



# Why LinkedIn & HubSpot Are Better Together

Targeting your customers with highly relevant content and reporting on the true ROI of your campaigns is simple with LinkedIn ads in HubSpot.

Try LinkedIn + HubSpot together




## Why use LinkedIn with HubSpot?



With the LinkedIn HubSpot integration, it has never been easier to target your customers with highly relevant ads and report on the true ROI of your campaigns. With connected accounts, you can improve marketing targeting and segmentation and sales workflows, and access detailed reporting.

- Automatically bring LinkedIn leads into your HubSpot database
- Track leads from first interaction with your brand on LinkedIn all the way through to sale, helping to optimize marketing and sales efforts and better understand ROI and attribution
- Improve LinkedIn ads and targeting using HubSpot data and segmentation
- Implement ABM by incorporating customer data into your LinkedIn ad management

### Create audience ×

- Website visitors**   
Nurture the people who've been to your site. Create an audience from your visitors and re-engage with them wherever they are online.
- Contact list**   
Make the most of your contacts. Create an audience from your contact list in HubSpot CRM to re-engage with them wherever they are online.
- Lookalike**   
Create a lookalike audience based on your ideal customer and expand your reach to people who are more likely to convert.

## Easy to Use + Offers Targeted Lead Management

When you connect your HubSpot accounts and LinkedIn Campaign Manager, you can easily turn on ad tracking, lead syncing, and apply your tracking pixel. Once connected, leads from LinkedIn lead generation ads will automatically flow into your HubSpot account.



### With connected accounts, you can:

- Leverage the HubSpot CRM to create highly targeted audiences that automatically sync with your ad accounts in Campaign Manager
- Create LinkedIn campaigns directly in HubSpot using targeting and segmentation from your HubSpot account
- Segment contacts based on ad interactions
- Bring LinkedIn leads into your marketing flow (email newsletters, lead nurturing campaigns, and promotions)
- Update contacts to LinkedIn audience or exclusion list
- Set up lead notifications for your sales team when a new lead comes in

### Contacts ✕

These contacts filled out a form for the first time after clicking on an ad. If a contact converted multiple times across all your campaigns, they will only appear in this list once.

2 contacts

NAME
 Lars Osterbergson
 Sven Isaacson

### You can feel confident in your data— data and leads will automatically:

- ✓ Sync to your HubSpot account
- ✓ Receive a lead score
- ✓ Be de-duplicated to avoid multiple messages to the same contact
- ✓ Have a unified contact timeline



