

When to Use Object Properties

In OnceHub, how you store your data determines how effectively you can use it across your entire workflow. By using **Object Properties**, you ensure that valuable guest insights are not just captured within OnceHub, but are automatically synced with your other business tools.

We recommend that you always use Object Properties to save data when that data needs to be reused across multiple interactions, forms, or meetings.

For more information on Objects and Properties, please see our **Introduction to Objects and Properties** article.

Examples of Object Properties

To help you decide if your data point should be an **Object Property**, consider if it matches these common use cases:

- **Professional Identity:** Job title, Department, or Industry.
- **Business Context:** Company size or Company name.
- **Sales Qualification:** Purchase timeframe, Budget range, or Lead source.
- **Meeting Logistics:** Meeting type or Project code.

By utilizing Object Properties, you ensure that information follows the guest throughout their journey with your company, rather than being restricted to a single activity.

Use Cases of Object Properties

Object Properties can be used in the following scenarios:

- **Syncing data with external systems:** Use properties when you need to automatically update records in your CRM, such as [Salesforce](#) or [HubSpot](#), or send data to other applications via the [API](#), [webhooks](#), or [Zapier](#).
- **Using data for Custom Guest Notifications:** Use properties when the information needs to appear in Custom Guest Notifications.
- **Capturing long-term insights:** Use properties for persistent information regarding a contact, meeting, or conversation that your team will need to reference later.