

The Mitto logo features the word "mitto" in a white, lowercase, sans-serif font. A white arrowhead points to the right from the top of the letter 'o'.The HubSpot logo consists of the word "HubSpot" in a white, sans-serif font. The letter 'o' is replaced by an orange icon of a person with arms raised, resembling a robot or a person celebrating.

# HUBSPOT INTEGRATION

## How To Get Started

**Build powerful marketing campaigns from HubSpot using Mitto's integration for WhatsApp and Viber. HubSpot users can quickly and easily leverage Mitto's solution in just a few simple steps.**

We will show you how to start easily and send messages directly from HubSpot.

## PART 1

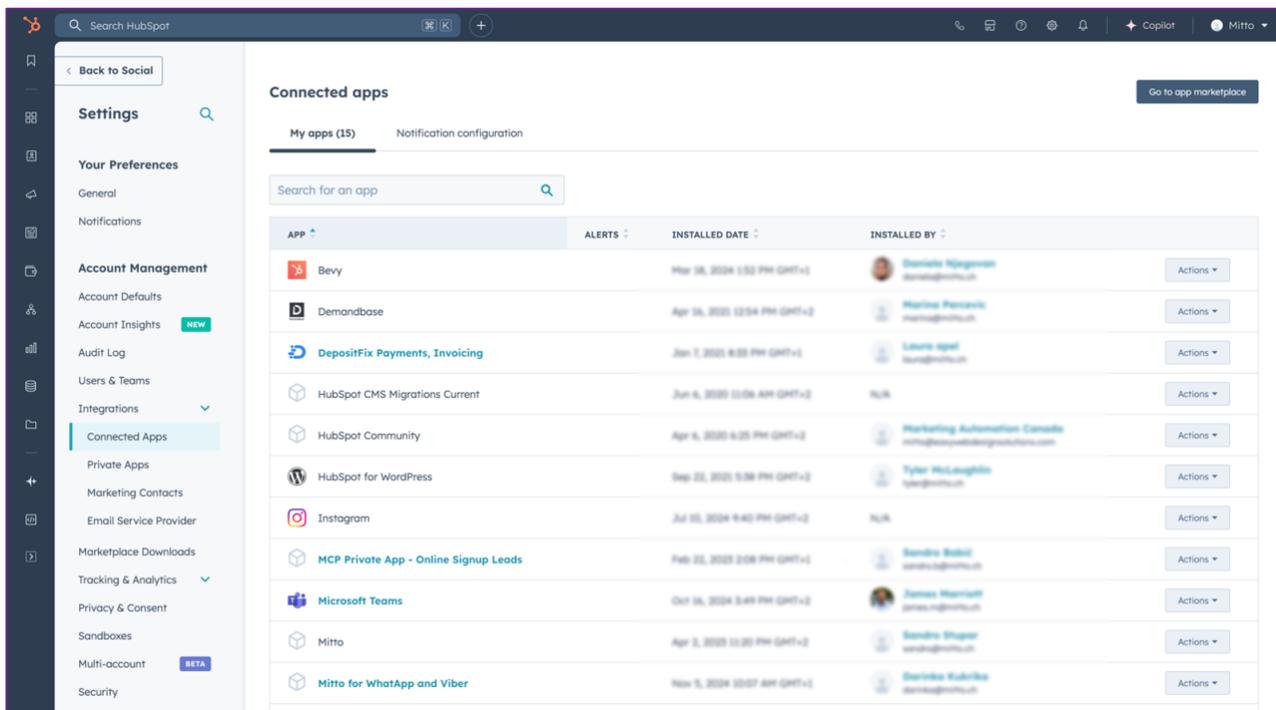
# MITTO INTEGRATION

### Prerequisites:

- HubSpot account
- **Mitto account:**
  - **Guide** – [How to create Mitto account](#), and find API keys
  - **Guide** – [How to create WhatsApp templates](#)

With **HubSpot's App Marketplace**, you can integrate tools you need for your business with your HubSpot account.

