

HubSpot integration

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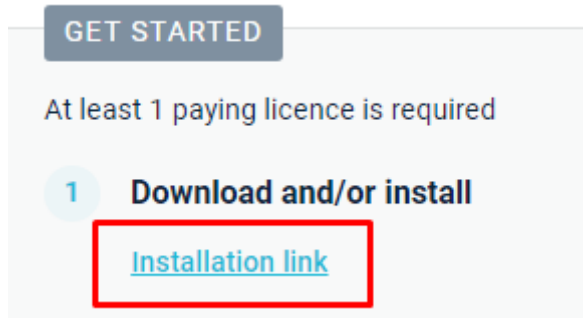
1 Installation

To use and install the Companyweb app you need at least 1 paid license from HubSpot.

1.1 Download the Companyweb app

Go to Companyweb through the following link and follow instructions to download the Companyweb app in HubSpot:

<https://www.companyweb.be/integrations/82/hub-spot>



GET STARTED

At least 1 paying licence is required

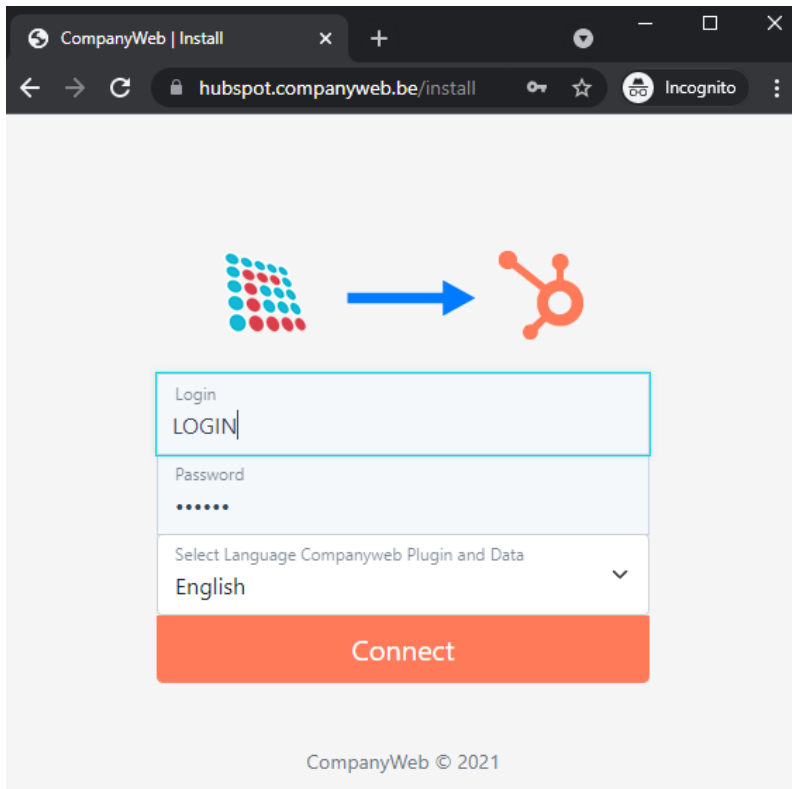
1 **Download and/or install**

[Installation link](#)

→ <https://hubspot.companyweb.be/install>

To do the installation, you must be logged into HubSpot.



Enter your Companyweb login and password and choose your language. Click on 'Connect' to go to the next step.



CompanyWeb | Install

hubspot.companyweb.be/install

Incognito

 → 

Login
LOGIN

Password
.....

Select Language Companyweb Plugin and Data
English

Connect

CompanyWeb © 2021

→ If you want to change the leading fields after the set up of the integration, you need to go via <https://hubspot.companyweb.be/install> and start again.

Optional!

If you have multiple accounts: choose the account on which you want to use the Companyweb app.



Connecting **CompanyWeb** to **HubSpot**

CompanyWeb

Choose an account

NAME	DETAILS
<input type="radio"/> companyweb	companyweb.be
<input type="radio"/> hubspot-developers-	hubspot-developers-
<input type="radio"/> Companyweb	companyweb.be

Choose Account

The Companyweb app requires access to the HubSpot account, you must accept the connection.



Connecting CompanyWeb to HubSpot

You're connecting an unverified app

This app's details haven't been reviewed or verified by HubSpot. Make sure you trust the developer before connecting it to your account.

