

TeQflo

Smart. Tech. Flowing.

Hubspot Ads

Guide

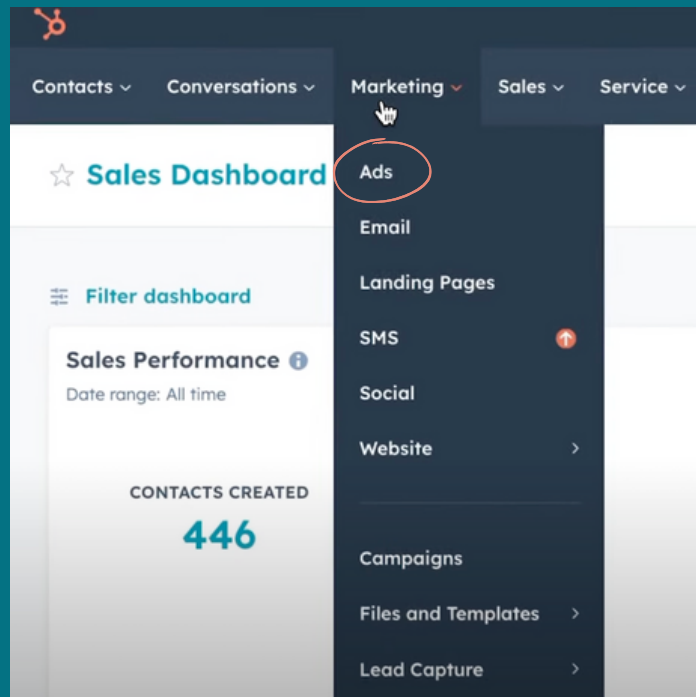
Connect Hubspot Ads with Google Ads

How to start Hubspot Ads

Clever ways to use Hubspot ads

Hubspot Ads

Connect Hubspot Ads with Google Ads



In your HubSpot account, navigate to Marketing > Ads.



Click Connect accounts.



See which ads are turning visitors into customers

Your all-in-one place to manage all your Facebook, Instagram, LinkedIn, and Google ad campaigns.

- Tie ad spend directly to company revenue.
- See who is interacting with each ad.
- Re-engage with existing marketing contacts.
- Align advertising with the rest of your marketing.

Once you connect an account, you may be eligible for \$500 USD in ad credits. Learn more about the [LinkedIn Offer](#) and [Google Offer](#)

[Connect accounts](#) [See a quick demo](#)

[Create ad account](#)

An illustration showing a desktop monitor, a laptop, a tablet, and a smartphone, all connected by lines, symbolizing digital marketing and data integration.



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Hubspot Ads

Connect Hubspot Ads with Google Ads

Connect an ad account

Pull all your ad campaign data into HubSpot to begin tracking who is interacting with each ad.

How does tracking work?



Facebook

Includes ads placed on all of Facebook, Instagram, Messenger, and the Audience Network



Google Ads

Includes ads placed on all of Google Search, Display, YouTube, and Google Shopping. Does not include Google Smart Campaigns. New Google ad accounts may be eligible for up to \$500 USD credit.

[Learn more](#)



LinkedIn

New accounts connecting to HubSpot may be eligible for \$500 USD in ad credit. [Learn more](#)

Select Google Ads.





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Hubspot Ads

Connect Hubspot Ads with Google Ads

Select Google ad accounts



Your selected Google Ad account(s) will be added to HubSpot's Google Manager account. You will receive an email from Google confirming this. By connecting your Google Ads account to HubSpot, you agree that Google may share information about your use of Google Ads with HubSpot, including the amount you spend on Google Ads. Google may use this information to further its business relationship with HubSpot, including to calculate or pay commissions or bonuses owed to HubSpot. [Learn more](#)

Newly connected accounts may be eligible for \$500 USD in ad credits. [Find out more about this offer and see terms & conditions here.](#)

| AD ACCOUNT | AD ACCOUNT ID | AUTO TRACKING ⓘ |
|--|---------------|--------------------------|
| <input type="checkbox"/> HubSpot Ads testing | 678-461-6772 | <input type="checkbox"/> |

Connect

Cancel

Create ad account



Grant HubSpot access to your Google Ads account, adding login information. Connect accounts and select your existing Google Ads account. Click in on auto tracking.

