

HubSpot Integration for Alchemer Survey

The Alchemer HubSpot Integration is available as part of our enterprise plans. If you are interested in the HubSpot Integration, please [contact us](#) for additional information.

What it is

The HubSpot Integration for Alchemer Survey allows you to **connect feedback directly to your HubSpot CRM data**. With this integration, you can create, update, retrieve, or upsert contact records in HubSpot based on survey responses. Recent updates include enhanced search capabilities with the **OR operator**, giving you more flexibility in how records are matched, and the addition of a new **Upsert Contact** action.

Why it matters

By tying survey responses directly to HubSpot, you ensure that customer insights don't just sit in a report—they become actionable data in your CRM. Whether you're updating existing records, creating new ones, or making sure contacts are always up to date, this integration helps you **close the feedback loop** and maintain a complete, accurate view of your customers. The new OR search operator expands your ability to find records that meet broader conditions, while the new Upsert Contact action saves time by eliminating duplicate effort across create and update actions.

How it works

You can choose from several HubSpot actions when setting up your survey integration:

- **Get record** – Retrieve data from a HubSpot record, now with support for OR search conditions.
- **Update record** – Modify fields in an existing record, also enhanced with OR search logic.
- **Upsert contact** – Create a new HubSpot contact if one doesn't exist, or update an existing contact automatically.

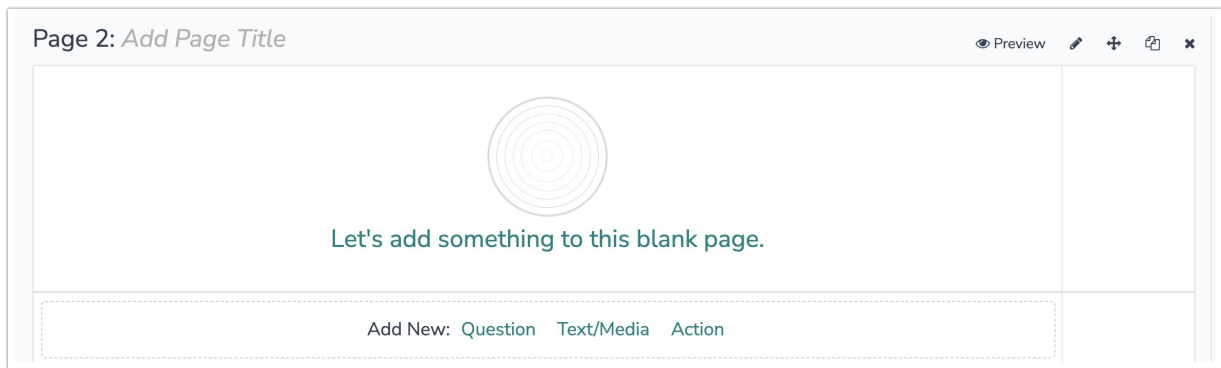
Each action includes configurable field mapping and flexible conditions, allowing you to seamlessly connect survey responses to the right HubSpot data.

