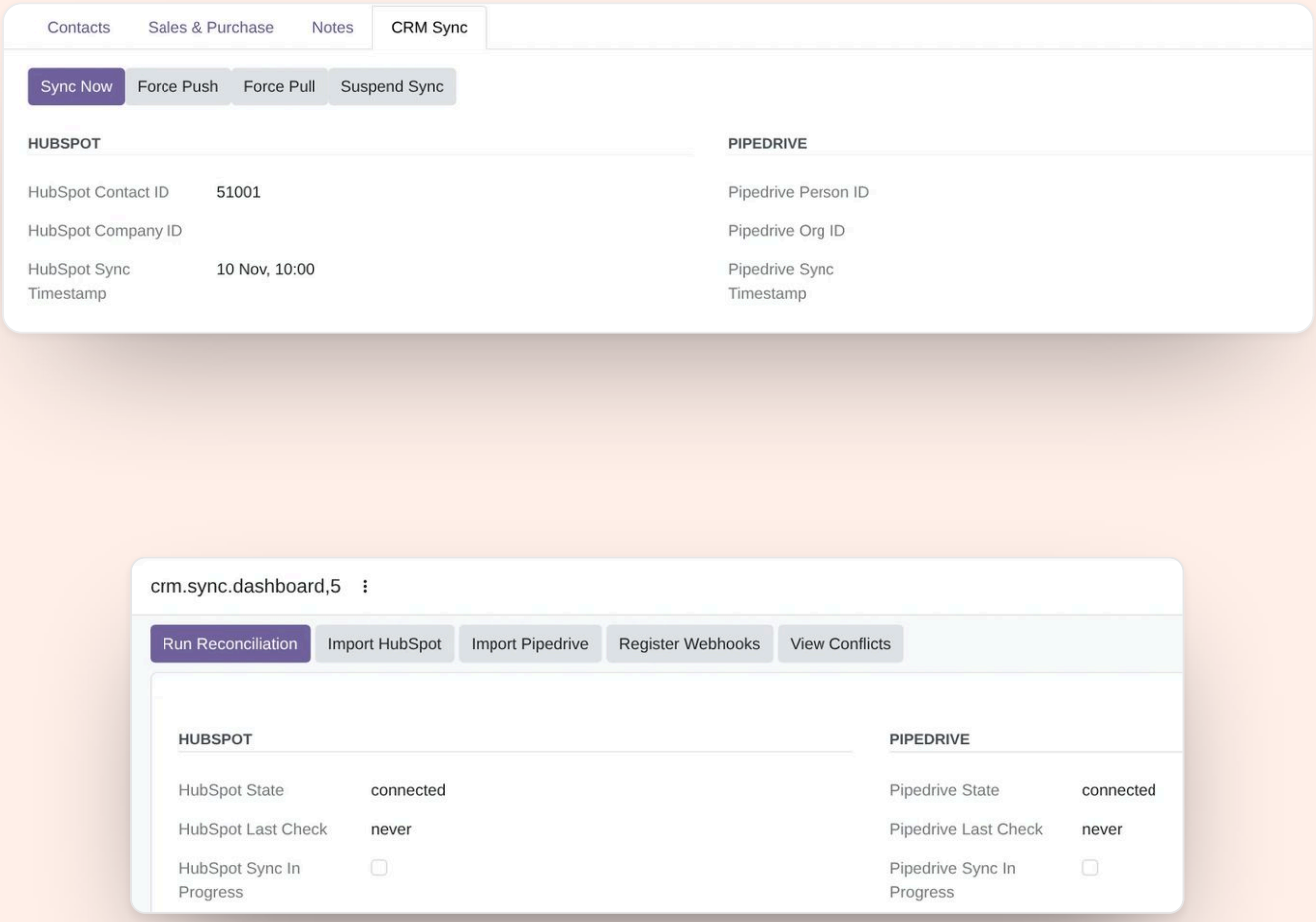
CONNECTOR GUIDE · CRM AND SALES

HubSpot and Pipedrive for Odoo

Your HubSpot or Pipedrive contacts and companies come into Odoo, and what you change on a linked contact goes back to your CRM.

Odoo 17 · 18 · 19 · 20 | 14-day trial, no card | Edition of 18-11-2026



Real Odoo 20 screenshot. The CRM Sync tab of a contact linked to HubSpot and, in front, the panel with the two connected CRMs.

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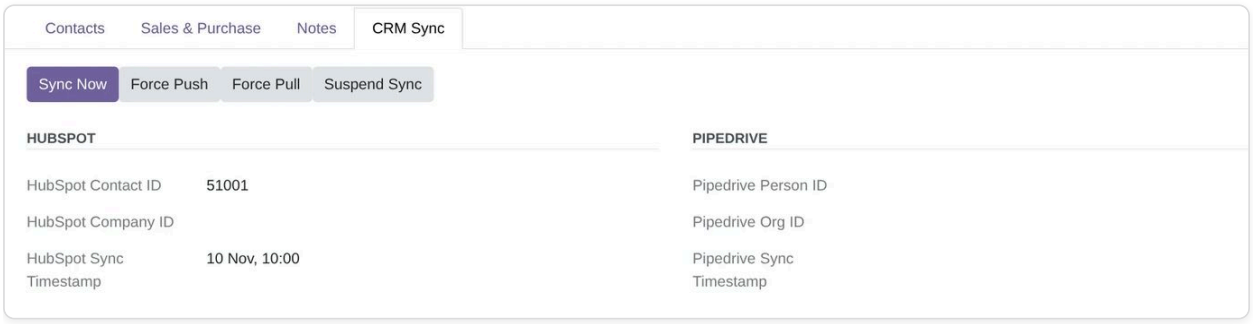
This guide describes version 20.0.1.2.2 of the module (Odoo branch 20.0, commit ad585998f). Everything in it comes from its published code, the platform's official documentation or real screenshots.

The screenshots come from a test Odoo 20 database, with a made-up company and data and no real connection to HubSpot & Pipedrive. The module also has a version for Odoo 17, 18 and 19.

1 Who it is for and what it solves

The connector is for the company that sells with HubSpot or Pipedrive and runs the rest of the business in Odoo: quotes, invoices, warehouse or projects. The sales team lives in its CRM and the rest of the company in Odoo. Without anything in between, the same customer gets entered twice, each side corrects its own copy, and after a few weeks nobody knows which phone number is the right one.

With the connector, contacts and companies from the CRM come into Odoo as contacts, each with its CRM ID. What you change in Odoo on a linked contact goes back to the CRM, and what changes in the CRM goes back to Odoo. Each field is decided separately: the most recent change wins, and an empty value never clears a filled one.



- **Real Odoo 20 screenshot.** An Odoo contact linked with HubSpot: its buttons and its CRM ID.

What changes day to day

- The sales team stays in HubSpot or Pipedrive, as always.
- Invoicing and the warehouse find in Odoo the contact the salesperson created, without you having to type it again.
- A correction made in Odoo (an email, a phone number, an address) reaches the CRM without copying it by hand.
- When the two sides don't match, the case goes into a list for someone to decide, instead of getting lost.
- Every synchronisation is logged: you can tell what changed, when and from where.

What it is not

It is not a CRM and does not replace yours. It doesn't bring deals, notes or activities: only contacts and companies, with a fixed map of standard fields. And today it has limits that this guide covers in its chapter "What it does not do yet", so you can decide with everything in front of you.

Three cases where it fits

An agency with HubSpot	The accounts team works in HubSpot and administration invoices in Odoo. With the connector, the customer record opened by an account reaches Odoo, and an address corrected when invoicing goes back to HubSpot.
A distributor with Pipedrive	The salespeople keep their people and organisations in Pipedrive; orders, the warehouse and collections are in Odoo. The connector brings into Odoo the people you sell to and keeps their phones and emails up to date on both sides.
A company changing CRM	While the team moves from one CRM to another, or from a CRM to Odoo, the connector keeps the contacts on both sides in sync without exporting and re-importing every week.