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Pull all your ad campaign data into HubSpot to begin tracking who is interacting with each ad.

[How does tracking work?](#)



Facebook

Includes ads placed on all of Facebook, Instagram, Messenger, and the Audience Network



Google Ads

Includes ads placed on all of Google Search, Display, YouTube, and Google Shopping. Does not include Google Smart Campaigns.

New Google ad accounts may be eligible for up to \$500 USD credit.

[Learn more](#)

1 account connected



LinkedIn

New accounts connecting to HubSpot may be eligible for \$500 USD in ad credit. [Learn more](#)

Reminder

Please remember to embed your HubSpot tracking code for Ads tracking to work.

[Learn how to embed the HubSpot tracking code](#)

Afterwards, it should look like this:



Hubspot Ads


Connect Hubspot Ads with Google Ads

Select a pixel.



Track visitors to your website

Add a pixel to your website to track your visitors and then re-engage them with relevant ads, wherever they are online. Your pixel will be added to your website automatically using your HubSpot tracking code.

Select a pixel 

Remember to remove any existing pixel installations on your website to avoid double counting.

Set up your ads ROI

Measuring your ads return on investment will help you determine whether the money you're spending on your ads is profitable.

[How is ROI calculated?](#)

Select how you would like to calculate the revenue for ROI.

| | |
|--|--|
| <input checked="" type="radio"/> Revenue from your deals Use the closed won deal revenue associated with the contacts that interacted with your ads. | <input type="radio"/> Estimate revenue Use your average sale price and how likely your contacts are to become customers. |
|--|--|

