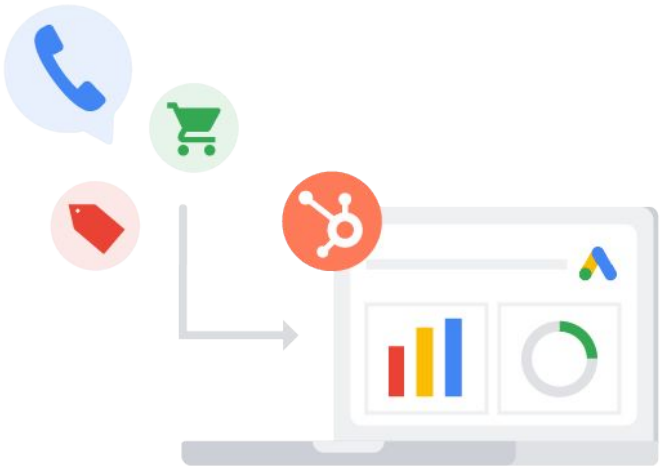
How to track offline conversions with HubSpot



Looking to improve lead quality? Offline conversion tracking is a simple solution that makes a big difference.

With HubSpot's Ads Optimization Events tool, you can sync your customer relationship management (CRM) data with Google Ads so you can track offline sales, optimize your campaigns, and improve lead quality.

By importing offline conversion events, you can measure what happens after your ad results in a click to your business. This gives you a more comprehensive look at which keywords and targeting criteria — for example, geography or time of day — drive the most cost-effective conversions.

- Measure which ads resulted in offline sales or other valuable customer interactions to get a more comprehensive look at which keywords, campaigns, and targeting criteria drive the most cost-effective conversions.
- Google will instantly get a signal each time a contact's lifecycle stage changes, allowing you to measure ROI. When you feed your Google Ads accounts with more accurate conversion data, it'll trigger a Smart Bidding algorithm so ads are optimized and high-quality leads are prioritized, driving a higher return on ad spend.
- It's easy to sync your HubSpot CRM contact lifecycle stages with Google and feed your offline customer conversion data directly from HubSpot into Google Ads without any integration or developer help.

This functionality is available with HubSpot's Marketing Professional or Marketing Enterprise plans. If you'd like to upgrade to a free trial to access either of these tiers, please fill out this form.

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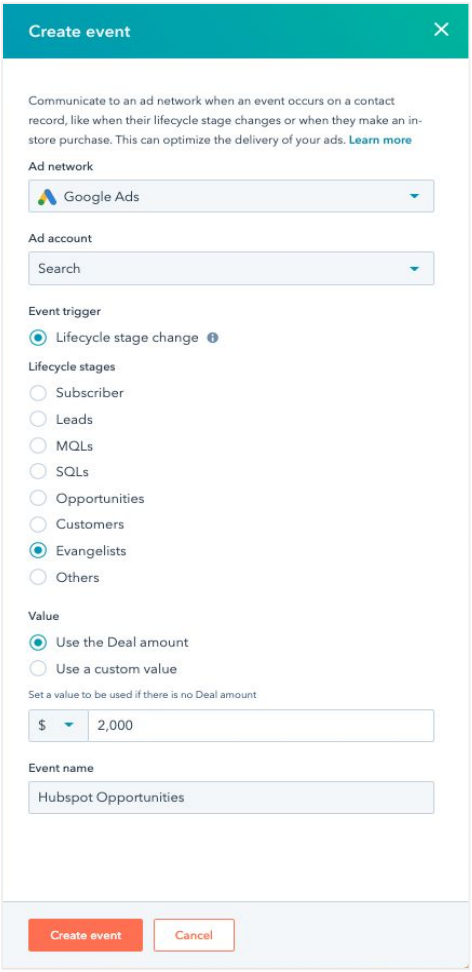
Syncing your CRM data to your Google Ads account

Once you've connected your Google Ads account to HubSpot, you can create events that will sync your CRM lifecycle stage changes to your Ads account.

Create an event

1. In your HubSpot account, navigate to Marketing > Ads.
2. In the upper right, click Create event. Note that you'll first need to have the HubSpot tracking pixel installed on your page, so HubSpot can associate future ad clicks with contacts and conversions. Most HubSpot accounts have the tracking pixel installed, but if yours doesn't, see here for installation instructions and here for how to verify your pixel 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 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 the value of the associated deal, select Use the Deal amount. With this option, you'll still need to enter a default value 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.