CompanyWeb

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



Contacts

This includes prospects and lists.



Content

This includes sites, landing pages, CTA, email, blog, campaigns.



Add action forms

Provides the ability to add forms to the contacts pages in the CRM that do custom actions.



Basic OAuth functionality

The basic scope required for OAuth.

Connect app

Cancel

Chat

Help

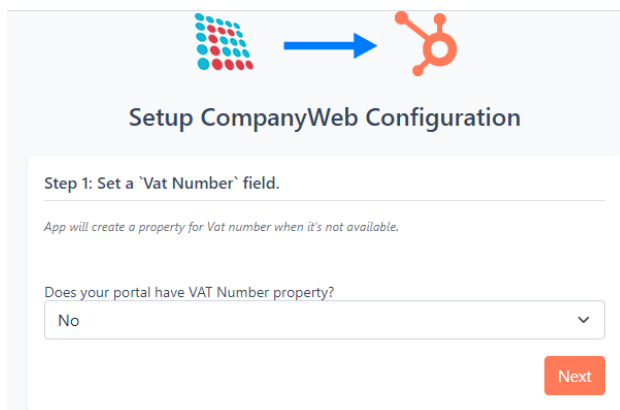
1.2 Configuration of the Companyweb app



1.2.1 Setting up a 'Vat Number' field

Does your portal have a VAT number property?

- **'No'**

The Companyweb app will create a property for the VAT number when it's not available. This property will store the VAT number obtained through Companyweb.



 → 

Setup CompanyWeb Configuration

Step 1: Set a 'Vat Number' field.

App will create a property for Vat number when it's not available.

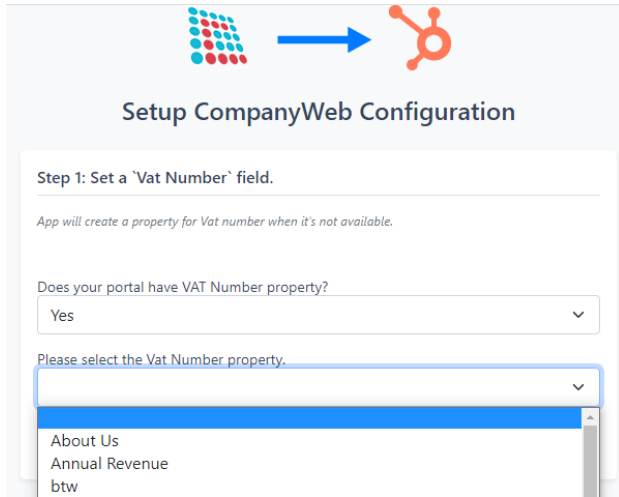
Does your portal have VAT Number property?

No

Next

- **'Yes'**

Please select the VAT number property you are currently using in your HubSpot environment. By selecting this field, you can search for companies based on VAT numbers. VAT numbers of companies retrieved through Companyweb are stored in this field.



Setup CompanyWeb Configuration

Step 1: Set a `Vat Number` field.

App will create a property for Vat number when it's not available.

Does your portal have VAT Number property?

Yes

Please select the Vat Number property.

About Us
Annual Revenue
btw

Requirement: Your VAT number property must have the group 'Company information'.

<input type="checkbox"/>	NAME ↑	GROUP ↓
<input type="checkbox"/>	btw	Company information

1.2.2 Select leading fields

Companyweb has already set some fields as default. We recommend using the Companyweb Properties format so that your Companies are enriched with Companyweb data.

Proceed directly to the next step via 'Submit'.

! Pay attention:

If your Default Company Currency is not equal to Companyweb currency (EUR), the 'Annual Revenue' field must be HubSpot leading to prevent EUR values are incorrectly transferred to \$ value in HubSpot.

Step 2: Select leading fields.

Leading fields from Hubspot will not be updated with the information from CompanyWeb from daily updates and linking

CompanyWeb Properties		Hubspot Properties
<div style="background-color: #fff9c4; padding: 10px; border: 1px solid #ccc;">If your Default Company Currency is not equal to CompanyWeb currency (EUR), the "Annual Revenue" field must be Hubspot leading to prevent EUR values are incorrectly transferred to \$ value in Hubspot.</div>		
Annual Revenue	<->	Annual Revenue
City	<->	City
Country	<->	Country
Description	<->	Description
Industry	<->	Industry
Is Public	<->	Is Public
Name	<->	Name

You have successfully setup a configuration.

