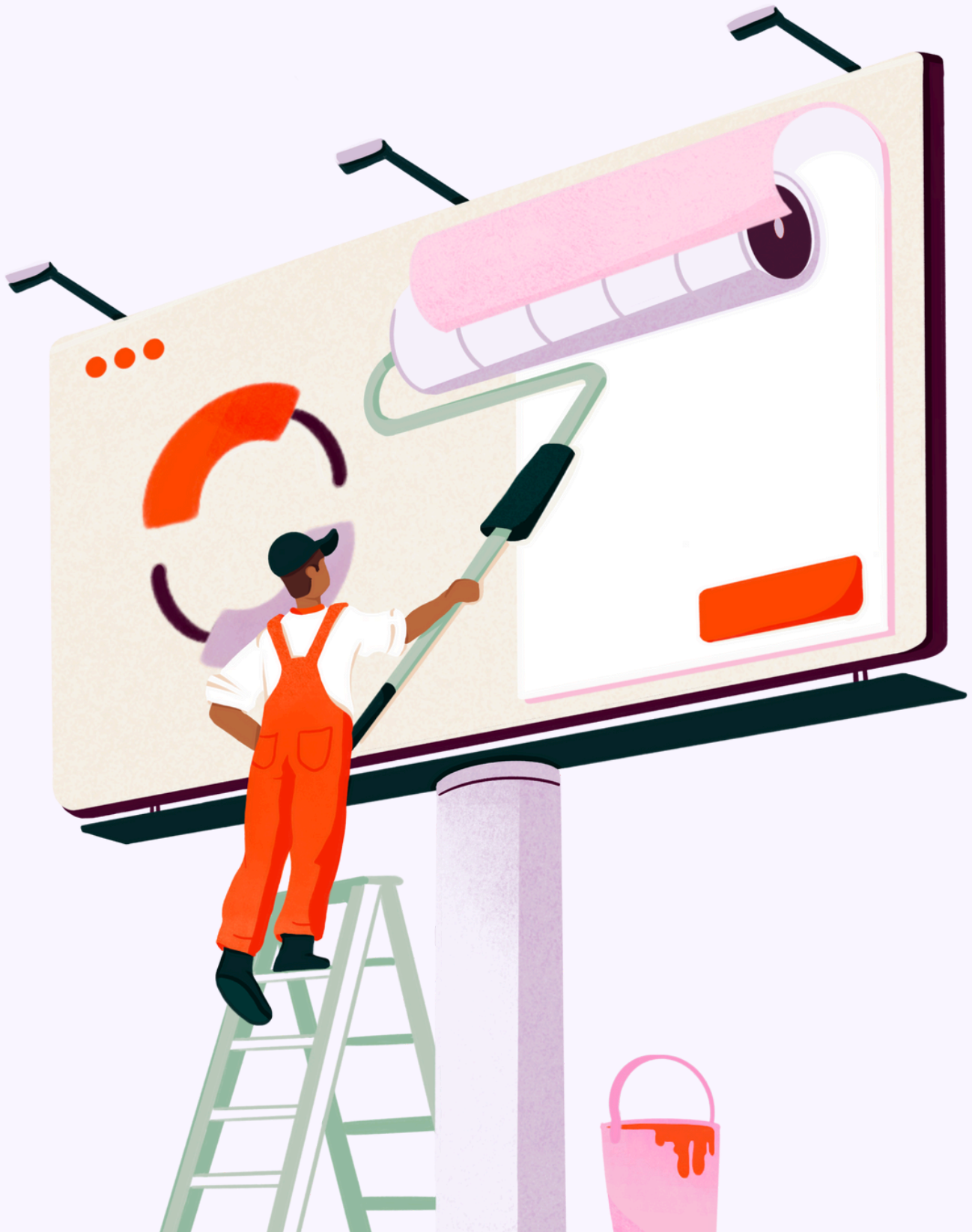




# HubSpot's Google Ads PMax Implementation Guide.

**Your Roadmap to Lead Generation That Drives Real ROI**





Performance Max (PMax) is a Google Ads campaign designed to proactively find and convert new customers across Google's entire ecosystem (Search, YouTube, Display, and more).

The real power comes when you connect PMax to your HubSpot CRM, which is where its unique strength comes alive. PMax uses your real sales outcomes to proactively discover new audiences who mirror your most profitable customers.

It takes your customer profile and finds more people just like them across Google's network, automatically optimizing your budget to find new pockets of growth. This means better targeting, more qualified leads, and smarter spend.

This all feeds into a powerful two-way data loop. Every conversion is tracked back to your CRM, enriching your data and giving you a clear, provable ROI on your customer acquisition efforts.

