

HubSpot

Your Guide To All Types of Advertising

Insights from HubSpot's CMO



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Advertising is essential for your business. Whether you're paying for Google Ads or plastering your logo across billboards, your brand needs advertising to raise awareness, drive revenue, and become profitable. And by 2027, US digital and internet advertising spend [is expected](#) to fly past \$440 billion. In other words, advertising is here to stay.

But with hundreds of channels to choose from, advertising favors both the knowledgeable and prepared. This guide will help you navigate the advertising landscape, walking you through thirteen channels your business can leverage to reach new audiences.

Plus, we've included exclusive insights into advertising at HubSpot, including seven trends identified by our Chief Marketing Officer, Kipp Bodnar, and a case study from HubSpot's Branding Marketing team.

Whether you're getting started with advertising or revamping your strategy, you can use our tips, tricks, and examples to grow your business.

In this guide, you'll read:

- ✓ **How to use 13 different digital advertising platforms + strategies**
- ✓ **A case study on advertising from HubSpot Branding Marketing**
- ✓ **HubSpot CMO's insights into untapped advertising strategies**

Create personalized and targeted ad campaigns, and see which ads are turning prospects into customers with HubSpot's Free Ads Software

[Get Started Free](#)

CHAPTER 1

Digital Advertising Platforms + Strategies



Google Ads

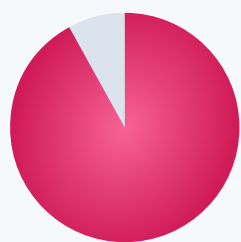


Overview

If you need an answer, you first go to Google. Whenever you press ‘Search,’ you’ll first see sponsored content at the top followed by organic links. Advertisers get these sponsored slots by bidding for certain keywords related to their business. A marketing agency based in Atlanta, for example, might bid for the query ‘marketing agency atlanta’ to get their business on more eyes.

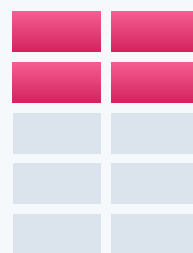
Over 8 in 10 brands and marketers [said](#) they see good results with their PPC advertising campaigns, so it’s a tried and tested strategy your business should consider leveraging.

Facts



Over
92%

of global searches [occur](#) on Google



4 in 10

advertisers [use](#) Google Ads to generate leads

63%

of searchers [have clicked](#) on Google Ads at least once

On average, the top three ranked Google Ads on Search [receive](#)

41% of clicks

The average conversion rate for Google Ads [is](#)

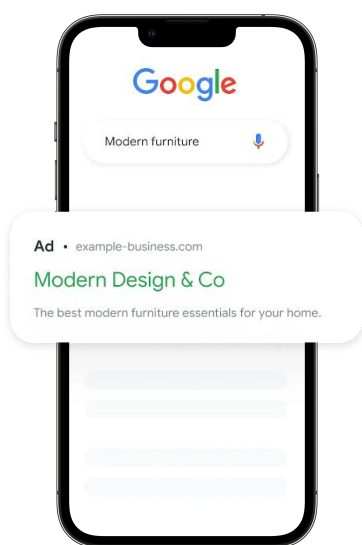
 **3-6%**

Features

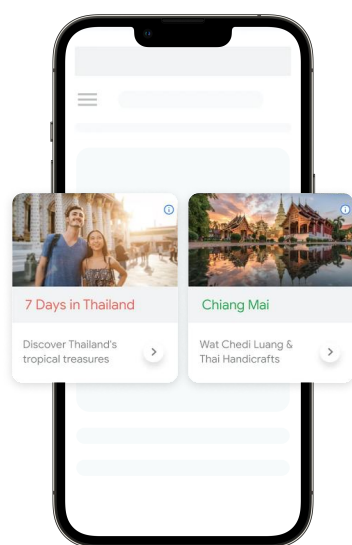
Google Ads features a diverse range of advertising formats, such as:

- **Search Ads:** Text ads appearing on Google's search results pages.
- **Display Ads:** Visual banner ads displayed on millions of websites.
- **Video Ads:** Ads appearing before, during, or after YouTube content.
- **Shopping Ads:** Structured ads showcasing product images and prices.

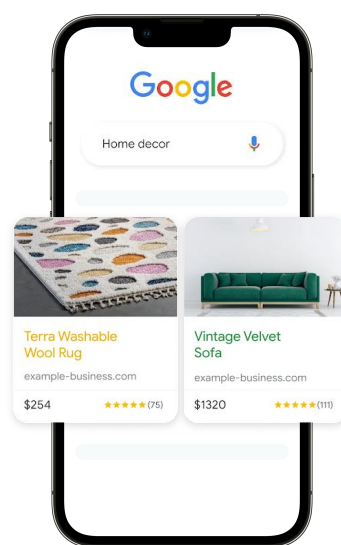
Search Ads



Display Ads



Shopping Ads



Google also enables advertisers to make use of responsive ads, which automatically adjusts an ad's size, format, and appearance to fit to most available ad spaces.

[Source: Google Ads](#)

You can also leverage Google's rich set of data to target certain demographics, such as:



Location



Interests



Language



Detailed information

(e.g., whether they're student, or own a home, or have children)

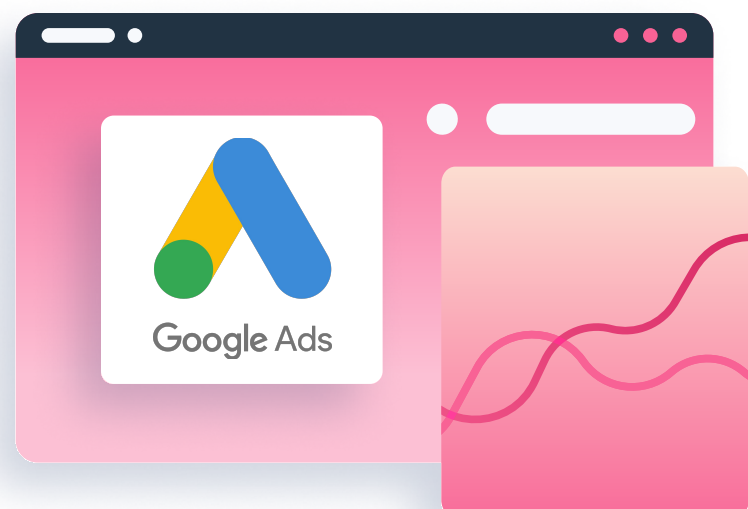
Use Cases

Google Ads can be used for several goals for your business, including:

- **Lead Generation:** Capture leads through search and display ads directed to landing pages.
- **Brand Awareness:** Utilize display and video ads to boost recognition and visibility.
- **Product Promotion:** Increase sales with shopping ads showcasing your product inventory.

Strategies for Success

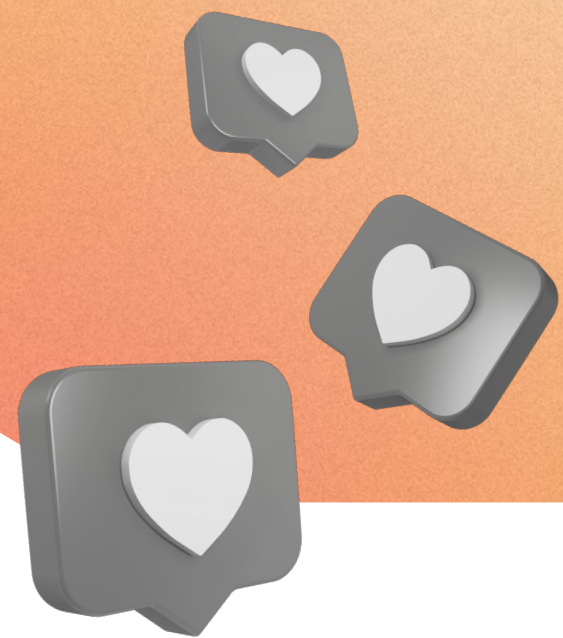
- ★ **Optimize Keywords:** Conduct thorough keyword research and continuously refine your list.
- ★ **Use Ad Extensions:** Use extensions to provide additional information and increase CTR.
- ★ **Leverage Google Ads AI:** Enable the use of Google's AI optimization to improve your ad's effectiveness.
- ★ **Take Advantage of Geographic Data:** If applicable, make use of Google's location-based ads to drive phone calls and local customers to your business.
- ★ **Write Compelling Copy:** Incorporate best practices when writing ad copy, such as including strong, relevant keywords throughout, using clear and compelling calls to action, highlighting unique selling points and benefits, and so on.



Drive high-quality leads and conversions with Google Ads in HubSpot—and get \$500 in ad credit

[Get Started Free](#)

Meta Ads (Facebook and Instagram)



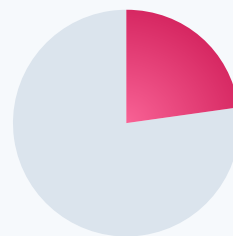
Overview

Even today, Facebook still dominates social media with Instagram falling shortly behind. Together, these Meta-owned platforms [boast](#) over five billion monthly active users, making Meta Ads an incredibly powerful way to reach global audiences. As users scroll through their feeds on Facebook and Instagram, Meta serves ads based on their interests, demographics, previous interactions, and more.

Facts

In 2023,

facebook [was](#) the most popular social media site used by marketers, with many reporting it has higher ROI than other platforms



Instagram posts [see](#)

23%

higher engagement than Facebook posts

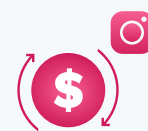
22%

of Instagram users [reported](#) watching branded content Stories from a company, business, or brand more than once a week



The average conversion rate for Facebook Ads [is](#)

8.25%



The average conversion rate for Instagram Ads [hovers](#) around

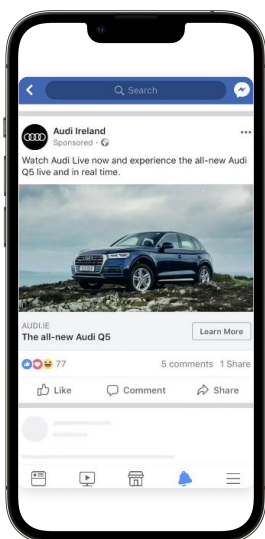
1%

Features

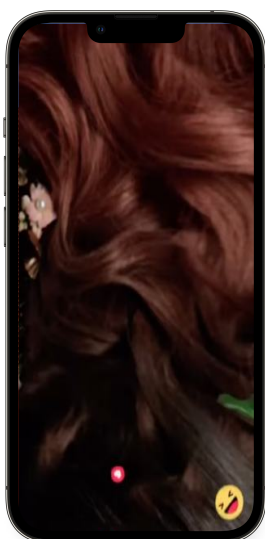
With Meta Ads, you can customize different parts of your ad, including:

- **Ad Creative:** Text, images, videos, and call-to-action customization, including carousel images.
- **Audience:** Detailed targeting based on specific characteristics (with the ability to create audiences using Facebook Page audience data).
- **Schedule:** Time frames and duration, either selected manually or based on Meta recommendations.
- **Budget:** Recommended or manually set daily budgets to limit overspending.
- **Placements:** Automatically set to all, placements determine how your ad appears.

