BHuman + HubSpot

Direct API integration guide

A step-by-step guide with real HubSpot screenshots and a received video email.

Give every new lead a personal welcome. Connect BHuman to HubSpot, and your leads can receive an email with a video made for them and a moving preview they can click to watch.

This guide walks you through the setup with real HubSpot screenshots. BHuman creates the video, and HubSpot sends the email. You can do it all with a HubSpot workflow, without Zapier.

1. Before you start

You'll need a BHuman video template, your BHuman API credentials and enough credits to create a test video. Use an email address you control for your first test.

In HubSpot, you'll need **Data Hub Professional or Enterprise** for the Custom code action and **Marketing Hub Professional or Enterprise** for automated marketing emails. Check that both features are available in your account before you begin. HubSpot workflow requirements, automated email requirements.

You'll copy two short code examples below. They let HubSpot ask BHuman to create a video and check when it's ready.

2. Choose your video and add contact fields

Start with the video template you'd like your leads to receive. In BHuman, find its campaign ID and the names of the fields you want to personalize.

The code below uses **name** and **conference** as example fields. It takes the name from HubSpot's First Name property. Replace **YOUR_CAMPAIGN_ID**, the field names and their values to match your BHuman template. Keep the fields in the same order in the **variables** and **names** lists.

Next, create these four contact properties in HubSpot. Choose **Single-line text** for each, in the **Contact information** group. Use the internal names exactly as shown so the email and workflow can find them.

Property label	Internal name	What it stores
BHuman Video ID	`bhuman_video_id`	The video created for this contact
BHuman Video Status	`bhuman_video_status`	Whether the video is ready
BHuman Video URL	`bhuman_video_url`	The link to watch the video
BHuman GIF URL	`bhuman_gif_url`	The moving preview shown in the email

3. Start with your own email address

In HubSpot, open **Workflows** and create a **contact-based workflow**. For now, set the enrollment rule to **Email is equal to** your own test address. Leave **re-enrollment off** so the same contact doesn't receive the welcome email again.

Screenshot 1: Set a test email as the HubSpot enrollment rule

Once your test looks right, you can change the rule to your new-lead form or another lead source.

4. Connect HubSpot to BHuman

Add **Data ops > Custom code**, select **Node.js 24.x**, and name the action **Generate BHuman video once**.

Add two secrets named **BHUMAN_CLIENT_ID** and **BHUMAN_CLIENT_SECRET**, using the values from your BHuman API settings. Select both secrets for this action. HubSpot keeps these values private, so you don't need to put them in the code.

Under **Property to include in code**, add these inputs:

Input name	HubSpot contact property
`first_name`	First Name
`existing_video_id`	BHuman Video ID

Screenshot 2: BHuman credentials and contact fields in HubSpot

Paste the code below, then replace **YOUR_CAMPAIGN_ID** and the example fields with your own template details.

```
// HubSpot custom code action. Runtime: Node.js 24.x.
// Secrets: BHUMAN_CLIENT_ID, BHUMAN_CLIENT_SECRET.
// Inputs: first_name, existing_video_id (optional).
// String outputs: video_id, video_status, message.
exports.main = async (event) => {
  const result = (video_id, video_status, message) => ({
    outputFields: { video_id, video_status, message },
  });
  const uuid = /^[0-9a-f]{8}-[0-9a-f]{4}-[0-9a-f]{4}-[0-9a-f]{4}-[0-9a-f]{12}$/i;
  const existing = String(event.inputFields.existing_video_id || '').trim();
  if (existing) {
    return result(existing, uuid.test(existing) ? 'processing' : 'needs_review',
      'Existing generation retained. No new video requested.');
  }
  const name = String(event.inputFields.first_name || '').trim();
  if (!name) return result('', 'failed', 'First name is required.');
  const clientId = process.env.BHUMAN_CLIENT_ID;
  const clientSecret = process.env.BHUMAN_CLIENT_SECRET;
  if (!clientId || !clientSecret) {
    return result('', 'failed', 'Attach both BHuman secrets to this action.');
  }
  try {
    // Submit once. A timeout can follow an accepted, billable request.
    const response = await fetch(
      'https://studio.bhuman.ai/api/ai_studio/pipeline/campaign', {
        method: 'POST',
        headers: {
          Authorization: 'Basic ' + Buffer.from(clientId + ':' + clientSecret).toString('base64'),
          'Content-Type': 'application/json',
        },
        signal: AbortSignal.timeout(10000),
        body: JSON.stringify({
          campaign_id: 'YOUR_CAMPAIGN_ID',
          generation_mode: 'keep_original',
          variables: ['name', 'conference'],
          names: [[name, 'HubSpot demo']],
        }),
      });
    const body = await response.json();
    const ids = body.result;
    if (response.ok && body.code === 200 && Array.isArray(ids) &&
        ids.length === 1 && typeof ids[0] === 'string' && uuid.test(ids[0])) {
      return result(ids[0], 'processing', 'Video accepted. Save its ID before checking completion.');
    }
```

```
    return result('', 'needs_review',
      'Generation did not return one valid ID. Check BHuman before retrying.');
  } catch {
    // Returning a review state prevents automatic retry of a paid POST.
    return result('', 'needs_review',
      'Request outcome uncertain. Check BHuman and retain any accepted ID.');
  }
};
```

Under **Data outputs**, add **video_id**, **video_status** and **message**. Set each to **String**, then save the action.

