



Salone del Mobile. Milano

DMA

How to use the integration between Matchmaking and HubSpot CRM

Need support?

i Contact your HubSpot Partner

Don't have a HubSpot Partner? [Contact DMA](#)

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Matchmaking Integration with HubSpot CRM i Help

The fields in the Matchmaking software are pre-filled and cannot be changed. On the right column you decide in which HubSpot property to synchronize the data. If you select a HubSpot dropdown property you may be asked to map the internal values as well. Visit all 3 tabs to map the relevant fields. Within the same session you can navigate within the tabs with the arrows.

General Information Geographic information Static information

MATCHMAKING

Field	Type	HubSpot Property
Province	Single-line text	→ Select
City	Single-line text	→ Select
Nationality	Dropdown	→ Select

HUBSPOT

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Access to the integration

To access the integration, follow these steps:

- Log in to the [Salonemilano.it](#) platform with exhibitor credentials, go to the Digital Services - Matchmaking - CRM integration section
- Click on the “integrate” button

Report scansioni

Le tue utenze (5/10)

Integrazione CRM

Integrazione CRM
Puoi configurare le integrazioni con i CRM esterni supportati dalla nostra piattaforma. Le integrazioni sono disponibili fino al [data limite].

Salesforce
Per configurare l'integrazione, accederai a Salesforce dove troverai tutti i dettagli necessari per completare l'operazione.

HubSpot
Per configurare l'integrazione, accederai a HubSpot dove troverai tutti i dettagli necessari per completare l'operazione.

Collega il tuo CRM
Se il CRM che utilizzi non è presente, puoi inviarci una richiesta. Il nostro team valuterà la possibilità di aggiungerlo alle integrazioni supportate.

Documentazione

Integra

Documentazione

Integra

Richiedi integrazione

After clicking the button, you will be redirected to the login page, where you need to enter your HubSpot account credentials and select the HubSpot account to which the data will be sent.

Connessione di **Salone del Mobile** a HubSpot

Salone del Mobile da [salonemilano.it](#)

Scegli un account

Nome	Dettagli
DMA Dev	Test Test
<input checked="" type="radio"/> DMA - Demo Account	Test Test
DMA	Test Test

Scegli account

Indietro Avanti

If the login is successful, you will be redirected to the web app, where you can configure the field mapping for synchronization.

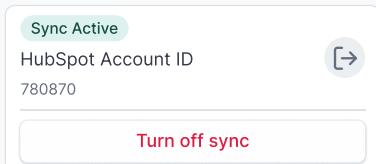
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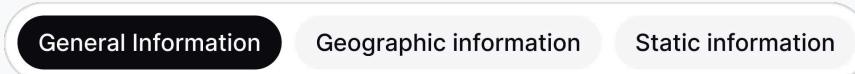
Interface Modules

HubSpot Account



The card in the top right corner shows the HubSpot account you are using for mapping. Clicking the icon allows you to log out without affecting the mapping. Clicking on “Turn off sync” will turn off synchronization.

Navigation Tab



This element allows you to switch between the three mapping tabs without losing any data.

Field Mapping

A screenshot of the field mapping interface showing two columns of properties. The left column (Matchmaking) includes: Email, Create Date & Time, Update Date & Time, Name, Surname, Telephone, and User Type. The right column (HubSpot) includes: Email, Select (Date picker), Select (Date picker), Select (Single-line text), Select (Single-line text), Select (Single-line text), and Select (Dropdown). Each row has a 'Don't sync' checkbox.

The mapping is structured into two columns:

- **Matchmaking:** Displays all properties and profiling values from the Salone del Mobile app.
- **HubSpot:** Allows you to select the corresponding HubSpot property for synchronization. The platform automatically filters HubSpot properties to show only those compatible with the data type from Matchmaking.



Nationality	Dropdown	→	Select	<input type="checkbox"/> Don't sync
Afghanistan		→	Select	▼
Albania		→	Select	▼

Field Mapping - General Information

The first tab to be mapped is "**General Information**", which contains the contact's profile fields.

- Create Date Time
- Update Date Time
- Name
- Surname
- Email
- Telephone
- User Type
- Company Name
- Operator Type
- Operator Type Details
- Company Role
- Notes → By selecting the "**Send Notes to activity notes**" checkbox, any notes taken during the event will also be synchronized as activity notes under the contact's activities..

(<https://knowledge.hubspot.com/records/manually-log-activities-on-records>)

Notes	Single-line text	→	Select	<input type="checkbox"/> Don't sync
<input type="checkbox"/> Send "Notes" to activity notes				

Field Mapping - Geographic Information

The second tab to be mapped is "**Geographic Information**", which contains fields related to geographic interest.