Integration Setup

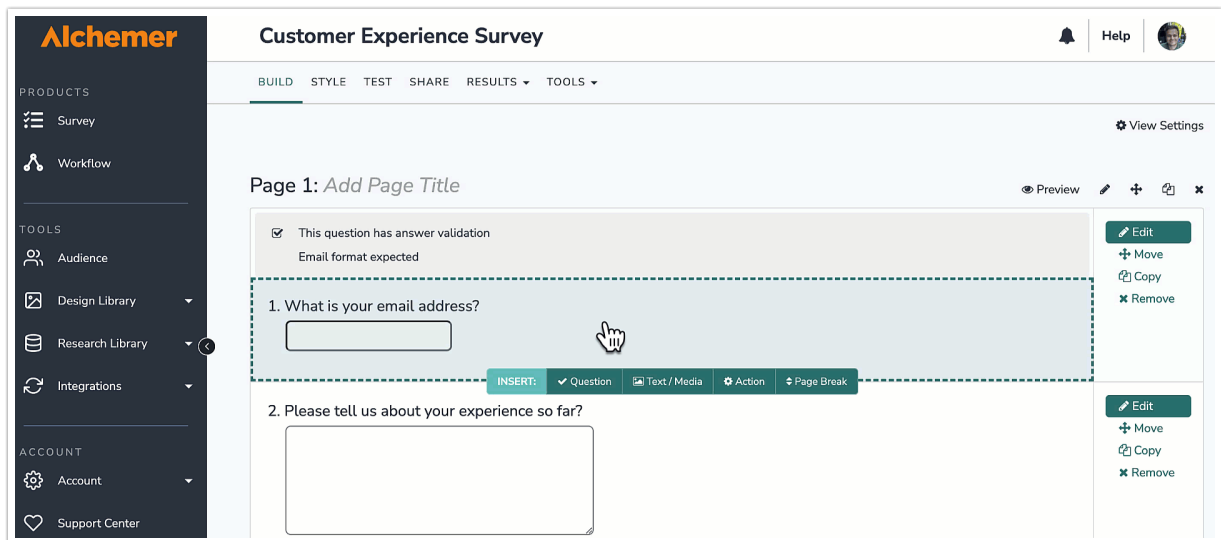
Adding an Integration Action

1. Select an existing survey or create a new survey. Then navigate to the Survey Builder.
2. Click "Add New: Action"

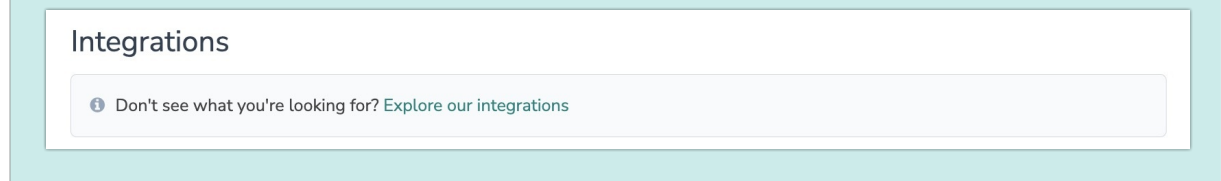
You cannot add this Integration Action to the first page of the survey.



3. In the Add Action modal, scroll down to Integrations. Then click "Add" for one of your purchased integrations.



If you haven't purchased any additional integrations, you will see the below screen:



4. Select the action you would like to perform:

- Update record: Update a record in HubSpot. [Jump to section.](#)
- Get record: Get a record from HubSpot. [Jump to section.](#)
- Create record: Create a record in HubSpot. [Jump to section.](#)
- Upsert contact: Upsert a contact in HubSpot. [Jump to section.](#)

If you need access to additional HubSpot Objects, please contact us.

Configure Action

PRIMARY SETUPLOGICADVANCED

< Back

Select Action

Select the action you would like to perform.

Update record

Update a record in HubSpot

Get record

Get a record from HubSpot

Create record

Create a record in HubSpot

Upsert contact

Upsert a contact in HubSpot

Cancel

Next

HubSpot | Update Record

You will need:

- To authenticate with HubSpot
- Fields in this survey used to find the record to update
- Fields in this survey used to update the record

Configure Action

PRIMARY SETUP

LOGIC

ADVANCED

HubSpot | Update record

Update a record within a HubSpot object

You will need:

- To authenticate with HubSpot
- Fields in this survey used to find the record to update
- Fields in this survey used to update the record

Need help? [Learn more](#)

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1. Select the "Update record" action.

3. Select the object type you would like to use.

Edit Action

PRIMARY SETUPLOGICADVANCED

HubSpot | Select object

Select the object type

Select object*

Contacts

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4. Select the fields in this survey that contain the values you want to use to find the specific record.

Edit Action

PRIMARY SETUPLOGICADVANCED

HubSpot | Find record

Select the fields in this survey that contain the values you want to use to find the specific record

Use this Alchemer field value

to match this HubSpot field

Question | 1. Input 1 (id: 2)

Choose an option

Question | 2. Input 2 (id: 3)

Choose an option

Add a new mapping

Select operator*

AND

Depending on the operator chosen below, each field will be separated by the OR, or the AND operator.

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5. Select the fields in this survey that contain the values you want to use to update the record.

Edit Action

PRIMARY SETUPLOGICADVANCED

HubSpot | Update record

Select the fields in this survey that contain the values you want to use to update the record

Use this Alchemer field value

to update this HubSpot field

Question | 3. Update (id: 4)

Choose an option

Add a new mapping

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6. Select one or more fields from the dropdown to identify the record you want to update.

If you select more than one field, you can now choose whether to combine them using **AND** logic (all conditions must be met) or **OR** logic (any condition can be met).

Edit Action

PRIMARY SETUPLOGICADVANCED

HubSpot | Get data back

Select the fields you want to get back.

Use this HubSpot field

Use this HubSpot field

Use this HubSpot field

Use this HubSpot field

Add a new mapping

To update this Alchemer survey field

To update this Alchemer survey field

To update this Alchemer survey field

To update this Alchemer survey field

Question | 4. Message (id: 6)

Question | 5. Output 1 (id: 5)

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How to Create Fields in Alchemer

1. Add survey questions that when answered will provide the desired field. (Example: What is the customer email address?)
2. Create a container using a [Hidden Value](#). These Hidden Values can then be mapped to fields in Gladly and used as [Merge Codes](#) in your survey.