Choose **Test action** and select your test contact. This creates a real video and uses your normal BHuman credits, so run it once and keep the video ID it returns. A **processing** status means BHuman has started making the video.

Screenshot 3: BHuman accepts the video request from HubSpot

5. Save the video ID and add a short wait

Add **CRM > Edit record**. Set **BHuman Video ID** to the **video_id** output from **Generate BHuman video once**. Choose the output from HubSpot's picker rather than typing its name.

Then add **Delay > Set amount of time > 5 minutes**. This gives BHuman time to prepare the video and its animated preview.

If you already ran the code test, save its returned ID in your test contact's **BHuman Video ID** field before enrolling that contact. The workflow will reuse the saved video instead of asking for another one.

If a request times out, check your BHuman campaign before trying again. The video may already be there.

6. Get the video link and animated preview

Add another **Custom code** action named **Check saved BHuman video**, using **Node.js 24.x**. Add an input named **video_id** and map it to the contact's **BHuman Video ID** property.

Paste this code. It checks the video you already created and returns its viewing link and GIF preview.

```
// HubSpot custom code action. Runtime: Node.js 24.x. No secrets required.
// Input: video_id. String outputs: video_id, video_status, video_url, gif_url, message.
exports.main = async (event) => {
  const id = String(event.inputFields.video_id || '').trim();
  const result = (video_status, video_url = '', gif_url = '', message = '') => ({
    outputFields: { video_id: id, video_status, video_url, gif_url, message },
  });
  const isHttps = (value) => {
    try { return typeof value === 'string' && new URL(value).protocol === 'https:'; }
    catch { return false; }
  };
  if (!/^[0-9a-f]{8}-[0-9a-f]{4}-[0-9a-f]{4}-[0-9a-f]{4}-[0-9a-f]{12}$/i.test(id)) {
    return result('needs_review', '', '', 'A valid saved generation ID is required.');
  }
  try {
    const response = await fetch(
      'https://studio.bhuman.ai/api/ai_studio/generated_video_by_id?id=' + encodeURIComponent(id),
      { signal: AbortSignal.timeout(10000) });
    const body = await response.json();
    if (!response.ok || body.code !== 200 || !body.result || body.result.id !== id) {
      return result('needs_review', '', '', 'Status lookup failed. Keep this ID and retry the lookup.');
    }
    const video = body.result;
    if (video.status === 'failed') return result('failed', '', '', 'BHuman reported a failed render.');
    if (video.status === 'succeeded' && isHttps(video.share_url) && isHttps(video.url) && isHttps(video.gif)) {
      return result('ready', video.share_url, isHttps(video.gif) ? video.gif : '', 'Video ready.');
    }
    return result('processing', '', '', 'Not ready. Delay and check this same ID again.');
  } catch {
    return result('needs_review', '', '', 'Status lookup interrupted. Keep this ID and retry the lookup.');
  }
};
```

Add these **String** outputs: **video_id**, **video_status**, **video_url**, **gif_url** and **message**. Save the action.

Add an **Edit record** action after it. Set **BHuman Video Status** to the **video_status** output from **Check saved BHuman video**.

7. Send only when the video is ready

Add **Branch > One property or action output**. Choose **video_status** from **Check saved BHuman video** and create a branch where it **is equal to ready**.

On that branch, add an **Edit record** action to save **video_url** into **BHuman Video URL**. Add another to save **gif_url** into **BHuman GIF URL**. Your email will use these two fields to show the right preview and open the right video for each person.

Screenshot 4: HubSpot sends the email when the video is ready

Keep other results on a separate **Hold: render not ready** path. This setup checks once after five minutes. For videos that take longer, add a few more waits and checks on that path, then leave anything still unfinished for review. Always check the same saved video ID.

8. Create your video email

Use HubSpot's full **Marketing > Email** editor to create an **automated email**. Choose a simple template and add an **HTML** module for your video message.

Paste the example below. The greeting uses the contact's first name. The image uses their **BHuman GIF URL**, and clicking it opens their **BHuman Video URL**. Change the words and signature to suit your business.

```
<p>Hi {{ contact.firstname }},</p>
<p>I made a short video to welcome you. Tap the preview to watch!</p>
<p>
  <a href="{{ contact.bhuman_video_url }}">
    <img src="{{ contact.bhuman_gif_url }}"
         alt="Watch your personalized video"
         width="280"
         style="display:block;width:280px;max-width:100%;height:auto;border:0;">
  </a>
</p>
<p><a href="{{ contact.bhuman_video_url }}">Watch your video</a></p>
<p>Don<br>BHuman</p>
```

Choose a subject such as **A quick video to welcome you**, select your sender details and include your usual business footer and unsubscribe link. Keep the text link below the preview so people can still watch if their email app doesn't display images.