- Nationality
- Province
- City

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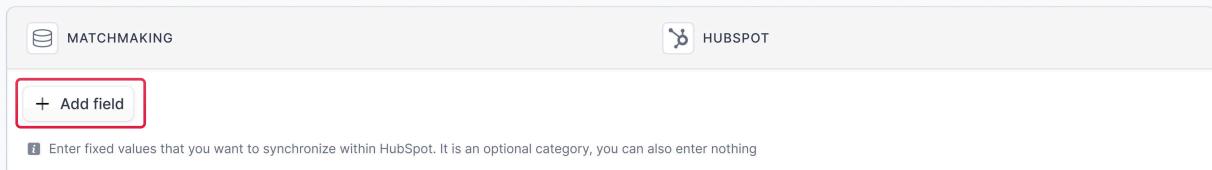
Don't have a HubSpot Partner? Contact DMA: <https://dma.it/sdm>



Field Mapping - Static Information

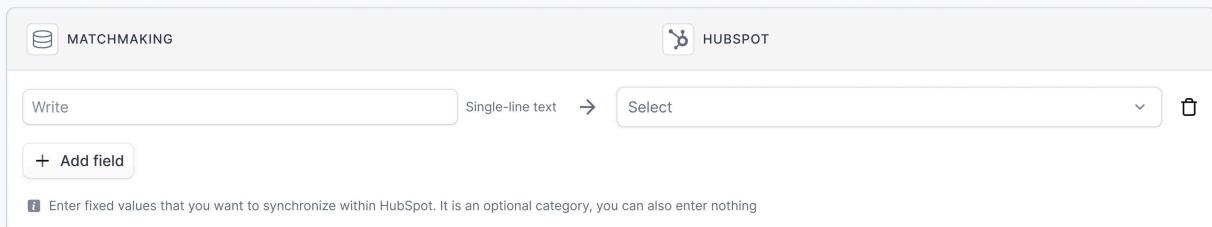
This final tab is optional. You can add static fields that will be imported into HubSpot*.

- Click "**Add field**" to include a new static field.



The screenshot shows the Matchmaking tab interface. At the top, there are two sections: "MATCHMAKING" and "HUBSPOT". Below the Matchmaking section is a button labeled "+ Add field" with a red box drawn around it. A tooltip below the button says: "Enter fixed values that you want to synchronize within HubSpot. It is an optional category, you can also enter nothing".

- Enter the desired value in the Matchmaking field.
- Select the HubSpot property where you want to synchronize the entered value.



The screenshot shows the Matchmaking tab interface with a field mapping configuration. It includes a "Write" field, a "Single-line text" mapping arrow, a "Select" field, and a "HubSpot" section. Below the "Select" field is a "Select" dropdown and a trash can icon. A tooltip at the bottom says: "Enter fixed values that you want to synchronize within HubSpot. It is an optional category, you can also enter nothing".

Static fields are applied uniformly to all contacts synchronized during the event. A common use case for this feature is storing the year of the trade show edition. For example, enter "2025" in the Matchmaking field and map it to a single-line text property in HubSpot named "Year of Last Trade Show."

Completing the Mapping Configuration

After mapping all fields, follow these steps to save and activate the configuration:

- Click the "**Finish and Save Configuration**" button located in the "Static Information" tab.
- A success message will confirm that the configuration has been saved.
- You can modify the configuration at any time during the event if needed.



FAQ

What happens if I select the "Don't sync" option for a field?

If you select "Don't sync", the data in that field will not be synchronized between Matchmaking and HubSpot.

How do I map internal values, such as those in dropdowns?

When you select a corresponding HubSpot field for a dropdown, you will be prompted to match each Matchmaking value to its corresponding value in HubSpot.

Is it possible to sync only a subset of internal field values?

No, currently, synchronization applies to the entire field.

I can't find the HubSpot field I want to use for synchronization. What can I do?

Make sure the field exists in HubSpot and is configured with the correct data type. The software automatically filters compatible fields with Matchmaking. For example, a date field cannot be synchronized with a dropdown.

How are mandatory fields handled?

All fields are mandatory. If you do not want to map a field, select the "Don't sync" checkbox.

Can I modify the mapping later?

Yes, you can modify the mapping by accessing the software again. However, data that has already been synchronized will not be updated retroactively.

Is it possible to undo a synchronization?

No, once the data has been synchronized, the process cannot be undone. However, you can modify future synchronizations by adjusting the mapping settings or manually delete and edit the synchronized data directly in HubSpot if necessary.



FAQ

If I switch tabs, will the fields I mapped be lost?

No, switching tabs will not cause any data loss. The mapped fields are automatically saved as you navigate between tabs.

I accidentally closed the tab without saving. Did I lose the mapping?

Yes, if you closed the tab without saving, the mapping will be lost.

Can I configure the synchronization with multiple HubSpot accounts?

No, the synchronization can be configured with only one HubSpot account at a time. If you need to change the account, you must log out and connect a different HubSpot account.

How do I synchronize a HubSpot "Multiple Checkboxes" property?

Integration overwrites any information already present.

In case you want to work in addition (Append) we recommend saving the information in a new property and then running a Workflow that goes to update the desired one.

What permissions are required to configure the synchronization?

You must have Super Admin or Partner Admin permissions in HubSpot to configure the necessary fields and integrations.



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I don't feel confident proceeding on my own. Do you offer consultancy services?

If you already have a HubSpot Partner contact them.

If you Don't have a HubSpot Partner, you can contact **DMA**, the Customer Experience Company that designed and developed the connector, for expert guidance.

DMA

Diamond HubSpot Partner

Over 300 successful Digital Transformation projects.

In the furniture industry, we collaborate with esteemed brands such as Bertazzoni, Fantini, Effe, Cefla, ITAB,...

Other notable clients include Amadori, Galbani Professionale, Ferretti Group, and Maticmind.

<https://dma.it/sdm>



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