- From your HubSpot account navigate to **Settings > Account Setup > Integrations > Connected Apps**



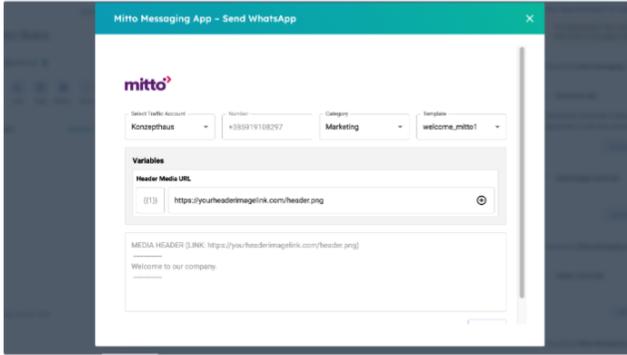
- Click to the **Go to app marketplace** button
- Search for **Mitto for WhatsApp and Viber**
- Click to the **Mitto for WhatsApp and Viber** application
- On the listing page, click to the **Install app** button

## Mitto for WhatsApp and Viber

Boost your marketing metrics with popular chat apps.

[View setup guide](#)
Install app

Overview
Features
Shared data
Pricing
Reviews



### Details

Provider  
[Mitto AG](#)

Total installs  
<10 installs

Categories  
Live Chat Marketing Automation

Languages this app is available in  
English

### Requirements

HubSpot Account Permissions  
No HubSpot permissions required. Mitto for WhatsApp and Viber may request additional permissions while connecting.

Mitto AG Subscription  
[Free plan](#)

### Resources

- [Setup guide](#)
- [Company website](#)

### Mitto for WhatsApp and Viber Integration Overview

Mitto is taking HubSpot marketing workflows to a new level with omnichannel messaging supporting WhatsApp and Viber as part of our integration. Adding these channels to lifecycle marketing efforts allows you to reach 2 billion users on WhatsApp and 1.1 billion on Viber. Both channels help you to build credibility and trust with customers through a verified commercial account. Boost your marketing metrics with popular chat apps and rich messaging experience for more

- Choose your account you want to connect and click **Connect app** and allow Mitto to connect to your data.

### Connecting Mitto for WhatsApp and Viber to Hub...

**This app hasn't been reviewed or approved by HubSpot**  
Make sure you trust this developer before connecting it to your account

#### Mitto for WhatsApp and Vi...

by [mitto.ch](#)

**This app is requesting access to your HubSpot account. Continue connecting if you agree.**

- v

**Manage and view your CRM data**

View details about property settings for contacts.

View properties and other details about contacts.
- ⚡

**Create timeline events**

Grants access to manage custom activities on HubSpot CRM records. This includes creating or updating records.
- ⚙️

**Basic HubSpot account information**

This includes your user email address and the account's primary domain.

Connect app
Cancel

This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

3

- Now you will see it under your connected apps. Under **Actions**, go to **Settings** and setup Mitto integration by **adding your API key** and registered **WhatsApp templates**.
  - **Guide** – [How to create Mitto account](#) and **find API keys**
  - **Guide** – [How to create WhatsApp templates](#)

The screenshot shows the 'General settings' page in Mitto. It features a header 'General settings' and a sub-header 'General settings' with the note 'These preferences apply only to this app and how it works in HubSpot.' Below this are four distinct settings cards:

- API Key:** 'Update or enter your API key' with an 'API Key' button.
- Phone Property Name:** 'Update or enter phone property name' with a 'Phone Property Name' button.
- WhatsApp Templates:** 'Create and Edit WhatsApp Templates' with a 'WhatsApp Templates' button.
- Notifications Workflow:** 'Create Notification Workflow Action' with a 'Create' button.

- API key – insert API key here to connect platforms (instructions linked above). **Please note:** Each time you add a new traffic account for Viber or WhatsApp in Mitto, you need to re-apply API key in Hubspot.
- Phone property name: choose default property which will be used when sending messages to contacts.
- WhatsApp templates – here you see existing templates and you can create a new one.
- Notification workflow – once you activate it by clicking “Create” here, Flow will automatically appear, no need to edit anything, just keep it like that in your flows. Now whenever someone replies, contact owner will get a notification. The flow is shown below for your reference.

