Installation of Air Traffic Control for HubSpot

This how-to guide will allow HubSpot administrators to integrate Air Traffic Control with their HubSpot instance so you can start mining content insights from ATC and seamlessly syncing content recommendations into custom Air Traffic Control contact properties in HubSpot.

Step-by-Step Instructions

Want to fly solo and use our in-app guided onboarding process? This guide can be a companion to the in-app support we have to get you up and running.

Want a co-pilot from the start? Please go ahead and request a demo if you'd like to learn more and be guided through the integration process by a human.

If you are a HubSpot super admin you can kickoff a free Test Flight right now.

Ready for a solo flight?

Determine how many contacts you'd like to import into ATC from HubSpot. We suggest starting by selecting or creating a list of contacts within your HubSpot instance that you'd like to really get to know with ATC.

What if you're not a Super Admin?

Contact a HubSpot administrator at your organization and send them this guide, contact us at tower@airtrafficcontrol.io with any questions, or set up a call for you and your super admin with our team to get started.
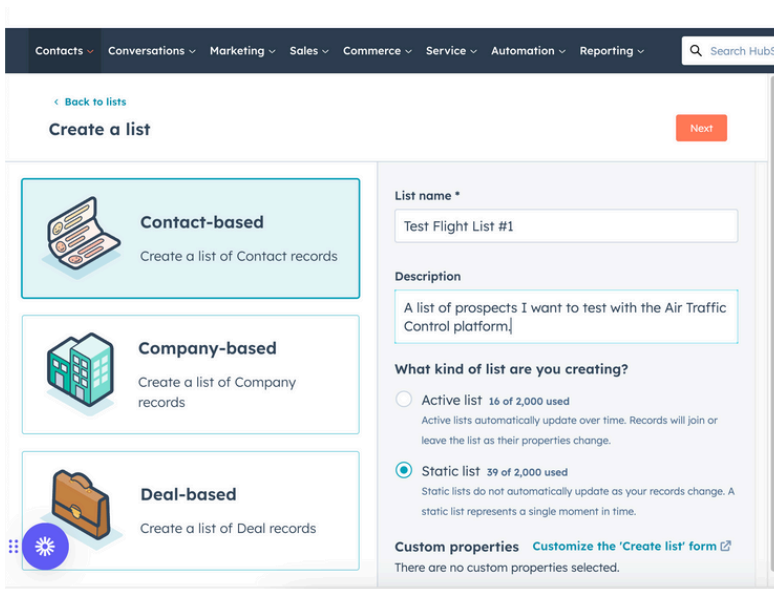
Why should I make a list first?

While we think you'll eventually want to board everyone in your HubSpot database, you can also start with a focused passenger list so you can keep focus on a smaller group for your first Test Flight.

Once HubSpot is connected, ATC will start building rich interest graphs based on the HubSpot engagement data for your contacts automatically. Turn up contacts with low or no engagement data? Our LinkedIn social enrichment tool can bring mine data from LinkedIn posts, interaction histories and engagement to help you understand their topic and content preferences inside and out.

So, let's get started!

- Use a pre-existing HubSpot contact list (or lists) you've created
- Or, create a new one

What kind of filters should you use? Maybe you want to find out more about members of a certain campaign, understand people in specific workflows or enrollments, or those who have had a specific marketing interaction. The sky's the limit.

Got your passenger manifest?

