Offline Conversion Tracking & HubSpot Integration Guide

HubSpot now has CRM event syncing with Google, via Ads Optimization events

Google offline conversion tracking is possible directly from HubSpot. What does this mean for you?

- You can measure exactly which ads resulted in offline sales or other valuable customer interactions; offline conversions can now be synced to Google from HubSpot in just a few clicks
- Offline conversions pull directly from a HubSpot field called Lead Stage. This field includes stages such as: Lead, MQL, SQL, Opportunity, etc.
- With Ads Optimization events, a signal is sent directly to Google every time a contact's lifecycle stage changes which helps ROI measurement, and better informs smart bidding algorithms to show ads

This means with Hubspot's Offline Conversion Tracking solution + Smart Bidding, ads can be optimized towards the right conversions, to improve lead quality.

Note: a HubSpot customer needs a specific subscription tier to have access to this integration -- this functionality is available with HubSpot Marketing Professional or Enterprise. If you'd like to upgrade to a free trial to access either of these tiers, please fill out this form.

Continued on next page...

INTEGRATION RESOURCE

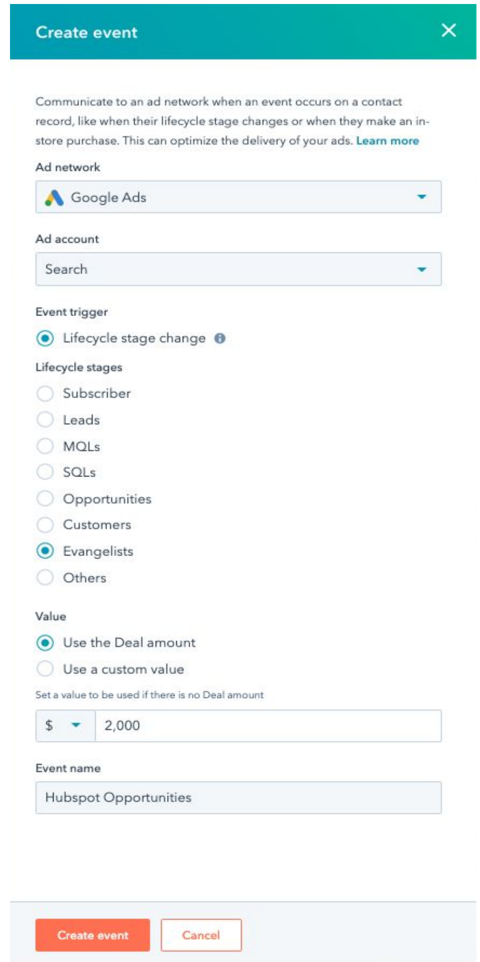
After you've connected your Google Ads account, you can create events that will sync your CRM lifecycle stage changes to your Ads account. This will allow Google Ads to optimize the delivery of your ads.

TO CREATE AN EVENT

1. In your HubSpot account, navigate to Marketing > Ads.

2. In the upper right, click Create event. As long as the HubSpot tracking pixel is on your page, the GCLID is automatically stored on the contact record; using offline conversion tracking with HubSpot means no development work is needed. Most Hubspot accounts have the tracking pixel installed, but if your doesn't, see here for instructions to Install and here to verify it is working.

3. In the dialog box, customize the details for your event:
   - Select the ad account you want to sync the event to.
   - Select the lifecycle stage for the event.Lifecycle stages include:
     - Subscriber: a contact who has opted in to hear more from you by signing up for your blog or newsletter.
     - Lead: a contact who has converted on your website or through some other interaction with your organization beyond a subscription sign up.
     - Marketing Qualified Lead: a contact that your marketing team has qualified as ready for the sales team.
     - Sales Qualified Lead: a contact that your sales team has qualified as a potential customer.
     - Opportunity: a contact who is associated with a deal (e.g., they're involved in a potential deal with your organization).
     - Customer: a contact with at least one closed deal.
     - Evangelist: a customer who has advocated for your organization.
     - Other: a wildcard stage that can be used when a contact does not fit any of the above stages.
   - Specify a value for your event:
     - If you want to default the event's value to whatever the value of the associated deal is, select Use the Deal amount. If you opt for this option, you'll still need to enter a default value to use for deals that have no value attached.
     - If you want to enter a custom value for the lifecycle event change, select Use a custom value, then enter a value.

