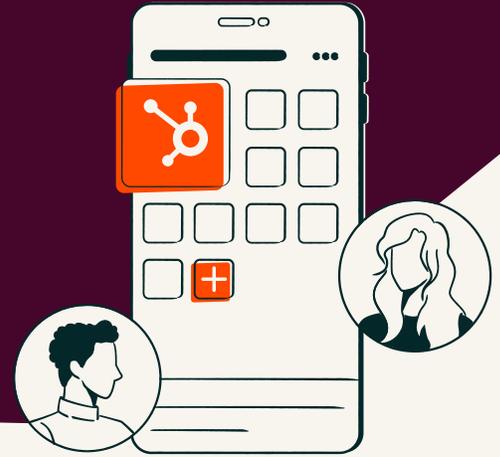# HubSpot

How to Become a HubSpot Technology Partner.

The official start of becoming a HubSpot Technology Partner is when you have an integration listed on the **HubSpot Marketplace**.

Review all information listed below online.

1. EVALUATE

Considering becoming a HubSpot Technology Partner?

> Check out **the requirements** and **benefits** of joining the HubSpot Technology Partner Program to gain exposure to more than 278,000 companies using HubSpot to scale.

> Read the **IDC report** to learn more about the $36b ecosystem opportunity with HubSpot.

> Check out the **Technology Partner Program guide** for more information about the program.

2. EXPLORE OUR DEVELOPER TOOLS

View our comprehensive resource hub, offering developers tailored guidance for their specific use cases.

> Everything you need to build on HubSpot, including **APIs, SDKs, sample apps**, and **hands-on guides.**

> Center of **Developer Excellence.**

3. BUILD

Ready to start building your app or exploring how to do so? Follow these steps.

> Review developer API **documentation & resources.**

> Create a **HubSpot developer account** and start a public app (aka integration).

> Create a **Developer Test Account** to test your app.

> Review the **marketplace listing requirements.**

4. LAUNCH

The Key Step to Start the Partnership

Ready to list your app and officially become a HubSpot Technology Partner? Follow these best practices to bring your app to market.

> **List your app in the marketplace.**
- Do not use 'Hub' or 'HubSpot' in your app Name.
- Make sure to spell "HubSpot" correctly in your app, app listing, and collaterals.
- **Steps for Creating a Setup Guide for the HubSpot Marketplace.**

> **Optimize your app listing - marketplace Checklist.**

> **Use HubSpot's branding guidelines.**

> **Bring your app to market.**
You'll get an email from us at **technology-partners@hubspot.com** with best practices once you're officially approved to be listed the Marketplace.

> **Press release template for listed apps.**

5. GROW

Already have an app listed on the HubSpot Marketplace?
Check out our resources and best practices to help you grow adoption.

- 🔗 Use our post-listing checklist.
- 🔗 Recruit ratings and reviews.
- 🔗 Measure your app's performance and address customer feedback.

- 🔗 Get certified in the marketplace.
- 🔗 Learn from top-performing technology partners.
- 🔗 Press release template for certified apps.
- 🔗 Keep your listing content fresh and accurate.

FAQ

Is there a cost to the Technology Partner Program?

No. HubSpot does not charge developers a fee to build on HubSpot. There is no fee for installs generated through the marketplace. Check out the Technology Partner Program Agreement **here.**

Do I need to build an app with HubSpot before becoming a technology partner?

Yes, becoming a technology partner starts with building an app with HubSpot, and applying to list it in the marketplace through your **developer account.**

What are the requirements to join the Technology Partner Program?

Please find all the requirements **here.**

How do I get the first 3 active installs of my app in order to join the program?

Recruiting beta users from your existing customer base who already use HubSpot as well as customers who have requested the integration! Apps/integrations do not require marketplace listings to be installed. OAuth authorization URLs (as specified in **our documentation here**) can be initiated from anywhere. We define an active install as a unique customer account making at least one API in the last 30 days, test accounts do not count towards this metric.

Can we view any success metrics on our app?

You can view performance metrics for any app listed in the Marketplace in your developer account. **Learn more.**

What is the best way for us to launch our app?

Check out the best practices to bring your app to market **here.**

How can I feature my integration with HubSpot more prominently in the HubSpot user experience?

There are a few ways to embed your solution more prominently inside HubSpot, such as:

- **UI Extensions (App Cards)** - Bring your product directly into HubSpot with interactive, in-CRM experiences. Customers can view data, take action, and complete workflows without ever leaving HubSpot.
- **Custom Workflow Actions** - Automate your product as part of HubSpot workflows. Customers can trigger actions in your app automatically based on CRM events, saving time and reducing manual work.
- **CRM Timeline Events** - Surface important activity from your product directly on CRM records, giving teams full visibility into what's happening without switching tools.
- **Calling Extensions SDK** - Make and log phone calls directly from HubSpot using your calling platform, keeping communication and CRM data perfectly in sync.
- **Video Conferencing Extension** - Add your video meeting links automatically when scheduling meetings in HubSpot, creating a seamless booking experience for customers and prospects.
- **Media Bridge API** - Sync video or audio content and engagement data into HubSpot, so teams can see how contacts interact with media across the customer journey.

I'd like HubSpot to resell my app for me. Is this what the Technology Partner Program is for?

No, the Technology Partner Program is for app builders who wish to list quality apps in the HubSpot Marketplace. For an overview of other types of partner programs, visit **the partners homepage.**