Photo Ads



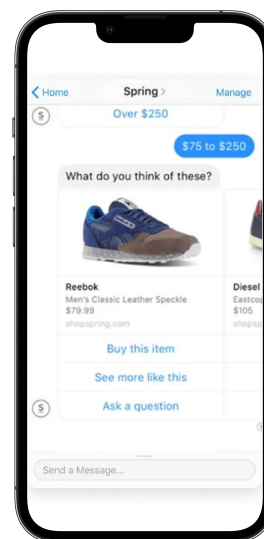
Video Ads



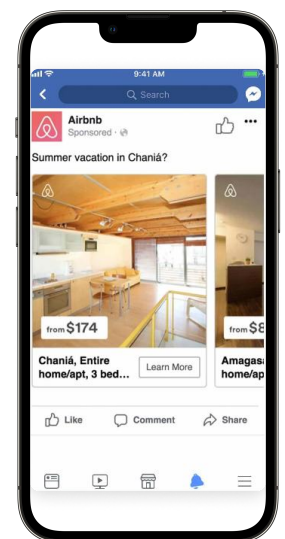
Stories Ads



Messenger Ads



Carousel Ads



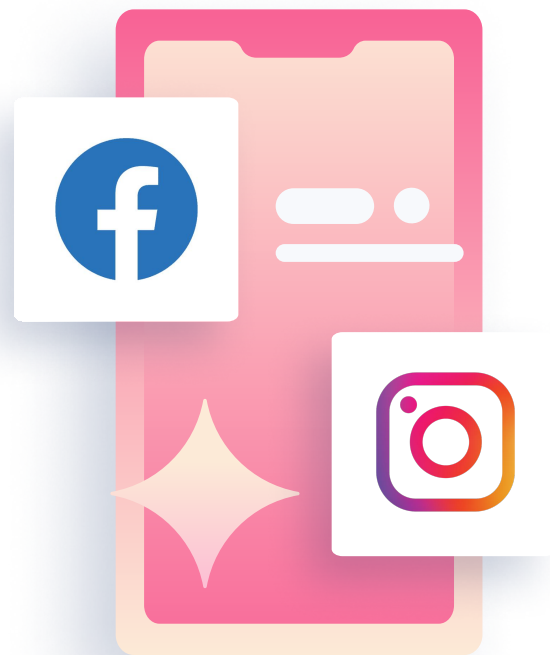
[Source: Meta Ads](#)

Use Cases

- **Brand Awareness:** Use targeted display and video ads to increase visibility and recognition across Meta platforms.
- **Lead Generation:** Capture customer details directly within Meta through easy-to-use lead forms.
- **Retargeting:** Re-engage users who interacted with your brand to drive conversions and close sales.

Strategies for Success

- ★ **Use Detailed Demographics:** Take advantage of Meta's targeting capabilities to reach specific audiences based on interests, demographics, and more.
- ★ **Set Up Meta Pixel:** Add coding to your website to retarget customers based on the actions they take.
- ★ **Create a Facebook/Instagram Business Page:** Create a dedicated page for your organization on Facebook or Instagram.
- ★ **Optimize Future Ads:** Once your campaign finishes, you can analyze performance and use that data to improve your future ads.
- ★ **Try Out Facebook's Messenger CTA:** Meta allows for you to set the CTA to open a Messenger chat with your business, where users can engage with a chatbot for a highly-personalized experience.
- ★ **Bring Customers To Your Brick-and-Mortar Store:** With Meta Ads, you can highlight promotions for local audiences so they can visit your store.



TikTok Ads

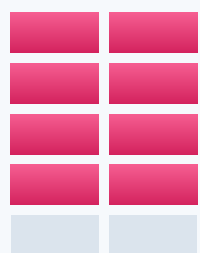


Overview

Gen Z [makes up](#) the majority of TikTok's user base, with 6 out of 10 users belonging to this generation. With over a [billion active users](#) worldwide, TikTok offers a unique opportunity for brands to engage with highly active, creative, and young communities.

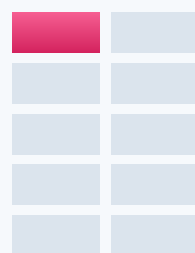
TikTok ads integrate seamlessly within users' feeds, blending in with organic content, and are tailored based on user behavior, interests, and engagement. TikTok Ads allow you to tap into an especially engaged audience, whether by creating short, catchy videos or participating in viral challenges.

Facts



8 in 10

TikTok users [are](#) between the ages of 16 and 34



1 in 10

Gen Z [is](#) more likely to use TikTok over Google

**Over
7 in 10**

Gen Zers [use](#) TikTok to discover new brands or products

30%

of TikTok users [have used](#) TikTok's embedded shop

The average conversion rate for TikTok ads [is](#)

(💰) 0.46%,

though others [report](#) conversion rates falling between **1-3%**

Features

TikTok features six different ad types, which can be created either as images or videos:

- **In-Feed Ads:** Ads that appear within a user's feed, complete with CTA.
- **TopView Ads:** Similar to in-feed ads but shown to a user when they first open their feed.
- **Brand Takeover:** Ads that automatically appear for five seconds when users open the app.
- **Branded Effects:** Filters, stickers, and lenses users can engage with and share.
- **Branded Hashtags Challenge:** Ads that challenge users to do something, complete with a branded hashtag.
- **Spark Ads:** User-generated content that brands can transform into ads.

TopView Ads



Branded Effects



Branded Hashtags Challenge



Spark Ads



[Source: TikTok Ads](#)

Use Cases

- **Brand Awareness:** Leverage engaging video content to boost visibility and capture the attention of TikTok's active, younger audience.
- **Product Promotion:** Showcase your products in action through short, dynamic videos to drive interest and inspire purchases.
- **Viral Engagement:** Participate in trending challenges and partner with influencers to create shareable content that increases brand interaction and awareness.

Strategies for Success

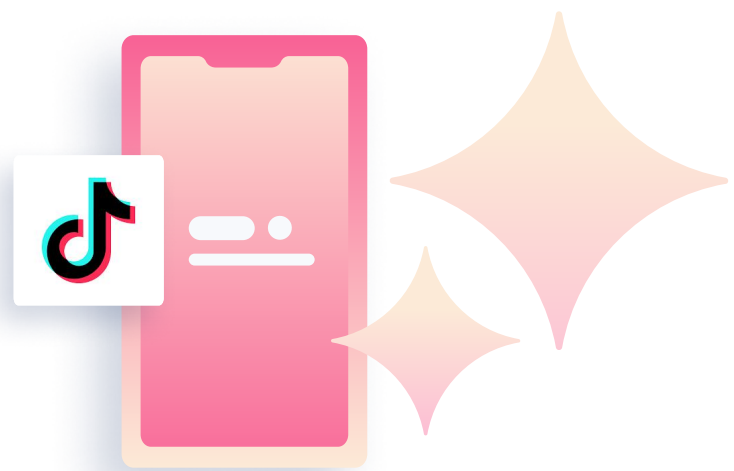
★ **Leverage Automatic Targeting:** TikTok Ads Manager includes automatic targeting, which optimizes your ad audience to reduce your CPA.

★ **See Top-Performing Ads:** TikTok will show you examples of top-performing ads within your industry, giving you a solid foundation to create yours.

★ **Use Premade Templates:** TikTok features over 100 customizable templates, which you can use to drag and drop videos and photos.

★ **Set Up TikTok Pixel:** Add coding to your site so TikTok can retarget your audiences based on their interactions with your brand.

★ **Participate in Trends:** Insert your business into a relevant trend or viral moment to tap into a highly-engaged audience.



★ **Keep It Short:** The top performing ads on TikTok [are](#) between 9 and 15 seconds, so tighten up your ad and keep their length short.

★ **Use Spark Ads:** TikTok lets you transform user-generated content into Spark Ads, which you can help promote further to your target audience.

★ **Include Relevant Hashtags:** TikTok users often browse hashtags to find related content, so including them in your post descriptions could make it easier for your videos to organically appear (e.g., #beauty).

LinkedIn Ads



Overview

Owned by Microsoft, LinkedIn [connects](#) more than one billion professionals worldwide. It's the leading space for business networking, industry-related content, job searching, and more, making it an essential channel for B2B marketers. As users browse their feeds or search for content, LinkedIn serves sponsored ads based on professional interests, job titles, industries, and more.

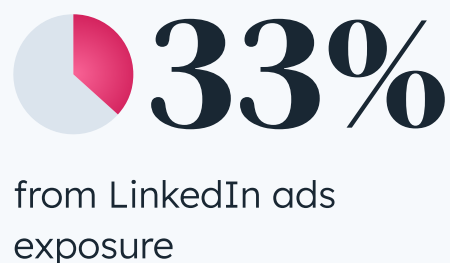
Facts



**Over
10 million**
C-suite executives
[use](#) LinkedIn

On average,
**over
49 million**
people [use](#) LinkedIn to
find jobs every week

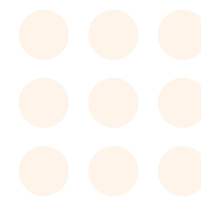
Brands [see](#) an
average purchase
intent increase of



10-15% (\$)

1.5-4%

The average conversion rate for LinkedIn sponsored ads [is](#) **10-15%** for low-friction offers (e.g., exchanging contact information for an ebook) and **1.5-4%** for high-friction offers (e.g., requesting a demo)

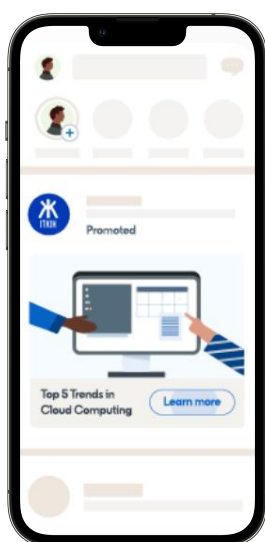


Features

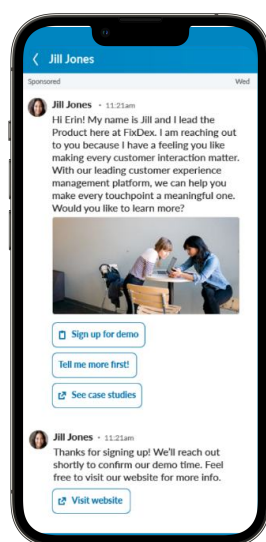
LinkedIn features four different ad types:

- **Sponsored Content:** Ads that appear on a user's newsfeed, including single images, videos, carousels, events, documents, thought leaders, and other types.
- **Sponsored Messaging:** Ads that get sent directly to user's messages, including both conversation and message ads.
- **Lead Gen Forms:** Pre-filled lead gen forms attached to ads based on LinkedIn's user data.
- **Text and Dynamic Ads:** Ads that appear on the "right rail" of LinkedIn, including text, spotlight, and follower ads.

