

Connected CRM: Custom Behavioral Events

The Opportunity

With HubSpot's Behavioral Events API, marketers have been able to track more advanced analytics on their website or from external third-party apps to gain richer context about the full customer journey.

But as your business scales, limitations arise. You need an API that offers true customization to adapt to your needs and provide the context you need to answer your questions.

The Solution

Our brand new Custom Behavioral Event (CBE) API helps marketers bring personalization and behavioral targeting to the next level.

You can define and build any user behavior you want to track in HubSpot, whether that's on your website, within their product, or on any other source. CBE's give you the ability to craft a hyper-personalized customer experience powered by rich reporting, powerful automation, and precise behavioral targeting.

How It Works

There are two key methods you can use to trigger events from any source:

HTTP
API



1. Uses the HTTP GET call to trigger an event.
2. Great for mobile apps, SaaS products, and any important data that can't be captured through the tracking code.

JavaScript
API



1. Leverages the HubSpot tracking code to trigger events, and store custom properties.
2. Auto-captures certain metadata (properties) when the data is available.

With the JavaScript API, you have more options, including:

Coming
Soon

Custom JavaScript

For more advanced tracking (and for customers who have dev resources), you can use your own code to trigger a custom behavioral event. Learn more on how to [leverage custom JavaScript](#).

Codeless

You read that right. By leveraging the Chrome extension or our templates, you can set up tracking for page views and clicked elements without writing a line of code.



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Custom Behavioral Event Example

Let's say you want to set up a behavioral event to track free trials at your gym. Here's all the information you can capture:

- i** How many unique visitors have signed up for a trial vs. people who have expressed interest or reached out before
- i** View the custom behavioral event and metadata on the contact timeline
E.g. When did the contact start the trial? Which classes did they sign up for?
- i** Analyze event completion over time
E.g. How many people have signed up for a trial in the past month?
- i** Delay a workflow until a custom behavioral event is completed
E.g. Delay notifying sales and sending a welcome email until a contact has started a trial)
- i** Include a custom behavioral event in an attribution model
E.g. How much does starting a trial attribute to creating deals (new memberships)? Or to closing deals (new signups)?
- i** Use custom behavioral events as a data source in the advanced report builder for more detailed reports about the custom behavioral event
E.g. Which UTM campaigns drive the most trials?

Documentation

Create



- ▶ Read this guide to [analyze custom behavioral events](#).

Analyze



- ▶ Read this guide to [create manually tracked behavioral events](#).

Developer API



- ▶ Get everything you need from this [custom behavioral event API documentation](#).

Subscription

Custom behavioral events is available to [Marketing Hub Enterprise](#) customers.

