HubSpot

How to Become a HubSpot App Partner

1 EVALUATE

Considering becoming a HubSpot App Partner?

› Check out **the requirements** and **benefits** of joining the HubSpot App Partner Program below to gain exposure to more than 250,000 companies using HubSpot to scale.

› Read the **IDC report** to learn more about the $29b ecosystem opportunity with HubSpot.

› Check out the **App Partner Program page** 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.

› Center of **Developer Excellence.**

› **Video trainings** on how to build on HubSpot, code samples, and access other helpful developer tools.

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 **App Marketplace Listing requirements.**

4 LAUNCH   The Key Step to Start the Partnership

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

› **List your app in the App 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 App 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 **app-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 App Marketplace? Check out our resources and best practices to help you grow adoption.

- Use our post-listing checklist.
- Recruit ratings and reviews.
- Get certified in the App Marketplace.
- Measure your app's performance and address customer feedback.

- Learn from top-performing app partners.
- Press release template for certified apps.
- Keep your listing content fresh and accurate.

? FAQ

Is there a cost to the App Partner Program?

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

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

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

What are the requirements to join the App 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 App Marketplace in your developer account. **Learn more.**

How can I feature my integration with HubSpot more prominently in-app?

There are a few ways to embed your solution more prominently inside HubSpot, such as:
- **UIE** - bring your app functionality into HubSpot with React-powered app cards.
- **CRM Cards** - embed content & actions native in HubSpot's UI.
- **HubSpot Workflows** - embed into HubSpot's automation engine.
- **Timeline sync** - embed detailed activities in HubSpot records.
- **Settings Page** - embed settings page inside HubSpot Connected Apps.
- **Calling SDK** - calling HubSpot users directly from a record in the CRM.
- **Video Conference Extension** - plug into the meeting creation flow within HubSpot.
- **Media Bridge API** - embed media objects such as video and audio files, and media consumption data into HubSpot.

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

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

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

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

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