Set up your ads ROI

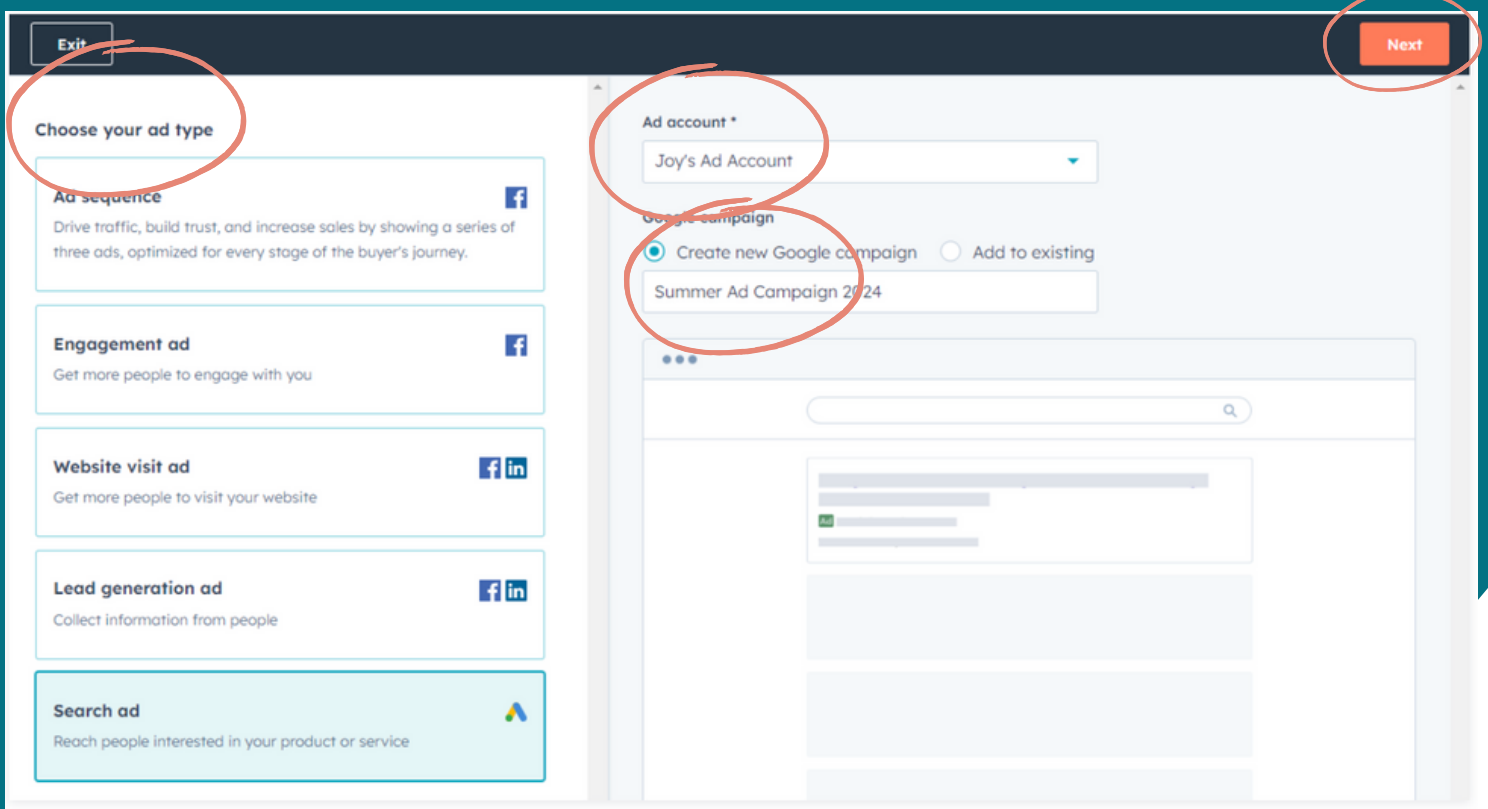


Hubspot Ads

How to start Hubspot Ads

Marketing > Ads.
Create Ad Campaign.
Search ad.
Select an ad account.

Create new Google campaign
Enter a name.
To include an ad as part of an existing ad campaign, click Add to existing.
Select a campaign.
Click Next.



Hubspot Ads

How to start Hubspot Ads

Click in HubSpot page, then select a page.
Or manually enter URL, then enter your website URL.

Enter your ad's headline.
Enter a description

The screenshot shows the HubSpot Ads interface for a campaign titled "Summer Ad Campaign 2024". The interface includes a top navigation bar with "Exit", "Save", "Unsaved changes", and "Publish" buttons. Below the navigation bar are tabs for "Ads", "Keywords", "Targeting", "Budget & Schedule", and "Automation". The main content area is divided into a left sidebar and a right preview area. The left sidebar contains the following fields:

- Ad 1**
- Ad type**: Responsive ad
- Find URL**: A dropdown menu with "HubSpot page" selected and "Manually enter URL" as an option. The "HubSpot page" option is circled in red.
- Headline 1**: A text input field containing "Contact Us". This field is circled in red.
- Headline 2**: A text input field containing "We'd love to connect!". This field is circled in red.
- Headline 3**: An empty text input field.
- Description 1**: A text input field containing "Let's have a chat today, right now!". This field is circled in red.
- Description 2**: An empty text input field.