Screenshot 5: Personalized video email in HubSpot

Save and publish your automated email, then select it in a **Send email** action after the two video properties are saved.

9. Send yourself a test

Keep your enrollment rule limited to your own address, turn on the workflow and enroll your test contact. After the wait, check that **BHuman Video Status** says **ready** and both the video link and GIF link are filled in.

Screenshot 6: Video details saved on a HubSpot contact

Open the workflow's action logs to confirm the email was sent.

Screenshot 7: HubSpot confirms the email was sent

Open the received email and click the moving preview. It should take you to the video made for your test contact. If the email isn't in your inbox, check Spam too. Before sending to leads, connect your sending domain in HubSpot and test delivery from that address.

10. Welcome your new leads

Happy with your test? Change the enrollment rule to your lead source, such as a form submission. Require a first name and make sure contacts are eligible to receive your marketing email.

When you turn it on, choose **only contacts who meet the criteria after the workflow is turned on** if you'd like to start with new leads. Keep re-enrollment off to avoid sending the welcome email twice.

Need a hand?

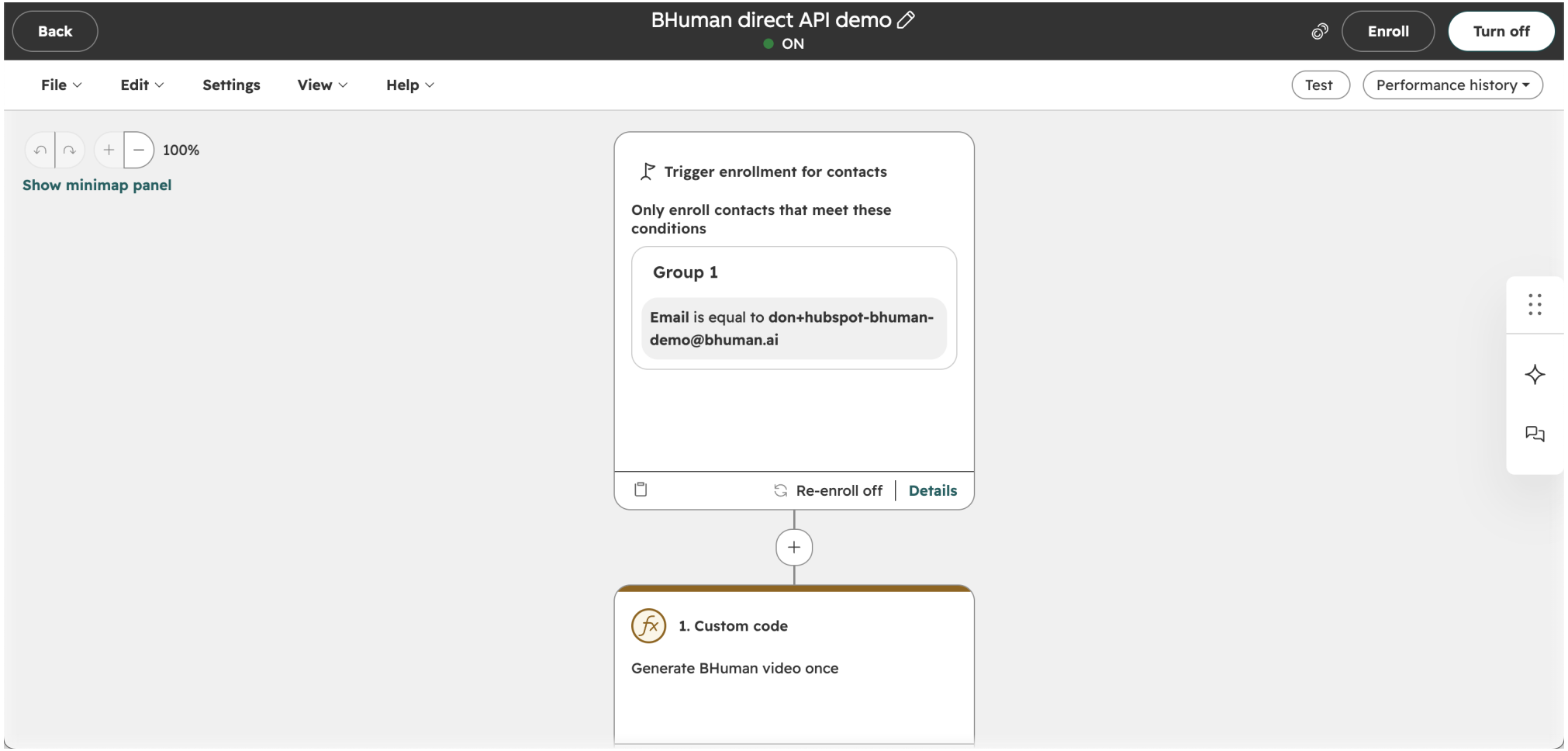
What you're seeing	Try this
You can't find Custom code or automated emails	Check that your HubSpot plan includes both features.
The video is still processing	Wait a little longer and check the same video ID again.
The preview or link is missing	Check that both contact properties are saved before Send email.
The video request needs review	Check your BHuman campaign before sending another request.
The email hasn't arrived	Check HubSpot's action logs, the contact's email eligibility and Spam.