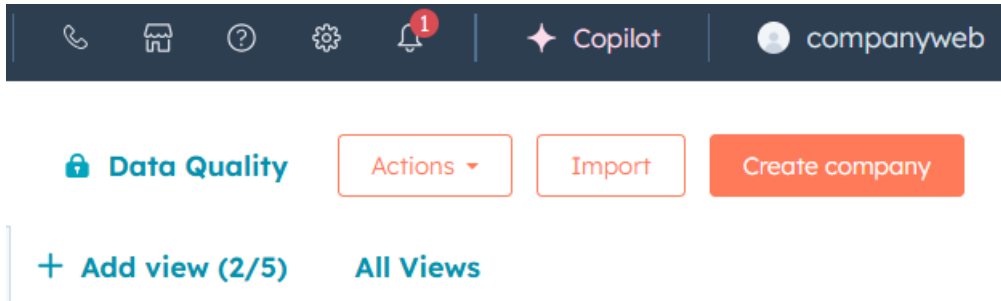
[Go to your companies](#)

2 User Manual

2.1 Create and search companies

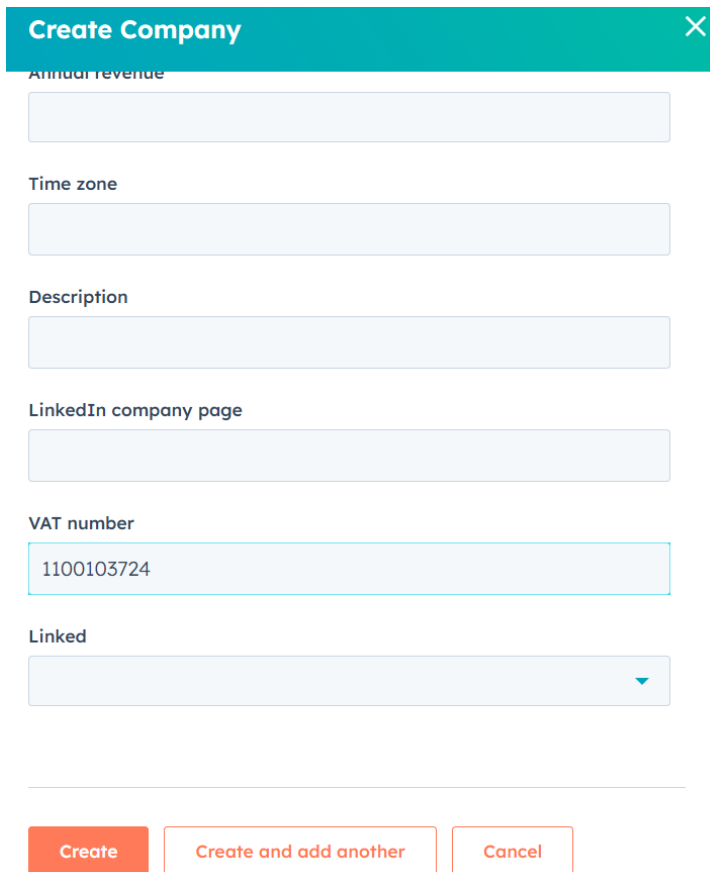
2.1.1 Create a company

Go to your 'Companies' in HubSpot and click on 'Create company'.



The screenshot shows the top navigation bar of the HubSpot interface with icons for phone, home, help, settings, and a notification bell with a '1' badge. Below the navigation bar, there are buttons for 'Data Quality', 'Actions', 'Import', and 'Create company'. At the bottom of this section, there are '+ Add view (2/5)' and 'All Views' options.

Enter a VAT number in the VAT field.



The 'Create Company' form is displayed with a teal header and a close button. It contains the following fields:

- Annual revenue:
- Time zone:
- Description:
- LinkedIn company page:
- VAT number:
- Linked:

At the bottom of the form, there are three buttons: 'Create', 'Create and add another', and 'Cancel'.