Back to workflows Notification Demo

File ▾ Edit ▾ Settings View ▾ Help ▾

### 1. Send in-app notification

Cancel Save

**Edit action** Contacts in action

**Recipients \***

**Send to users**  
Choose users ▾

**Send to teams**  
Choose teams ▾

**Send to existing owners**  
Contact owner x ▾

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**Notification type ⓘ**

Desktop

Mobile app

**Incoming**

[Show details](#)

+

**1. Send in-app notification**

Send **New Message** to **Contact owner**.

[Show details](#)

+

END

### 1. Send in-app notification

Cancel Save

**Notification type ⓘ**

Desktop

Mobile app

**Subject \***

New Message

**Body \***

New Message from Abc First Name ⓘ

Abc Last Name ⓘ

#### Insert data <<

View properties or action outputs from:

Enrolled contact ▾

Search contact properties 🔍

[Edit available data](#)

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**HubSpot user properties**

**Text properties**

- Abc Annual Revenue
- Abc Campaign of last booking in meetings tool
- Abc City
- Abc Company Name
- Abc Company size
- Abc Country/Region

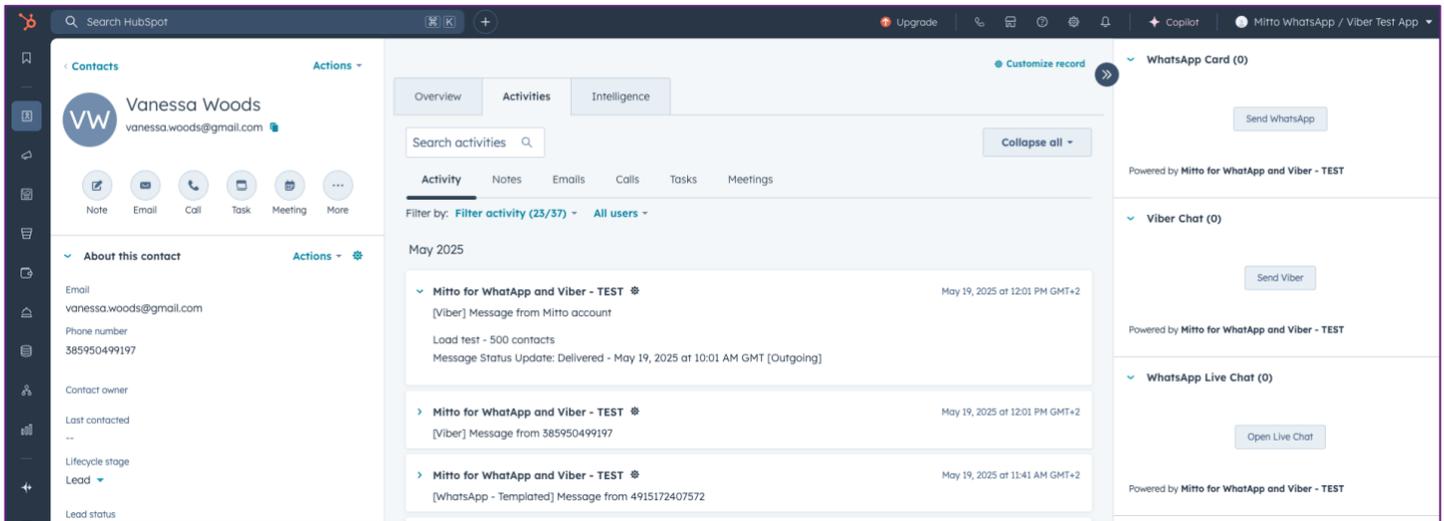
This is the **First Name** property of the **Enrolled contact**.