7. Setup complete.

Edit Action

PRIMARY SETUP

LOGIC

ADVANCED

HubSpot | Setup complete

A log of each run result can be found in the Individual Responses > Action Log.

A status code is available in the action metadata:

200: Record was successfully updated.

202: Multiple records were found. Please update your query to select unique fields.

400: The external integration returned an error.



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Save

HubSpot | Get Record

You will need:

- To authenticate with HubSpot
- Fields in this survey used to find the record
- Fields in this survey used to get data back about the record

Configure Action

PRIMARY SETUP

LOGIC

ADVANCED

HubSpot | Get record

Get a record from a HubSpot object

You will need:

- To authenticate with HubSpot
- Fields in this survey used to find the record
- Fields in this survey used to get data back about the record

Need help? [Learn more](#)

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1. Select the "Get Record" integration action.

Configure Action

PRIMARY SETUPLOGICADVANCED

< Back

Select Action

Select the action you would like to perform.

Update record

Update a record in HubSpot

Get record

Get a record from HubSpot

Create record

Create a record in HubSpot

Upsert contact

Upsert a contact in HubSpot

Cancel

Next

2. Authenticate with your HubSpot account.

You do not need to enter a Developer API key. It is only required for marketing app operations.

Configure Action

PRIMARY SETUPLOGICADVANCED

HubSpot | Authentication

Authenticate with HubSpot

You do not need to enter a Developer API key

New authentication

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3. Select the object type you would like to use.

Edit Action

PRIMARY SETUPLOGICADVANCED

HubSpot | Select object

Select the object type

Select object*

Contacts

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4. Select the fields in this survey that contain the values you want to use to find the specific record.

If you select more than one field, you can now choose whether to combine them using **AND** logic (all conditions must be met) or **OR** logic (any condition can be met).

Edit Action

PRIMARY SETUPLOGICADVANCED

HubSpot | Find record

Select the fields in this survey that contain the values you want to use to find the specific record

Use this Alchemer field value

to match this HubSpot field

Question | 1. Input 1 (id: 2)

HubSpot | Email

Add a new mapping

Select operator*

AND

Depending on the operator chosen below, each field will be separated by the OR, or the AND operator.

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5. Select the fields you want to get back.

Edit Action

PRIMARY SETUPLOGICADVANCED

HubSpot | Get data back

Select the fields you want to get back

Use this HubSpot field

Use this HubSpot field

Action | Metadata | message

HubSpot | First Name

Add a new mapping

To update this Alchemer survey field

To update this Alchemer survey field

Question | 3. Message (id: 5)

Question | 4. Output (id: 4)

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How to Create Fields in Alchemer

1. Add survey questions that when answered will provide the desired field. (Example: What is the customer email address?)
2. Create a container using a [Hidden Value](#). These Hidden Values can then be mapped to fields in Gladly and used as [Merge Codes](#) in your survey.

6. Setup complete

Edit Action

PRIMARY SETUP

LOGIC

ADVANCED

HubSpot | Setup complete

A log of each run result can be found in the Individual Responses > Action Log.

A status code is available in the action metadata:

200: A single record was successfully found

201: Query ran successfully, but no records were found

202: More than one record was found. The first record is used for the values returned to Alchemer

400: The external integration returned an error



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Save

HubSpot | Create Record

You will need:

- To authenticate with HubSpot
- Fields in this survey used to create the record

Configure Action

PRIMARY SETUPLOGICADVANCED

HubSpot | Create record

Create a record within a HubSpot object

You will need:

To authenticate with HubSpot

Fields in this survey used to create the record

Need help? [Learn more](#)

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1. Select the "Create Record" integration action.

Configure Action

PRIMARY SETUPLOGICADVANCED

< Back

Select Action

Select the action you would like to perform.

Update record

Update a record in HubSpot

Get record

Get a record from HubSpot

Create record

Create a record in HubSpot

Upsert contact

Upsert a contact in HubSpot

Cancel

Next

2. Authenticate with your HubSpot account.

You do not need to enter a Developer API key. It is only required for marketing app operations.

Configure Action

PRIMARY SETUPLOGICADVANCED

HubSpot | Authentication

Authenticate with HubSpot

You do not need to enter a Developer API key

New authentication

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3. Select the object type you would like to use.

