



# How to Help Businesses Scale with HubSpot: A Developer's Perspective

Featuring the Co-Founders of Sequin:



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# CRM

**C**ustomer **R**elationship **M**anagement - a platform used to run a company. It also...

- Manages your customer data and history.
- Tracks your deals.
- Gathers leads from your website.
- Tracks sales performance.
- Services customer support requests.

AND more...

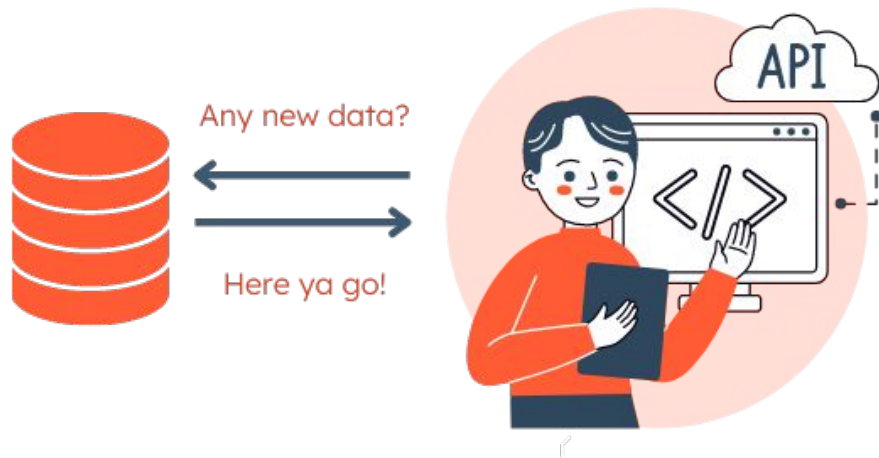


# HubSpot API

The HubSpot APIs are designed to enable teams to build integrations that help them customize and get the most value out of HubSpot.

All HubSpot APIs are built using REST conventions, including methods (POST, GET, PUT, DELETE) and error response codes.

API calls are made under **<https://api.hubapi.com>** and all responses return standard JSON.



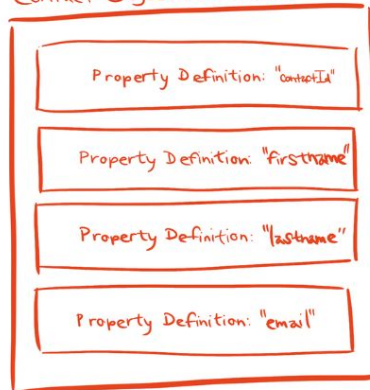
# Objects

HubSpot APIs provide access to objects, records, and activities. HubSpot contains both standard and custom objects.

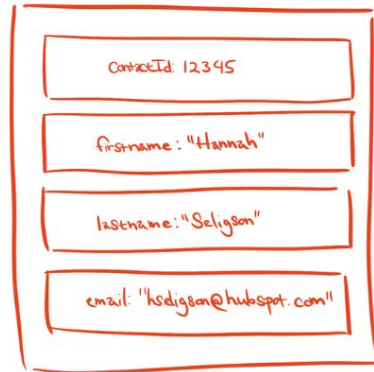
**Standard objects** are your contacts, companies, deals, tickets, and calls.