Navigate to our Free Trial page: www.airtrafficcontrol.io/free-trial

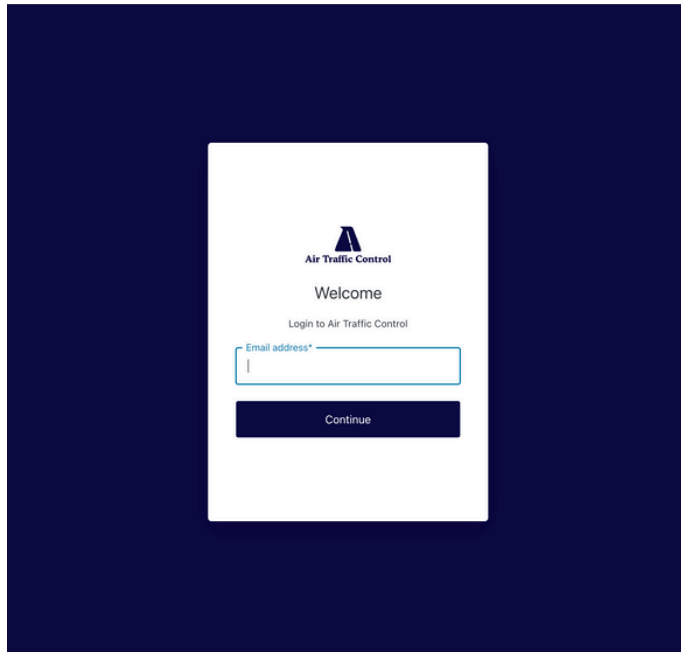Enter your info as well as your marketing automation platform and cms provider and we'll start sending you through passport control.

Check Your Email

Your confirmation code should have arrived from Passport Security.
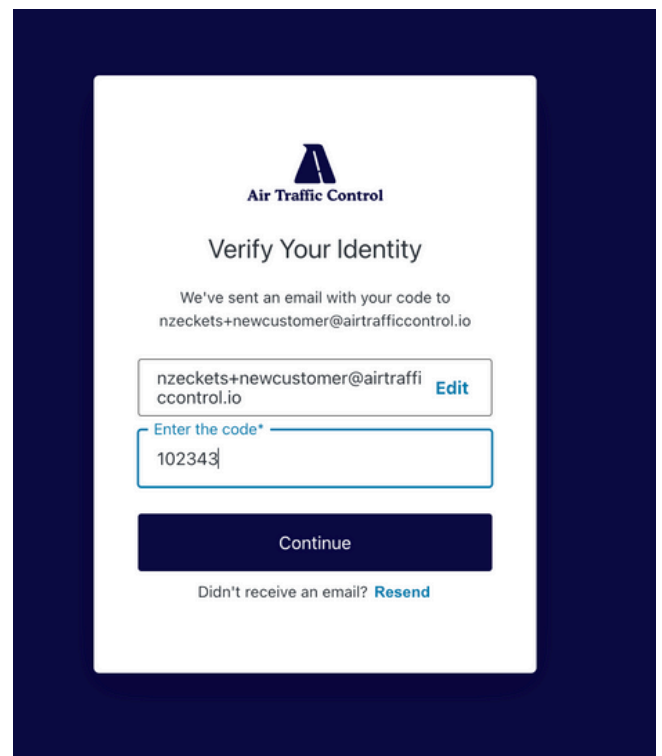
You'll now be asked to connect your HubSpot account that you choose.

Excuse us for a 48 hour layover.

You'll be directed to the exit page of ATC while we start pulling in data from HubSpot and connecting it to ATC. You'll be notified by email once your account is set up.

Received an email?

Congrats! You're connected and we've even included metrics on content recommendations in your welcome email.

We need a valid credit card to get started. You won't be charged until after your trial ends, and we'll remind you in case you'd like to land at a different destination.

Air Traffic Control

You're not getting charged, but we wanna know that you could be charged if your Test Flight is as awesome to you as we know it will be. Don't worry, we'll remind you to let us know if you want to take flight with ATC!

Card number

1234 1234 1234 1234   VISA

Expiration   CVC

MM / YY   CVC

Country   ZIP

United States   ⌄   12345

By providing your card information, you allow airtrafficcontrol to charge your card for future payments in accordance with their terms.

Confirm

Thanks for taking care of that and signing up for your Test Flight! We're so excited to show you what ATC can do.