What does not change

- Your CRM stays the same: the connector does not create fields or workflows in HubSpot or Pipedrive.
- Your Odoo contacts remain the same: they only gain a tab.
- Nobody has to learn a new tool: the panel is for whoever manages the synchronisation.

2 The connector in figures

4
Odoo versions: 17, 18, 19 and 20

2
CRMs: HubSpot and Pipedrive, together or separately

8
scheduled tasks, which come switched off

5,607
lines of code (Odoo Apps, 13-11-2026)

90
days the audit log is kept

14
days of FlexigoTech Cloud trial, no card required

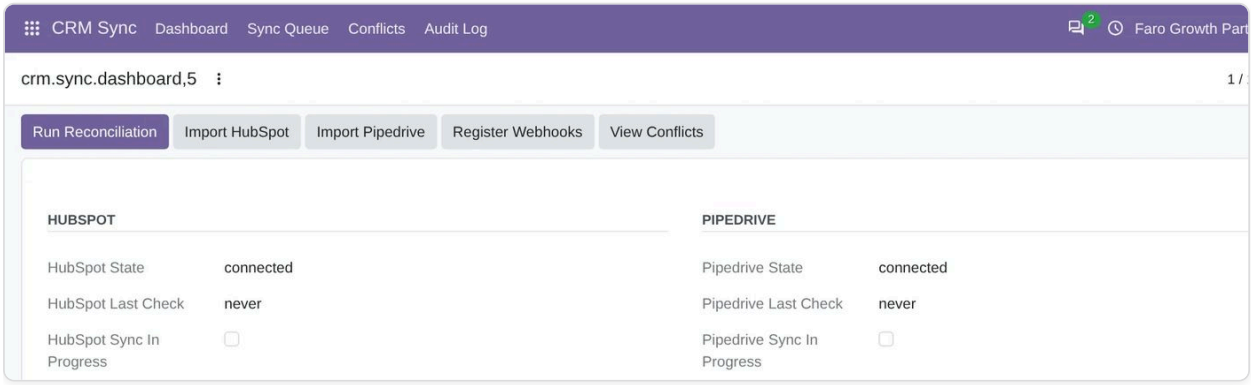
It works on Odoo Community and Enterprise: it only uses Contacts and Discuss. It has been tested on Odoo 20 with HubSpot and Pipedrive responses simulated according to their documentation; testing with real accounts on both CRMs is still pending.

Each CRM sets the pace: the connector does not exceed 100 calls every 10 seconds to HubSpot or 10 per second to Pipedrive, and whatever doesn't fit waits its turn in the queue.

Internally, the connector keeps four things in Odoo: the queue of what is waiting, the conflicts, the audit log and the panel with its status. Everything else is fields on the contacts you already have.

3 Where you see it in your Odoo

The connector shows up in three places: its own app to follow the synchronisation, a tab on each contact, and a section in Settings to connect it. It changes nothing about how you work in Contacts: contacts remain the same as always, with something extra.



- **Real Odoo 20 screenshot.** The CRM Sync app: its four menus, the panel buttons and the status of the two CRMs.

Dashboard	The panel: the status of HubSpot and Pipedrive, the import buttons and the reconciliation.
Sync Queue	The queue: what is waiting to go out to the CRM or to come into Odoo.
Conflicts	The fields the connector has not wanted to decide on its own.
Audit Log	The record of each synchronisation: when, in which direction, with which CRM and how it ended.

Outside the app, the connector works in **Contacts**: each contact has a **CRM Sync** tab with its HubSpot and Pipedrive IDs and its buttons. And in **Settings › CRM Sync** are the consent, the tokens and the direction for each CRM.

> The module does not ship translations: its menus, buttons and fields appear in English, even with Odoo in Spanish. That is why this manual cites them in English, as you will see them.

What the panel shows

PANEL ITEM	WHAT IT SAYS
HubSpot State and **Pipedrive State**	Whether each CRM is **connected**, **disconnected** or pending re-authorisation.
HubSpot Last Check and **Pipedrive Last Check**	The last connection test; **never** if its task is switched off.
Synced Partners	How many Odoo contacts are linked with any CRM.
Unresolved Conflicts	The conflicts waiting for someone to decide.
Queue Depth	What is waiting in the queue.
Audit Buffer Depth	The log lines still held in memory.

PANEL ITEM	WHAT IT SAYS
Base URL Changed	Flagged if your Odoo address changed since the webhooks were registered.

Sync Errors (90d) counts the log lines with an error, but today the connector does not write any such lines: failures show up in the queue, under **Error**, and in the notices sent to the **Notification User**.

4 What you need before you start

- For HubSpot: a private app in your HubSpot account, with permission to read and write contacts and to read companies, and its access token.
- For Pipedrive: the API token of your Pipedrive user.
- Odoo 17, 18, 19 or 20, on Odoo.sh or on your own server, not on Odoo Online. Works on Community and Enterprise.
- An Odoo administrator: accepts the FlexigoTech Cloud data list and the connector's consent.
- If you want it to run unattended, developer mode to switch on its scheduled tasks (chapter "Switching on the scheduled tasks").

You can connect HubSpot, Pipedrive or both: each CRM has its own token, direction and status.

> The connector does not create your HubSpot private app or your Pipedrive token: that is done in the CRM.

It is installed like any third-party Odoo module, on Odoo.sh or on your own server. Odoo installs at the same time `flexigotech_cloud`, the connection to FlexigoTech Cloud, and the apps it depends on: Contacts and Discuss.

How to get the HubSpot token

1. **Create a private app**
   In HubSpot, in your account settings, the integrations section holds the private apps. Create one with a name you recognise, for example "Odoo".
2. **Give it its permissions**
   Read and write for contacts, and read for companies. Nothing more: the connector does not use other HubSpot objects.
3. **Copy the token**
   HubSpot shows it when you create the app. You will paste it into Odoo only once.

How to get the Pipedrive token

In Pipedrive, in your personal preferences, the API section shows your personal token. Copy it: you will paste it into Odoo only once. The connector sees what that user sees in Pipedrive.

5 How your data travels: FlexigoTech Cloud

A new connection does not store the CRM token in Odoo. The token goes once, encrypted, to FlexigoTech Cloud, the FlexigoTech service on our servers in Germany. From then on, each call from Odoo to HubSpot or Pipedrive goes through the cloud, which adds the token, sends it to the CRM and returns the response.

What is sent and what is stored

The token	Once, when saved. It is stored encrypted in the cloud until you disconnect or up to 30 days after the subscription ends.
The contacts and companies	At each synchronisation, with the fields in the map: name, email, phones, job title, website, address and, for companies, industry and number of employees.
The requests and responses	They are not stored. The cloud records one line per request: the database, the CRM, the method, the response code and how long it took.

Nothing goes to the cloud until an administrator ticks **Before you connect** in **Settings › CRM Sync** and the database is connected to FlexigoTech Cloud in Settings. Without the tick, or without a trial or subscription, the connector pauses: it does not call the CRM, does not mark anything as failed and does not delete anything.

> Pipedrive webhooks, if you register them, go directly to your Odoo, not through the cloud. Their username and password are stored encrypted in Odoo.

What happens during a pause

If the trial ends without a subscription, or an administrator unticks **Before you connect**, the connector stops dead: the tasks do not call the CRM, what is pending stays in the queue and nothing is marked as failed. When the service returns, it carries on where it left off. A button pressed during the pause says why it cannot proceed.