**Custom objects** are objects defined by you and don't fit the standard objects listed above.

Contact Object Definition



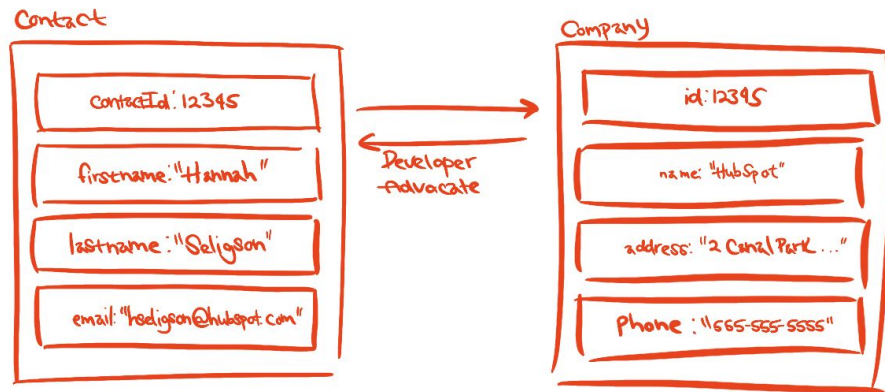
Contact Object Instance



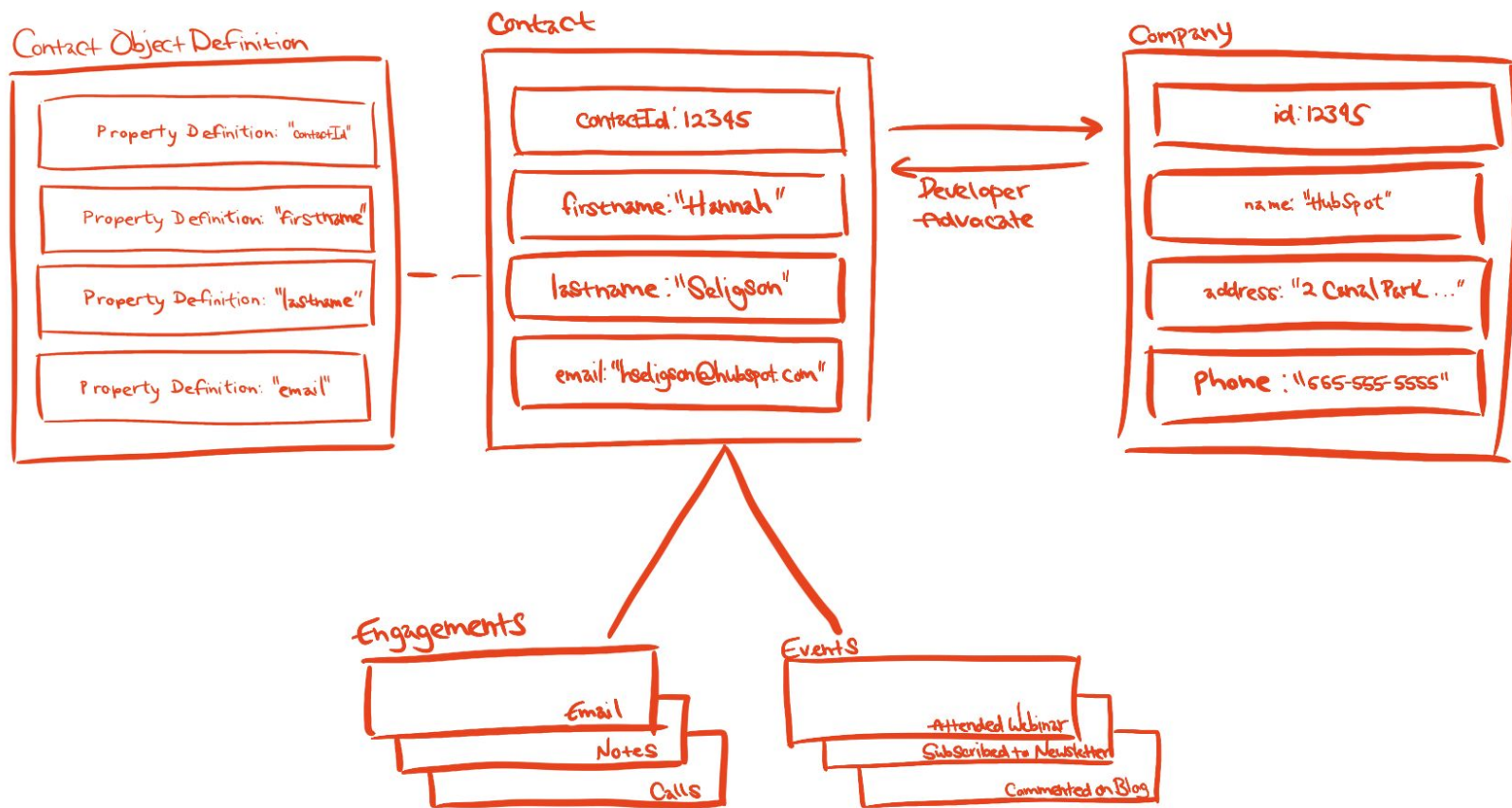
# Associations

In the HubSpot CRM, associations indicate the connections between objects and activities.

To manage these connections in bulk, you can utilize the associations endpoints to create, retrieve, or remove associations. The API allows you to associate various objects or engagements.



## HubSpot Basics



## Resources

- **Sequin Integration Docs with HubSpot:**  
<https://docs.sequin.io/integrations/hubspot/setup>
- **HubSpot API Docs:**  
<https://developers.hubspot.com/docs/api/overview>
- **App Partner Program:**  
<https://www.hubspot.com/partners/app>
- **Developer Tools:**  
<https://developers.hubspot.com/>

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# Thank You