## PART 2

# INTEGRATION FEATURES

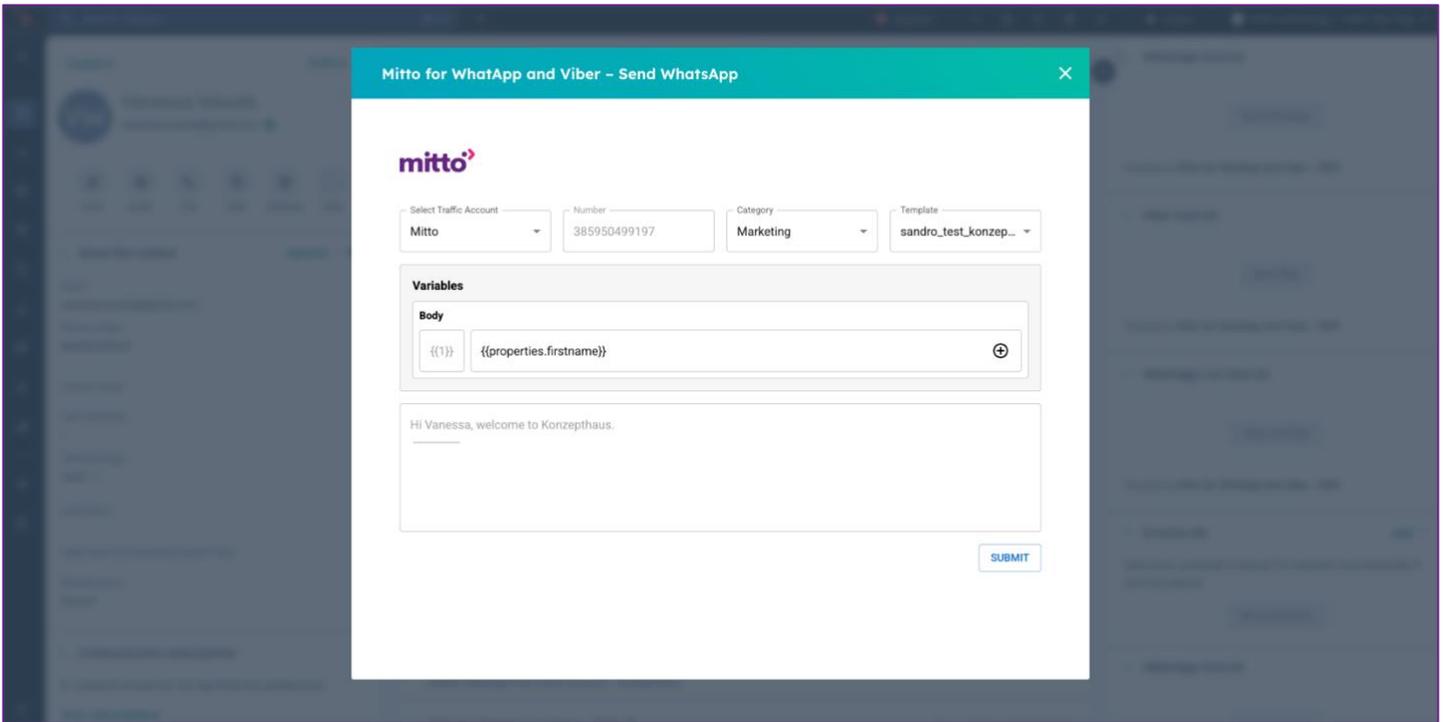
### Single message or two-way chat

Open any of **your HubSpot Contacts**, and use **Mitto CRM cards in the side panel** to send Viber or WhatsApp messages.