Here's what your lead receives

A personal greeting, a moving preview and one click to watch their video. Here's the email from the walkthrough, received in Gmail.

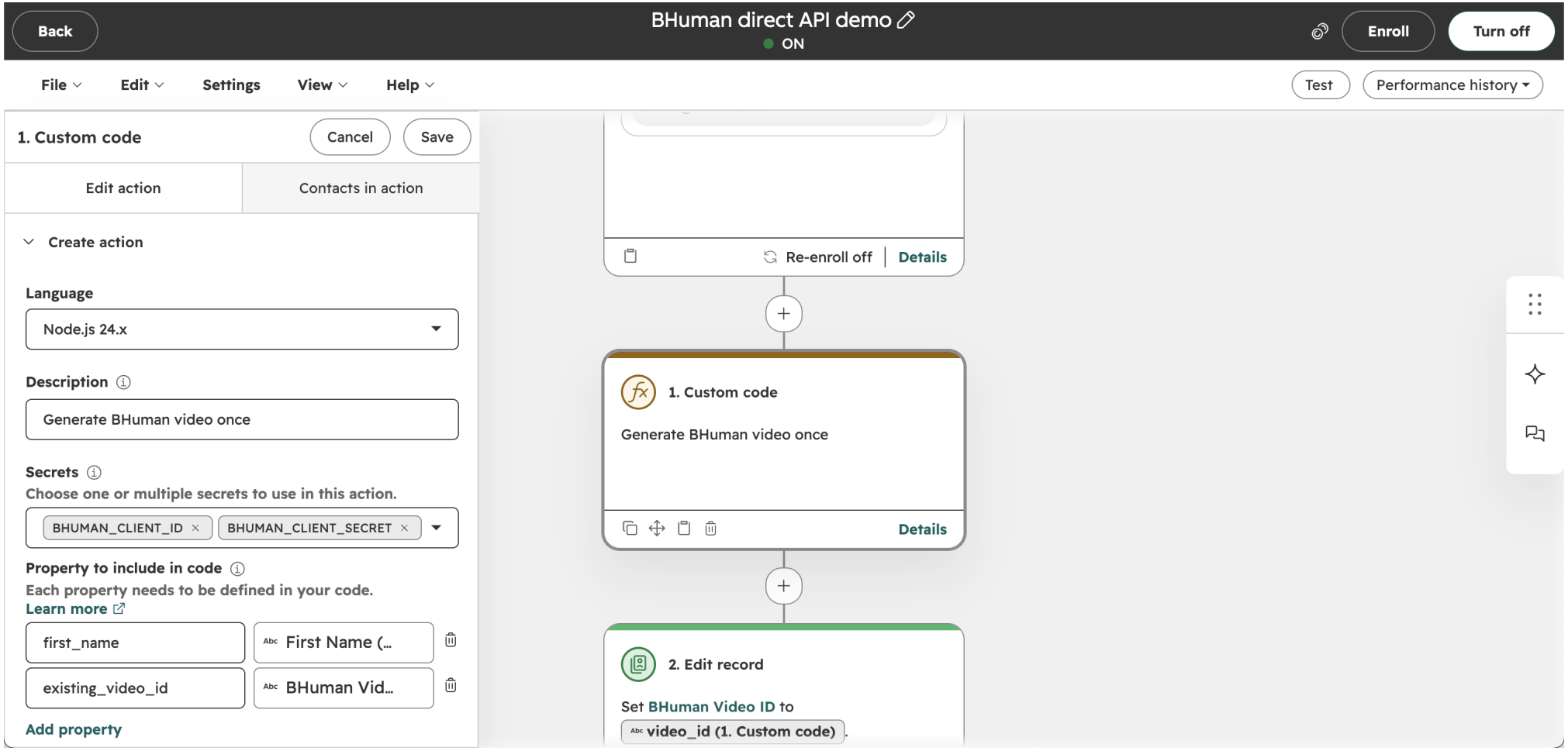
Screenshot 8: Received BHuman video email in Gmail