6 Connecting HubSpot or Pipedrive

Connecting means pasting a token and saving. You do not need to create an OAuth app or give a return address: the token from a HubSpot private app or from your Pipedrive user is enough, and it travels once, encrypted, to FlexigoTech Cloud.

1. **Read and tick Before you connect**
   The text says what is sent (the token, once, and at each synchronisation the contacts and companies with the fields in the map), where to (FlexigoTech Cloud, on our servers in Germany), for what and for how long it is kept. Without this tick nothing goes to the cloud.

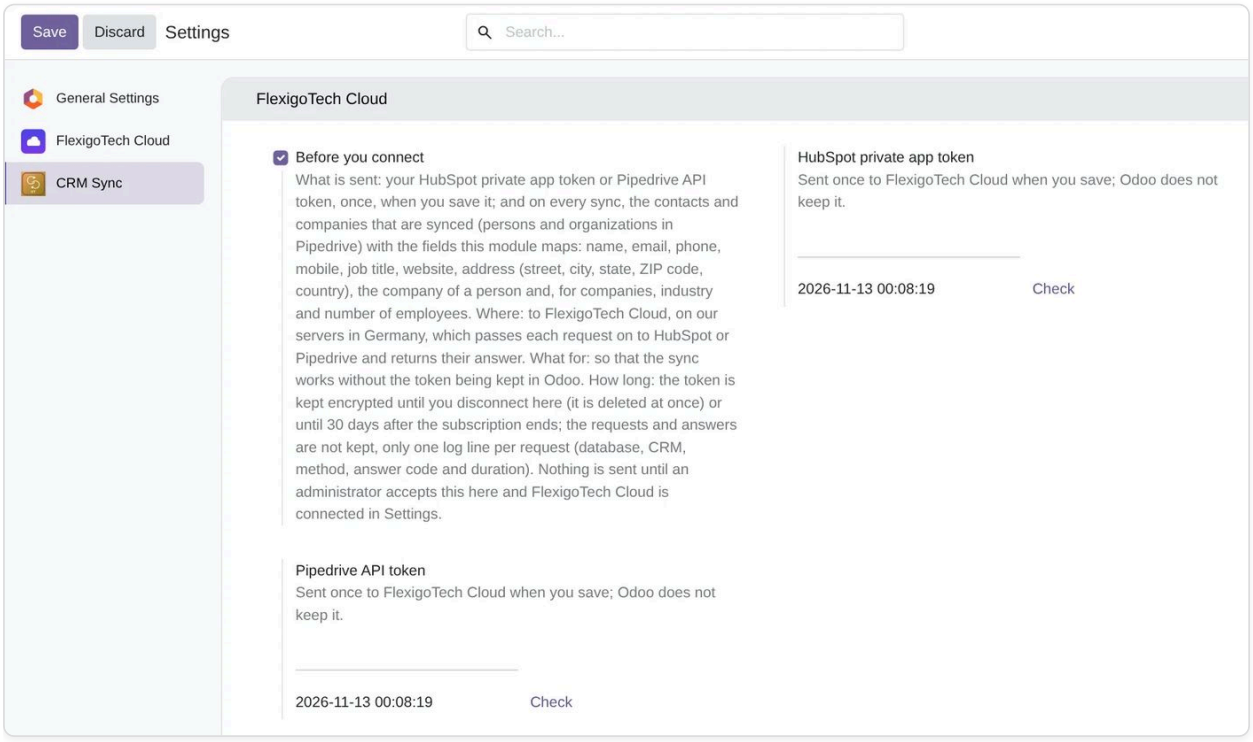
2. **Paste the token**
   The one from your private app in **HubSpot private app token**, or the one from your user in **Pipedrive API token**. You can enter both.

3. **Press Save**

The token goes to FlexigoTech Cloud and Odoo does not keep it: the field comes back empty and the date it was saved appears underneath.

4 **Press Check**

It tells you whether the token is stored in the cloud, when it was saved and when it last changed.

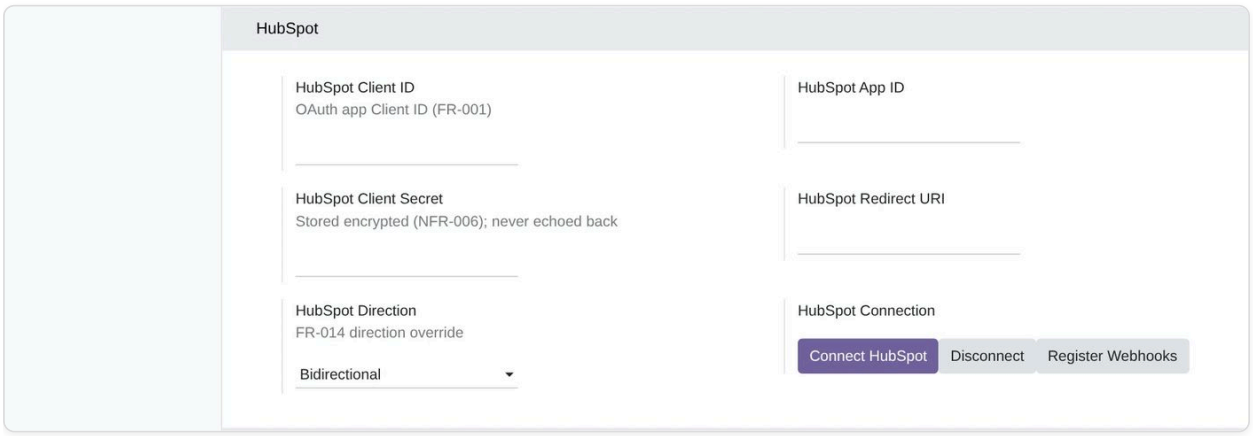


- **Real Odoo 20 screenshot.** The two tokens stored in FlexigoTech Cloud, each with its date and its **Check**.

Below, the **HubSpot** and **Pipedrive** blocks show OAuth fields (**HubSpot Client ID**, **HubSpot Client Secret**, **HubSpot Redirect URI**...) and the **Connect HubSpot** button. You don't need them: the connection is made with the token in the block above, and **Connect HubSpot** only reminds you of that.

> To change a token, paste the new one and save: it replaces the previous one in the cloud.

7 The direction of each CRM and the warnings



- **Real Odoo 20 screenshot.** The HubSpot block in the settings: **HubSpot Direction** and, to the right, the connection buttons.

Bidirectional	This is the default. Data comes in from the CRM and what you change in Odoo goes out.
Inbound only (External → Odoo)	Data only comes in: Odoo sends nothing to that CRM.
Outbound only (Odoo → External)	Data only goes out: the import, the reconciliation and the webhooks of that CRM bring nothing in.

Notification User, in the **General** block, is who receives the connector's warnings as activities: a token that needs to be authorised again, a connection that fails three times in a row, or a contact that is no longer sent after five failures. If you leave it empty, the administrator receives them. Each type of warning produces at most one every 24 hours, so your inbox does not fill up.

When to use each direction

- **Bidirectional** when both teams correct data: this is the normal case.
- **Inbound only (External → Odoo)** when the CRM is in charge and Odoo only reads, for example while you test the connector without touching your CRM.
- **Outbound only (Odoo → External)** when Odoo is the reliable source and the CRM only needs its data kept up to date.

You can change it at any time. What is already in the queue carries on its way; anything new follows the new direction.

8 Scheduled tasks

Scheduled tasks are what let the connector work without anyone pressing a button. The module ships with them switched off, so this step is part of setting up: without it, the connector only moves when someone asks it to.

1. **Activate developer mode**
   In **Settings**, at the very bottom, there is the link to turn it on.

2 **Open Settings › Technical › Scheduled Actions**

Search for "CRM Sync". Since they come switched off, they are among the archived records: add that filter in the search bar.