**Let's get started.**

# Phase 1: Foundation Strategy (Week 1-2)

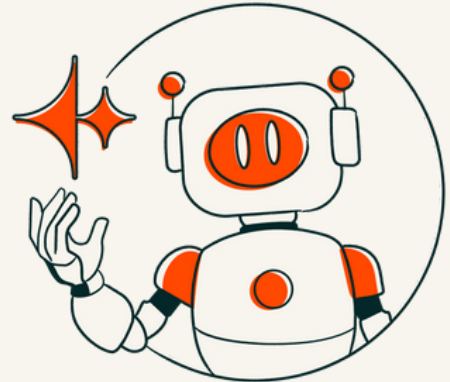
When your data becomes your competitive advantage

## Understand Your Customer Intelligence Goldmine

When your customer data is scattered, it's easy to default to generic demographic targeting (age, location, etc.), which treats your CRM like a mailing list instead of a business intelligence goldmine. This forces your PMax campaign to optimize for surface-level metrics like clicks, which is why your AI targeting can feel random and not make the most of your budget.

PMax is only as smart as the data you feed it.

Here's how to fuel PMax with your CRM data, enabling you to pinpoint high-intent prospects and discover new audiences.



### ✦ Connect PMax to your CRM

- ☐ In the Ads tool, click **Create**, then select Ad campaign.
- ☐ Select **Google Performance Max (PMax) Campaign**.

### ✦ Your Customer Data Audit Checklist

- ☐ Segment your highest-value customers by revenue, lifetime value, and conversion speed and create lists in HubSpot and exclude your low-value customers by creating lists of contacts that represent poor prospects (e.g., people who clicked your ads but never converted, or customers who had bad experiences).
- ☐ Use geographic and demographic insights and leverage behavioral data from your existing customer base.
  - **What this might look like:** If 80% of your top customers are in certain metro areas, focus your targeting there. You can also create a HubSpot list of high-intent contacts, such as people who visited your pricing page more than once, downloaded your best performing content, or opened your last 5 emails. Then, feed that audience into PMax to improve targeting.
- ☐ Map your customer journey stages to understand where Google Ads fits in your funnel. Your lifecycle stages need to accurately represent your real sales process so Google's AI learns from the right data.
- ☐ Remove or fix bad data like test contacts, duplicates, and incomplete customer information.

# Push Beyond Vanity Metrics

Performance Max is designed to automatically optimize towards the conversion goals you set. When data lives in too many places, it's hard to see the full picture, and even harder to know what's truly driving results. This fragmentation creates blind spots that can mislead you, waste your budget, and limits how you target and personalize campaigns.

By centralizing your marketing data in HubSpot, you get a full-funnel view that shows what drives revenue and enables smarter decisions about lead quality and campaign performance.



**Pro Tip:** A campaign isn't failure just because you don't have sales yet. For products that take a long time to sell, you'll need to wait.

In the meantime, track the small steps that lead to a sale, like how many demos you've booked or proposals you've sent. These "small wins" teach the PMax AI what a high-quality lead looks like, guiding it to find the right people.



## Why Metrics Matter

By connecting your HubSpot first-party data, PMax will use these customer segments as "audience signals" to find similar prospects. In fact, marketers who have high-quality audience data are **225%** more likely to outperform goals than those who do not.\*

\*HubSpot. (2024). The state of data-driven advertising: Free guide, HubSpot. <https://offers.hubspot.com/state-of-data-driven-ads>

# Phase 2: Launch (Week 3-4)

Start smart, scale fast

## Creative Development Checklist

PMax acts as your creative testing engine, automatically mixing and matching assets to find the winning combination. Great creative speaks to the problems your best customers were trying to solve before they found you.

- ☐ **Analyze your top-performing content in HubSpot to understand what resonates and create problem-focused headlines that match search intent.**

- **What this might look like:** Review the headlines and opening paragraphs of your top-performing content to identify the language, pain points, and benefits that resonate most.

- ☐ **Test multiple creative angles.**

**What this might look like:** In your PMax campaign setup in HubSpot, upload image assets in various sizes, add headline and description variations, and enable creative rotation. This allows Google's AI to test combinations, learn what works best, and optimize performance across your audience segments.



**Pro Tip:** Advertisers who use automated asset tools in Performance Max campaigns tend to see stronger ad quality ratings. Campaigns with relevant and well-matched creative often show steady gains in click-through rates over the first few weeks. If performance drops, it's usually a sign that your message isn't connecting with what your audience is looking for.

## Technical Integration

The magic of the integration is the two-way data flow between Google Ads and HubSpot. The integration allows Google's AI to learn from your actual sales outcomes, not just ad clicks, to optimize performance and retarget high intent leads.