Screenshot 1: Set a test email as the HubSpot enrollment rule



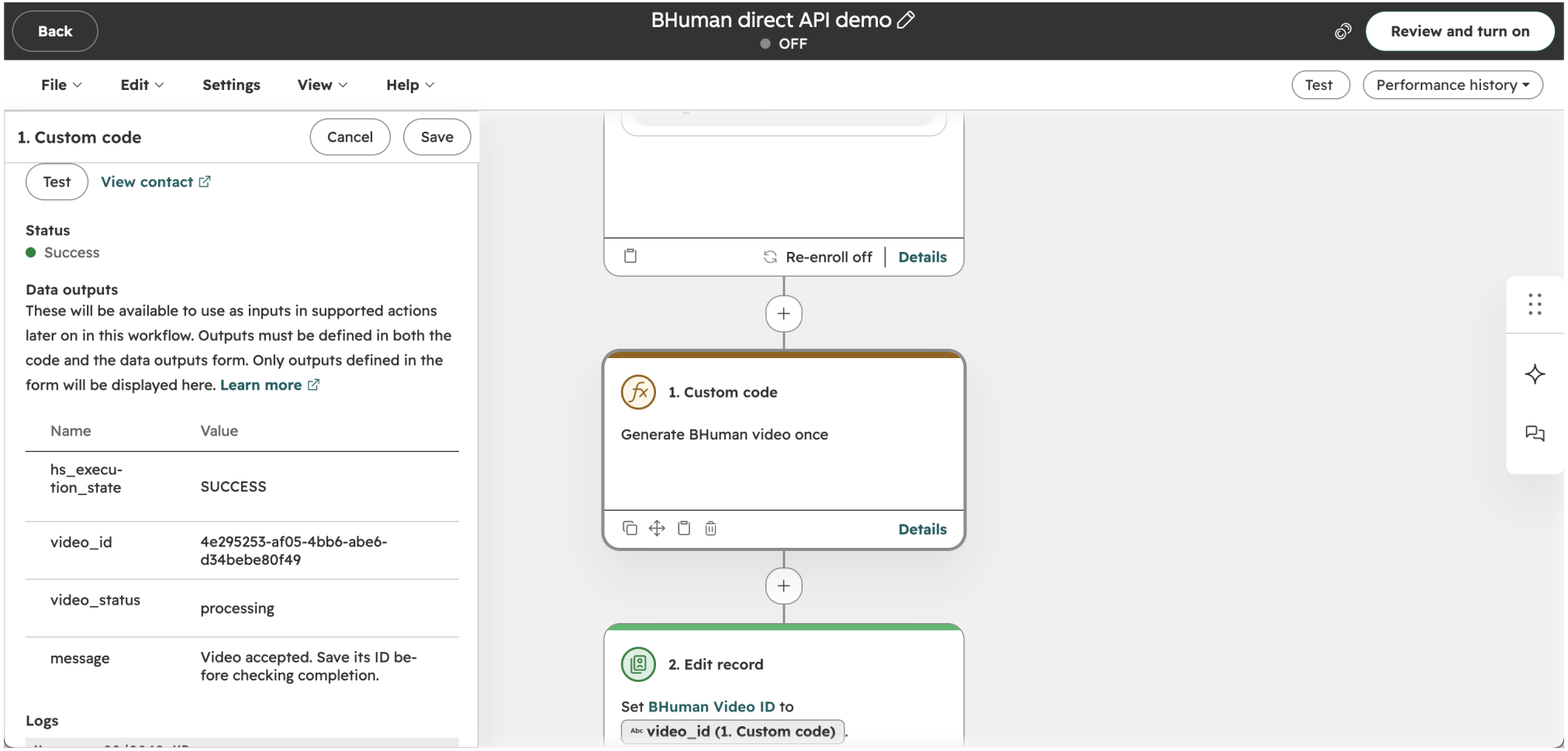
Real screenshot: start with one test contact while you set things up.