3 **Switch on the ones you want**

Open each one, tick **Active** and save. The minimum for it to work on its own: **CRM Sync: Process Queue** and **CRM Sync: Reconciliation Sweep**.

TASK	FREQUENCY	WHAT IT DOES
CRM Sync: Process Queue	Every minute	Sends Odoo's changes to the CRM and applies what arrived by webhook.
CRM Sync: Reconciliation Sweep	Every hour	Reads back up to 500 linked contacts from the CRM.
CRM Sync: Connection Health Check	Every 30 minutes	Tests the connection and raises a warning on the third consecutive failure.
CRM Sync: Flush Audit Buffer	Every minute	Writes to the log what is waiting in memory.
CRM Sync: Purge Old Audit Logs	Every day	Deletes log lines older than 90 days.
CRM Sync: Purge Resolved Conflicts	Every day	Deletes conflicts resolved more than 90 days ago.
CRM Sync: Purge Done Queue Items	Every day	Deletes from the queue anything completed more than 7 days ago.
CRM Sync: Bulk Import	Every day	Imports everything from both CRMs. Better left off and use the buttons instead.

> Tasks you switch on by hand stay on when you update the module: the file that creates them is not loaded again.

With **CRM Sync: Process Queue** switched off, the queue keeps growing with every edit to a linked contact. Once there are 10,000 pending operations per CRM, new ones are discarded and only a trace remains in the server log: so it is advisable to switch it on from the first day.

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9 The first import

The first import is when Odoo learns about the CRM's contacts. It is best done calmly: first check what exists on both sides and then the names, the conflicts and the duplicates.

1 **Open CRM Sync › Dashboard**

The panel shows **HubSpot State** and **Pipedrive State**: the CRM you are about to import from has to say **connected**.

2 **Press Import HubSpot or Import Pipedrive**

From HubSpot it brings in contacts and companies; from Pipedrive, people and organisations. Each one becomes an Odoo contact with its CRM ID on the **CRM Sync** tab.

3 **Repeat it whenever you like**

The next import finds the contact by its CRM ID and updates it, field by field.

What goes wrong in the first import today

- A HubSpot contact comes in with its email as its name. The HubSpot first and last names end up in **CRM First Name** and **CRM Last Name**, on the **CRM Sync** tab, and have to be copied into the name by hand.
- The first import opens an **Empty Field Guard** conflict for each field that is empty on both sides (website, street, state, salesperson...). They change no data: you can resolve them all at once with **Keep Odoo Value** (chapter "Conflicts").
- In Pipedrive, a person's email and phone arrive in their API format and are stored as they are, with text such as "[{'value': ..., 'primary': True}]". They need to be put right on the contact.
- The import only recognises a contact by its CRM ID. If that contact already existed in Odoo without an ID, the import creates another one: it is best to merge the duplicates afterwards.
- HubSpot companies and Pipedrive organisations come in as individual contacts, without the company flag.

> All of this is noted for correction in the module. In the meantime, if your CRM has many contacts, write to us before the first import and we will help you prepare it.

How to prepare it

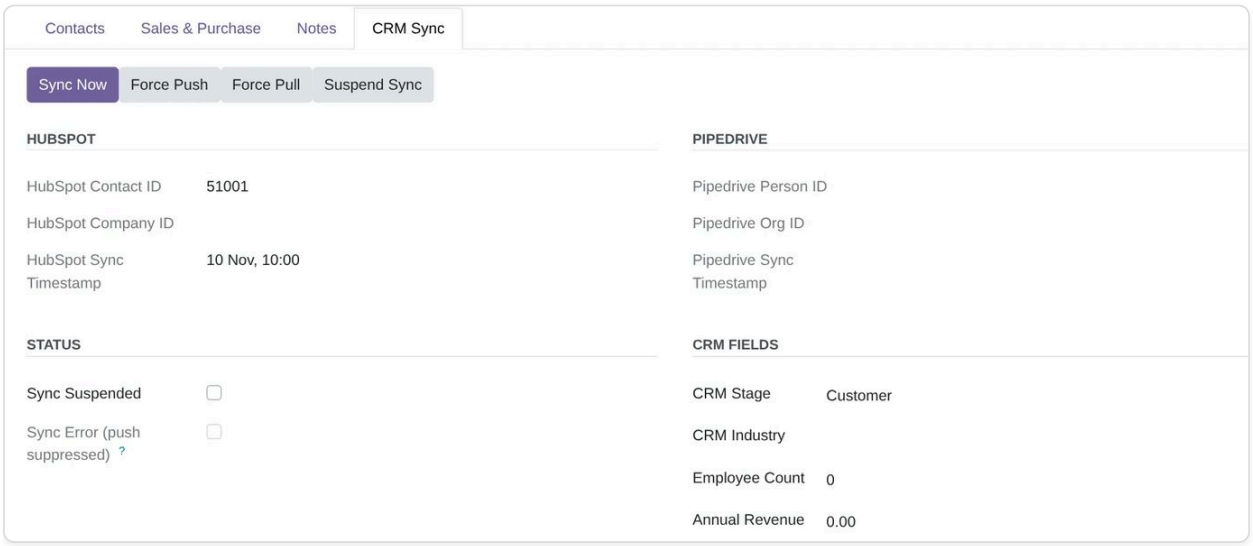
- If you already have customers in Odoo who are also in the CRM, decide beforehand which one to keep: the import would duplicate them.
- Try it first on a copy of your database, not on the working one: you will see how many contacts and conflicts come out.
- After importing, filter the contacts whose name contains an at sign and copy the name and surnames from the **CRM Sync** tab.
- Resolve the **Empty Field Guard** conflicts from the first import all at once with **Keep Odoo Value**: they change nothing.

What you see when it finishes

The panel raises **Synced Partners** with the linked contacts and **Unresolved Conflicts** with the conflicts from the import. The log has an **Inbound** line for each contact or company that came in, and each contact carries on its tab the CRM ID and the date of the import.

10 The CRM Sync tab of each contact

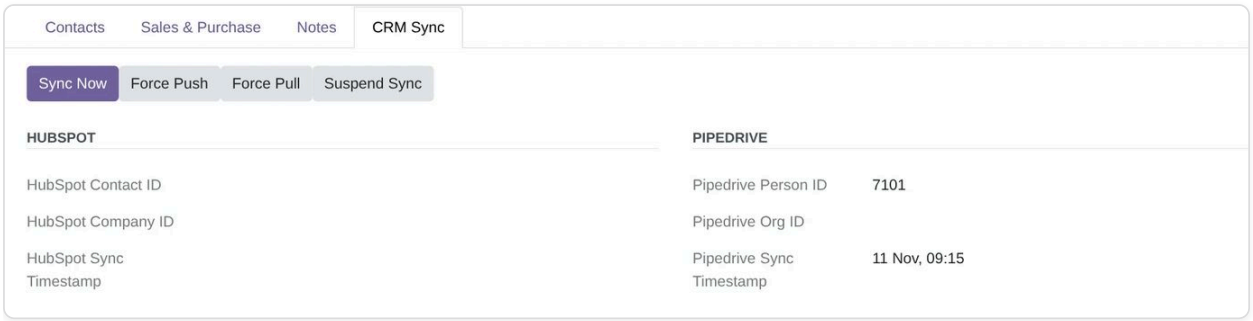
The tab is the technical record of the link: which CRM record the contact is joined to, when it was last synchronised and whether anything is holding it back. From it you can also synchronise that contact without waiting for anyone.



- **Real Odoo 20 screenshot.** A contact linked with HubSpot: its buttons, its **HubSpot Contact ID** and the last synchronisation.