- ☐ **Verify conversion tracking is capturing your most valuable actions.**

Go to **HubSpot Marketing > Ads > Events**. Validate that you have a Google event, and if you don't, create an event under **Create > Event**.

- ☐ **Set up automated lead scoring based on PMax source attribution.**

- **What this might look like:** Navigate to HubSpot Contacts > Contact Scoring and create a new score property that adds +10 points for "Original Source = Google Ads" and +20 points for "Campaign = PMax".

- ☐ **Configure sales team notifications for high-intent PMax leads.**

- **What this might look like:** You can automate sending an internal notification to your sales team with the contact's info and score.

### Watch for this:

If leads from PMax aren't showing proper attribution in HubSpot, your ROI measurement will be wrong.

Test this before spending your money.





# Phase 3: Optimize Performance (Month 2-3)

## What to Expect in the Learning Phase



**Pro Tip:** Google's AI needs time to analyze your customer data and identify the most effective targeting patterns. PMax goes through a 6-week learning phase where it tests different audience combinations and placements to understand what drives your best results.

### Optimization Strategy Checklist

- ☐ **Analyze audience signals** weekly by reviewing PMax reporting for patterns in age, location, device type, and performing headlines to uncover high-value segments to target.
- ☐ **Monitor lead progression through your sales funnel.**
  - **What this might look like:** Create a HubSpot report showing how many PMax leads become MQLs, book demos or sales calls, and where they drop off. If conversion is slower or lower, consider adjusting targeting or nurturing.
- ☐ **Adjust creative based on performance data** and pause low performers and scale winners. Google tests all your headlines, images, and descriptions so you can easily know what works.

### Advanced Attribution and ROI Measurement

The real power of the integration is getting complete visibility into how PMax's full-funnel discovery translates to revenue.



#### Success Indicator:

Focus on achieving "Excellent" Ad Strength in your PMax campaigns. Advertisers who improve their Performance Max Ad Strength to "Excellent" see 6% more conversions on average. Most people see lead quality scores improving and cost per acquisition decreasing. If not, your audience signals or conversion tracking may need adjustment. \*\*

\*\*Google Internal Data, Global, Jan - Oct 2023. Performance Max asset groups before/after a change in Ad Strength.

### Advanced Analytics Checklist

- ☐ **Create revenue attribution reports** linking PMax leads to closed deals by viewing the number of closed deals in the **Manage** tab in the Ads tool and tracking growth.
- ☐ **Create customer segments in HubSpot by original source (including PMax) and track metrics like average deal size and retention.** If PMax customers have higher lifetime value, you can justify spending more to acquire them.
- ☐ **Review your Cost Per Customer (CPC) across all marketing channels.** In the **Manage** tab in Ads, you can track how CPC changes as you scale PMax. Even if PMax has a higher CPC, it's worth it if it lowers overall CPC by boosting other channels.

This helps you allocate budget more strategically.

# Phase 4: Scale (Month 3+)

## A Scaling Strategy That Maintains Quality

You might be tempted to increase the budget as soon as you see positive results. Smart scaling requires maintaining lead quality while expanding reach.

### Strategic Scaling Framework

- ☐ **Increase budget incrementally:** Gradual increases maintain performance quality.
- ☐ **Test new creative angles that appeal to broader but relevant audiences:** Original creative targeted your best customers. To reach new ones, use messaging that resonates with prospects earlier in their buying journey.
- ☐ **Implement negative audiences to avoid low-quality segments.**
  - **What this might look like:** Identify leads that don't move past initial contact and find patterns. Create lists of these low-quality segments in HubSpot and exclude them in your PMax campaign settings.

**Growth Indicators:** Healthy scaling maintains or improves lead quality metrics while increasing volume. If quality drops significantly, you've scaled too fast.

### Competitive Moat Development

Long-term success comes from building advantages competitors can't easily copy. Your first-party data and optimization learnings are your edge.

Document winning audience combos so you can reuse them in new campaigns or markets. No need to start from scratch each time. Every new customer PMax discovers enriches your CRM, making your audience signals for the next campaign even smarter.



## Your Roadmap to Predictable Growth.

### Within 90 days, you should have:

- Clear ROI attribution from ad spend to closed revenue.
- Predictable lead quality at scale that matches your best customers.
- Scalable growth systems that maintain efficiency as you increase investment.

Most marketing leaders struggle to show their impact on revenue. With PMax and HubSpot together, you get full visibility into how every dollar drives pipeline and closed deals. This level of attribution and optimization isn't a nice-to-have — it's essential for any growth-focused team. Your customer data is ready to be your strongest competitive weapon.