



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.

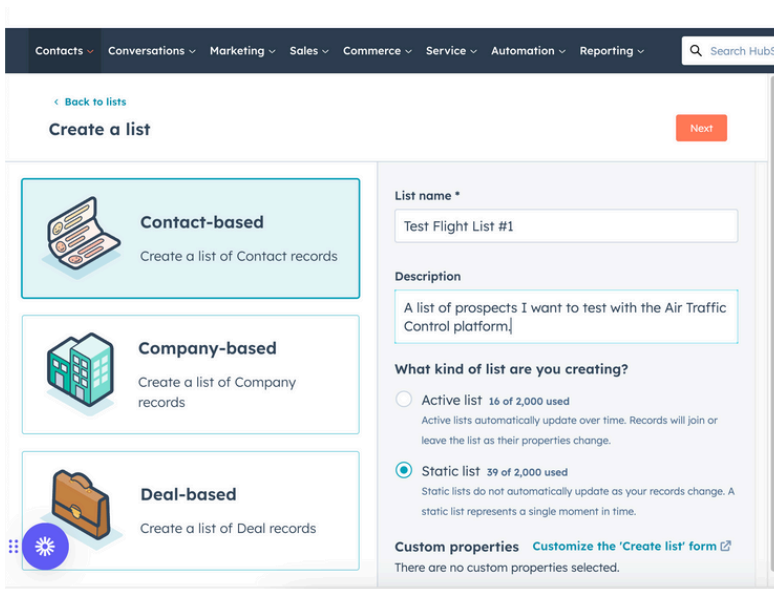
Why should I make a list first?

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



The screenshot shows the HubSpot 'Create a list' interface. On the left, there are three options: 'Contact-based' (Create a list of Contact records), 'Company-based' (Create a list of Company records), and 'Deal-based' (Create a list of Deal records). On the right, the form fields are filled out: 'List name' is 'Test Flight List #1', 'Description' is 'A list of prospects I want to test with the Air Traffic Control platform.', and 'What kind of list are you creating?' has 'Static list' selected (39 of 2,000 used). There is also a 'Next' button in the top right corner.

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.



Air Traffic Control

Got your passenger manifest?

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

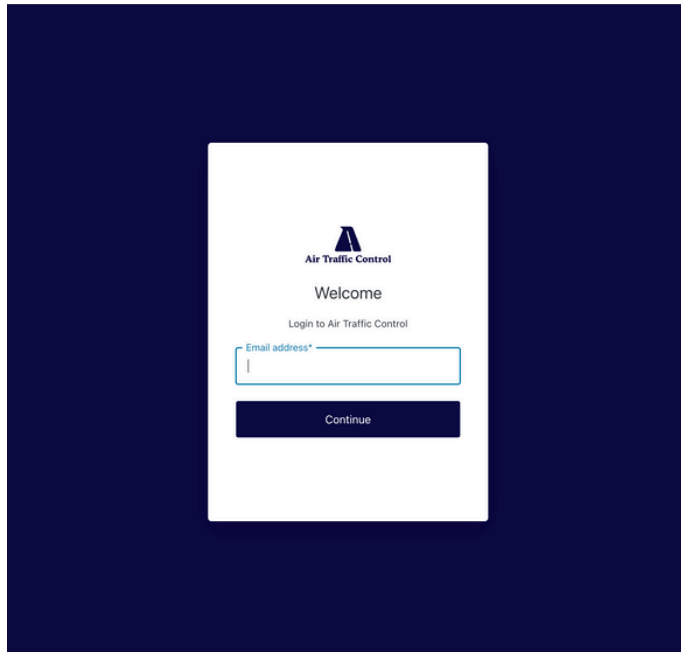
The screenshot shows a sign-up form for a free trial. On the left, there is a heading "Get to know who is in your database" and a sub-heading "Essential Content Insights in Hours". Below this, there are three icons representing different stages of the process: a clock for integration, a padlock for security, and a bar chart for insights. On the right, there is a form with the following fields: "Email*" (julia@airtrafficcontrol.io), "Company name*" (Air Traffic Control), "Company website URL*", "What marketing automation platform do you use?*" (HubSpot), and "What CMS do you use?*" (HubSpot). A red "Start a free trial" button is at the bottom.

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

The screenshot shows a screen titled "Please connect your hubspot" with the Air Traffic Control logo at the top. Below the title, there is a vertical timeline with four steps: 1. We're creating your account, 2. Then you'll be asked to input your email again, 3. You'll receive a confirmation code in your inbox (Passport Security is tight around here), and 4. Then you'll connect your HubSpot account. A red "Connect" button is at the bottom.



Air Traffic Control




Check Your Email


Your confirmation code should have arrived from Passport Security.

^ Unread

☆ > Your Air Traffic Co. Login Now to Air Traffic Control

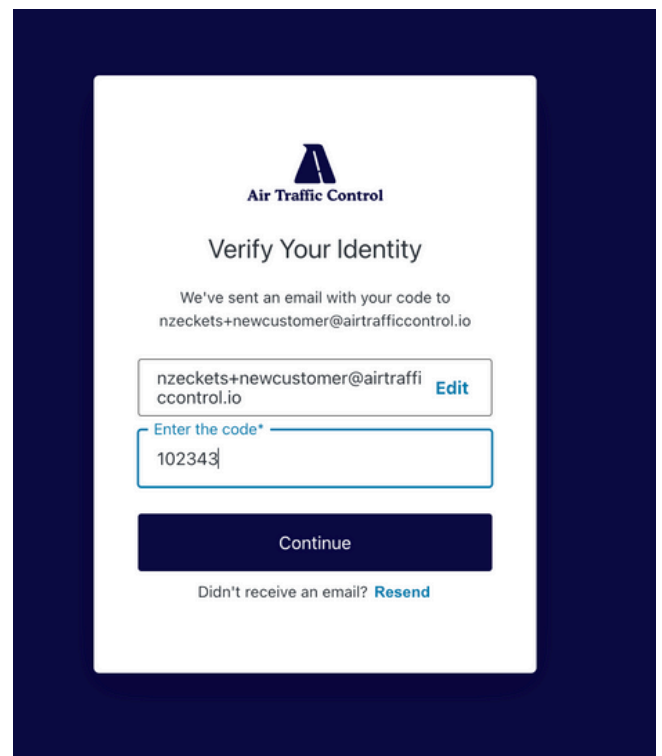
Login Now to Air Traffic Control > Inbox x

 **Your Air Traffic Control Co-Pilot** <radar@airtrafficcontrol.io>
to nzeckets+newcustomer ▾

 [Log email to HubSpot](#) ▾

Your Code to Login to Air Traffic Control is: 102343

This is a system email that you cannot unsubscribe from as it is requi





Air Traffic Control

You'll now be asked to connect your HubSpot account that you choose.



Air Traffic Control

Connecting your **Air Traffic Control - Radar** account to **HubSpot**

Create a new HubSpot account

Sign in to your HubSpot account



Air Traffic Control



Connecting **Air Traffic Control - Radar** to **HubSpot**

Air Traffic Control - Radar by airtrafficcontrol.io

Choose an account

NAME	DETAILS
<input type="radio"/> ATC Sandbox Account	atc-sandbox-account.airtrafficcontrol.io 24375353
<input type="radio"/> Air Traffic Control	airtrafficcontrol.io 23572373



Air Traffic Control


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


Expiration CVC



Country ZIP

▼

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.