Sync Now	Brings this contact's data from the CRM and decides it field by field.
Force Push	Sends all the fields in this contact's map to the CRM, without comparing dates. **CRM Sync / Admin** only.
Force Pull	Brings this contact's data from the CRM and overwrites Odoo's, without comparing dates. **CRM Sync / Admin** only.
Suspend Sync	Stops sending this contact's changes to the CRM until **Resume Sync**.

Below, the IDs of each CRM (**HubSpot Contact ID**, **HubSpot Company ID**, **Pipedrive Person ID**, **Pipedrive Org ID**) with the date of their last synchronisation, the status (**Sync Suspended** and **Sync Error (push suppressed)**) and the fields that come from the CRM: **CRM Stage** (HubSpot's lifecycle stage), **CRM Industry**, **Employee Count** and **Annual Revenue**.



- **Real Odoo 20 screenshot.** A contact linked with Pipedrive, with its **Pipedrive Person ID**.

To suspend or resume many at once: in the **Contacts** list, select them and, under **Actions**, choose **CRM Sync: Suspend** or **CRM Sync: Resume**.

> **Sync Error (push suppressed)** is set automatically when a contact fails five times in a row when sent to the CRM: from then on it is not sent. Correct the data and clear the flag.

FIELD	WHAT IT SAYS
HubSpot Contact ID and **HubSpot Company ID**	The HubSpot record it is linked to.
Pipedrive Person ID and **Pipedrive Org ID**	The Pipedrive record it is linked to.
HubSpot Sync Timestamp and **Pipedrive Sync Timestamp**	The last synchronisation with each CRM: this is the date compared when deciding each field.
Sync Suspended	When ticked, its changes are not sent to the CRM.
Sync Error (push suppressed)	Ticked only after five consecutive failed sends.
CRM Stage, **CRM Industry**, **Employee Count**, **Annual Revenue**	What comes from the CRM and has no place on the Odoo record.

11 What travels in each direction

The connector does not copy whole records: it copies fields, one at a time, according to a mapping that lives in the code. These tables are that mapping: which CRM field goes with which Odoo field and in which direction it travels.

HubSpot contacts

HUBSPOT FIELD	ODOO FIELD	DIRECTION
firstname, lastname	**CRM First Name**, **CRM Last Name**	Both ways
email, phone	Email, phone	Both ways
mobilephone	Mobile (only in Odoo 17 and 18: Odoo 19 and 20 do not have that field)	Both ways
jobtitle, website	Job title, website	Both ways
address, city, zip	Street, city, postcode	Both ways
state, country	State, country (by name)	Both ways
lifecyclestage	**CRM Stage**	Inbound only
hubspot_owner_id	Salesperson	Inbound only

HubSpot companies

HUBSPOT FIELD	ODOO FIELD	DIRECTION
name, domain, phone	Name, website, phone	Inbound only
address, city, state, zip, country	The address	Inbound only

HUBSPOT FIELD	ODOO FIELD	DIRECTION
industry, numberofemployees	**CRM Industry**, **Employee Count**	Inbound only
annualrevenue	**Annual Revenue**	Inbound only

Pipedrive persons and organisations

PIPEDRIVE FIELD	ODOO FIELD	DIRECTION
first_name, last_name	**CRM First Name**, **CRM Last Name**	Both ways
email, phone, mobile	Email, phone, mobile	Both ways
org_id, owner_id	Company, salesperson	Inbound only
Organisation: name, address, phone	Name, address, phone	Inbound only
Organisation: owner_id	Salesperson	Inbound only

What leaves Odoo are the contacts and the persons: companies and organisations only come in. Opportunities, notes, activities and custom fields are not synchronised.

> Country, state, company and salesperson are looked up by their name in Odoo. If it cannot find it (a country written differently), that field is skipped and everything else continues.

The HubSpot lifecycle stage

The HubSpot lifecycle stage (lifecyclestage) goes into **CRM Stage** with these values: **Subscriber**, **Lead**, **Marketing Qualified Lead**, **Sales Qualified Lead**, **Opportunity**, **Customer**, **Evangelist** and **Other**. A custom stage that is not on the list comes in as **Other**. A contact created in Odoo starts as **Lead**.

Fields looked up by name

Country and state arrive from the CRM as text and the connector searches Odoo for one with that name. If your CRM writes "España" and your Odoo is in English, it may not find it: that field is skipped and the rest of the contact comes in anyway. The same happens with a Pipedrive person's company and with the salesperson.

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12 How each field is decided

This is the part that matters most: when the same data changes in two places, someone has to decide. The connector decides field by field with a fixed rule, and whatever it cannot decide alone it leaves noted for you.

- It compares the date of the last change in the CRM with the date of that contact's last synchronisation in Odoo.
- The most recent one wins. If both are within 2 seconds of each other, they count as equal and nothing is touched.
- An empty value never erases a filled one: instead of overwriting it, it opens a **Empty Field Guard** conflict in **Conflicts**.

- Every decision is recorded in the log: which field, who won and what changed.

So if your sales team changes a phone number in HubSpot and someone in Odoo corrects the address, both changes are kept. And if someone empties a field in the CRM by mistake, the data in Odoo is not lost.

Three cases

The salesperson changes the phone number in HubSpot	On the next read (reconciliation, **Sync Now** or import), the HubSpot change is newer than the last synchronisation: the new phone number goes into Odoo.
Accounts corrects the email in Odoo	The contact enters the queue as **Outbound Push** and **CRM Sync: Process Queue** sends the new email to the CRM.
Someone empties the website in Pipedrive	The empty value does not overwrite the website in Odoo: a **Empty Field Guard** conflict is opened and you decide.

The Odoo date is that of the last synchronisation of that contact with that CRM (**HubSpot Sync Timestamp** or **Pipedrive Sync Timestamp** on the tab). The CRM date is that of its last change: lastmodifieddate in HubSpot and update_time in Pipedrive.

SITUATION	WHAT IT DOES	WHAT GETS RECORDED
Both changed within 2 seconds	Does nothing	On the record's line
The CRM changed later	Writes the CRM value into Odoo	Field and decision in the log
Odoo changed later	Keeps the Odoo value	On the record's line
The winning value is empty	Does not delete the data on the other side	A conflict in **Conflicts**

Why the most recent one wins

Always siding with one party (for example, Odoo) is simpler, but it loses the other side's corrections. With the date of each change, the correct correction is kept whichever side it came from, and the doubtful case, a piece of data that disappears, is set aside for a person to review.

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13 The queue and the log

The queue and the log are the two lists that show what the connector is doing: the first, what is still to be done; the second, what it has already done and how it ended.

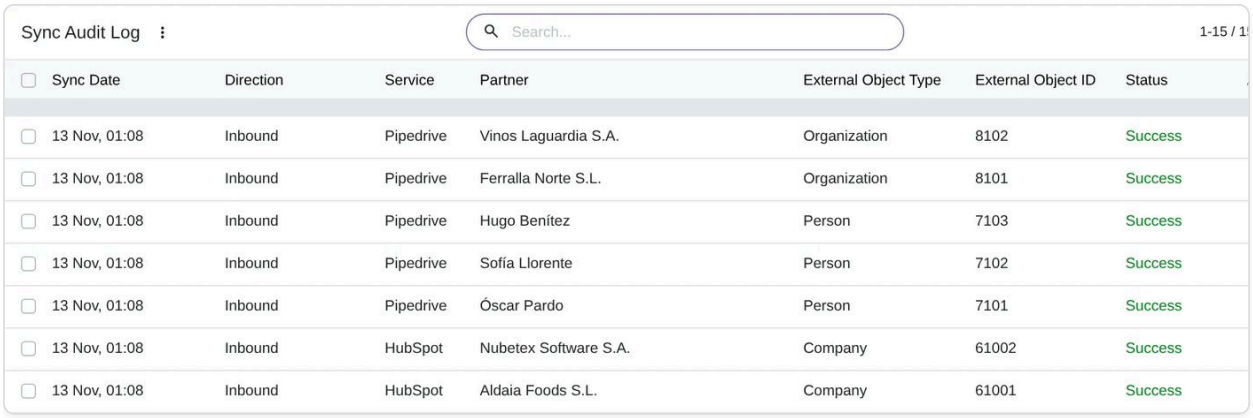
Inbound Webhook	Priority 1: what arrived by Pipedrive webhook. It goes first.
Outbound Push	Priority 10: a change you made in Odoo to a linked contact.
Reconciliation	Priority 20: what reconciliation has to review.