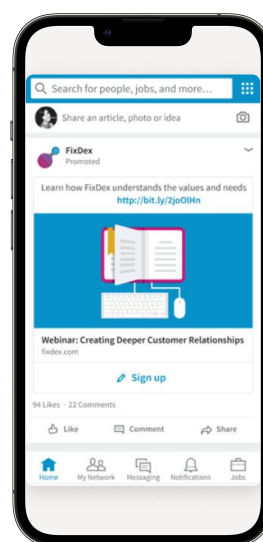
Sponsored Content



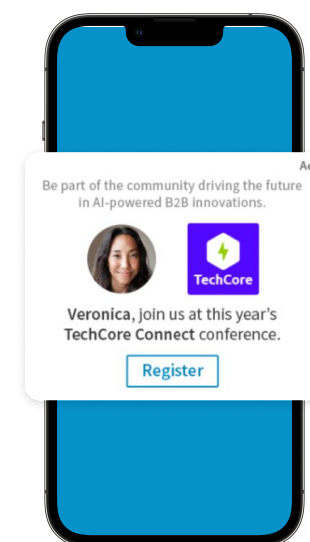
Sponsored Messaging



Lead Gen Forms



Text and Dynamic Ads



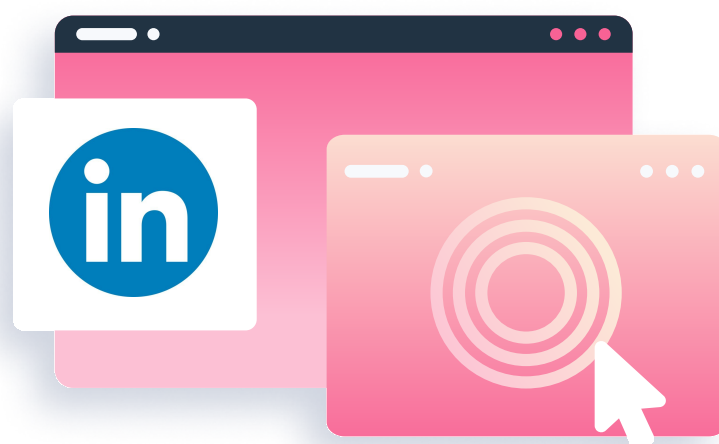
[Source: LinkedIn Ads](#)

Use Cases

- **Lead Generation:** Utilize LinkedIn's Lead Gen Forms to capture high-quality leads from professionals directly within the platform, streamlining the process for B2B marketers.
- **Brand Awareness:** Run Sponsored Content and InMail campaigns to increase visibility among industry professionals, building trust and credibility with your target audience.
- **Target Decision-Makers:** Reach key decision-makers with targeted ads based on job titles, industries, and company sizes, ensuring your message gets in front of those with the authority to make purchasing decisions.

Strategies for Success

- ★ **Target Decision-Makers:** LinkedIn boasts millions of critical decision-makers across almost every industry, allowing B2B marketers to focus on reaching key decision-makers with purchasing power.
- ★ **Foster Thought Leadership:** Promote articles, case studies, and whitepapers to establish your business as an authority within your industry.
- ★ **Consider The Funnel:** Conversion rates can vary based on the effort required to engage with your ad. Keep your audience's buying stage in mind and ensure the level of engagement matches their position in the funnel (e.g., awareness, consideration, decision) to reduce friction and improve conversion rates.
- ★ **Use Detailed Targeting:** LinkedIn offers over 20 different audience attributes unique to the platform, including company name, company size, member groups, member interests, member schools, job title, and more.
- ★ **Find Qualified Job Applicants:** If you're ever in need of a new employee, you can take advantage of LinkedIn ads targeted at job seekers.



X (Twitter) Ads



Overview

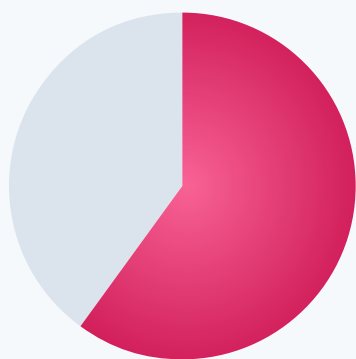
It's no secret X (formerly known as Twitter) has gone through some major changes in the past few years. Still, the platform [boasts](#) over 500 million active users, making it one of the largest social networks online. X Ads let you join real-time conversations, target users based on interests or behaviors, and promote your tweets, trends, or accounts to increase visibility and engagement. It's a great way to stay part of the conversation and reach audiences quickly.

Facts

Every day, around
250 million
people [visit](#) X.

Over 
4 in 10
American X users [fall](#)
between the ages of 18
and 29.

On average,
over 49 million
people [use](#) LinkedIn to
find jobs every week



X has the [highest share](#) of
male-identifying users, with
60.3%
of its worldwide users
identifying as male.



The average
conversion rate for
X Ads [is](#)

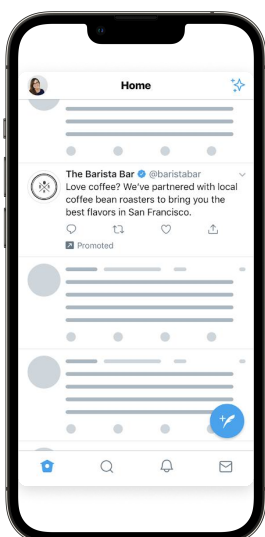
0.77%

Features

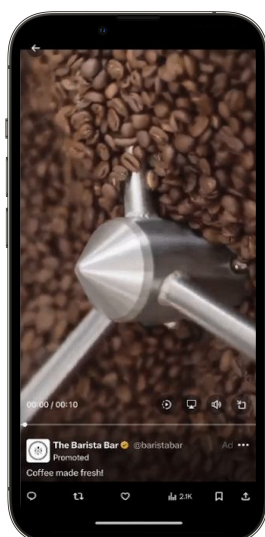
X features eight different ad formats:

- **Promoted Ads:** Sponsored ads that appear in user feeds, including image, video, carousel, and text ads.
- **Vertical Video Ads:** Full-screen video ads shown to users in X's video feed.
- **X Amplify:** Premium video ads placed alongside trusted content from top media partners, including pre-roll and one-to-one pairing options.
- **X Takeovers:** High-visibility ads that dominate key areas of X, such as the Explore tab or trending topics.
- **X Live:** Promoted livestreams hosted within X.
- **Dynamic Product Ads:** Personalized ads that automatically promote relevant products to users based on their browsing behavior.
- **Collection Ads:** A primary image or video ad with a scrolling carousel of product images.
- **X Ad Features:** Various in-app advertising opportunities, such as app cards, website cards, branded hashtags, and branded notifications.

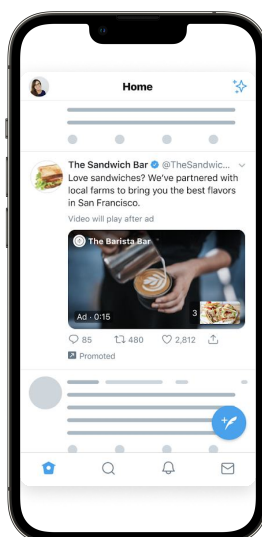
Promoted Ads



Vertical Video Ads



X Amplify



X Takeovers



Collection Ads



[Source: X Ads](#)

Use Cases

- **Brand Awareness:** Use Promoted Ads and Takeovers to increase visibility and reach a broad audience quickly, positioning your brand in trending conversations and high-traffic areas.
- **Real-Time Engagement:** Leverage X's real-time nature to join conversations around live events, breaking news, or trending topics, allowing your brand to stay relevant and top-of-mind.
- **Direct Response Campaigns:** Utilize Dynamic Product Ads and Collection Ads to drive traffic, retarget users, and increase conversions by showing personalized, engaging content based on user behavior.

Strategies for Success

★ **Align with Trending Topics:** X stands out for its focus on real-time events and conversations. When planning campaigns, leverage this by connecting your brand to trending topics and live events to maximize visibility and engagement.

★ **Keep Copy Concise:** According to X, top-performing posts [feature](#) only 50-100 characters. Keep the copy of your ads short and simple.

★ **Create a Sense of Urgency:** X users scroll through hundreds of posts per day. To emphasize the value of your ad, consider creating a sense of urgency such as a limited-time offer.

★ **Skip The Hashtags and Mentions:** Though it might sound counterintuitive, including hashtags and mentions in your ad encourages users to click away from your offer.



★ **Keep Videos Short:** Like copy, the length of any video ad should fall beneath 15 seconds—per recommendations from X.

★ **Use Multiple Ad Formats:** X advises brands use 3-5 ad formats simultaneously to increase the effectiveness of your ad campaign.

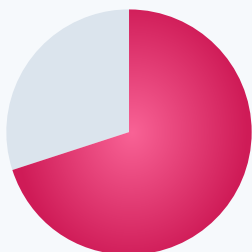
YouTube Ads



Overview

Owned by Google, YouTube is by far the #1 video-sharing platform. With more than 2.49 billion users worldwide, YouTube offers businesses engaging, video-focused advertising opportunities. YouTube Ads can appear before, during, or after videos, or in search results. Whether you want to build brand awareness, drive traffic, or promote products, YouTube Ads offer a range of formats to help businesses capture attention through immersive, visual content.

Facts



70%

users bought from a brand after seeing them on YouTube.

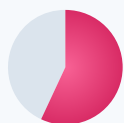
The average user spends

23.2 hours

watching YouTube per month.

Millennials

trust YouTube more than any other generation.



56.7%

of YouTube's audience are Millennials or Gen Z.

The average conversion rate for YouTube Ads is

 **12%**

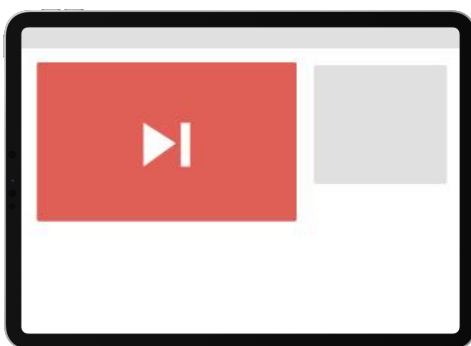
Features

YouTube Ads includes three primary formats:

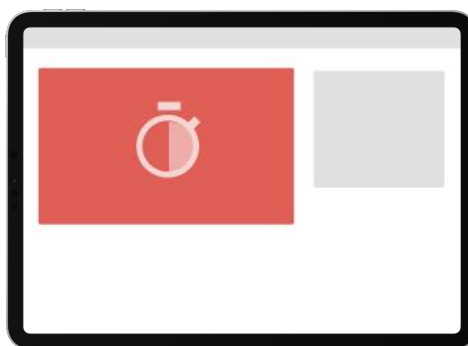
- **Skippable Video Ads:** Video ads that viewers can skip after five seconds.
- **Non-Skippable Video Ads:** Non-skippable video ads viewers must watch before accessing their video, typically [limited](#) to 15 or 20 seconds (30 if watched on television).
- **Bumper Ads:** Six-second, non-skippable video ads viewers must watch before accessing their video.

YouTube also allows advertisers to make use of other features, including YouTube Shorts ads, mid-roll ads, watch feed ads, and back-to-back ads.

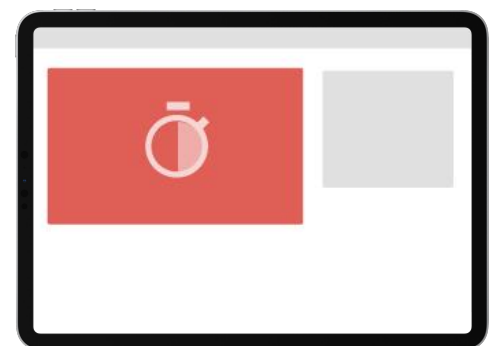
Skippable Video Ads



Non-Skippable Video Ads



Bumper Ads



[Source: YouTube Ads](#)

Use Cases

- **Brand Awareness:** Reach a vast audience with engaging video ads placed before, during, or after popular videos to increase visibility and brand recognition.
- **Product Promotion:** Showcase products with visually compelling ads to drive interest and conversions, helping users understand your offerings through detailed video content.
- **Retargeting:** Re-engage potential customers who have visited your website or interacted with your brand by showing them tailored video ads, encouraging them to complete their purchase or take further action.

Strategies for Success

★ **Feature Your Logo:** Remember to add your logo to the bottom right corner of your video ad, ensuring viewers have a chance to recognize your branding down the road.

★ **Test Different Ad Types:** Like most advertising platforms, YouTube Ads works best when testing multiple formats and optimizing based on initial results.

★ **Present The Hook Within Five Seconds:** 9 in 10 people tend to [skip](#) pre-roll ads, meaning you need to hook viewers within that first five seconds before they can skip.

★ **Align Your Landing Page with Your CTA:** Often, advertisers will stick with a standard landing page across multiple platforms. However, you should customize your landing page so it aligns with your CTA (e.g., if you're collaborating with an influencer, feature them on the landing page).