Screenshot 2: BHuman credentials and contact fields in HubSpot



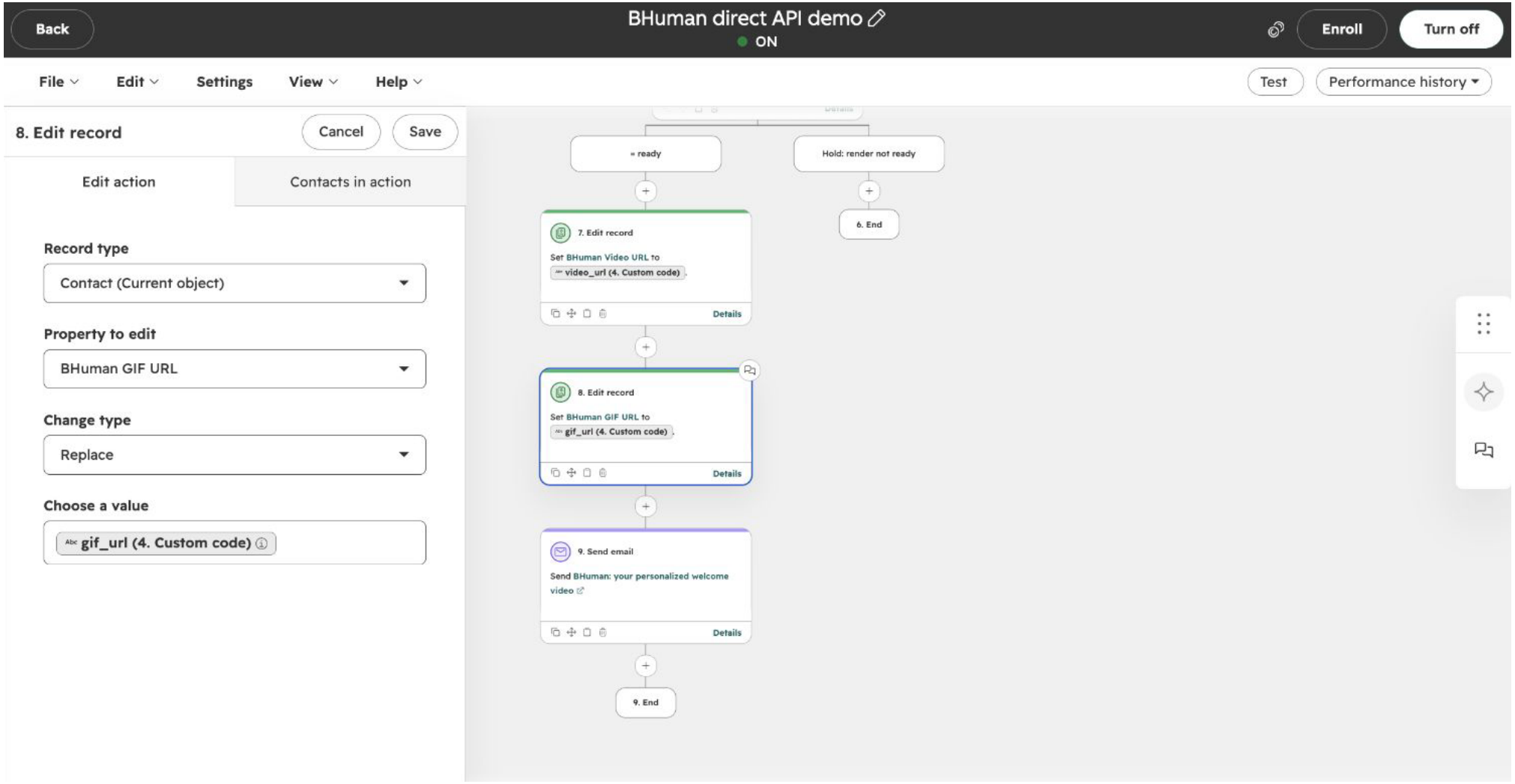
Real screenshot: select your saved secrets and match the two contact fields.

Screenshot 3: BHuman accepts the video request from HubSpot



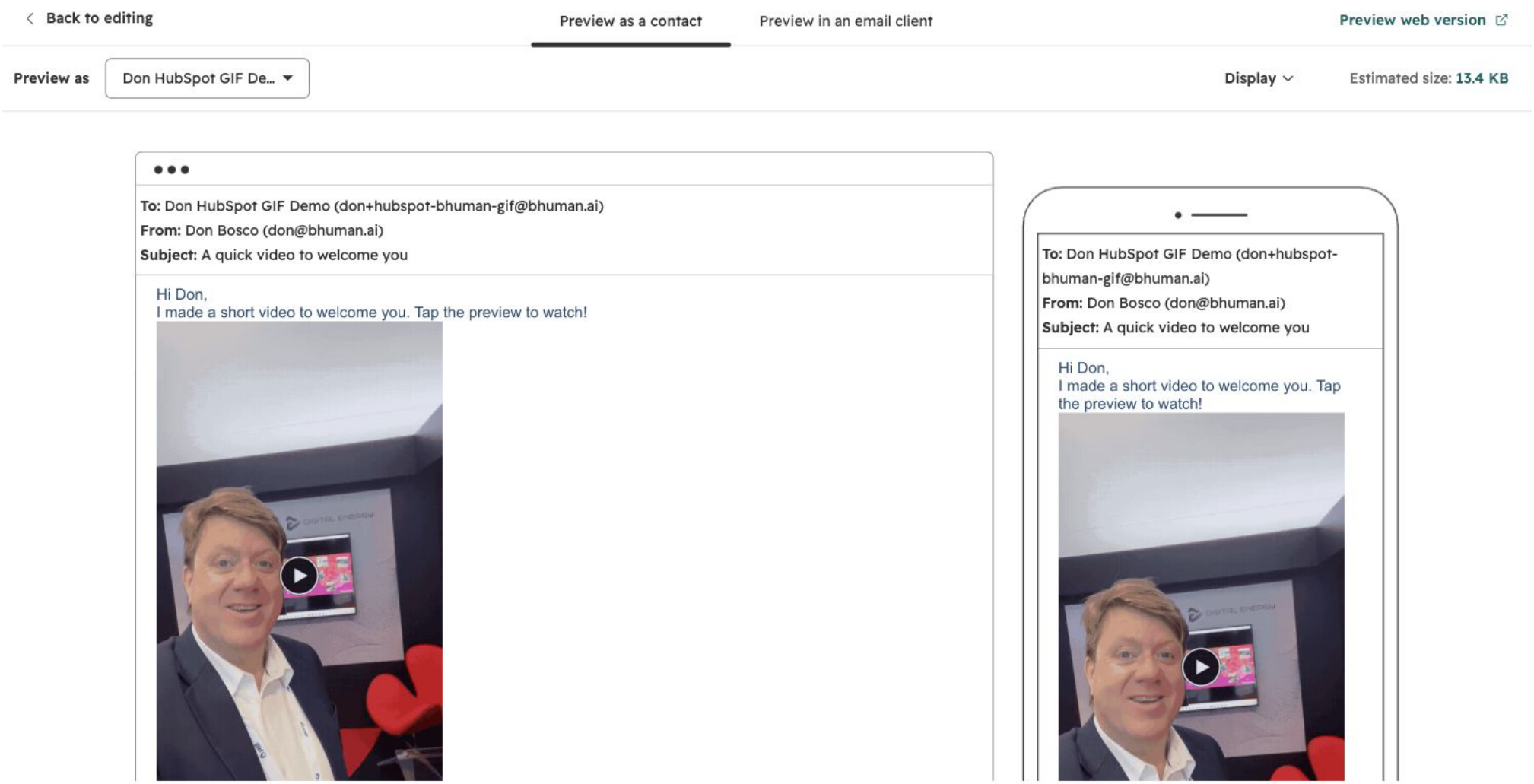
Real screenshot: a successful test returns a video ID for the next steps.