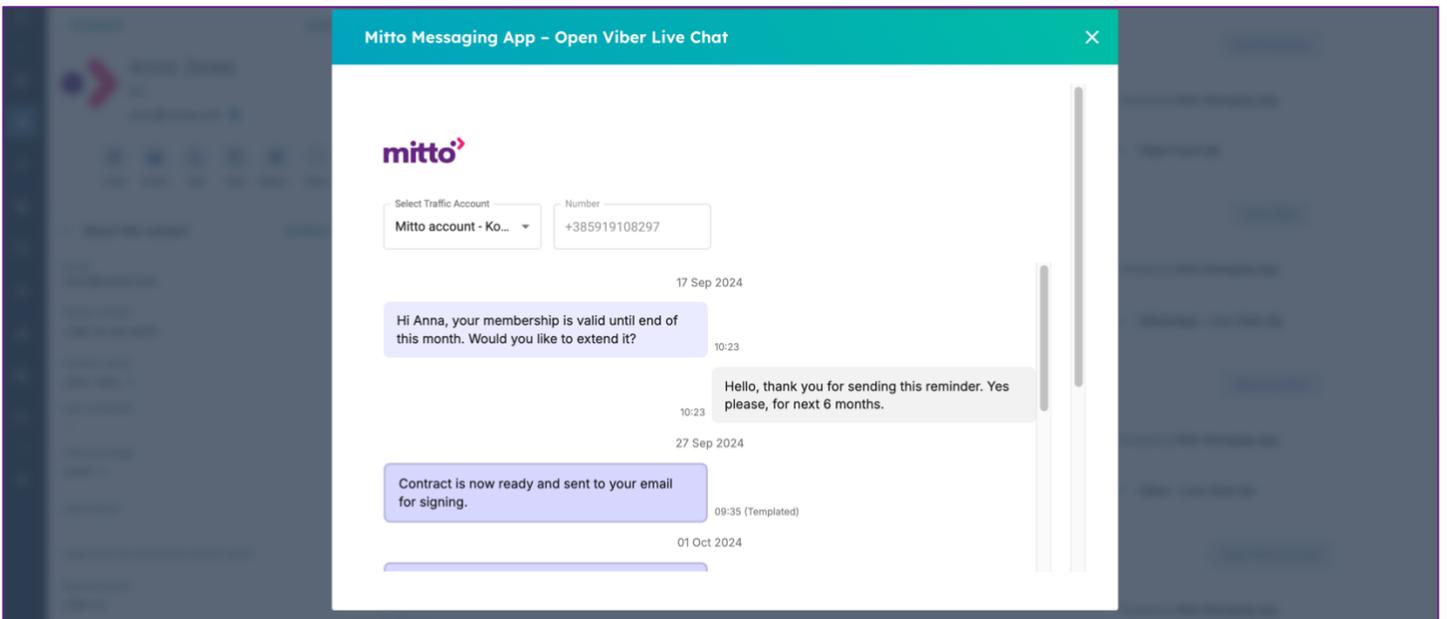
You can send a **single message**.

- For **WhatsApp** you need to use registered templates. For **Viber** – you can easily craft message and add buttons and media (image, video, or file).

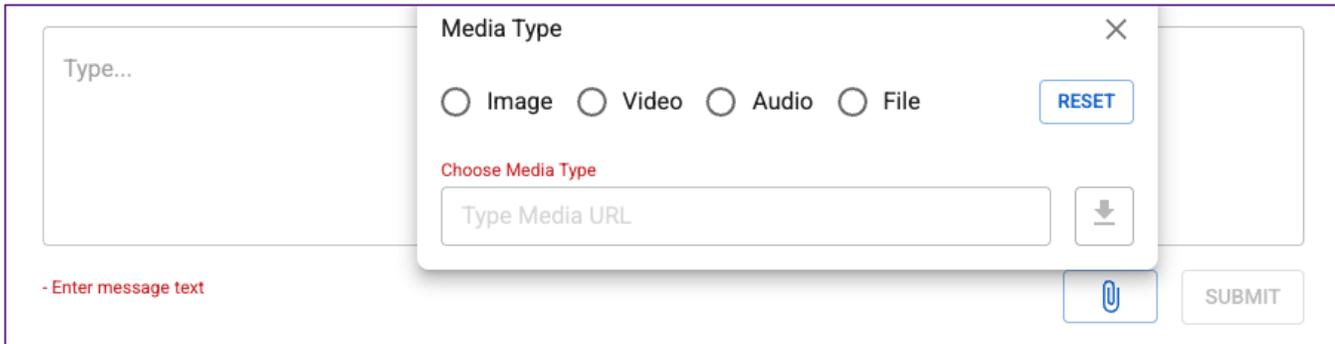


You can also start a **two-way chat**.

- For **WhatsApp** rules for timed messaging window apply and you need to start conversation with templates first, and then during your conversation you can send images, videos, audio, or files. For **Viber** you can simply send a message (add button and media if needed like images videos and files).