When you save a linked contact, its change goes into the queue as **Outbound Push**, with the mapped fields at that moment. The **CRM Sync: Process Queue** task empties it every minute, within the rate each CRM allows: HubSpot, 100 calls every 10 seconds; Pipedrive, 10 per second.

If an outbound fails, it is retried after 2, 4 and 8 seconds. On the fourth failure it stays in **Error**, with the CRM's message in **Error Message**. Finished and failed entries are deleted after 7 days.

> With **CRM Sync: Process Queue** switched off, the queue grows and nothing goes out: changes wait in **Pending** until you switch it on or click **Force Push** on the contact.

The audit log



- **Real Odoo 20 screenshot.** The log after importing from both CRMs: people and organisations from Pipedrive, and companies from HubSpot.

Inbound and **Outbound**	What came into Odoo and what went out to the CRM.
Orphan	A linked contact whose record no longer exists in the CRM. It stays in Odoo.
GDPR Erasure	A linked contact you deleted in Odoo. It keeps its CRM IDs, so you can delete it there if you wish: the connector does not delete anything in the CRM.
Transfer Disclosure	Acceptance of the notice on the transfer of data to the USA.

Opening a line shows what was decided for each field and which fields changed. Lines are deleted after 90 days.

> Most entries are first recorded in memory and written by the **CRM Sync: Flush Audit Buffer** task every minute (or when it reaches 500 lines). Without that task switched on, the log falls behind.

The queue states

STATE	WHAT IT MEANS
Pending	Waiting for its turn or its next attempt.
Processing	The task is sending or applying it right now.
Done	Finished. Deleted after 7 days.
Error	Failed four times. The CRM's message is on the line.
Skipped	Skipped, for example because the contact no longer exists.

The same Pipedrive notification arriving twice within 60 seconds enters the queue only once.

What a log line contains

Besides the date, direction, CRM, contact and result, each line states which user caused it if it was manual, the decision for each field (who won and why), the list of fields that changed and, if something failed, the message. It is the first thing to check when a piece of data is not what you expected.

14 Conflicts

A conflict is not an error: it is a piece of data the connector does not dare to overwrite. Reviewing the list from time to time is what keeps contacts clean on both sides.

Each conflict states the contact, the CRM, the field, the type, the Odoo value and the CRM value. Currently the connector only opens conflicts of the type **Empty Field Guard**: one side has the data and the other side is empty.

1. **Select the conflicts**
   One or many, in the list.

2. **In Actions, click Resolve Conflicts**
   A window opens with the selected items.

3. **Choose which value stays**
   Keep Odoo Value (it comes this way), **Keep External Value** or **Manual Value**, which you type yourself. When applied, the value is written to the contact and the conflict is marked resolved with your user and the time.

A contact has at most 10 unresolved conflicts: further ones are not recorded until you resolve some. Resolved ones are deleted after 90 days.

An example

In Odoo, a contact has its company's website. In Pipedrive, someone deletes it. On the next read, the Pipedrive value is more recent but empty: the connector does not delete the website in Odoo and opens a conflict with the field, the Odoo value and the empty CRM value. With **Keep Odoo Value**, the website stays; with **Keep External Value**, it is deleted in Odoo; with **Manual Value**, you enter the right one.

What is not a conflict

A field that changes on one side only does not open a conflict: the change wins and stays in the record. Nor do two changes made within 2 seconds of each other: the connector leaves them alone and logs them.

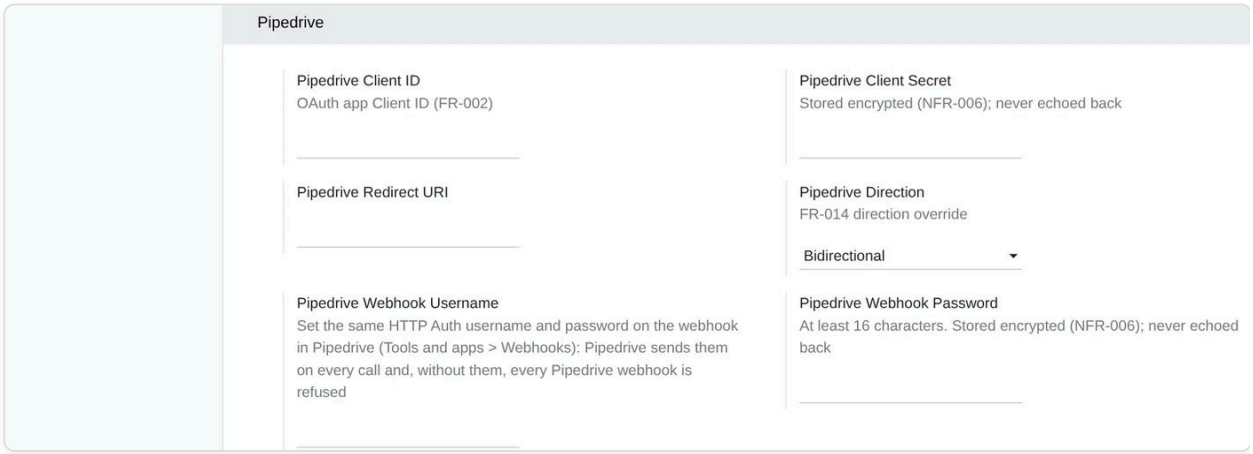
15 Webhooks

Without webhooks, a change in the CRM takes as long to arrive as the next reconciliation, at most one hour. With webhooks, the CRM notifies Odoo as soon as something changes and the change enters the queue immediately.

Pipedrive

1. **Set a username and password in Odoo**

   In **Settings › CRM Sync**, the **Pipedrive** block: **Pipedrive Webhook Username** and **Pipedrive Webhook Password**, 16 characters or more. Save.



- **Real Odoo 20 screenshot.** The Pipedrive block: the direction and the username and password for its webhooks.

2. **Create the webhook in Pipedrive**

   In Pipedrive, in its webhooks, one for people and one for organisations, pointing to **https://your-odoo/crm_sync/pipedrive/webhook**, with the same username and password.

3. **Switch on CRM Sync: Process Queue**

   What arrives waits in the queue as **Inbound Webhook** until that task applies it.

A person deleted in Pipedrive is not deleted in Odoo: a line is left in the log. With the connector paused, notifications are ignored and collected by the next reconciliation.

HubSpot

Odoo has the address for HubSpot webhooks, but at present it does not check their signature the way HubSpot sends it (version 3) and would reject them. With HubSpot, rely on the hourly reconciliation and on **Sync Now**.

For Pipedrive, the useful notifications are those for people and organisations: creation, change and deletion. A creation or change enters the queue with the data Pipedrive sends; a deletion only leaves a line in the log.

16 A day with the connector

This is what a day looks like with HubSpot connected and the tasks switched on.

9:00	A sales rep creates a new client in HubSpot. She is not yet in Odoo.
9:05	Someone clicks **Import HubSpot** on the dashboard (or the daily import task, if you switched it on). The client enters Odoo with her **HubSpot Contact ID**.
10:30	Billing corrects her email in Odoo. On saving, the change enters the queue as **Outbound Push**.
10:31	**CRM Sync: Process Queue** sends it to HubSpot. The **Audit Log** records an **Outbound** line with **Success**.
12:00	The salesperson changes the phone number in HubSpot. The 12 o'clock reconciliation reads it: the change is more recent, so it goes into Odoo.
16:00	In HubSpot someone deletes the website by mistake. Reconciliation does not delete it in Odoo: it opens a conflict, and whoever handles conflicts chooses **Keep Odoo Value**.