★ **Test Multiple Creatives:** As a video platform, YouTube's all about the quality of your visuals. To optimize your ad campaign, create multiple creatives, test them out, and pick ones that perform best.

★ **Create High-Quality Videos:** It might take an initial investment, but it's worth purchasing equipment so you can create high-quality videos for your ads.



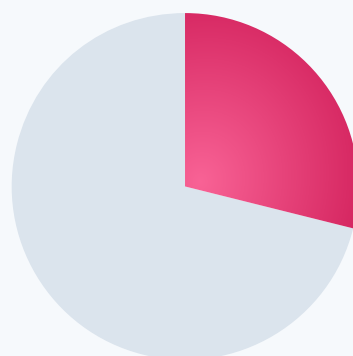
Amazon Ads

Overview

As the largest e-commerce platform in the world, Amazon offers a powerful advertising ecosystem that enables brands to [reach](#) over 310 million active shoppers. Through a range of Amazon Ads' formats such as Sponsored Products, Sponsored Brands, and Sponsored Display Ads, businesses can showcase their products directly to consumers while they are browsing and making purchasing decisions—even if they're not selling on Amazon directly.

Facts

Amazon [is](#) the
fourth
most popular website
in the United States



29%
of Amazon users [are](#)
between the ages of
25 and 34

In 2024, Amazon
customers [spent](#) over
**\$14.2
billion**
on Prime Day



The average conversion rate for
Amazon Ads [is](#)

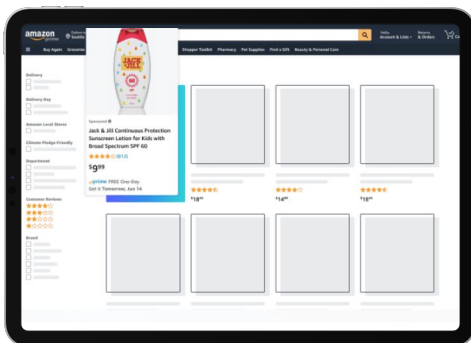
0.34%

Features

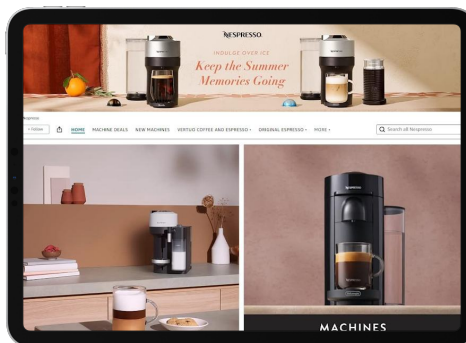
Amazon Ads has an extensive set of formats, including:

- **Sponsored Ads:** Ads that include sponsored product, brand, display, and TV ads.
- **Brand Shopping Experiences:** Experience-focused ads such as brand stores, posts, and Amazon live.
- **Ad Formats:** Various formats to serve your ads, including video ads, audio ads, display ads, out-of-home ads, and device ads.

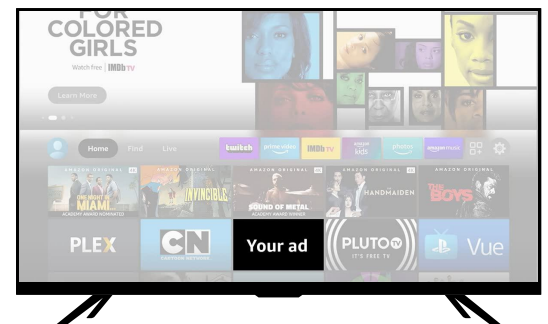
Sponsored Ads



Brand Shopping Experiences



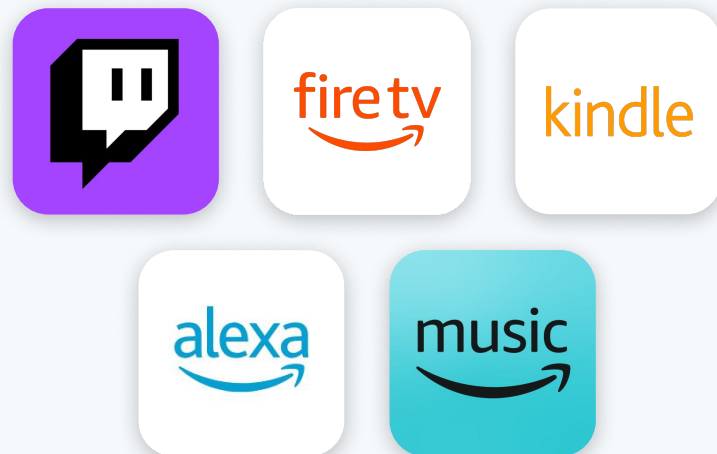
FireTV Ads



[Source: Amazon Ads](#)

It's important to note the many different platforms and products Amazon offers for advertising, including:

- **Twitch**
- **FireTV**
- **Kindle**
- **Alexa**
- **Amazon Music**



Use Cases

- **Product Promotion:** Advertise individual products directly on Amazon through Sponsored Products and Sponsored Brands ads, helping boost visibility and drive sales to consumers actively searching for related items.
- **Brand Awareness:** Use Sponsored Brands or Amazon DSP to increase brand recognition by showcasing your brand logo, custom headlines, and multiple products to a broad audience both on and off Amazon.
- **Retargeting:** Leverage Amazon's DSP to retarget shoppers who have viewed your products or similar items, reminding them to complete their purchase and boosting conversion rates.

Strategies for Success

★ **Understand Your Customer's Journey:**

Because of the diversity of Amazon's advertising options, it's essential to understand your customer's journey. Are they ready to make a purchasing decision as they browse Amazon products, or are they simply watching a television show on Amazon Prime?

- ### ★ **Leverage Product Targeting:**
- Use product targeting to place your ads on competitor product pages, capturing shoppers who are already interested in similar products and ready to make a purchase.



★ **Leverage Sponsored Brands for Awareness:** Sponsored Brand ads are ideal for building brand awareness and introducing multiple products at once. Use this format to drive traffic to your Amazon Store or a custom landing page.

★ **Create an Amazon Business Account:** Establishing an Amazon Business account allows you to tap into Amazon's vast B2B marketplace. By selling directly on Amazon, you can also take full advantage of all ad types, ensuring your campaigns drive traffic to your listings and increase sales.

★ **Use Negative Keywords:** Negative keywords ensure your ad isn't served when users search for a certain query. For example, if you sell premium leather bags, you might add "cheap" as a negative keyword to avoid showing your ad to shoppers looking for budget options.

★ **Take Advantage of Product Attribute Targeting:** Through Sponsored Ads, Amazon lets advertisers promote their products alongside a specific set of brands. For example, you might advertise products that complement or compete with popular brands in your category, such as promoting your skincare line next to a well-known beauty brand's products.



Programmatic Advertising Platforms



Overview

If you've ever browsed a blog or website and noticed an eerily-relevant ad, it's no coincidence—this is the effect of programmatic advertising. These platforms use your recent searches and browsing behavior to identify potential buyers of products and services, ideally serving these ads at a time when you're ready to make a purchase.

Programmatic advertising platforms automate the buying and selling of digital ad space, using advanced algorithms and real-time data to ensure ads reach the right audience at the right moment. This automated process helps advertisers save time and effort, while also improving precision in ad targeting.

With programmatic platforms, businesses can bid for ad inventory across a variety of websites, apps, and devices. They provide advanced targeting options, such as demographics, behaviors, and geolocation, allowing advertisers to optimize their campaigns for more effective results.

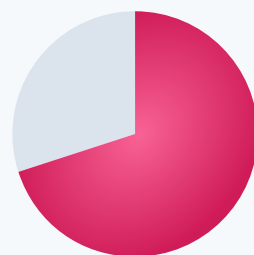
These platforms also offer real-time reporting and transparency, giving advertisers the ability to adjust strategies and budgets dynamically. This ensures that ad spend is used efficiently, reducing waste and improving overall campaign performance.

Facts

Marketers [report](#) using over



of their media budget for programmatic advertising.



75%

of buyers [use](#) multiple channels before making a purchase.



In 2023, programmatic advertising [was](#) valued at

\$546 billion

dollars and is expected to reach **\$779 billion** by 2028.



The average conversion rate for programmatic advertising [is](#) between

2.5 and 3.5%

(though actual rates can vary significantly depending on industry, ad format, targeting, and campaign objectives).

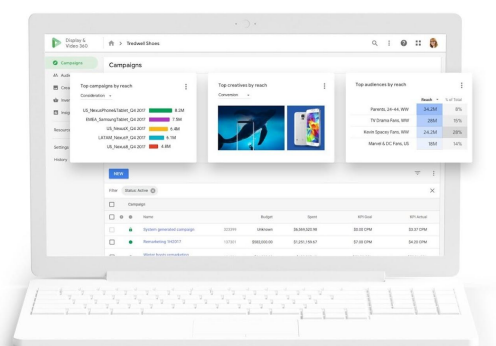
Features

Programmatic advertising isn't limited to one platform, making it easy to select multiple formats, including:

- **Display Ads:** Traditional banner or image-based ads that appear on websites and apps, available in various sizes and placements.
- **Video Ads:** Engaging video content delivered either before, during, or after streaming videos, or as standalone in-feed ads.

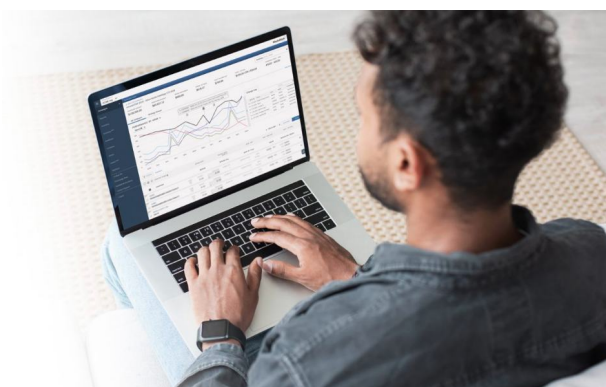
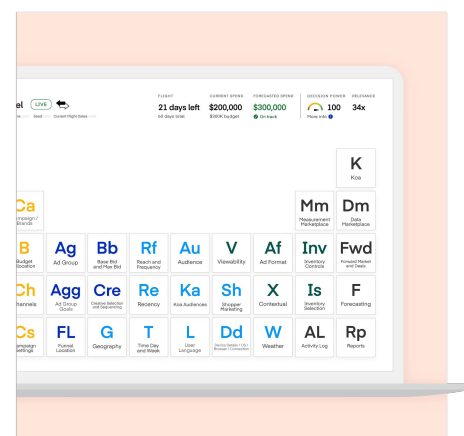
- **Native Ads:** Ads that seamlessly blend into the content of the website or platform they're displayed on, making them feel less intrusive and more organic.
- **Audio Ads:** Delivered via streaming services, podcasts, or digital radio, these ads allow brands to reach audiences through audio content.
- **Connected TV (CTV) Ads:** Video ads shown on internet-connected television devices such as smart TVs, Roku, and Amazon Fire TV.
- **Rich Media Ads:** Interactive ads that include elements like animations, polls, or clickable components.
- **Programmatic Direct:** A format that bypasses real-time bidding and allows advertisers to buy guaranteed ad inventory directly from publishers, offering more control over where and how their ads appear.

Like other advertising networks, programmatic advertising platforms enable delivery of these ad formats. These platforms provide the technology and infrastructure to automate ad buying and target the right audiences across multiple devices and channels. Here are some of the most popular options:



- **Google Display & Video 360 (DV360):** Part of Google Marketing Platform, DV360 enables advertisers to manage display, video, mobile, and connected TV campaigns from a single interface. It offers advanced audience targeting, creative tools, and real-time bidding for optimized ad performance.