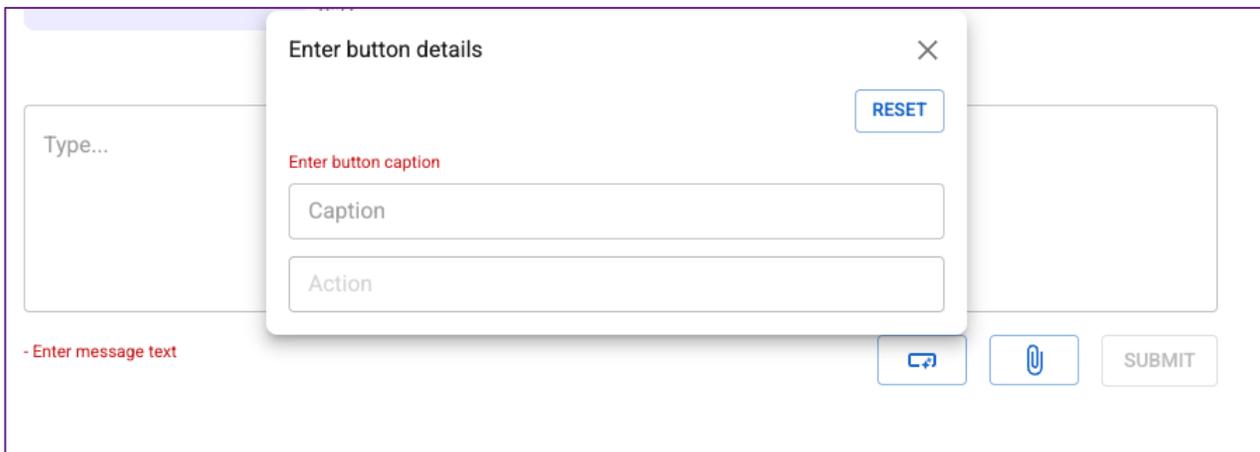


## WhatsApp messaging options:

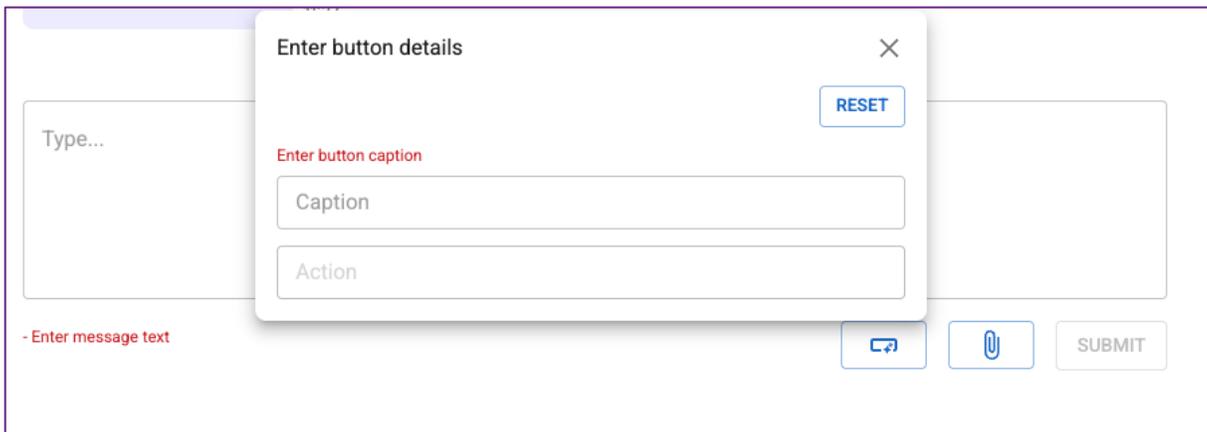


The image shows a WhatsApp messaging interface with a modal dialog titled "Media Type". The dialog has a close button (X) in the top right corner. Inside the dialog, there are four radio button options: "Image", "Video", "Audio", and "File". A "RESET" button is located to the right of these options. Below the radio buttons, there is a section titled "Choose Media Type" in red text, followed by a text input field labeled "Type Media URL" and a download icon (downward arrow). The background interface includes a text input field with the placeholder "Type...", a red prompt "- Enter message text", a blue paperclip icon, and a "SUBMIT" button.

