

Connecting other ESPs and CRMs to Digioh

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[Connecting a Klaviyo pipeline](#) and [Connecting an Iterable pipeline](#) walk through those two platforms step by step. If you use Salesforce, HubSpot, Marketo, or something else entirely, the underlying pattern is identical. Only the field names and API details change.

This article covers that general pattern, then points you to the dedicated setup guide for a few common platforms.

The General Pattern

Every ESP and CRM integration in Digioh follows the same five moves, whether you're sending data to a Pipeline task or a legacy integration:

1. **Connect and authenticate.** Add the platform under **Integrations** and enter its credentials: an API key, OAuth connection, or private app token, depending on the platform.
2. **Create a Pipeline task.** Add a task to your Pipeline for the platform (for example, an HTTP Request task or the platform's dedicated API task) and point it at the right connection.
3. **Map your fields.** Use a Map Data task to send each submission field to the correct field name on the receiving end, for example mapping form.email to the ESP's email property, or a hardcoded list or object ID for the destination list.
4. **Test with a real submission.** Submit your Campaign yourself and confirm the record actually appears on the receiving platform, not just that Digioh shows the Pipeline as connected.
5. **Check the Pipeline logs.** Review **Pipeline → Activity** to see the exact payload Digioh sent and the response the platform sent back.



If a Pipeline shows as "connected" but nothing shows up on the receiving end, the cause is almost always step 3, not step 1 or 2. A misconfigured field mapping, or the wrong target list ID or object ID, will let the Pipeline run successfully and log a response, while the record silently lands in the wrong place or gets rejected by the ESP. Before assuming the connection itself is broken, open the Pipeline log for that submission and double-check the mapping and the list or object ID against what's on your ESP's dashboard.

Salesforce

Salesforce connects to Digioh through a Salesforce Connected App, authenticated via OAuth. Once authenticated, you can query and update Salesforce records from a Pipeline. See [How to Connect Salesforce CRM to Digioh](#) for the full Connected App setup and authentication steps.

HubSpot

HubSpot integrates with Digioh either through Zapier (Digioh's recommended path for most teams) or through a direct API integration using a HubSpot private app token. See [How to Integrate with HubSpot](#) for the direct setup, or the contact upsert variant if you need create-or-update behavior against HubSpot's legacy contacts API.

Marketo

Marketo connects through a Pipeline built from HTTP Request tasks: one for OAuth authentication, one to create or update the lead, and optionally a delay-plus-list task if you need the lead added to a specific Marketo list. See [How to Create a Marketo Pipeline](#) for the exact task sequence.

Something else?

Most other ESPs and CRMs (Braze, Yotpo, Attentive, Postscript, and generic webhook destinations) follow the same pattern: connect, map, test, check logs. If a platform isn't listed here or doesn't have a dedicated guide, start from [Sending your data: pipelines overview](#) and build the Pipeline using a Map Data task plus an HTTP Request or Render Template task pointed at that platform's API.

Once your data is landing correctly, move on to [Measuring your results](#) to see how your Campaign is performing. Stuck on a mapping or an unfamiliar API? Reach out to support@digioh.com.