Without the tasks switched on, the same day is handled by hand: **Import HubSpot** and **Run Reconciliation** on the dashboard, and **Sync Now** or **Force Push** on whichever contact you want to update.

And with Pipedrive and its webhooks

11:00	A sales rep changes a person's mobile number in Pipedrive. Pipedrive notifies your Odoo immediately.
11:00	The notification enters the queue as **Inbound Webhook**, with priority 1: it goes ahead of everything else.
11:01	**CRM Sync: Process Queue** applies it to the contact, field by field, and records the line in the log.
15:00	Someone deletes that person in Pipedrive. In Odoo nothing is deleted: a line is left in the log and the contact remains.

17 Permissions and security

The connector separates who views from who decides: viewing the status and synchronising a contact is one thing, overwriting data or changing the connection is another.

CRM Sync / User	Sees the dashboard, the queue and the conflicts, and the **CRM Sync** tab on contacts with **Sync Now** and **Suspend Sync**.
CRM Sync / Admin	Everything above, the audit log, and the **Force Push** and **Force Pull** buttons, which overwrite data without comparing dates. The administrator user has it from installation.
Odoo administrator	Accepts the consent, stores the tokens and disconnects. Nobody else can delete a connection.

Other users are granted the permission on their user record, with developer mode on: both groups are in the technical section.

- The token of a new connection is not stored in Odoo in readable form: nobody can see it in the database, not even an administrator.
- The connector's internal parts (the connection, the queue, the log) cannot be called from outside via JSON-RPC.
- Pipedrive's webhooks require the username and password you set in Odoo, 16 characters or more; without them, the call is rejected.

> Give **CRM Sync / Admin** only to whoever looks after master data: a **Force Pull** brings in the CRM record and overwrites what is in Odoo.

18 Personal data and GDPR

Contacts are personal data and the connector moves them between three places: your Odoo, your CRM and FlexigoTech Cloud, which acts as a gateway. This is what you need to know for your record of processing activities.

Who processes what	You are the controller of the data. FlexigoTech, as processor, only passes it between Odoo and your CRM; acceptance of FlexigoTech Cloud includes the data processing agreement.
Where	On our servers in Germany. HubSpot and Pipedrive store their data where your contract with them specifies.
How long	The cloud does not store contacts: it passes them on. The Odoo audit log is deleted after 90 days; resolved conflicts, also after 90; the queue, after 7.
Deleting someone	If you delete a linked contact in Odoo, the connector does not delete it in the CRM: it keeps its CRM IDs in the log (**GDPR Erasure**) so that you can delete it there.
What is sent	Only the mapped fields. Each field is marked in the code as to whether it is personal data.

> The connector does not decide for you whether you may pass a piece of data to your CRM: that depends on your legal basis and your contract with HubSpot or Pipedrive.

Which fields are personal data

CRM	PERSONAL DATA	OTHER DATA
HubSpot contact	First name, last name, email, phone numbers, job title, website and address	Province, country, stage, sales rep
HubSpot company	Name, phone and street	Website, city, province, postcode, country, industry, employees, revenue
Pipedrive person	First name, last name, email and phone numbers	Organisation and sales rep

CRM	PERSONAL DATA	OTHER DATA
Pipedrive organisation	Name, address and phone	City, province, postcode, country and sales rep

The code itself marks this field by field, and Odoo shows the same once you install the module, so you can check it.

19 HubSpot and Pipedrive at the same time

A single Odoo can be connected to both CRMs. Each one keeps its own token, direction, status and last sync date separately, and each contact can be linked to one, the other, or both.

- A contact linked to both sends its changes to both.
- Each CRM decides its fields by its own date: what wins in HubSpot does not necessarily win in Pipedrive.
- You can leave one set to **Inbound only (External → Odoo)** and the other to **Bidirectional**.
- The panel shows the status of both and has an import button for each.

It is useful when part of the team works in one CRM and part in the other, or while you move from one to the other.

For example: the marketing team works in HubSpot and the sales team in Pipedrive. Both CRMs feed into Odoo and, when the same person is in both, their Odoo contact can hold both IDs. A change in Odoo goes out to both, and what comes back from each is decided by its own date.

20 What it does not do today, and what to do if something fails

This is what the code published today does not do, or does poorly. It is noted for correction in the module; in the meantime, it is worth knowing before you buy.

- The 8 scheduled tasks ship switched off and nothing turns them on: you have to enable them by hand.
- **Register Webhooks** does not register any webhook. Pipedrive's webhooks are registered by hand; HubSpot's, for now, would not be accepted.
- Companies and organisations only come into Odoo, and they come in as individual contacts.
- HubSpot contacts come in with the email as the name; first and last name are kept in **CRM First Name** and **CRM Last Name**.
- The first import opens a conflict for every field that is empty on both sides.
- In Pipedrive, the email and phone are stored in the format of its API.
- The import does not recognise by email a contact that was already in Odoo: it creates another one.
- No specific HubSpot properties are requested, so some fields in the map may not arrive.
- It does not sync opportunities, notes, activities or custom fields, and the field map cannot be changed.

If something fails

The panel says disconnected	The token or the consent is missing: **Settings › CRM Sync**, **Check**.
The queue is not draining	**CRM Sync: Process Queue** is switched off (that is how it ships). Turn it on.
HubSpot Last Check says never	**CRM Sync: Connection Health Check** is switched off.
A contact does not go out to the CRM	Check **Sync Suspended**, **Sync Error (push suppressed)** and the CRM direction.
An item in Error	Open it in **Sync Queue**: **Error Message** shows what the CRM replied.
Many conflicts after importing	These are fields that are empty on both sides: **Resolve Conflicts** with **Keep Odoo Value**.

A pause in FlexigoTech Cloud deletes nothing and does not disconnect the CRM: when the service returns, everything picks up where it left off.

While this is being fixed

Switched-off tasks	Turn them on on day one (section "The scheduled tasks").
Names showing the email	After importing, copy first and last name from the **CRM Sync** tab.
Conflicts from the first import	Clear them all at once with **Keep Odoo Value**.
Pipedrive email and phone	Correct them on the contact: the next change in Odoo sends them correctly.
Duplicates	Merge the contacts you already had in Contacts with the ones that arrive from the CRM.
HubSpot changes straight away	Use **Sync Now** on the contact or **Run Reconciliation** on the panel.

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21 Other ways to do it

Odoo does not ship a sync with HubSpot or Pipedrive: there is no module for either CRM in the Odoo 20 code, in Community or Enterprise. The other ways of having the same contacts on both sides are these.

METHOD	HOW IT WORKS	WHAT IT COSTS
Export and import by hand	You export a CSV from the CRM and import it into Odoo Contacts.	Time every time, and nothing goes back to the CRM.
An automation platform	Zapier, Make or similar: you build each flow and its mapping yourself.	The separate platform; you resolve the conflicts yourself.
Custom development	A developer connects the two APIs for your case.	The project and its maintenance.
Move the CRM into Odoo	You leave HubSpot or Pipedrive and use Odoo's CRM.	Changing how the sales team works.

METHOD	HOW IT WORKS	WHAT IT COSTS
This connector	Contacts in both directions, field by field, with queue, conflicts and log.	€9 for the module and the FlexigoTech Cloud subscription.

If your sales team is happy with its CRM, the sensible choice is to leave it alone and merge the contacts. If you were already planning to move everything to Odoo, the connector also serves for the transition: it brings the contacts across while the team changes over.