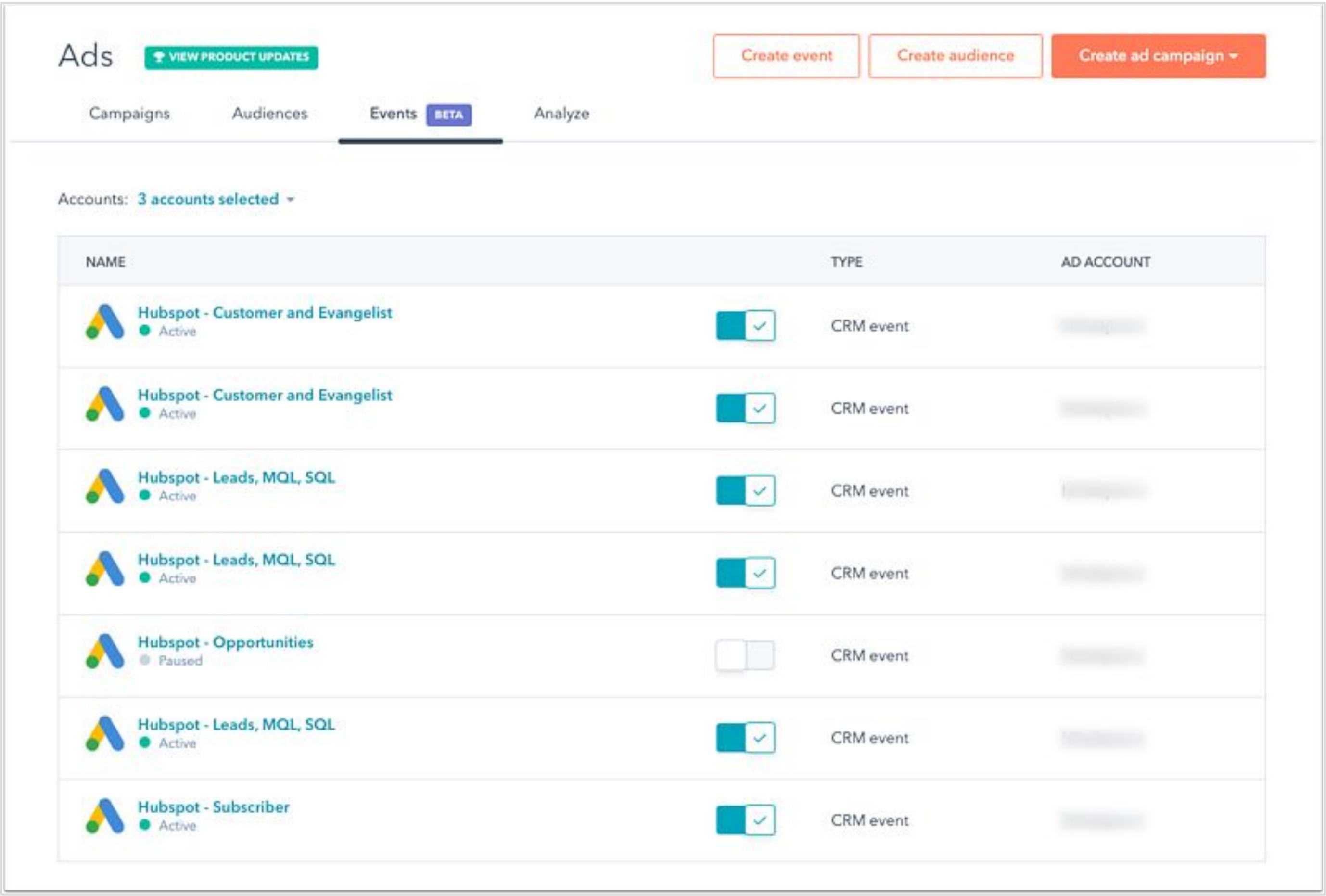


4. If you're creating an event for one of your Google Ads accounts, we recommend selecting the *Include in Conversions* checkbox within Google Ads *Conversions* after there is 30 days of data collected. This will then inform Google about which conversions to optimize for in campaigns using an automated bidding strategy. You can learn more about how this feature works in Google's documentation.

5. Enter a name for your event.

6. Click Create.

After you've created an event, it will appear under the Events tab on your ads dashboard.

