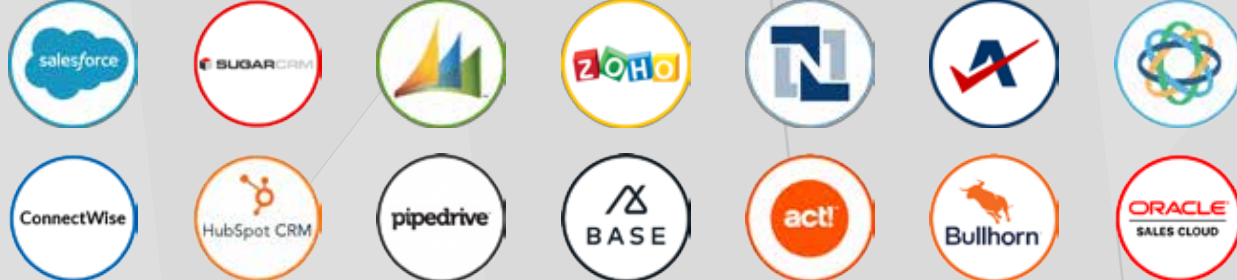


# What's That Object Called?



Keeping track of object names when you need to map lots of objects from multiple APIs is enough to drive anyone crazy. To see just how much object names can vary, we've compiled the objects from some of the most common endpoints in our API hubs:

## CRM Hub



### Objects



Accounts



Contacts



Opportunities



Leads



Users

### Map

```

CRM
Cloud_Elements = [ Accounts, Contacts, Opportunities, Leads, Users ];
SFDC = [ 'Account', 'Contact', 'Opportunity', 'Lead', 'User' ];
Sugar_CRM = [ 'Accounts', 'Contacts', 'Opportunities', 'Leads', 'Users' ];
MSFT_Dynamics = [ 'Account', 'Contact', 'Opportunity', 'Lead', 'Systemuser' ];
ZOHO_CRM = [ 'Accounts', 'Contacts', 'Potentials', 'Leads', 'Users' ];
Netsuite = [ 'Accounts', 'Contact', 'Opportunity', 'Lead', '-----' ];
Autotask = [ 'Account', 'Contact', 'Opportunity', '-----', 'Resource' ];
Close.io = [ 'Lead', 'contact', 'opportunity', '-----', 'user{id}' ];
ConnectWise = [ 'company', 'contacts', '-----', '-----', '-----' ];
Hubspot_CRM = [ 'Companies', 'Contacts', 'Deals', 'Leads', '-----' ];
PipeDrive = [ 'organizations', 'persons', 'deals', '-----', 'users' ];
Act! = [ '-----', 'Contacts', 'opportunities', '-----', '-----' ];
Base = [ 'accounts', 'contacts', 'deals', 'leads', 'users' ];
Oracle_Sales = [ 'accounts', 'contacts', 'opportunities', 'leads', '-----' ];
Bullhorn = [ '-----', '/myClientContacts', 'myOpportunities', 'myLeads', '-----' ];
    
```

## Marketing Hub



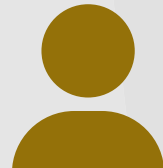
### Objects



Activities



Campaigns



Contacts



Companies



Lists

### Map

```

Marketing
Cloud_Elements = [ Activities, Campaigns, Contacts, Companies, Lists ];
Eloqua = [ 'activity-type', 'Campaign', 'Contact', 'emails', 'Lists' ];
Marketo = [ 'Activities', 'Campaigns', 'Leads', 'company', 'Lists' ];
Hubspot = [ 'Events', 'Campaigns', 'Contacts', '-----', 'Lists' ];
ActOn = [ '-----', '-----', 'Contacts', '-----', 'list' ];
MailChimp = [ '-----', 'campaigns', '-----', '-----', 'lists' ];
Mailjet = [ '-----', 'Campaigns', 'Contacts', '-----', 'Contactslists' ];
SFDC_Pardot = [ 'visitorActivity', 'Campaign', 'Prospect', '-----', 'list' ];
Allbound = [ '-----', '-----', '-----', 'company', '-----' ];
Autopilot = [ '-----', '-----', 'contacts', '-----', 'lists' ];
    
```

## Help Desk Hub



### Objects



Agents



Contacts



Incidents



Users

### Map

```

Help Desk
Cloud_Elements = [ Agents, Contacts, Incidents, Users ];
JIRA = [ 'user', 'user', 'issue', '-----' ];
SFDC_Service = [ 'Contact', 'Contact', 'case', '-----' ];
Service_Now = [ 'sys_user', 'sys_user', 'incident', '-----' ];
Zendesk = [ 'Agent', 'Contacts', 'tickets', 'Users' ];
Autotask = [ 'resource', '-----', 'ticket', 'ClientPortalUser' ];
Freshdesk = [ 'agents', 'contacts', 'tickets', '-----' ];
Oracle_Service = [ 'account', 'account', 'incident', '-----' ];
ConnectWise = [ '-----', 'Contacts', 'incidents', '-----' ];
Help_Scout = [ 'users', '-----', 'conversations', 'customers' ];
Freshservice = [ '-----', '-----', 'tickets', 'requesters' ];
Desk.com = [ '-----', 'customers', 'cases', 'users' ];
Cherwell = [ '-----', '-----', 'incident', '-----' ];
Wrike = [ '-----', 'contacts', '-----', 'users' ];
    
```