## Viber messaging options:



The image shows a Viber messaging interface with a modal dialog titled "Enter button details". The dialog has a close button (X) in the top right corner and a "RESET" button in the top right. Inside the dialog, there is a red prompt "Enter button caption" above a text input field labeled "Caption". Below that is another text input field labeled "Action". The background interface includes a text input field with the placeholder "Type...", a red prompt "- Enter message text", a blue share icon, a blue paperclip icon, and a "SUBMIT" button.



This image is identical to the one above, showing the Viber messaging options dialog. It features a modal dialog titled "Enter button details" with a close button (X) and a "RESET" button. The dialog contains a red prompt "Enter button caption" above a "Caption" text input field, and an "Action" text input field below it. The background interface shows a "Type..." text input field, a red prompt "- Enter message text", a blue share icon, a blue paperclip icon, and a "SUBMIT" button.

## Send Messages to Group of Customers with Workflows

Send targeted campaigns to a large number of people at once using Workflows. Filter by any HubSpot criteria and target people from a specific industry, title, geographic location, or company. Personalize messages based on these criteria to better connect with your customers.

## Add WhatsApp or Viber Message to Automated Workflows

Add messaging over WhatsApp or Viber to any automated workflow. Build your flows with the necessary steps and triggers while easily incorporating these channels.

Mitto integration supports: **Contact-based, Company-based, Ticked-based and Deal-based** workflows.

Once you choose your starting point, you can **start adding actions**. Choose **Mitto app** from the menu and add a message.

If you are configuring a WhatsApp message, you need to choose a template and fill in the related fields. For Viber, type your message. When adding more variables, add ";" between the two.

The screenshot displays the Mitto workflow editor interface. On the left, a sidebar titled '1. Send Viber Message' contains configuration options: 'Edit action', 'Contacts in action', a description of the action, 'Contacts Phone Number' (set to 'Abc First Name'), 'Traffic Account' (set to 'Mitto account - Konzepthaus'), 'Message Text' (a personalized message using a variable), and 'Message Type' (set to 'Transactional'). The main workspace shows a workflow diagram starting with a 'Contact enrollment trigger' followed by a 'Schedule' step (monthly on day 1) and 'Filter criteria'. Below this is the '1. Send Viber Message' action. On the right, a 'Send WhatsApp Template' panel is visible, showing fields for 'Contacts Phone Number', 'Traffic Account', 'WhatsApp Message Template', 'Header Variables', 'Body Variables', and 'Header Media URL'.

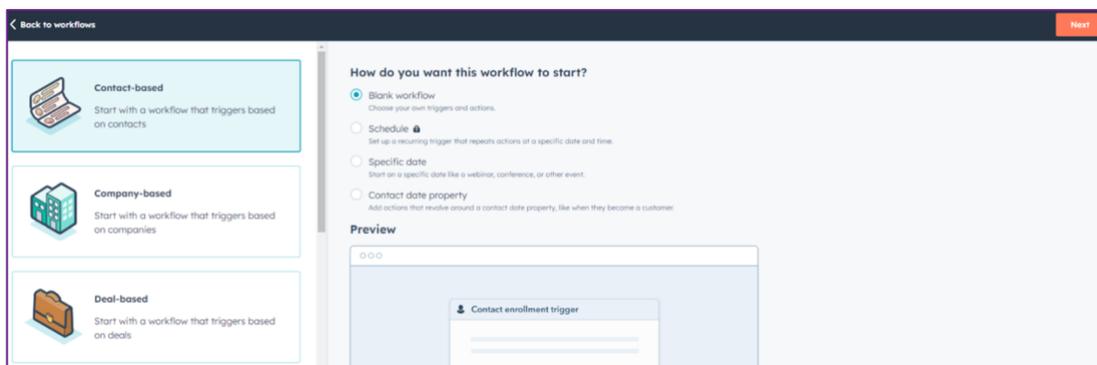
## Timeline Record

All messages sent are recorded on the **Contact timeline**. You can access it by opening your desired contact and clicking on the **Activity** tab.

This way, you can track and monitor the success of each message.

- See all sent messages to that contact along with a delivery status and message content.
- The activity will be recorded here if you allow the contact to respond to the message.

You can use this information to build flows related to contact replies, message status, etc.



**mitto**➤