- **The Trade Desk:** A leading independent programmatic platform, The Trade Desk allows advertisers to buy and manage digital ad campaigns across multiple channels, including display, video, audio, and connected TV. It offers robust data-driven targeting and real-time bidding to optimize ad performance across devices.



- **MediaMath:** A global programmatic advertising platform, MediaMath helps advertisers automate and optimize their digital ad campaigns across display, mobile, video, and connected TV. It focuses on data-driven targeting, real-time bidding, and transparency to maximize campaign efficiency and outcomes.

Use Cases

- **Audience Targeting Across Multiple Channels:** Programmatic advertising allows businesses to reach specific audiences based on demographics, behavior, and interests across a wide range of channels, including websites, mobile apps, and connected TV, ensuring highly targeted and relevant ad delivery.
- **Real-Time Campaign Optimization:** With real-time bidding and analytics, advertisers can continuously optimize their campaigns on the fly, adjusting bids, targeting, and ad creative to improve performance and ROI based on immediate data.
- **Retargeting Campaigns:** Programmatic platforms excel at retargeting, allowing businesses to re-engage users who have previously visited their website or interacted with their ads, increasing the chances of conversion by serving personalized ads at the right time.

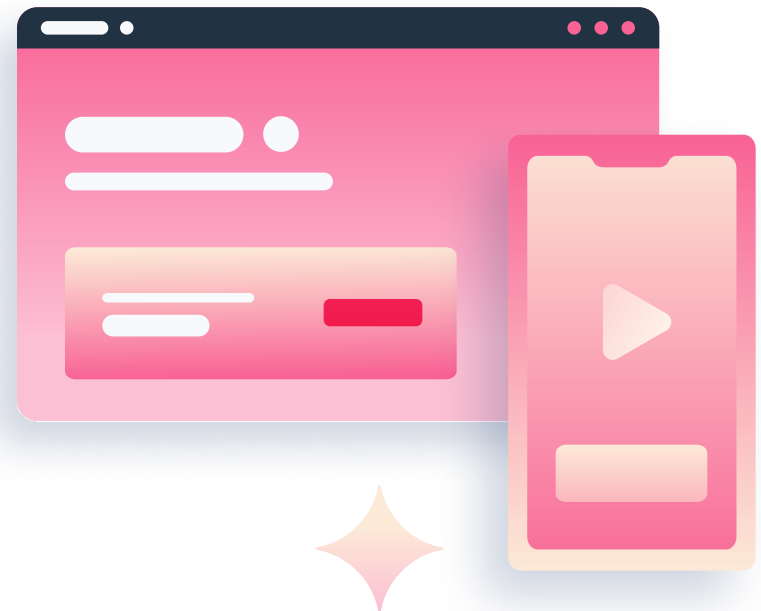
Strategies for Success

★ **Consider Contextual Targeting:**

Targeting typically entails demographics and past behaviors, but it should also consider the context of the audience's surroundings. For example, when serving ads, align the content with the website or app environment users are browsing. Ads for fitness gear, for example, may perform better on health and wellness sites.

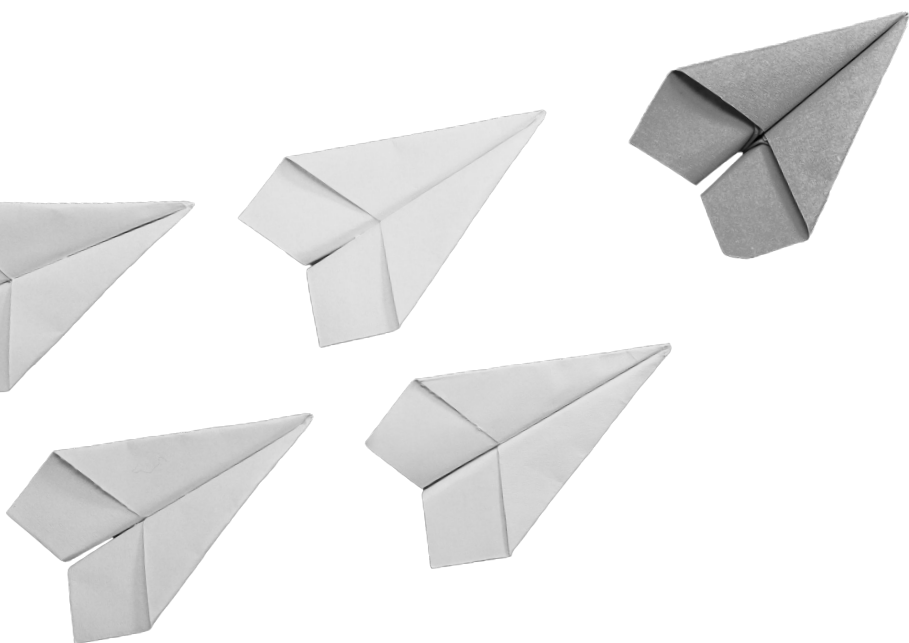
★ **Choose a Reputable Platform:** When picking a programmatic advertising platform, research their reputation, reviews, operations, and so on to ensure it aligns with your business and your goals.

★ **Advertise Across Channels:** As stated previously, the majority of people browse multiple channels before making a purchasing decision. To make the most out of programmatic advertising, create and test ads across multiple channels, including display ads, video ads, audio ads, and so on.



★ **Optimize Across Devices:** Consumers often switch between devices, so ensure your ads are optimized to reach them across desktop, mobile, and connected TV for a seamless experience.

★ **Make Use of Real-Time Bidding:** Automate and optimize buying through machine learning algorithms to enhance cost-effectiveness and targeting precision.



Spotify Ads



Overview

Spotify [is](#) the world's most popular music streaming service with over 210 million paid subscribers and over 625 million monthly active users. It offers advertisers a unique opportunity to reach a highly engaged audience through a variety of ad formats, including, of course, audio, but also video and display ads.

Whether through sponsored playlists or targeted audio ads that play between songs, Spotify Ads allow brands to connect with users in moments of deep engagement, making it an effective platform for both awareness and direct response campaigns.

Facts

Spotify [is](#) the

#1

most home-screened app.



92%

of users [go](#) on Spotify everyday.

40 million

Spotify users [listen](#) to podcasts at least once a month.



The average conversion rate for Spotify Ads [is](#)

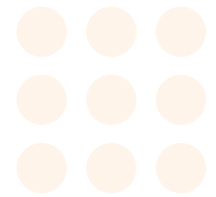
0.5%



In 2022, Spotify Ads [drove](#)

\$1.56 billion

dollars in revenue and is expected to reach **\$2.2 billion** dollars by 2027.



Features

Spotify Ads offers three formats:

- **Video Ads:** Ads served when users have the Spotify app opened, including video takeovers and opt-ins.
- **Audio Ads:** Audio-only ads served when users listen to music or podcasts, accompanied by an image and link.
- **Podcast Ads:** Ads served to users as they listen to podcasts.

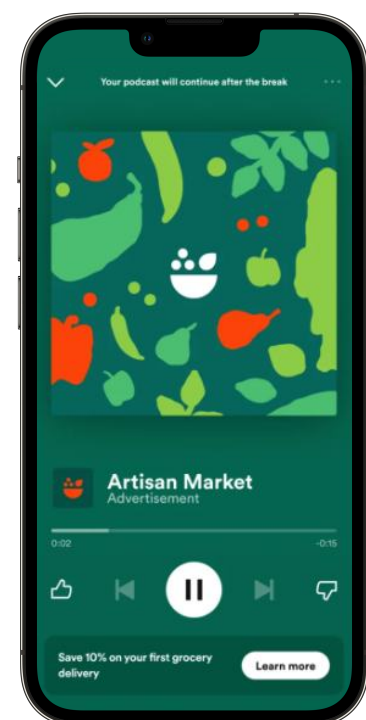
Video Ads



Audio Ads



Podcast Ads



[Source: Spotify Ads](#)

Use Cases

- **Brand Awareness:** Use audio and video ads to reach Spotify's highly engaged audience, building brand recognition as users listen to music, podcasts, or playlists.
- **Product Promotion:** Leverage targeted audio ads to introduce new products or special offers directly to users based on their listening habits and preferences.
- **Podcast Sponsorships:** Partner with popular podcast hosts through sponsorships or host-read ads to deliver authentic, trusted messages that resonate deeply with listeners.

Strategies for Success

- ★ **Leverage Podcast Host Trust:** Take advantage of the strong listener trust in podcast hosts by using host-read ads.
- ★ **Keep Your Messaging Short:** Spotify [recommends](#) 30-second ads feature no more than 60-80 words, so keep your messaging focused and succinct. That said, Spotify reports that audio ads that are at least fifteen seconds long perform better, so don't keep it too short.
- ★ **Mention Your Brand Name:** In the first five seconds of your ad, introduce your brand to increase memorability. Spotify specifically [suggests](#) mentioning your brand as the last word in your opening sentence and then repeating it throughout the ad.



- ★ **Keep It Casual:** On Spotify, listeners are more receptive to ads that speak to them like people. This means using shorter phrases and expressions and picking a personality that matches your brand.
- ★ **Play Background Music:** Light, ambient background music alongside your voiceover will help your ad integrate organically with Spotify's music-focused environment.

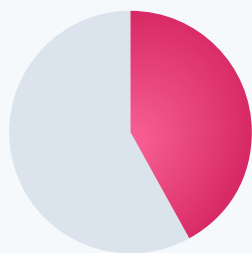
Pinterest Ads

Overview

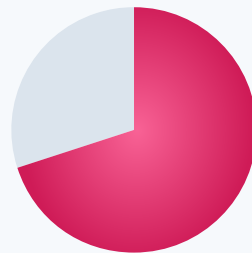
Launched in 2010, Pinterest [connects](#) over 522 million monthly active users with their idea-sharing platform. On the social media channel, users can find, share, save, and shop for ideas by browsing both pictures and videos across different categories. From home decor to fashion and DIY projects, Pinterest features a diverse range of topics ideal for businesses looking to advertise to highly-engaged audiences.

With various ad formats like Promoted Pins, Video Ads, and Shopping Ads, brands can showcase their products in visually appealing ways. Given Pinterest's focus on inspiration and planning, it's an ideal platform for businesses looking to tap into consumers' decision-making moments.

Facts



42%
of Pinterest users
[are](#) Gen Z.



70%
of Pinterest users
[identify](#) as women.

8 in 10

weekly users [find](#)
shopping on
Pinterest inspiring.

Pinterest [reaches](#)

40%

of U.S. households
with an income greater
than **\$150,000**.

The average
conversion rate for
Pinterest Ads [is](#)

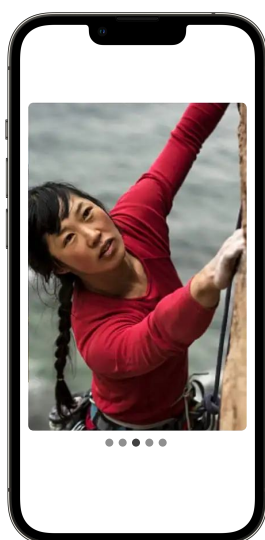
 **1.16%**

Features

Pinterest Ads features eight ad formats, including:

- **Carousel Ads:** Multi-image ads that allow users to swipe through a series of images.
- **Collections Ads:** Ads featuring a large hero image or video, followed by several smaller images underneath.
- **Idea Ads:** Immersive, multi-page ads that combine images, video, and text to inspire users with creative ideas (e.g., tutorials or how-to content).
- **Image Ads:** Single static image ads that appear within user feeds.
- **Premiere Spotlight Ads:** High-visibility ads placed at the top of Pinterest's search page.
- **Quiz Ads:** Interactive ads that prompt users to answer quiz questions, which later provide product recommendations or content based on their response.
- **Showcase Ads:** Ads that feature a curated selection of products or content, similar to a mini storefront.
- **Video Ads:** Video ads that autoplay in users' feeds.

