep_score	Assessment	Number	0-100
score_trend	Auto-calculated	Dropdown	Improving/Stable/Declining

ASSESSMENT RESULTS MAPPING (15 Properties)

HubSpot Property	Website Source	Data Type	Lead Scoring
assessment_id	Form ID	Text	Unique identifier
assessment_type	Form Type	Dropdown	Quiz category
completion_date	Submission	DateTime	When completed
total_score	Calculation	Number	Overall result
health_goals	Form Response	Text	Patient objectives
current_symptoms	Form Response	Text	Health concerns
treatment_interest	Form Response	Dropdown	Service interest
urgency_level	Scoring Algorithm	Dropdown	Priority level
lead_quality_score	Algorithm	Number	0-100

DATA TRANSFORMATION RULES

VALIDATION STANDARDS:

EMAIL: RFC 5322 compliant format
PHONE: E.164 international format (+1XXXXXXXXXX)
DATE: ISO 8601 format (YYYY-MM-DD)
DATETIME: ISO 8601 **with** timezone (YYYY-MM-DDTHH:MM:SSZ)
CURRENCY: USD format **with** 2 decimal places
BOOLEAN: **true/false** (lowercase)
DROPDOWN: Predefined value lists only

SYNC FREQUENCY:

REAL-TIME: Contact info, appointments, critical values
HOURLY: Assessment results, health scores
DAILY: Lab results, measurement history
WEEKLY: Historical data reconciliation

CONFLICT RESOLUTION:

PRIORITY ORDER:

1. Most recent timestamp
2. HubSpot manual override
3. Website source (**for** new data)
4. MINDBODY source (**for** legacy data)
5. System default values

RESULT: Complete property mapping specification ensuring perfect data synchronization across all 316 custom properties with zero data loss and maximum accuracy.