How to choose

- If you only want the contacts once, to start in Odoo, export and import by hand: you need nothing else.
- If contacts change every day on both sides, a one-off copy goes stale within a week.
- If you already pay for an automation platform and have someone to build the flows, that is an option; you will have to build the conflicts and the log yourself.
- If you want the CRM and Odoo to share contacts without building anything, with field-by-field decisions and a conflict list inside Odoo, this connector is for that.

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22 Plans, price and trial

The connector is paid in two parts: the module license, per Odoo version, and the FlexigoTech Cloud subscription, which stores the token and passes the calls to your CRM. The 14-day trial does not ask for a card.

€9

License per Odoo version.

+ FlexigoTech Cloud

STANDARD

€49/month

or €490 a year

- First response within 1 working day
- Up to 3 accounts

PRO

€98/month

or €980 a year

- First response within 4 working hours
- Up to 10 accounts
- Video call if needed

14-day trial, no card · Prices exclude VAT

No trial or subscription	Synchronisation is paused: no calls go out and nothing is marked as failed. It resumes on its own when you renew. The token is kept for up to 30 days after the subscription ends.
Disconnecting	**Disconnect** deletes the token from FlexigoTech Cloud immediately, with or without a subscription.
Uninstalling	When you uninstall the module, Odoo asks the cloud to delete the tokens. The contacts stay in Odoo; the module's fields (the CRM IDs and the CRM Sync tab) go with it.

If you reinstall the module after uninstalling it, you start from scratch: you have to tick the consent again and paste the token again. The contacts remain in Odoo, but without their CRM IDs, which were fields of the module: the next import would create them again.

23 Frequently asked questions

Do I need Odoo Enterprise?

No. It uses Odoo Community's Contacts and Conversations, so it works the same on Community and Enterprise.

Does it work on Odoo Online?

No: Odoo Online does not allow installing third-party modules. It is for Odoo.sh or your own server, on Odoo 17, 18, 19 or 20.

What do I need in HubSpot?

A private app in your account, with permission to read and write contacts and to read companies, and the token HubSpot gives you when you create it.

And in Pipedrive?

The API token of your user. You find it in Pipedrive's personal preferences.

Can I connect both CRMs?

Yes. Each one has its own token, direction and status, and a contact can be linked to both.

Is the token stored in Odoo?

No, on a new connection. It is sent once, encrypted, to FlexigoTech Cloud, and the Odoo field comes back empty when you save.

Does it work on its own?

Once you switch on its scheduled actions, which are off by default. Until then it works through the buttons on the panel and on each contact.

How often does it sync?

With the scheduled actions on, the queue runs every minute and the reconciliation reads the linked contacts every hour.

Is it real time?

With Pipedrive webhooks set up manually, a change enters the queue straight away. With HubSpot, it arrives at the next reconciliation or when you press **Sync Now**.

What happens if a field changes on both sides?

The most recent change wins, field by field. If the winning value is empty, it does not overwrite the data: it opens a conflict for you to decide.

Does it sync companies?

They come into Odoo, for now as individual contacts. What goes from Odoo to the CRM is contacts and persons.

And opportunities?

No. Nor notes, activities or custom fields: only contacts and companies.

Can I change the field mapping?

No: the mapping is fixed and lives in the code. If you need another field, get in touch and we will assess it.

What name do HubSpot contacts get?

For now, their email. The first and last names go into **CRM First Name** and **CRM Last Name**, on the **CRM Sync** tab.

Does it delete anything in the CRM?

No. If you delete a linked contact in Odoo, its CRM IDs stay on the record so you can delete it there too if you wish.

And a contact deleted in the CRM?

It stays in Odoo. Reconciliation marks it on the record as **Orphan**.

Can I pause a contact?

Yes: **Suspend Sync** on its tab, or **CRM Sync: Suspend** from the contact list to do many at once.

Who can force a sync?

Users in **CRM Sync / Admin**. Forcing overwrites data without comparing dates, so it is best kept to a few people.

What if the contact already existed in Odoo?

The import creates another one, because it only recognises the CRM ID. You then need to merge the duplicates under Contacts.

How long does the log keep records?

90 days. Resolved conflicts are also deleted after 90 days, and finished queue items after 7.

What if I cancel my subscription?

Syncing stops and nothing is deleted in Odoo. When you subscribe again, it picks up where it left off.

Can I disconnect?

Yes: **Disconnect** deletes the token from the cloud straight away, whether or not you have a subscription.

Does it work without FlexigoTech Cloud?

No. What it has already brought in from your CRM stays in Odoo.

What language are its screens in?

English, because the module does not ship with translations. The rest of Odoo appears in your language.

Can you help with the first import?

Yes. Write to us first, with how many contacts you have on each side, and we will prepare it with you.

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24 Glossary

CRM	The tool where the sales team keeps customers and deals: here, HubSpot or Pipedrive.
HubSpot private app	An app in your own HubSpot account that issues a token with the permissions you choose.
Pipedrive API token	The key for your Pipedrive user, so another program can use its API.
FlexigoTech Cloud	FlexigoTech's service that stores the token encrypted and passes each call on to the CRM.
Linked contact	An Odoo contact with the ID of a CRM record in its **CRM Sync** tab.
CRM ID	The number the CRM uses to identify a contact, person, company or organisation.
Import	Reading all the contacts and companies in a CRM, page by page.
Reconciliation	The hourly read of the linked contacts to update whatever changed in the CRM.
Queue	What is waiting to go out to the CRM or to come into Odoo, in order of priority.
Webhook	The notice the CRM sends your Odoo when something changes.
Most recent wins	The connector's rule: each field keeps the change with the newest date.
Conflict	A field the connector cannot decide on its own, which it leaves for you to decide.
Empty Field Guard	The conflict for a field that is filled on one side and empty on the other: an empty value never deletes data.
Audit log	The list of each sync, with its direction, its CRM and its result.
Orphan	A linked contact whose record no longer exists in the CRM.
Direction	Where a CRM's data travels: both ways, only to Odoo, or only to the CRM.
Pause	What the connector does without a test or subscription: it does not call the CRM and deletes nothing.
Lifecycle stage	The stage of the contact in HubSpot (subscriber, lead, customer...); in Odoo, **CRM Stage**.
Sync Now	The button that fetches a contact's data from the CRM and decides it field by field.
Force Push and Force Pull	The buttons that send or fetch a whole contact without comparing dates.
Priority	The order of the queue: webhooks first, then outgoing items, and reconciliation last.
Notification User	Who receives the connector's notices as activities.
Consent	The **Before you connect** checkbox: without it, nothing goes to the cloud.

25 Checklist and contact

- [ ] Your HubSpot private app with its token, or your Pipedrive API token.
- [ ] Odoo 17, 18, 19 or 20 on Odoo.sh or on your server.
- [ ] The module installed and the FlexigoTech Cloud trial started.
- [ ] **Before you connect** ticked and the token saved; **Check** confirms it.
- [ ] The direction of each chosen CRM set and **Notification User** filled in.
- [ ] **CRM Sync: Process Queue** and **CRM Sync: Reconciliation Sweep** switched on.
- [ ] The first import done and reviewed: names, conflicts and duplicates.
- [ ] If you use Pipedrive and want changes straight away, its webhooks set up.
- [ ] **CRM Sync / Admin** permissions given only to whoever looks after master data.

If you would like us to set it up with you, write to us. On the Pro plan, if needed, we can look at it on a video call.

Email

To install it, set it up or for any question.
comercial@flexigotech.com

On the web

The connector page, with the guide and the prices.
flexigotech.com/en/crm-sync-hubspot-pipedrive-odoo.html

On Odoo Apps

The module page on the Odoo store.
apps.odoo.com

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