

HUBSPOT × ZOOM · NATIVE INTEGRATION

HubSpot Zoom **Integration** HubSpot × **zoom**

The native HubSpot Zoom app covers meeting creation and contact-level logging. The value shows up when meetings drive deal risk, coaching, and pipeline signal.

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

- Zoom links auto-generated when a HubSpot meeting is booked
- Meeting summaries posted to the contact timeline
- Attendees auto-associated when emails match contacts
- Cloud recording links synced to the record

INSIDEA CONFIGURED

What we deliver

- ✓ Meetings associated to open deals, not just contacts
- ✓ Transcripts pulled into searchable call properties
- ✓ Attendance-driven deal risk: champion-missed flags
- ✓ Noise filters: internal and sub-10-minute meetings excluded
- ✓ Recording consent configured and reps trained

HOW WE CONFIGURE IT Scoped to the outcome, then tested

01

Native install

App connected, recording policy set to cloud for revenue teams.

02

Deal wiring

Post-meeting webhook associates calls to open deals and updates activity.

03

Transcripts

Transcript text ingested into call properties for search and review.

04

Risk flags

Attendee counts and champion-present flags drive deal-risk workflows.

05

Filters

Only meetings with matched external contacts create CRM signal.

WHERE TEAMS GET STUCK

- ▲ Native logs to the contact only, never to the deal
- ▲ Internal standups and calendar tests pollute the CRM
- ▲ Local recordings never push URLs to HubSpot
- ▲ Buyers joining from personal emails are not associated
- ▲ Recording consent varies by jurisdiction and needs configuring
- ▲ Attendance signal exists but nothing acts on it

WHAT THAT COSTS YOU

Deal reviews with no meeting context, at-risk deals nobody flagged, and call recordings that exist but never inform coaching or forecasts.

◆ COMPLEX INTEGRATIONS START WITH SCOPING

Meeting volume, recording policy, and how attendance should drive deal risk all shape the work. Larger conversation-intelligence builds are scoped separately, starting with a call to map what meetings should tell your CRM before we build or quote.

Make every meeting a CRM signal.

A 30-minute scoping call, then a fixed-fee one-to-three-week build.

[Book a scoping call →](#)