Edit Action

PRIMARY SETUPLOGICADVANCED

HubSpot | Select object

Select the object type

Select object*

Contacts

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4. Select the fields in this survey that contain the values you want to use to create the record.

Configure Action

PRIMARY SETUPLOGICADVANCED

HubSpot | Create record

Select the fields in this survey that contain the values you want to use to create the record

Use this Alchemer field value

to update this HubSpot field

Question | 1. Input 1 (id: 2)

HubSpot | Additional email addresses

Question | 4. Output (id: 4)

HubSpot | Buying Role

Add a new mapping

PreviousNext

5. Select the fields you want to get back.

Configure Action

PRIMARY SETUPLOGICADVANCED

HubSpot | Get data back

Select the fields you want to get back.

Use this HubSpot field

Use this HubSpot field

Use this HubSpot field

Use this HubSpot field

Add a new mapping

To update this Alchemer survey field

To update this Alchemer survey field

To update this Alchemer survey field

To update this Alchemer survey field

Question | 2. Input 2 (id: 3)

Question | 1. Input 1 (id: 2)

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How to Create Fields in Alchemer

1. Add survey questions that when answered will provide the desired field. (Example: What is the customer email address?)
2. Create a container using a [Hidden Value](#). These Hidden Values can then be mapped to fields in Gladly and used as [Merge Codes](#) in your survey.

Data about the action is available for use in your survey. You can map this data back to fields in Alchemer.

For example, if there is an error in the action you can skip the rest of the survey questions for that respondent.

6. Setup complete

Edit Action

PRIMARY SETUP

LOGIC

ADVANCED

HubSpot | Setup complete

A log of each run result can be found in the Individual Responses > Action Log.

A status code is available in the action metadata:

200: A single record was successfully found

201: Query ran successfully, but no records were found

202: More than one record was found. The first record is used for the values returned to Alchemer

400: The external integration returned an error



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HubSpot | Upsert Contact

You will need:

- To authenticate with HubSpot
- Fields in this survey used to look up the contact
- Fields in this survey used to upsert the contact

Configure Action

PRIMARY SETUP

LOGIC

ADVANCED

HubSpot | Upsert contact

Upsert a contact within HubSpot

You will need:

- To authenticate with HubSpot
- Field in this survey used to look up the contact
- Fields in this survey used to upsert the contact

Need help? [Learn more](#)

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1. Select the "Upsert contact" action.

Configure Action

PRIMARY SETUPLOGICADVANCED

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Select Action

Select the action you would like to perform.

Update record

Update a record in HubSpot

Get record

Get a record from HubSpot

Create record

Create a record in HubSpot

Upsert contact

Upsert a contact in HubSpot

Cancel

Next

2. Authenticate with your HubSpot account.

You do not need to enter a Developer API key. It is only required for marketing app operations.

Configure Action

PRIMARY SETUPLOGICADVANCED

HubSpot | Authentication

Authenticate with HubSpot

You do not need to enter a Developer API key

New authentication

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3. Select the fields in Alchemer that you would like to use to look up for the upsert. This needs to be the contact email.

Edit Action

PRIMARY SETUPLOGICADVANCED

HubSpot | Find record

Select the field in Alchemer that you would like to use to look up for the upsert. This needs to be the contact email.

Use this Alchemer field value

to match this HubSpot field

Question | 1. Input 1 (id: 2)

HubSpot | Email

Add a new mapping

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Next

4. Select the fields in this survey that contain the values you want to use to upsert the contact.

Edit Action

PRIMARY SETUPLOGICADVANCED

HubSpot | Upsert contact

Select the fields in this survey that contain the values you want to use to upsert the contact

Use this Alchemer field value

to update this HubSpot field

Question | 3. Update (id: 7)

HubSpot | Last Name

Add a new mapping

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5. Select the fields you want to get back.

Edit Action

PRIMARY SETUPLOGICADVANCED

HubSpot | Get data back

Select the fields you want to get back.

Use this HubSpot field

Use this HubSpot field

Action | Metadata | message

HubSpot | Id

Add a new mapping

To update this Alchemer survey field

To update this Alchemer survey field

Question | 4. Message (id: 5)

Question | 5. Output (id: 6)

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6. Setup complete.

Edit Action

PRIMARY SETUP

LOGIC

ADVANCED

HubSpot | Setup complete

A log of each run result can be found in the Individual Responses > Action Log.

A status code is available in the action metadata:

200: *Successfully upserted record.*

400: *The external integration returned an error.*



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FAQs

▸ What permissions do I need within Alchemer to set up and use the HubSpot integration?

▸ This integration doesn't fit my use cases, or I want to provide feedback to Alchemer!

Related Articles