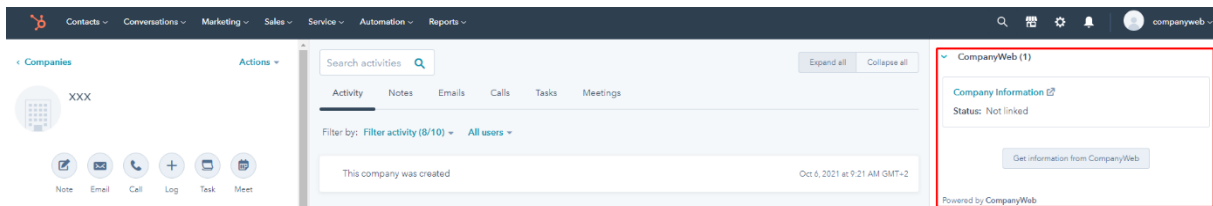
✓ Click on create

Companies with VAT Number 1100103724

Search by VAT

VAT NUMBER	COMPANY NAME	ADDRESS	STATUS
1100103724	Test Kees	<input type="button" value="Link"/> Chaussée De Fromage, Aalter	Active

From the list, choose the company you wish to create and click on 'Link'.



The screenshot shows a CRM interface with a sidebar on the left containing navigation icons for Note, Email, Call, Log, Task, and Meet. The main area displays a company card for 'CompanyWeb (1)'. The card includes a search bar, tabs for Activity, Notes, Emails, Calls, Tasks, and Meetings, and a filter set to 'Filter activity (8/10)'. A message states 'This company was created Oct 6, 2021 at 9:21 AM GMT+2'. On the right side of the card, there is a section titled 'Company Information' with the status 'Not linked' and a button labeled 'Get information from CompanyWeb' which is highlighted with a red border.

Click the button: 'Get information from Companyweb' to retrieve the data.

CompanyWeb (1)

Company Information 

Status: Not linked

Powered by CompanyWeb

The Companyweb integration is available on the right side.

2.1.2 Search for a company by the name.

If no VAT number is available, you can start the search based on the company name.

CompanyWeb - Get information from CompanyWeb



Companies match for companyweb

Search by Name

VAT NUMBER	COMPANY NAME		ADDRESS	STATUS
869703978	Companyweb	<input type="button" value="Link"/>	Leuvensesteenweg, Vilvoorde	Active
897144486	Company Webcast BV	<input type="button" value="Link"/>	Hogelaan, NL Rotterdam	Active
684501779	Company Webcast bv	<input type="button" value="Link"/>	Rivium Boulevard, NL Capelle aan de IJssel	Active

Select the correct company via 'Link'.

Once the company is linked and you have 'Linked' the company, the information will be displayed on the Companyweb card. If the information is not directly present, refresh the page.

CompanyWeb (1)

Test Kees

Status: Active

Score: -5

Warnings: 2

Credit limit: 0.00 €

VAT number: 1100103724

Subject to VAT: Yes

Legal form: SPRL

Address: Chaussée De Fromage 842, 9881 Aalter

Established: 09-09-2009

Closing date of the Financial year: 31-12-2021

Equity: 6,460.22 €

Gross margin: 5,362.68 €

Profit/Loss: 3,460.22 €

Profit/Loss for the period before taxes: 4,325.27 €

Taxes: 865.03 €

Return on capital: 694.00 €

Income taxes on result: 865.05 €

Transfer to untaxed: 689.01 €

Telephone Number: 027521760

In Follow up: Yes

Last update: 06-05-2025 11:31:25 AM


[View less](#)

[Actions](#)



Via 'View More' you can see all the information of the company.

Status: Active
 Score: 2.1
 Credit limit: 1,131,000.00 €

View more Actions ▾

Use  to go directly to the detailed page of the company on the Companyweb website.

▼ **CompanyWeb (1)**

Test Kees  


Status: Active
 Score: -5
 Warnings: 2

2.2 Actions

Profit/Loss: 11,002,355.81 €
In Follow up: No
Last update: 06-05-2025 11:51:43 AM

View less Actions ▾


View details

 Powered by **Companyweb**

Telephone Number: 027521760
Email Address: info@companyweb.be
Website: https://www.companyweb.be
Main Activity: Computer programming activities
Main Activity Code: 62100
In Follow up: Yes
Last update: 06-05-2025 11:16:17 AM

View less Actions ▾

View details

 Powered by **Companyweb**

View Report
 Resync
 Add to alerts?
 Unlink


- **View Report:**
Open the commercial report of the company on the Companyweb website.
- **Resync:**
Get the latest updates on the company information. The 'last update' will be updated with date and time of the update.
- **Add to Alerts?***
Add a company to the monitoring (See 2.2 Alerts)
- **Unlink:**
Clear all the Companyweb data from your company in HubSpot and return to the 'Get information from Companyweb' screen.