Carousel Ads



Collections Ads



Idea Ads

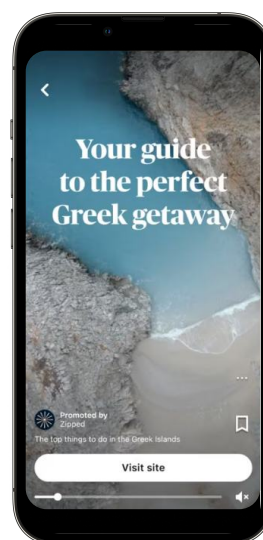
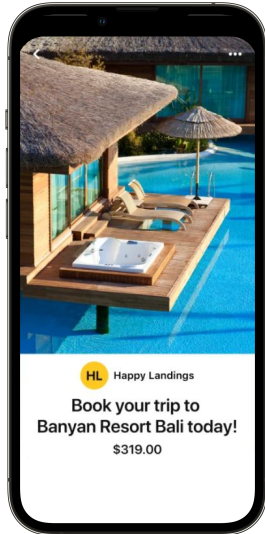


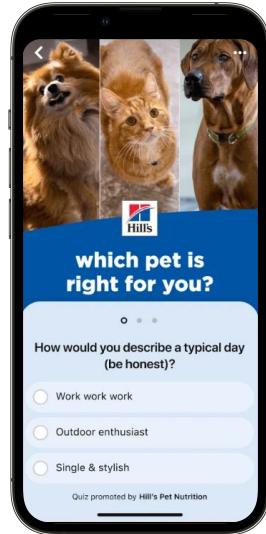
Image Ads



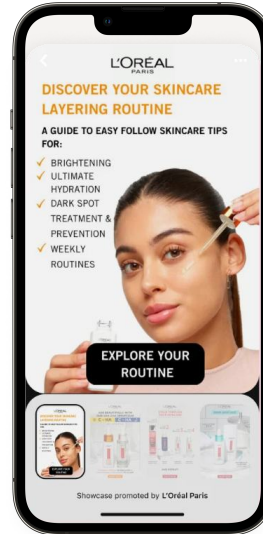
Premiere Spotlight Ads



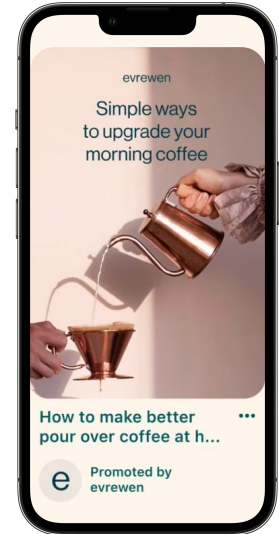
Quiz Ads



Showcase Ads



Video Ads



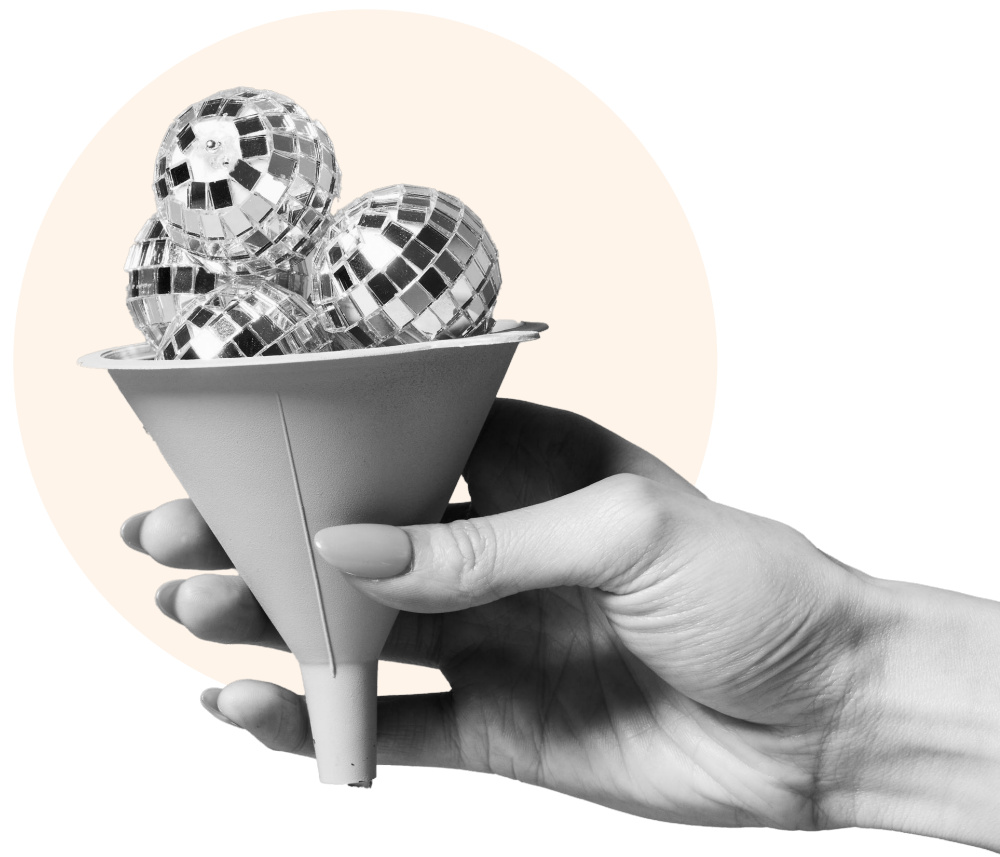
Source: [Adweek](#), [Pinterest Ads](#)

Use Cases

- **Product Discovery:** Pinterest users are often in discovery mode, searching for inspiration and ideas. Use visually appealing ad formats like Carousel and Collections Ads to showcase products, making it easy for users to explore options and find new items they love.
- **Brand Awareness:** Pinterest Ads, especially Premiere Spotlight and Video Ads, help brands build awareness by appearing in prime, high-visibility placements. This is ideal for reaching new audiences and driving top-of-funnel engagement.
- **Seasonal or Event-Based Campaigns:** Many users turn to Pinterest for seasonal inspiration, from holidays to weddings and back-to-school. Pinterest's targeting options allow brands to connect with users actively planning for these moments, making it an effective platform for timely, seasonal campaigns.

Strategies for Success

- ★ **Use High-Quality Visuals:** On Pinterest, aesthetically pleasing, bold pins can help your ad stand out on user feeds.
- ★ **Optimize Pin Descriptions:** Instead of inputting as many keywords as possible into your pin's description, hook users with a compelling, concise description that features a few target keywords and relevant hashtags.
- ★ **Center Your Product or Service:** Prioritize putting whatever your business sells in the middle of your ad, avoiding abstract imagery in favor of clear visuals of your brand.
- ★ **Feature Your Logo:** Put your logo subtly on every pin, ideally not in the lower-right corner where product icons could cover it.



- ★ **Include a Hook in Video Ads:** If you plan on running video ads, capture viewer's attention within the first few seconds.
- ★ **Keep It Short:** Pinterest [recommends](#) businesses keep their video ads between six and 15 seconds.
- ★ **Include Captions:** Some Pinterest users browse the platform with their audio turned off, so show as much as possible in your video ad and include captions.
- ★ **Make It Accessible:** Remember to keep accessibility in mind when creating your ads, which means using legible fonts and sizes, writing with inclusive language, adding alt text to images, and limiting flashing content.

Snapchat Ads

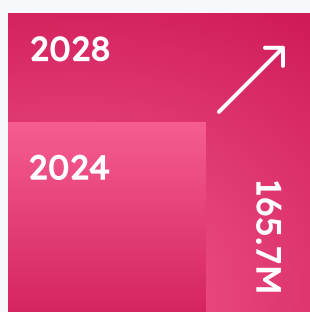


Overview

On Snapchat, users stay connected by sharing photos and videos with their friends while exploring trending content. Compared to other social media platforms, Snapchat has a far younger audience, with the platform [reaching](#) 90% of 13-24-year olds and 75% of 13-34-year olds.

With over 414 million daily active users, Snapchat [offers](#) brand unique ways to connect with younger users through engaging, full-screen ads that feel natural in the app's fast-paced, visual environment.

Facts



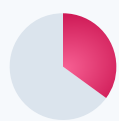
Between 2024 and 2028, Snapchat [expects](#) to welcome more than

165.7 million users.

Over **300 million**

Snapchat users [engage](#) with Augmented Reality (AR) filters.

Users are



35%
more likely to [buy](#) items advertised with Snapchat than other platforms.

Users [watch](#)

64%

of ads with their sound on.



The average conversion rate for Snapchat Ads [is](#)

0.6%

Features

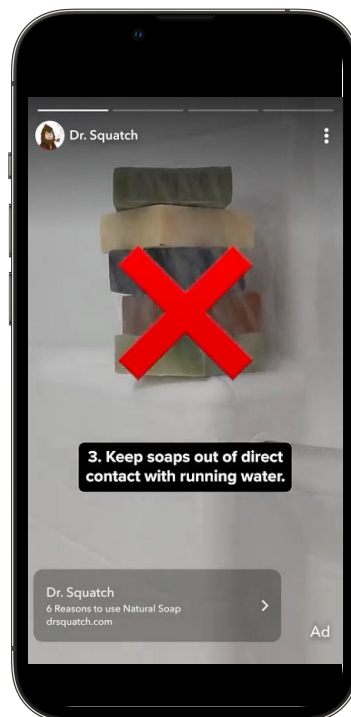
Snapchat divides their ad types into six categories:

- **Single Image or Video Ads:** Image and video ads that appear in Stories and Spotlight placements, the most recommended ad for new advertisers.
- **Story Ads:** A series of images or videos users can click through.
- **Collection Ads:** A showcase in which users can explore and click through your brand's products.
- **Commercials:** Longer video ads unskippable up to six seconds that appear in Snapchat's curated content.
- **AR Lenses:** Interactive AR ads users can engage with to create their own content.
- **AR Filters:** More static AR ads users can engage with to enhance their photos or videos.