Screenshot 4: HubSpot sends the email when the video is ready



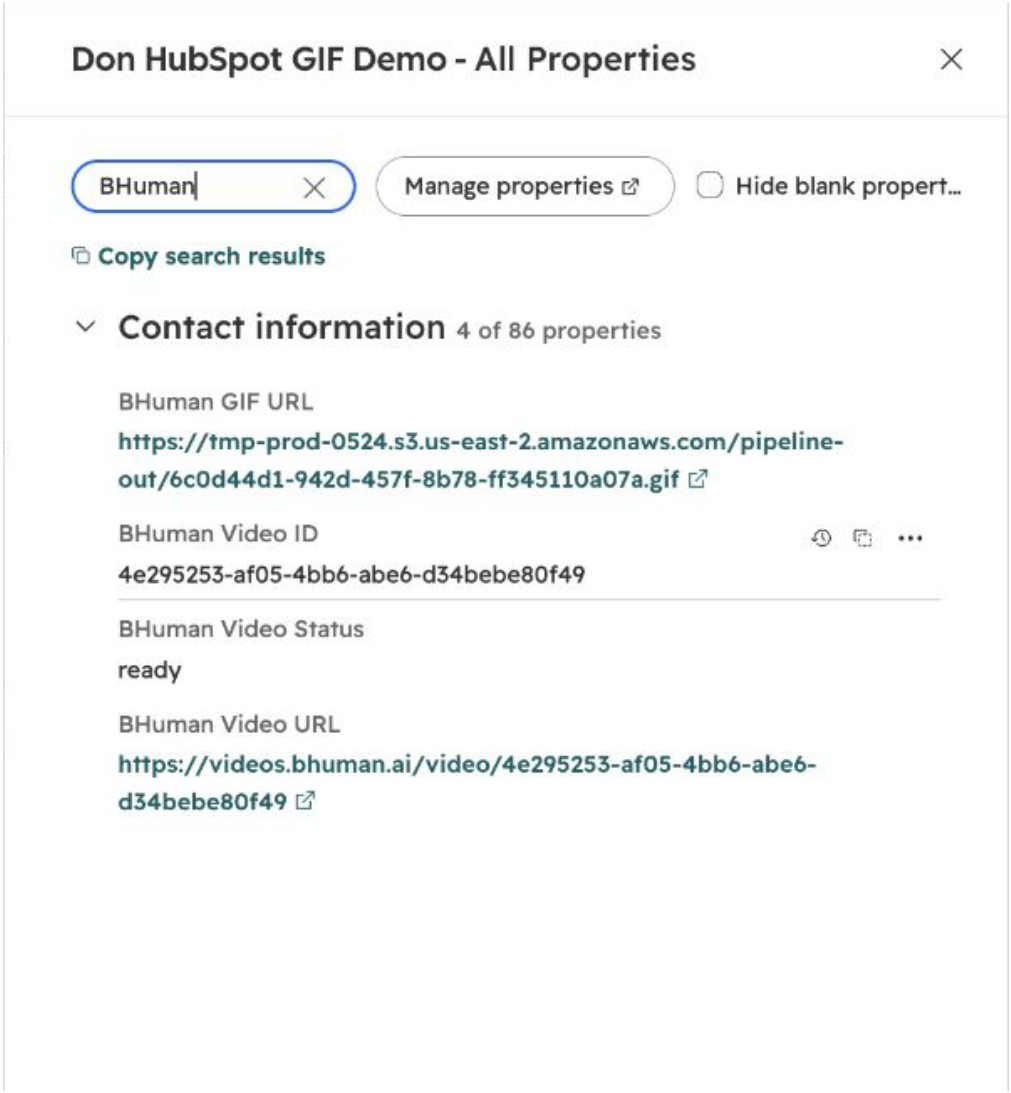
Real screenshot: the ready branch saves the video details before sending the email.