* If part of your subscription

2.2.1 Visualisation of the information

Via 'View details' you can see the Health Barometer, an overview of the data and the details about the warnings.

CompanyWeb (1)

[Coatinc Ninove](#) 

Status: Active

Score: 2.1

Credit limit: 1,131,000.00 €

[View more](#) [Actions](#) ▾

[View details](#)

Powered by **Companyweb**

[View details](#)

Companyweb – View details ✕

Test Kees (SPRL)

Address	Chaussée De Fromage 842, 9881 Aalter, BE
---------	--

Financial data

Profit/Loss	3,460.22 €
Equity	6,460.22 €
Gross margin	5,362.68 €
Taxes	€ 865.03
Return on capital	€ 694.00
Transfer to untaxed	€ 689.01

Warnings

- The latest annual accounts date from the financial year ended as at: 31-12-2021
- Ex officio cancellation due to non-compliance with the UBO formalities

Activities


- 62100:** Computer programming activities
- 62200:** Computer consultancy and computer facilities management activities

Credit limit

0.00 €

Highly negative score

Health barometer



-5 **-5,0** 5

In the pop-up you can also open the KYC report* (Know Your Customer report) of the company on the Companyweb website.

CompanyWeb - View details

(SA)	
Address	Ninove, BE
KYC Report	Click here

Credit limit
1,131,000.00 €

Health barometer



Financial data

Turnover	12,885,587.20 €
Employees (FTE)	84.9
Profit/Loss	641,532.03 €
Equity	6,739,734.89 €
Gross margin	5,911,678.45 €

CompanyWeb - View details



(SPRL)	
Address	Schaerbeek, BE
KYC Report	Click here

Credit limit
0.00 €

Activity stopped

Health barometer



Financial data

Turnover	265,144.00 €
Employees (FTE)	7.3
Profit/Loss	- 1,969.00 €
Equity	13,545.00 €
Gross margin	160,748.00 €

Warnings

- Bankrupt
- Negative returns on total assets for two or more years (*2013)
- Liquidity in narrow sense < 0.65 (*2012) (*2013)

*If part of your subscription



2.3 Alerts à la carte*

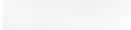
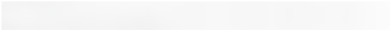
With the **Companyweb Alerts Service** you can place your Companies in follow-up. That way your customer/prospect files are automatically updated in case of changes. So you have always up-to-date information about address, status, credit limit, health score, warnings...

2.3.1 Add a company to the Alerts Service

Easily add companies to the follow-up via 'Add to alerts?'

▼ CompanyWeb (1)

Status: Active
Score: 2.1
Credit limit: 1,131,000.00 €
VAT number: 
Subject to VAT: Yes
Legal form: SA
Address: 
Established: 10-11-1982
Closing date of the Financial year: 31-12-2020
Equity: 6,739,734.89 €
Turnover: 12,885,587.20 €
Employees (FTE): 84.9
Gross margin: 5,911,678.45 €
Profit/Loss: 641,532.03 €
Last update: 11-10-2021 06:32:49 PM

[View less](#) [Actions](#) ▼

[View details](#)

Powered by CompanyWeb

View Report
Resync
Add to alerts?
Unlink

▼ Contacts (0)