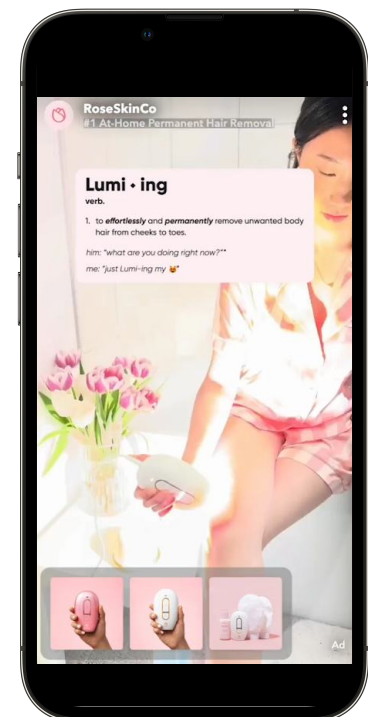
Image/
Video Ads



Story Ads



Collection Ads



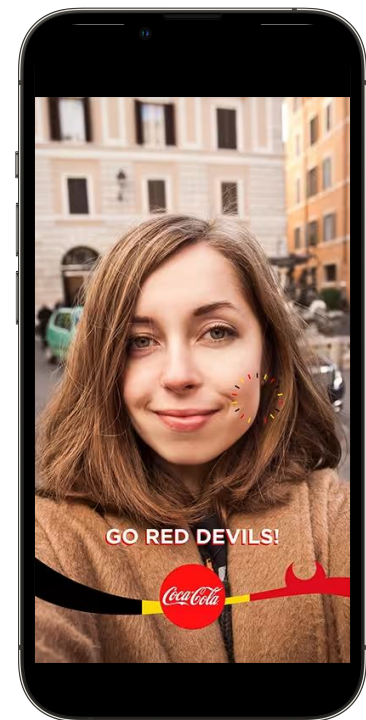
Commercials



AR Lenses



AR Filters



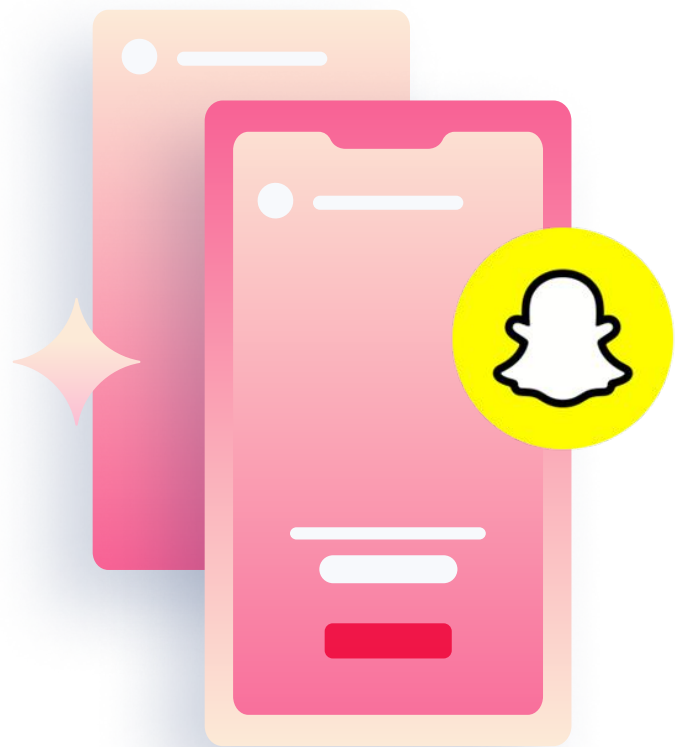
[Source: Snapchat Ads](#)

Use Cases

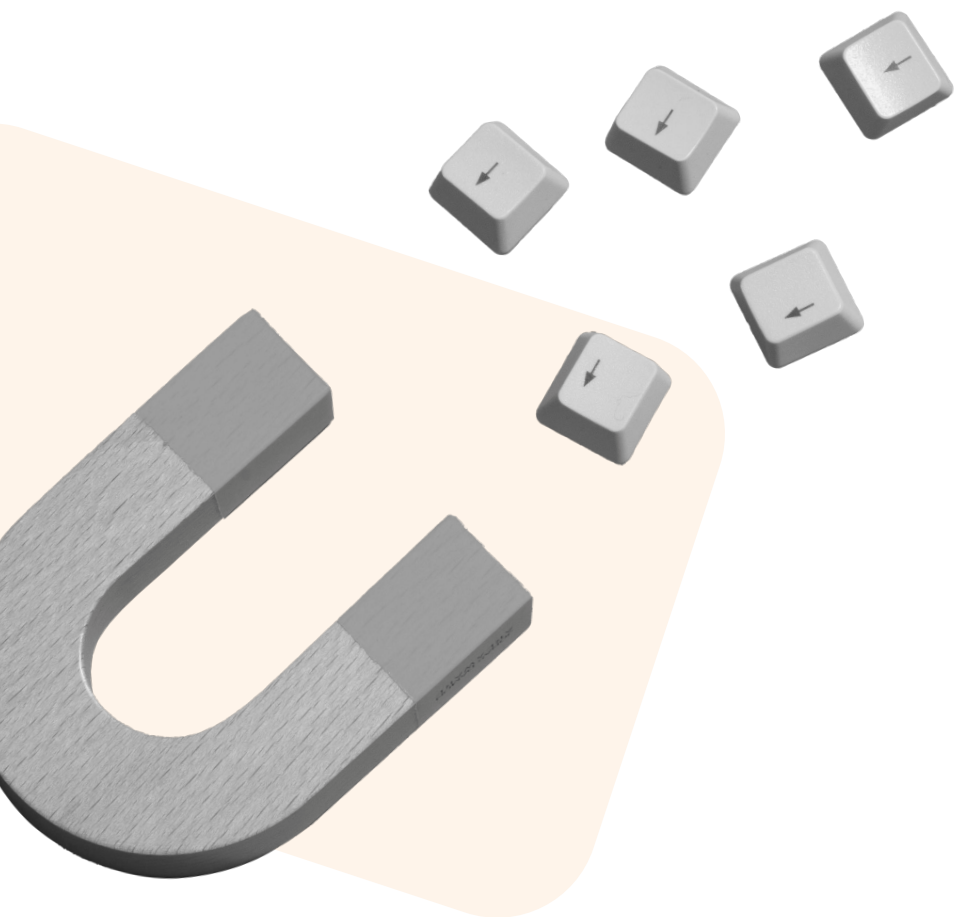
- **Brand Awareness:** With full-screen video ads, AR Lenses, and Filters, Snapchat Ads help brands boost visibility among a highly engaged, younger audience, making them ideal for top-of-funnel campaigns.
- **Product Launches and Promotions:** Snapchat's interactive ad formats, like Collection Ads and Story Ads, allow brands to showcase new products or limited-time promotions, encouraging users to explore and purchase directly in-app.
- **App Installs and Engagement:** Snapchat's Swipe-Up and Deep Link features in ads are great for driving app installs or re-engaging existing users, providing a seamless path to download or interact with an app directly from the ad.

Strategies for Success

- ★ **Choose Ad Types Based on Goals:** Not every ad format will serve every goal. Snapchat [recommends](#), as examples, Dynamic Ads for product catalogs and Single Image or Video Ads for driving online sales.
- ★ **Include a Hero Message Early On:** In the opening frame of your Snapchat Ad, feature your hero message—this is your key takeaway or main selling point.
- ★ **Mirror Related Content:** Ideally, your Snapchat Ad should blend in with native content. To achieve this, explore successful content in your industry or niche and ensure your ad mirrors their structure.



- ★ **Include Sound:** Over 6 in 10 users engage with Snapchat ads with their sound on, so it's important to include sound bites, such as customer testimonials.
- ★ **Try Different Formats:** Test out Snapchat's different ad types and see which work best for your goals.
- ★ **Include Snapchat's Best Practices for AR Creation:** Snapchat has [specific recommendations](#) for creating AR Lenses and Filters, which you should reference before developing yours.



Native Advertising Networks



Overview

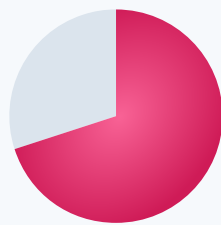
Native advertising networks make it easy for brands to place ads that blend right in with the content on popular websites and apps. Instead of standing out like traditional ads, these ads look and feel like part of the site, whether they're nestled in an article or showing up in a "recommended for you" section. Typically, you might not notice these ads until you read advertising disclaimers because the content, ideally, matches the context of the network.

Networks like Taboola and Outbrain are go-to platforms for this, helping brands get their content in front of readers on high-traffic sites.

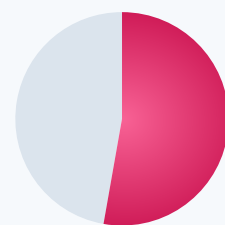
Facts



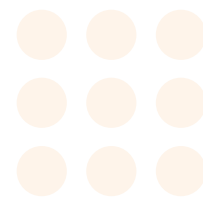
Spending on native advertising networks [is](#) predicted to reach **\$108.83 billion dollars in 2024.**



75% of customers [trust](#) editorial sites, one of the primary platforms for native advertising.



Native advertising [is](#) **53%** more likely to grab user attention.

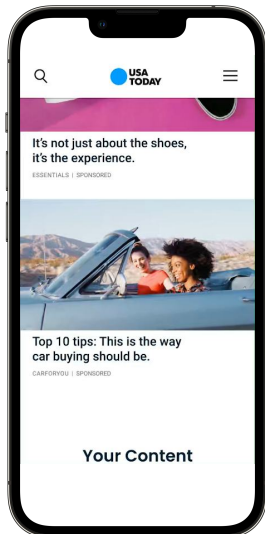


Features

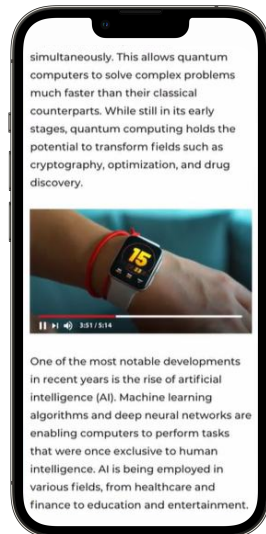
Native advertising formats depend on the specific network you want to advertise on. To start, here are some of the most popular native advertising networks:

- **[Taboola](#)**: A leading native advertising platform, Taboola places content recommendations and ads on high-traffic publisher sites to drive engagement and discovery.
- **[Outbrain](#)**: Known for its content recommendations, Outbrain connects brands with audiences by distributing ads across premium news and lifestyle websites.
- **[Yahoo Advertising](#)**: Yahoo Advertising combines native ads and search advertising to reach users across the Yahoo ecosystem, blending ads seamlessly with on-site content.
- **[Paved](#)**: A marketplace for native advertising in newsletters, Paved connects brands with targeted audiences through partnerships with publishers across niche industries.
- **[Nativo](#)**: Nativo's platform enables brands to deliver native ads that feel like editorial content, appearing directly within articles on top-tier publisher sites.
- **[TripleLift](#)**: TripleLift focuses on in-feed and in-video native ads, integrating branded content directly into the user experience across premium websites and streaming platforms.
- **[RevContent](#)**: RevContent's native ad platform powers content recommendations and sponsored stories on publisher websites, designed to drive clicks and engagement.
- **[MGID](#)**: MGID offers native ad placements on global publisher sites, using targeted recommendations to connect brands with highly engaged audiences.

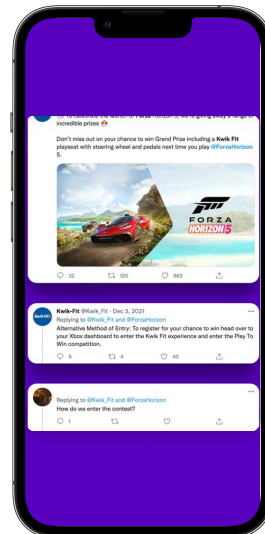
Taboola



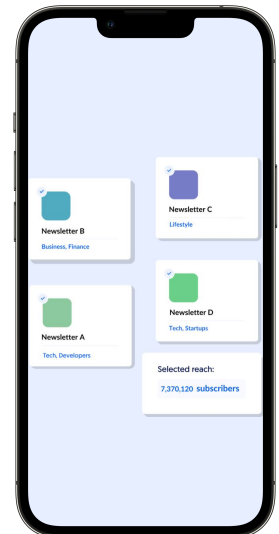
Outbrain



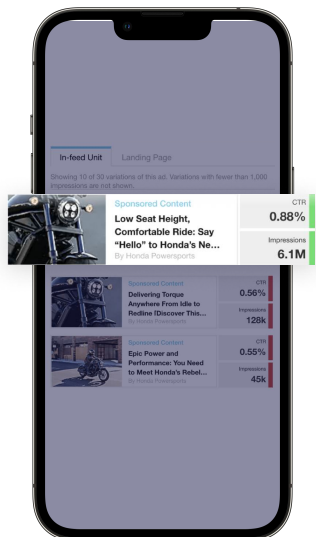
Yahoo Advertising



Paved



Nativo



TripleLift



RevContent



MGID



Source: [Taboola](#), [Outbrain](#), [Yahoo Advertising](#), [Paved](#), [Nativo](#), [TripleLift](#), [RevContent](#), [MGID](#)

Use Cases

- **Content Discovery and Engagement:** Use native ads to promote blog posts, articles, or guides across high-traffic sites, reaching new audiences who are actively reading related content and more likely to engage with your material.
- **Product Awareness and Education:** Native ads allow brands to introduce products in a non-intrusive way, appearing as “recommended” or “sponsored” content that blends with editorial material, ideal for raising awareness and educating potential customers.
- **Lead Generation:** By offering gated content (like whitepapers or eBooks) via native ads, brands can attract qualified leads in a relevant, contextual environment, guiding readers to sign up for more information in exchange for valuable resources.