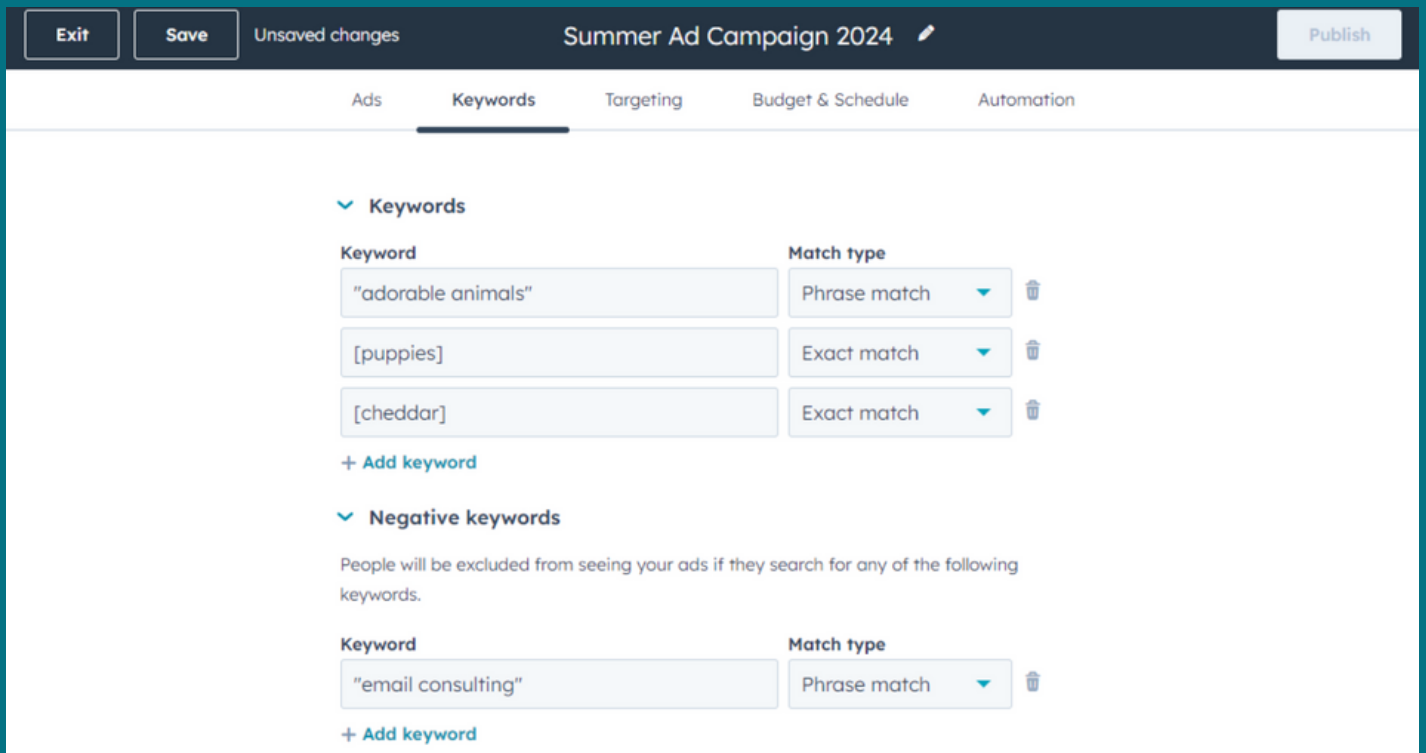
The right preview area shows a simulated ad with the following text:

- Headline: "Contact Us | We'd love to connect!"
- Description: "Let's have a chat today, right now!"

Red circles highlight the "HubSpot page" option, "Headline 1", "Headline 2", and "Description 1" fields in the left sidebar, corresponding to the instructions above.

Hubspot Ads

How to start Hubspot Ads



Enter relevant keywords. For each keyword, enter a word or phrase, then select Phrase match or Exact match.

Click + Add Keyword to create additional negative keywords

Click + Add Keyword to create additional keywords, or the delete delete icon to delete a keyword. Under Negative keywords - enter a word or phrase, then select Phrase match or Exact match.

Hubspot Ads

How to start Hubspot Ads

Search network:
your ads will appear
near Google search
results, or when
people search on
other Google sites
for your keywords.



Display network: your ads will be
shown to relevant users when they
browse certain websites, watch
YouTube videos, or use certain mobile
devices and services.