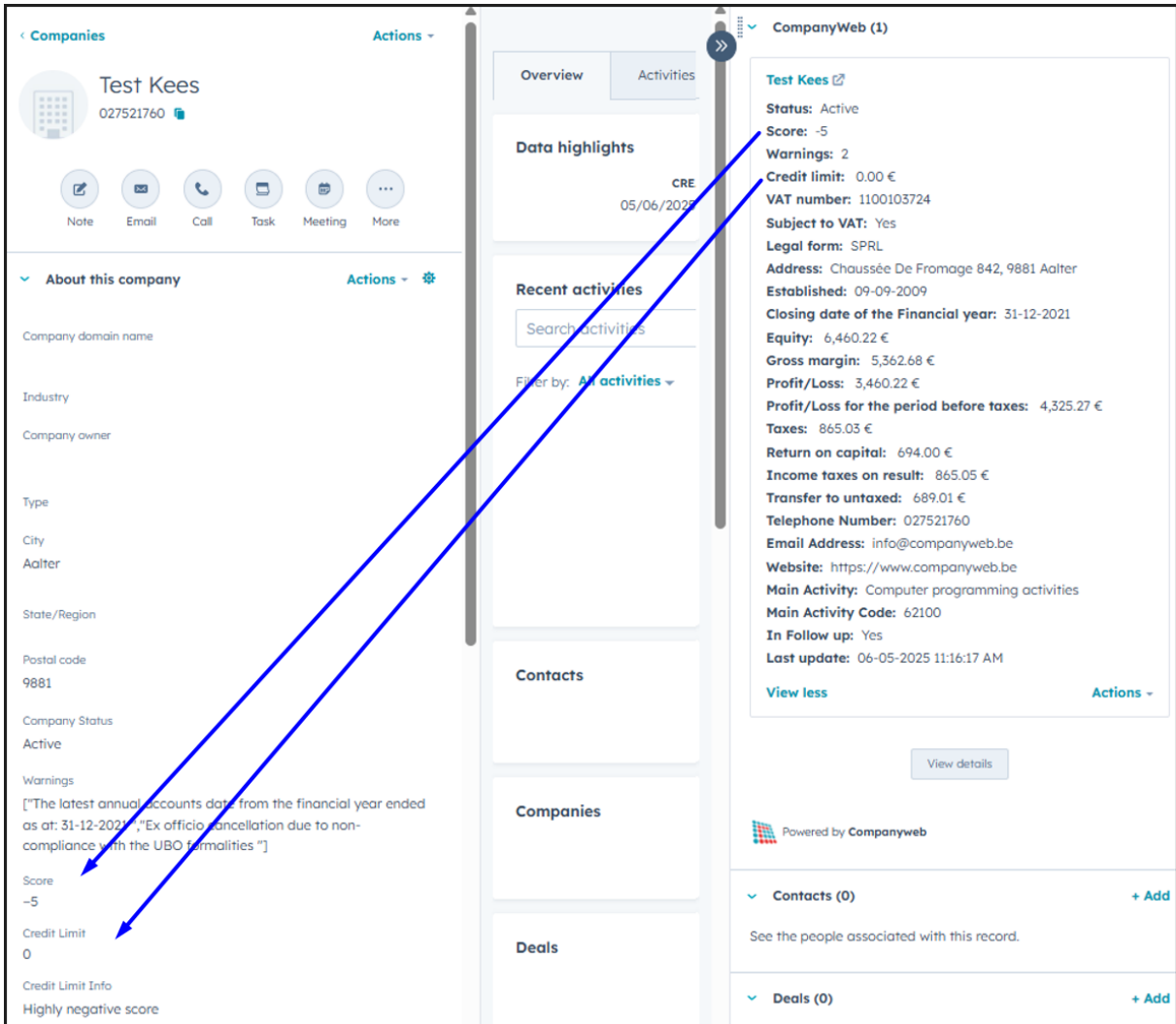
2.3.2 Add list of companies to the Alerts Service

If you would like to include a list of Belgian companies in the Alerts service, please contact Companyweb to schedule a time to discuss this further.

* If part of your subscription

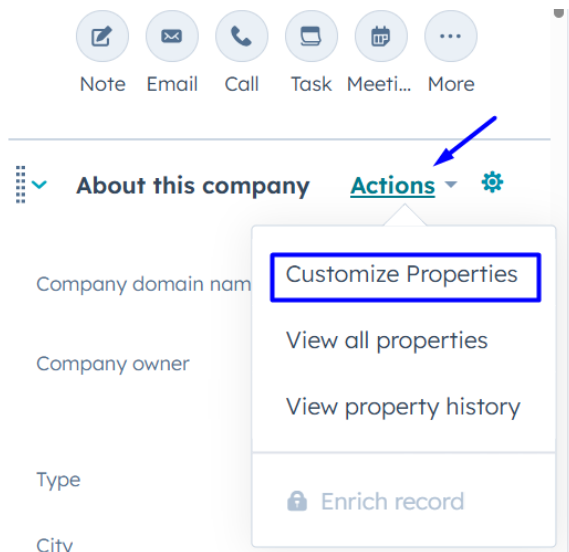
3 Mapping

Copy the Companyweb information to the HubSpot company card, that way you can create lists based on the Companyweb data.