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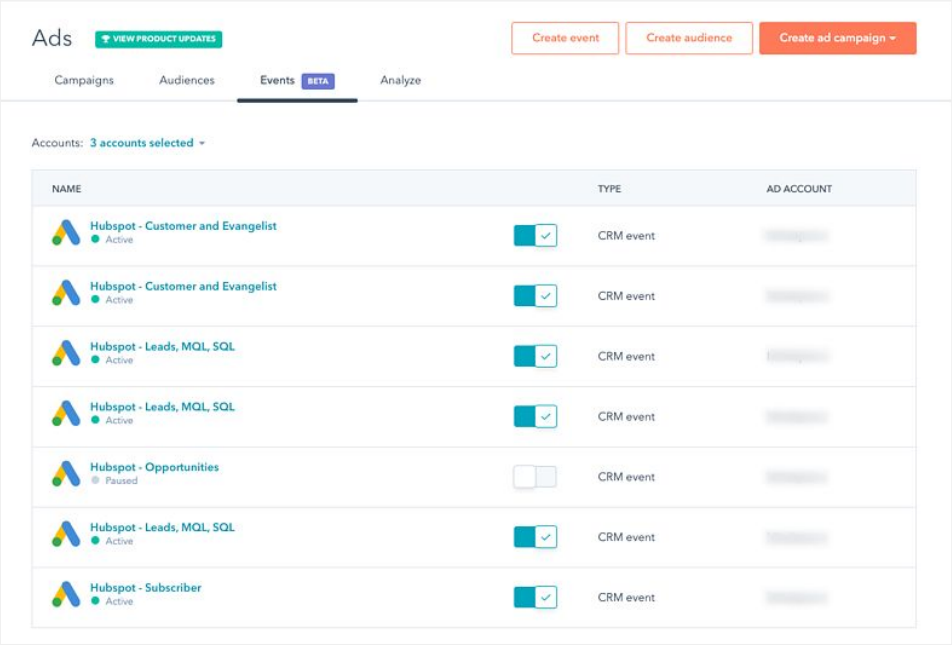
4. If you're creating an event for one of your Google Ads accounts, you can select the *Include in 'Conversions'* checkbox in Google Ads to include the CRM lifecycle event in your *Conversions* column after you've collected at least 30 days worth of data. Then, make sure to opt your account into Smart Bidding to maximize the automated optimization benefits and take your ads to the next level. You can learn more about how this feature works here.
5. Enter a name for your event.
6. Click Create event.

After you've created an event, it will appear in the Events tab in your Ads dashboard.



Review your events

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 into your Google Ads account.
2. In the upper right, click Tools & Settings.
3. From the dropdown menu, under *Measurement*, click Conversions.
4. You'll see your HubSpot conversion with the same name and source noted as "Import from clicks."

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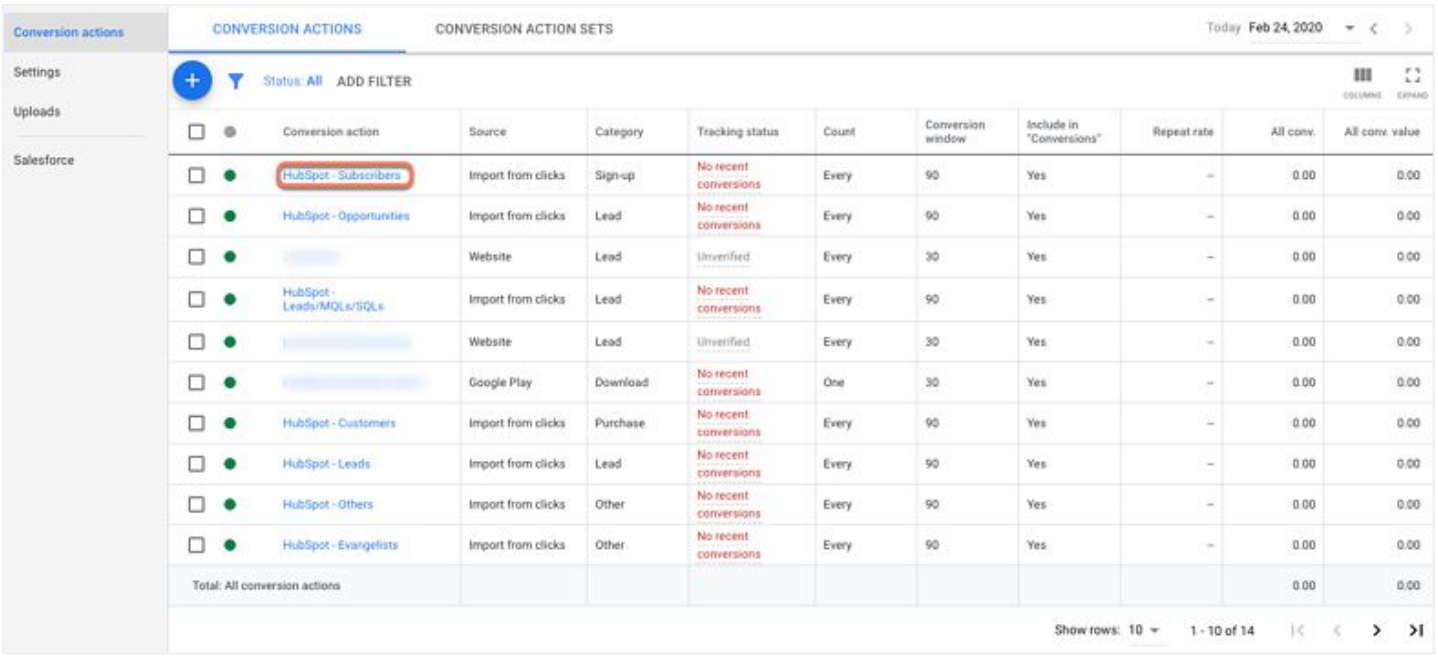

Remember, to harness this ad optimization power, all you have to do is activate it.

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To learn more about Hubspot's advertising tools, visit the Google Ads page on the HubSpot website.

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