# Better Understand ROI

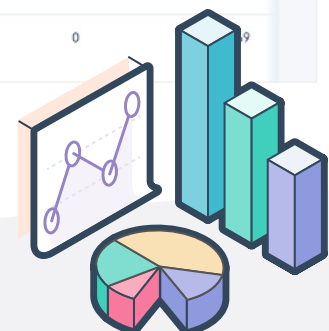
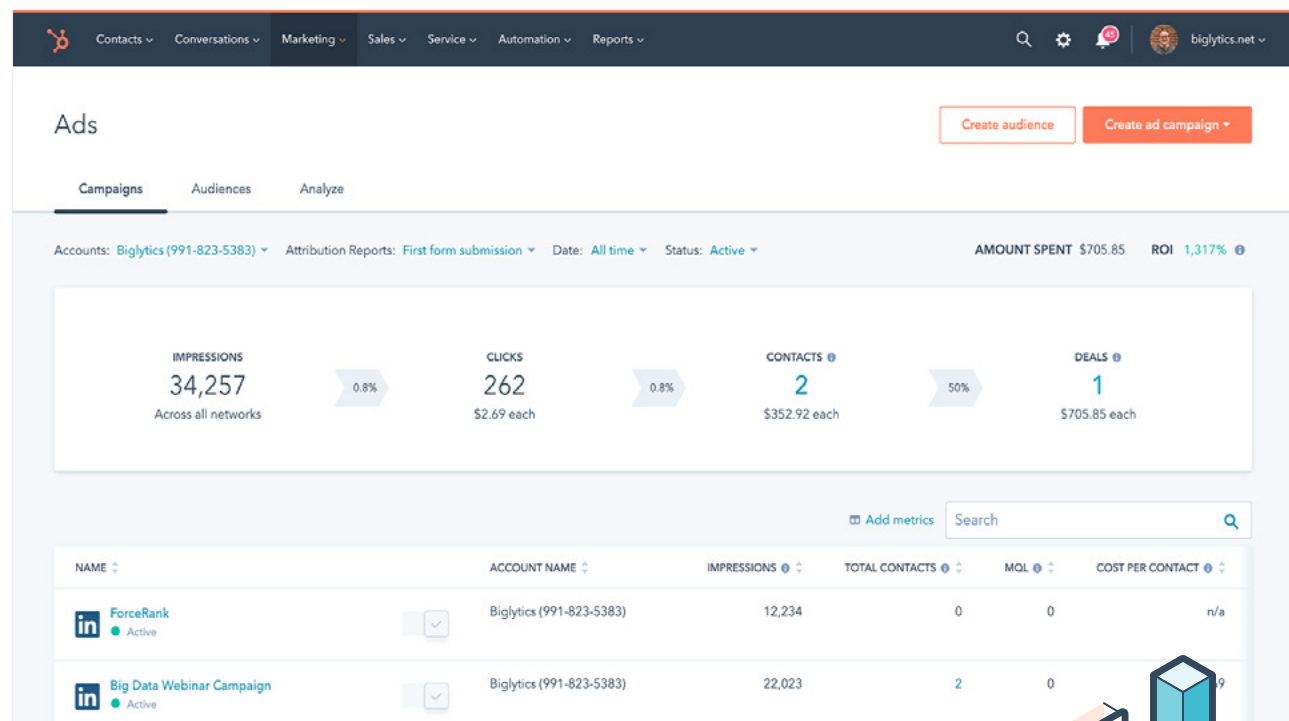
This integration allows you to fully understand which of your ads are influencing your bottom line so you can draw a direct line between clicks on your ads, and return on your ad spend so you will never again struggle to prove the ROI of your advertising.

## Using HubSpot, you can see how LinkedIn ads compare to other channels, and access:

- Conversion reporting for LinkedIn ads
- Full funnel ROI reporting for your ads
- Custom reporting
- A bigger picture view of how your ads are influencing your contacts across every stage of the customer journey

The LinkedIn Hubspot integration uses custom revenue figures to calculate ROI so you can see exactly how your ads are influencing your contacts throughout their lifecycle or customer journey, allowing you to better understand how the marketing and sales activities are creating revenue for your business.

To visualize the full picture of your ROI you will also be able to see how LinkedIn ads are performing relative to other channels, as well as see Conversion reporting specifically for your LinkedIn ads– leaving no ROI metric stone unturned or unexamined.



# Unlock ABM & Integrate Customer Data with Targeting Data

Interested in implementing account based marketing (ABM)? With HubSpot and LinkedIn, you can begin integrating your customer data with your targeting data. By creating LinkedIn audience segments from HubSpot Contacts and Target Accounts, you can upsell or cross sell using LinkedIn ads.

- Create LinkedIn audiences using customer and other contact lists from HubSpot
- Leverage audience Enrichment or Intent Data into your target account list creation process
- Define a lookalike audience for LinkedIn based on contacts in your CRM, helping you discover new, qualified prospects

## Connect HubSpot with LinkedIn Sales Navigator

Beyond ads, the HubSpot LinkedIn connection gets even better. By connecting LinkedIn Sales Navigator with your HubSpot account, you can send InMail directly from the HubSpot contact record, and more.

During the prospecting and outreach process, you can save your sales team from having to leave HubSpot, giving them access to rich LinkedIn data right in the HubSpot contact timeline.

**With exclusive access to HubSpot for LinkedIn customers, you can unlock lead tracking like you've never experienced before.**