The screenshot displays the HubSpot CRM interface for a company named 'Test Kees'. The left sidebar shows the company's profile with fields like 'Company domain name', 'Industry', 'Company owner', 'Type', 'City', 'Aalter', 'State/Region', 'Postal code', 'Company Status', 'Warnings', 'Score', 'Credit Limit', and 'Credit Limit Info'. The main content area is divided into 'Overview' and 'Activities' tabs. The 'Overview' tab shows 'Data highlights', 'Recent activities', 'Contacts', 'Companies', and 'Deals'. The right sidebar provides a detailed financial overview for 'Test Kees', including status, score, warnings, credit limit, VAT number, legal form, address, established date, financial year closing date, equity, gross margin, profit/loss, taxes, return on capital, income taxes, transfer to untaxed, telephone number, email address, website, main activity, and last update.

To do so, click on actions next to 'About this company' → **Customize Properties**



This close-up screenshot focuses on the 'About this company' section. The 'Actions' dropdown menu is open, showing options: 'Customize Properties' (highlighted with a red box and a red arrow), 'View all properties', 'View property history', and 'Enrich record'.

Edit card properties



Reorder and add properties to this card. Changes will only show for you.

Add properties ▼

- Company Domain Name
- Company owner
- Type
- City
- Postal Code
- VAT number

Save ⓘ **Reset to system defaults**

✓ Choose “for example”: credit limit.

Edit card properties



- Click save

Reorder and add properties to this card. Changes will only show for you.

Add properties ▼

cred

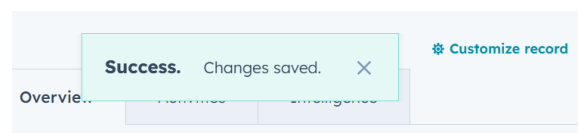
- CompanyWeb**
- Credit Limit
- Credit Limit Info Credit Limit

Postal Code

VAT number

Save ⓘ **Reset to system defaults**

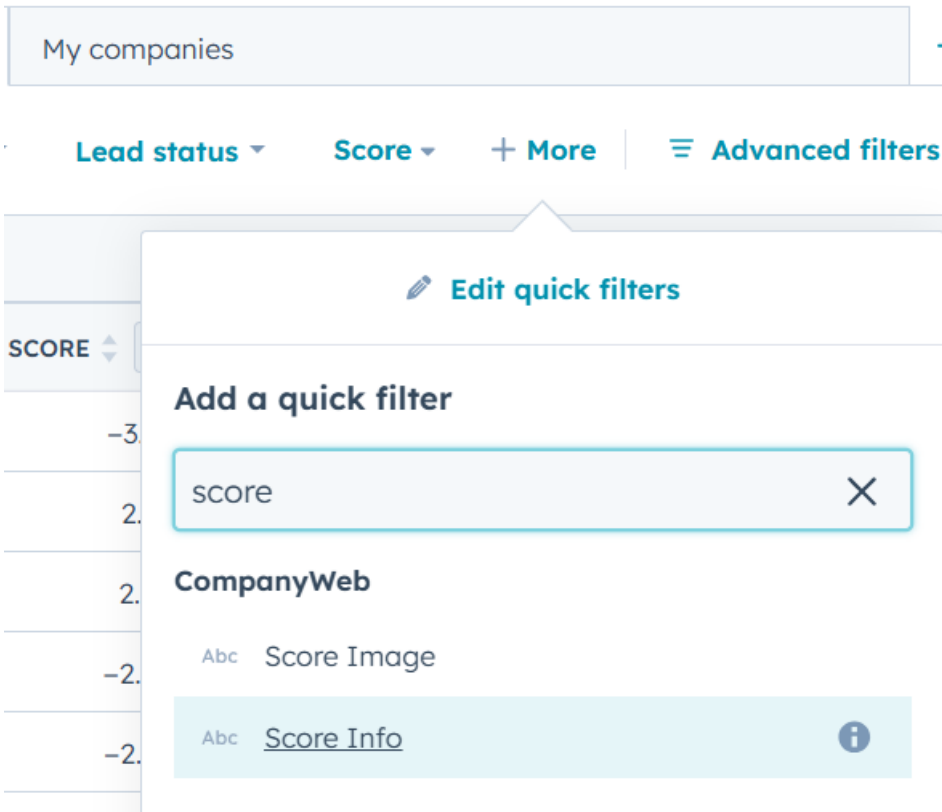
You can also easily reposition the fields by clicking and dragging the fields of your choice. For example: status, credit limit, score, alerts. This way they will stand out immediately.



