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How the Kilo-GLM Integration Works

Laura Gibson - 2026-08-21 - [Account, Settings & Integrations](#)

The **GLM integration** connects Kilo to Gym Lead Machine (GLM), so activity in one system can automatically trigger actions in the other. Instead of manually re-entering data or remembering to tag a lead, you build **automations** — rules that say "when this happens in one system, do this in the other."

This article gives you the big picture: where the integration lives, how the two directions work, and how linking and data sync keep everything consistent. For step-by-step setup, see the two direction-specific articles linked below.

What You Can Do with the GLM Integration

- Trigger GLM actions (like adding a tag) from Kilo events — package changes, check-ins, and more
- Trigger Kilo actions (like creating or updating an athlete) from GLM events — pipeline moves and tag additions
- Keep athlete and contact profile info in sync automatically in both directions
- Sync notes between an athlete's Kilo profile and their GLM contact record
- See, at a glance, whether an athlete is linked to a GLM contact — and fix it manually if not
- Turn any automation on or off without losing its configuration
- Review a log of every time an automation ran, including why it didn't do anything

Where do I find the GLM integration?

It lives under a new sidebar item called Integrations, located between Notifications and Log Work. Google Calendar has also moved here, so all of your third-party connections now live in one place.

1. In the left sidebar, click **Integrations**.
2. Click **Gym Lead Machine**.

You'll land on the GLM Flows page, which has two tabs — one for each direction the integration can run:

- **Kilo to GLM** — automations that start with something happening in Kilo and take action in GLM
- **GLM to Kilo** — automations that start with something happening in GLM and take action in Kilo

Kilo to GLM vs. GLM to Kilo: Which Should You Use?

	Kilo to GLM	GLM to Kilo
Use it when	Something happens to an athlete in Kilo and you want GLM to react (tag them, move them in a pipeline, update their contact info)	Something happens to a lead or contact in GLM and you want Kilo to react (create an athlete, update their profile)
Starts with	A Kilo event — a package purchase, a check-in, a profile update, a new athlete	A GLM event — a pipeline stage change, a tag being added, a contact field update
Typical use case	Tagging athletes in GLM so a GLM campaign or sequence kicks off	Turning a GLM lead into a Kilo athlete once they hit a certain pipeline stage
Full setup guide	<i>Automating GLM from Kilo Events</i>	<i>Automating Kilo from GLM Events</i>

Most gyms end up using both — one to move data out of Kilo into GLM's marketing tools, and one to bring qualified leads back into Kilo as athletes.

How does Kilo know which athlete matches which GLM contact?

Every athlete has a link status — linked, unlinked, or broken — visible right on their profile and in the athlete table. This linking happens automatically when certain GLM-to-Kilo automations run, and you can also link or unlink an athlete manually at any time.

Linking is the foundation the rest of the integration depends on — without a link, profile data and notes have nothing to sync to. For the full breakdown of how linking works, including what happens when Kilo can't find a confident match, see *Automating Kilo from GLM Events* and *Automating GLM from Kilo Events*.

How does profile data stay in sync between the two systems?

Kilo's data always wins going into GLM, and GLM can only fill in blanks going into Kilo — it never overwrites anything you already have on file. Email is the one exception: it's only copied over when an athlete or contact is first created, and is never updated after that in either direction.

This is intentional — gym staff typically have more accurate, face-to-face data than what comes through GLM's lead forms, so Kilo is treated as the more reliable source once an athlete exists in both systems.

- Kilo → GLM sync rules are covered in *Automating GLM from Kilo Events*
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Helpful Tips

- Only one GLM account can be connected per Kilo gym. If you manage multiple locations, each needs its own GLM connection.
- Dependent athletes (like a child on a family membership) can't be linked to GLM contacts at all, in either direction.
- New automations save as **off** by default — you have to toggle them **Active** before they'll run. However, built-in data-sync flows (profile, notes) are **on** by default.
- Every automation keeps a log of when it ran and what happened, including cases where it did nothing on

purpose. That log is usually the fastest way to answer "why didn't this sync?"

When This Feature Is Most Helpful

- Automatically tagging athletes in GLM so a marketing campaign or follow-up sequence kicks off
 - Turning qualified GLM leads into Kilo athletes the moment they hit a certain pipeline stage or get tagged
 - Keeping phone numbers, addresses, and other contact details consistent between your CRM and your gym management system
 - Giving staff full visibility into notes, no matter which system they were added in
 - Diagnosing a "why didn't this sync" question quickly, using the link status and automation log instead of guessing
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Next steps:

- To build automations that start in Kilo and act in GLM, see [Automating GLM from Kilo Events](#).
 - To build automations that start in GLM and act in Kilo, see [Automating Kilo from GLM Events](#).
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If you have questions about the GLM integration in Kilo GMS, our Support team is happy to help. Reach us at hello@usekilo.com.

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