Exit Save Unsaved changes Summer Ad Campaign 2024 Publish

Ads Keywords Targeting Budget & Schedule Automation

▼ Campaign targeting

Networks

- Search network
- Display network

Audience

Target people who match the following criteria

Location *
People living in any of the following
Paris, Ile-de-France, France X

AND

Language *
Select the language your customer speaks
English X

+ Add retargeting audiences (AND)

Hubspot Ads

How to start Hubspot Ads

Audience - **Location:** enter any cities, states, or countries.

Audience - **Language:** enter any languages spoken by the users you want to target.

To include a contact list audience or website visitor audience, click + Add retargeting audience (AND).

The screenshot displays the HubSpot Ads targeting configuration for a campaign titled "Summer Ad Campaign 2024". At the top, there are buttons for "Exit", "Save", "Unsaved changes", and "Publish". The navigation tabs include "Ads", "Keywords", "Targeting" (which is active), "Budget & Schedule", and "Automation".

Under "Campaign targeting", the "Networks" section has "Search network" and "Display network" both checked. The "Audience" section is titled "Target people who match the following criteria" and contains two criteria:

- Location ***: "People living in any of the following" with a dropdown menu showing "Paris, Ile-de-France, France X".
- Language ***: "Select the language your customer speaks" with a dropdown menu showing "English X".

Below these criteria is a button labeled "+ Add retargeting audiences (AND)".

Hubspot Ads

How to start Hubspot Ads

Budget: enter the daily amount you plan on spending for your ad.

Bid strategy: select a bid strategy, which Google will use to automatically set your bids to achieve a specific goal for your ad.

Schedule: click the dropdown menus to select the duration of your ad.

Choose your goal: Maximize clicks, Maximize conversions or Maximize conversion value.

Exit Save Unsaved changes Summer Ad Campaign 2024 Publish

Ads Keywords Targeting **Budget & Schedule** Automation

Campaign budget

Budget *

Daily (SGD S\$) \$ 15.00

Bid strategy

Maximize conversions

Set target cost per action (optional)