4 Exporting Companyweb data to Excel

Via the 'Companies' list:

Create a list via the filter of your choice.



My companies

Lead status ▾ Score ▾ + More | ≡ Advanced filters

Edit quick filters

Add a quick filter

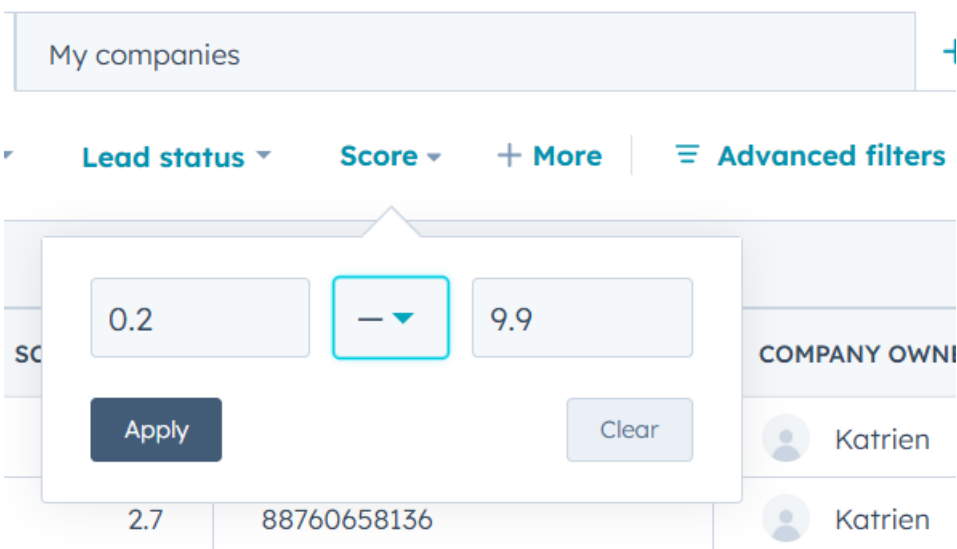
score ×

CompanyWeb

Abc Score Image

Abc Score Info ⓘ

In this example, we would like all the positive companies where the score (health barometer) is between 0.2 and 9.9.



My companies

Lead status ▾ Score ▾ + More | ≡ Advanced filters

0.2 — 9.9

Apply Clear

COMPANY OWNER

Katrien

Katrien

2.7 | 88760658136

Click on Export:

[Advanced filters](#)   

Export Edit columns

Name your file and choose the format.

Export

Send to [Not getting our emails?](#)

The exported file will be emailed to katrien@companyweb.be and posted in your **Notifications Center** [View this and past exports in Export Audit](#).

Prepare your export file

Exporting: 78 rows in 1 file

Export name

Hot leads

File format

XLSX

CSV

XLS

XLSX

Language of column headers [i](#)

English

each association column of each row

[Customize](#) XLSX

Export **Cancel**

Would you like everything to be divided among different columns? Then do not choose csv!

5 Appendix

5.1 Possible Companyweb data

Here you can find all the possible Companyweb fields that can be integrated into HubSpot, depending on your subscription:

- Status
- Score
- Warnings
- Credit limit
- VAT number
- Subject to VAT
- Legal form
- Address
- Established
- Closing date of the financial year
- Employees (FTE)
- Equity
- Gross margin
- Profit/loss
- Profit/loss for the period before taxes
- Taxes
- Return on capital
- Income taxes on result
- Transfer to untaxed
- Telephone Number
- Email Address
- Website
- Main Activity
- Main Activity Code
- Preferred languages
- KYC report