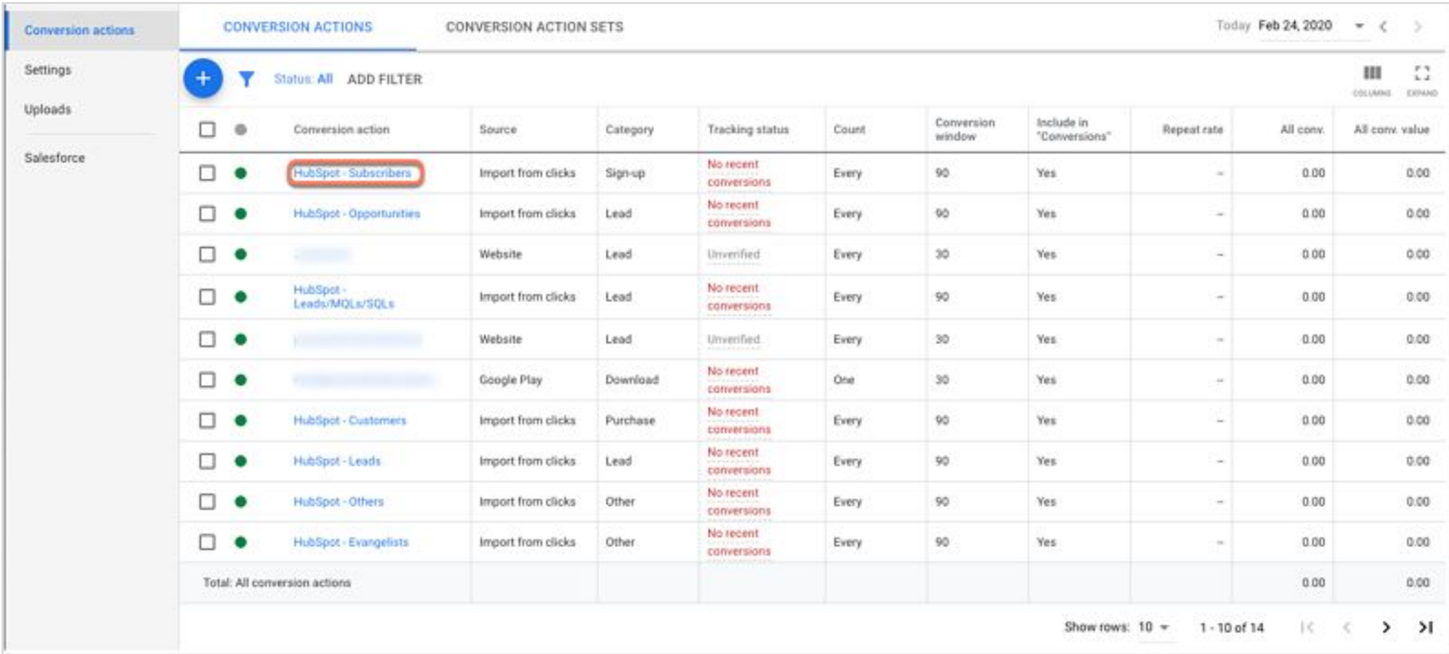


REVIEW YOUR EVENTS IN YOUR AD ACCOUNT

Google will use the CRM lifecycle data from your HubSpot account to help optimize the delivery of your ads. You'll also be able to report on the value of your CRM lifecycle event changes from within your Google Ads account.

The CRM lifecycle event changes will sync to your Google Ads account as Conversion Actions, which Google will use to optimize its bidding strategy for your ads. To view the events you created in HubSpot in your Google Ads account:

1. Navigate and sign in to your Google Ads account.
2. In the upper right, click Tools & Settings.
3. In the dropdown menu, under *Measurement*, click Conversions.
4. You will see your HubSpot conversion with the same name and source "Import from clicks."



Conversion action	Source	Category	Tracking status	Count	Conversion window	Include in "Conversions"	Repeat rate	All conv.	All conv. value
HubSpot - Subscribers	Import from clicks	Sign-up	No recent conversions	Every	90	Yes	–	0.00	0.00
HubSpot - Opportunities	Import from clicks	Lead	No recent conversions	Every	90	Yes	–	0.00	0.00
[illegible]	Website	Lead	Unverified	Every	30	Yes	–	0.00	0.00
HubSpot - Leads/MQLs/SQLs	Import from clicks	Lead	No recent conversions	Every	90	Yes	–	0.00	0.00
[illegible]	Website	Lead	Unverified	Every	30	Yes	–	0.00	0.00
[illegible]	Google Play	Download	No recent conversions	One	30	Yes	–	0.00	0.00
HubSpot - Customers	Import from clicks	Purchase	No recent conversions	Every	90	Yes	–	0.00	0.00
HubSpot - Leads	Import from clicks	Lead	No recent conversions	Every	90	Yes	–	0.00	0.00
HubSpot - Others	Import from clicks	Other	No recent conversions	Every	90	Yes	–	0.00	0.00
HubSpot - Evangelists	Import from clicks	Other	No recent conversions	Every	90	Yes	–	0.00	0.00
Total: All conversion actions								0.00	0.00

ENCRYPTING CONTACT AND LIFECYCLE DATA SENT TO GOOGLE

HubSpot will encrypt and send different contact properties and event data based on Google's requirements.

Google Ads:

- GCLID of the contact (a Google identification number)
- Lifecycle stage
- Value