

HUBSPOT × STRIPE · BILLING INTEGRATION

HubSpot Stripe **Integration** HubSpot × stripe

Stripe is your billing system; HubSpot is your CRM. Connected properly, subscription events drive deal updates, MRR roll-ups, churn signals, and lifecycle automation.

ACCREDITATIONS

Five HubSpot Solutions Partner accreditations

PARTNER TIER

Elite Solutions Partner

HubSpot's highest partner tier



HubSpot
Onboarding



Platform
Enablement



CRM Data Migration



Custom Integration



CRM Implementation

NATIVE VS CONFIGURED Same connection, very different outcome

NATIVE, OUT OF THE BOX

- HubSpot Payments connects Stripe for one-time payments and basic subscriptions
- Quotes turn into payment links; successful charges create deals
- Subscription events update deal properties
- Covers standard billing models out of the box

INSIDEA CONFIGURED

What we deliver

- ✓ Webhook events wired to deal and lifecycle updates
- ✓ Standard subscription property model on the deal object
- ✓ MRR and ARR rolled up at the company level for account reporting
- ✓ Dunning and win-back workflows fired by payment events
- ✓ Monthly reconciliation so billing and CRM never drift

HOW WE CONFIGURE IT Scoped to the outcome, then tested

01

Billing audit

Map your billing model: plans, proration, multi-product, invoicing, dunning.

02

Architecture

Native connector or webhook middleware, chosen against volume and complexity.

03

Property model

Subscription properties installed on deals; MRR and ARR rollups configured.

04

Signal wiring

Payment-failed, cancellation, and downgrade events driving CRM workflows.

05

Reconcile

Scheduled audits that catch drift between Stripe and HubSpot.

WHERE TEAMS GET STUCK

- ▲ Usage-based pricing and mid-cycle proration break the native connector
- ▲ Failed webhooks drop events silently without idempotent processing
- ▲ Trial subscriptions inflate active-customer counts in dashboards
- ▲ Multi-line-item subscriptions do not map to HubSpot deals natively
- ▲ Multi-currency accounts need normalization for reporting
- ▲ MRR drifts from billing reality without scheduled reconciliation

WHAT THAT COSTS YOU

Churn signals nobody acts on, MRR reports that disagree with Stripe, and dunning that never fires, exactly where revenue quietly leaks.

◆ COMPLEX INTEGRATIONS START WITH SCOPING

Every billing model is different. Usage-based pricing, proration, multi-product subscriptions, and invoicing flows all shape the work. Complex billing integrations are scoped separately, starting with a call to map what the integration must accomplish before we build or quote.

Make billing events drive your revenue process.

A 30-minute scoping call, then a fixed-fee plan to wire and test it.

[Book a scoping call →](#)