Screenshot 5: Personalized video email in HubSpot



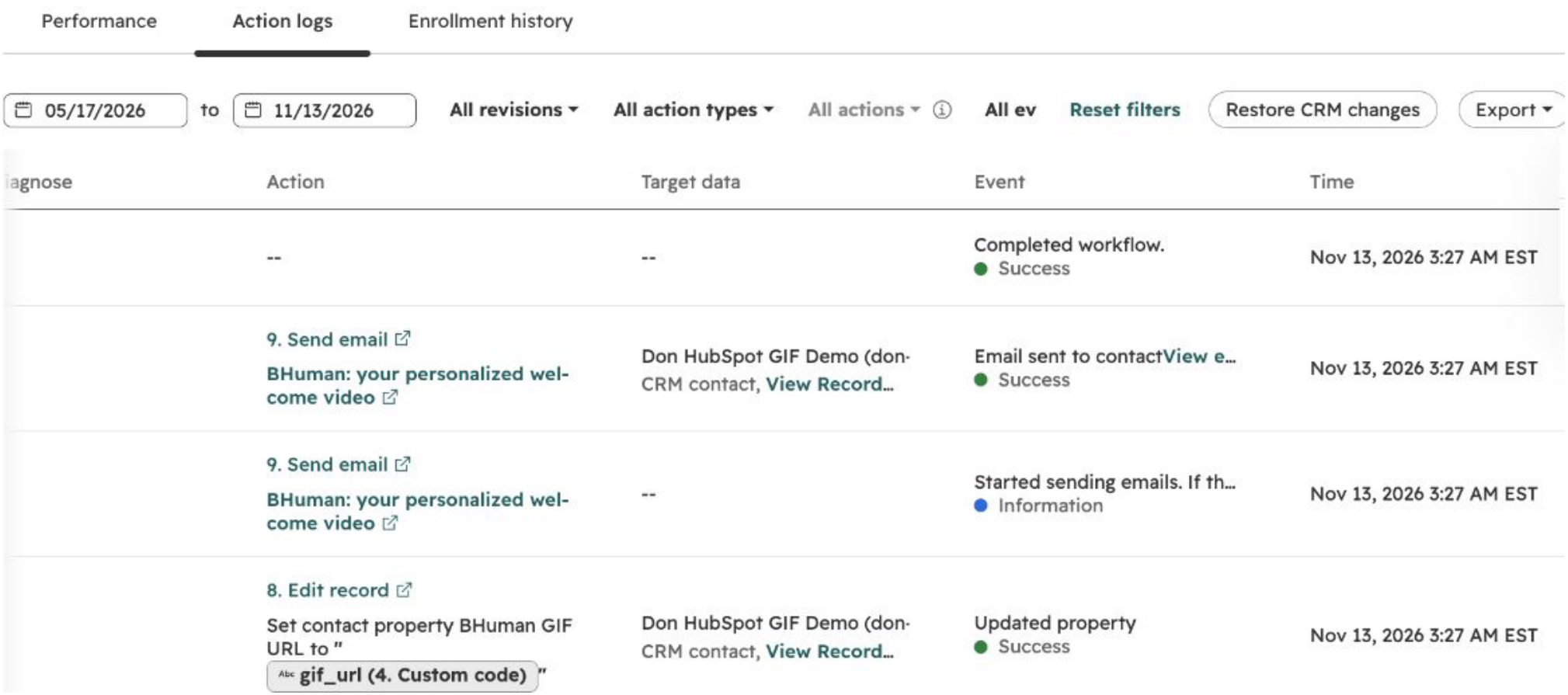
Real screenshot: HubSpot previews the personalized email on desktop and mobile.

Screenshot 6: Video details saved on a HubSpot contact



Real screenshot: the contact has a saved video ID, ready status, viewing link and GIF preview link.

Screenshot 7: HubSpot confirms the email was sent



Real screenshot: HubSpot records the email send and the completed workflow.

Screenshot 8: Received BHuman video email in Gmail



Real screenshot: the received email with its animated video preview and viewing link.