Target CPA *

\$ 18.00

Schedule *

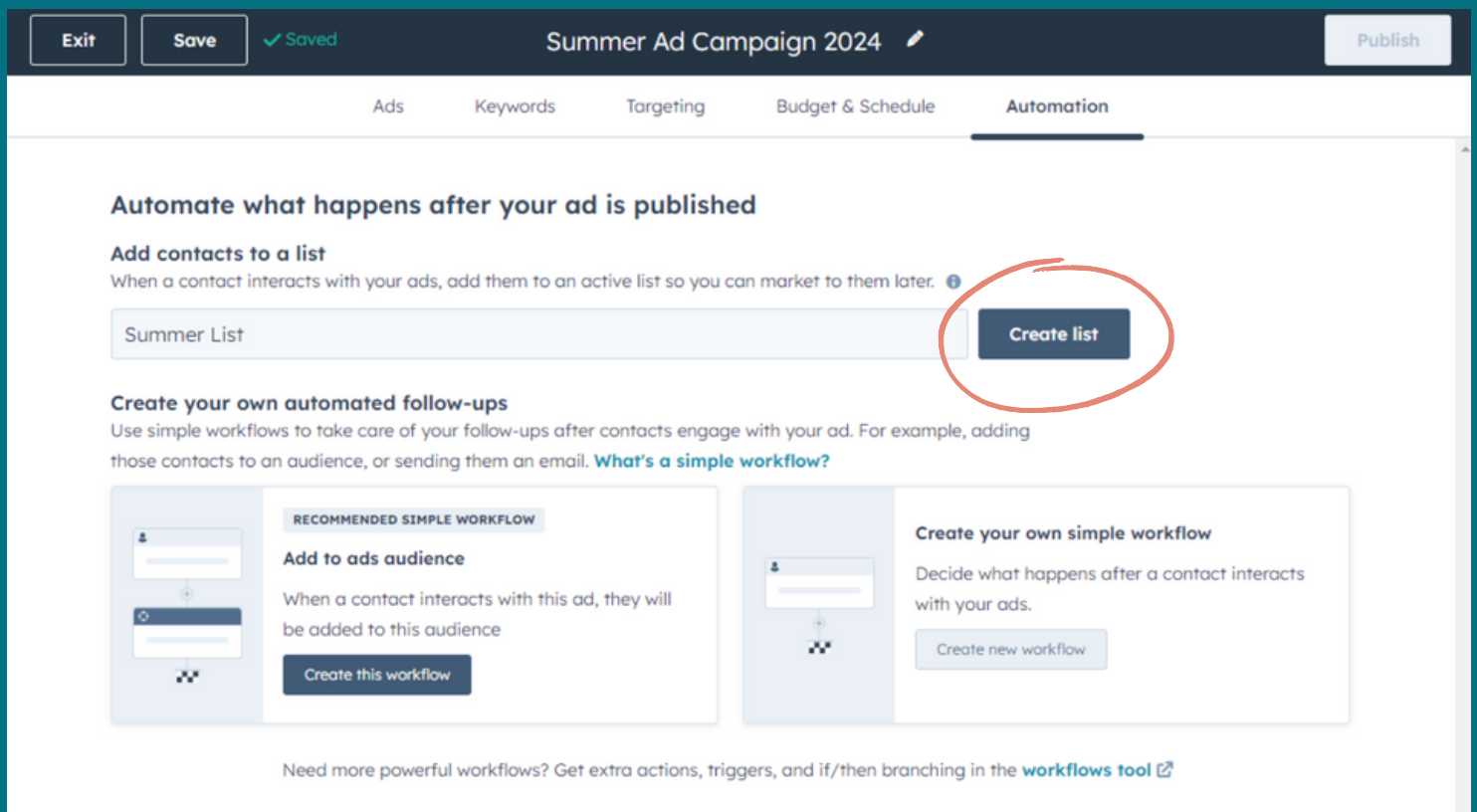
05/08/2023 3:30 PM →

05/31/2023 3:30 PM

Your ad will run for **23 days** and will cost you no more than **S\$345.00**.

Hubspot Ads

How to start Hubspot Ads



Set up automation.
click the **Automations** tab.
Add contacts to a list.
Create your own automated
follow-ups.


Hubspot Ads

How to start Hubspot Ads

Publish.
Save and Exit.

View the ad:
Marketing > Ads.
Click Drafts.
Click campaign name

The screenshot shows the HubSpot Ads management interface. At the top right is a 'Create' button. Below it are tabs for 'Manage', 'Audiences', 'Events', and 'Analyze'. The 'Manage' tab is active. On the left, there are sections for 'Ad Campaigns', 'Ad Sequences', 'Drafts' (with a count of 3), and 'Recommendations'. The main area displays a table of ad campaigns. The first row is circled in red and contains the following information:

| NAME | TYPE | AD ACCOUNT | LAST UPDATED |
|--|--------|------------------|---------------------------------|
|  Summer Ad Campaign... Draft | Search | Joy's Ad Account | May 8, 2023 2:48 PM Joy Leow |

Done! 

BONUS

Clever ways to use Hubspot ads

Ads Optimization Events (Facebook & Google):

What it does: Syncs your offline conversion data (calls, deals closed) with Facebook/Google Ads.

Usage: Provides a more comprehensive view of which online ads drive the most valuable conversions (both online and offline). This allows you to optimize campaigns for better results.

Ads Sequences (For Facebook):

What it does: Creates automated ad sequences that target prospects at different stages of the buyer's journey (awareness, consideration, decision).

Usage: Tailors ad content to each stage, improving lead nurturing and conversion rates. Bonus: Integrates with workflows to automate follow-up emails based on ad interactions.

Attribution Reporting (All ads networks):

What it does: Goes beyond clicks to show how ads influence contacts throughout the buyer's journey (site traffic, blog visits, purchases).

Usage: Tracks longer-term metrics to understand the overall impact of ad campaigns on brand awareness, lead generation, and sales.