Strategies for Success

- ★ **Write a Standout Headline:** Across all native advertising networks, users will likely read your ad’s headline first. Make sure it’s compelling and intrigues readers, either by posing a question or hinting at a solution.
- ★ **Feature High-Quality Content:** Ideally, your ad should direct users to a piece of high-quality content, such as a blog post, whitepaper, or ebook.
- ★ **Speak Naturally:** Remember to prioritize your customer’s voice over your brand voice. You want the ad’s copy to resonate with the target audience.
- ★ **Use Multimedia:** Try out a mix of static images and videos to optimize your native ads.



CHAPTER 2

6 Advertising Insights & Trends for 2025 from HubSpot's CMO

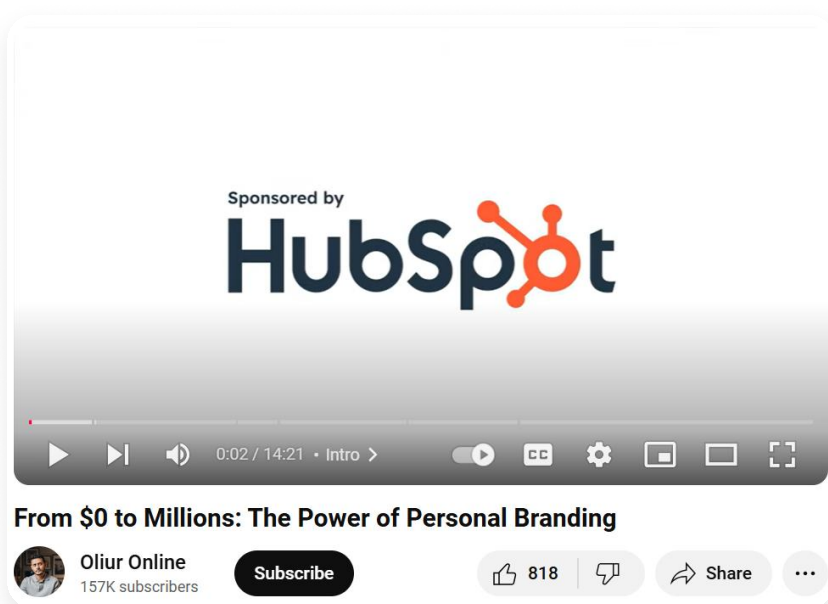


Everyday, the advertising landscape experiences change after change. And it can be difficult and disheartening for businesses to try and keep up with it all. Luckily, HubSpot's Chief Marketing Officer Kipp Bodnar has shared his observations for the future of advertising. Below, you'll learn six of them, each insight a potential opportunity for advertisers to take advantage of in 2025.

#1 Leverage the increasingly effective impact of creators in B2B marketing

Influencers and creators play an increasingly significant role in the B2B marketing landscape. Platforms like Instagram, TikTok, and even newsletters are home to creators with real, engaged audiences. These creators already have the trust of their followers, making their endorsements far more effective than traditional ads on Facebook or Google, often delivering a cost per lead up to 4x lower.

Rather than treating creators like another advertising channel, think of them as an extension of your own marketing efforts. Work with creators who are genuinely excited about your product or service. Give them the freedom to craft the narrative in a way that resonates with their audience, providing them with unique graphics or stats to enhance their content. The goal is to co-create something authentic, rather than handing them a generic ad.



For brands looking to connect with the right creators, marketplaces like [Passionfruit](#) offer a seamless way to find partnerships. But the key to success is collaboration—work together on the content, don't just deliver pre-made assets. When it comes to pricing, Kipp Bodnar emphasizes the importance of focusing on value, not cost per lead:

“You want to get the pricing model right. You do not want to pay per lead on these deals. If you're co-producing and think you're gonna get high engagement, you want to either pay a flat rate fee or a cost-per-thousand impression flat-rate fee.”

#2 Tap into the underutilized potential of YouTube Ads

Despite its massive reach, YouTube remains underutilized in the B2B space, with most advertisers still being large enterprises or consumer brands. For smaller businesses, this presents a huge missed opportunity. The perception that video ads are costly is outdated—with platforms like [Upwork](#), [Fiverr](#), and AI video tools such as [HeyGen](#), creating high-quality, engaging video ads is now affordable.

The real magic of YouTube lies in its combination of creative potential and advanced targeting. You can match compelling video content with laser-focused targeting, often at a lower cost than text-based ads on platforms like Google or Meta, where competition is much higher. Taking a step out of your comfort zone to test YouTube video ads could lead to impressive results.



Bellroy SYW Tilted 30sec Trueview

Some companies have even built entire businesses through YouTube advertising. To measure success, focus on view-through rates, impressions, and conversion lift studies, where you compare results before and after launching YouTube ads in specific markets. Testing video ads now could give you a significant competitive edge as more businesses recognize the potential of this underutilized platform.

#3 Research, study, and master the hook of advertising

The first few seconds of your video ad are more critical than ever. The challenge is clear: How do you capture attention within the first 2-5 seconds? This is essential for all content, but especially for video ads, where the competition for attention is fierce. To get it right, study the ads you see across various industries. Pay close attention to how they hook you in the first few seconds, and try replicating their strategies.

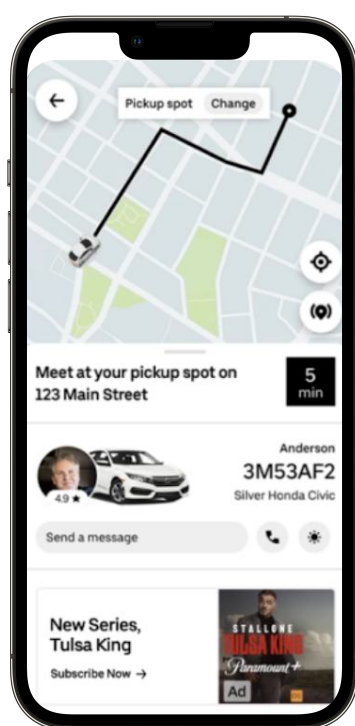
Don't just stop at the hook—immerse yourself in the full conversion process of the ads you encounter. As Kipp Bodnar advises, “See what the entire conversion process is that they’re trying to drive. Be a student of it. Look and see, oh, I got confused here. Why’d I get confused here? Oh, because they changed the language or they changed the design and so I felt like I was in a different place.”

Being aware of where and why you get lost in the conversion process can help you reverse engineer your own ads, ensuring a smooth, clear journey for your audience. Mastering the hook and refining the entire user experience will be vital for effective video advertising in the future.

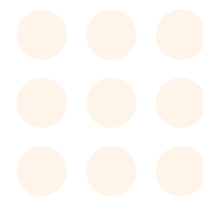
#4 Use Point-of-Moment Advertising to capture highly-engaged audiences

The ability to reach audiences at key moments when they are highly engaged and have limited distractions is a cornerstone of successful advertising. This approach—Point-of-Moment Advertising—leverages opportunities where people are effectively “captured” and highly attentive, like on airplanes, during Uber or Lyft rides, or while watching free streaming services.

For example, WiFi on airplanes has proven to be one of the top-performing ad channels for raising awareness and driving brand conversions. As Kipp Bodnar explains, “Uber has built a legit advertising product that has real targeting capabilities. And you’re capturing people at a real heightened moment of attention.” [Uber](#), [Lyft](#), and [DoorDash](#) are emerging as effective platforms where ads can engage audiences at critical moments when they are focused and receptive.



Additionally, Over-the-Top (OTT) television advertising on platforms like Hulu or Peacock offers another prime opportunity to reach a contained audience. Since users opt to watch ads in exchange for free or low-cost content, retention and engagement rates tend to be high. Testing ads on these underutilized but highly effective platforms can offer great returns at a reasonable cost, making Point-of-Moment Advertising a key trend to watch for in the coming years.



#5

Collaborate and create shared ad networks with other B2B companies

B2B companies should increasingly collaborate to showcase each other's products through shared ad networks. By partnering with other businesses, you can reach users as they log into their platforms, effectively sharing customer bases. This collaboration can create a mutually beneficial ecosystem where businesses promote one another, expanding reach while keeping costs low.

The concept of an Ad Marketplace among B2B websites allows companies to tap into each other's audiences in a targeted, relevant way. As Kipp Bodnar highlights, "The golden rule of advertising that nobody talks about: being first to a channel pays. First mover advantage when it comes to advertising is key. The reason? Lower prices. Less competition. More engaged viewers and listeners."

By being an early adopter of these collaborative ad networks, companies can benefit from lower costs and higher engagement, taking advantage of untapped advertising channels before they become saturated. This approach will be a key trend for B2B marketers looking to broaden their reach and create meaningful connections with new audiences.

#6

Have the courage to be different

The companies that stand out will be those with the courage to break away from the status quo. Many leaders shy away from doing things differently, but it's precisely this difference that makes stories easier to tell and brands more memorable. As Kipp Bodnar emphasizes, "When things are different, the stories are much easier to tell."

To truly differentiate, build a team of people—whether they're in-house, contractors, or agencies—who don't fit the typical mold of your industry. It's often more effective to teach a great marketer the specifics of your industry than to try to mold someone who's already entrenched in the same conventional thinking. Embracing diverse perspectives and approaches will allow your brand to stand out and thrive in an increasingly competitive market.

CHAPTER 3

Advertising Case Study: HubSpot for Marketers



To fuel your advertising inspiration, let's walk through a case study from HubSpot's Branding Team: our HubSpot for Marketers advertising campaign. Below, you'll learn the ins and outs of this massive advertising effort, including:

- **Campaign Overview**
- **The Concept**
- **The Media Campaign**
- **The Business Case**
- **Advertising Assets**
- **Measuring Success**

Campaign Overview

Following the momentum of HubSpot's Fall Spotlight and INBOUND '24 events, we launched a brand campaign focused on reaching marketers and promoting our marketing tools. This campaign highlights HubSpot's enhanced Marketing and Content Hubs, along with newly introduced Breeze functionality.

The campaign's primary goal is to boost brand awareness while showcasing HubSpot's leadership and continuous innovation in the marketing solutions space. By spotlighting these new capabilities, we aim to reinforce HubSpot as the go-to platform for marketing professionals.





The Business Case

As marketing continues to evolve, HubSpot's Marketing Hub is positioned to support growth in a challenging landscape. Our research shows a shift from traditional search and SEO to AI-driven tools, social search, and discovery. Privacy regulations are reshaping how data is handled, while economic pressures are keeping marketing budgets tight, pushing teams to achieve more with fewer resources.

In other words, many old methods are falling short. HubSpot is here to help marketers adapt and succeed with innovative tools that address the changing demands of the industry.

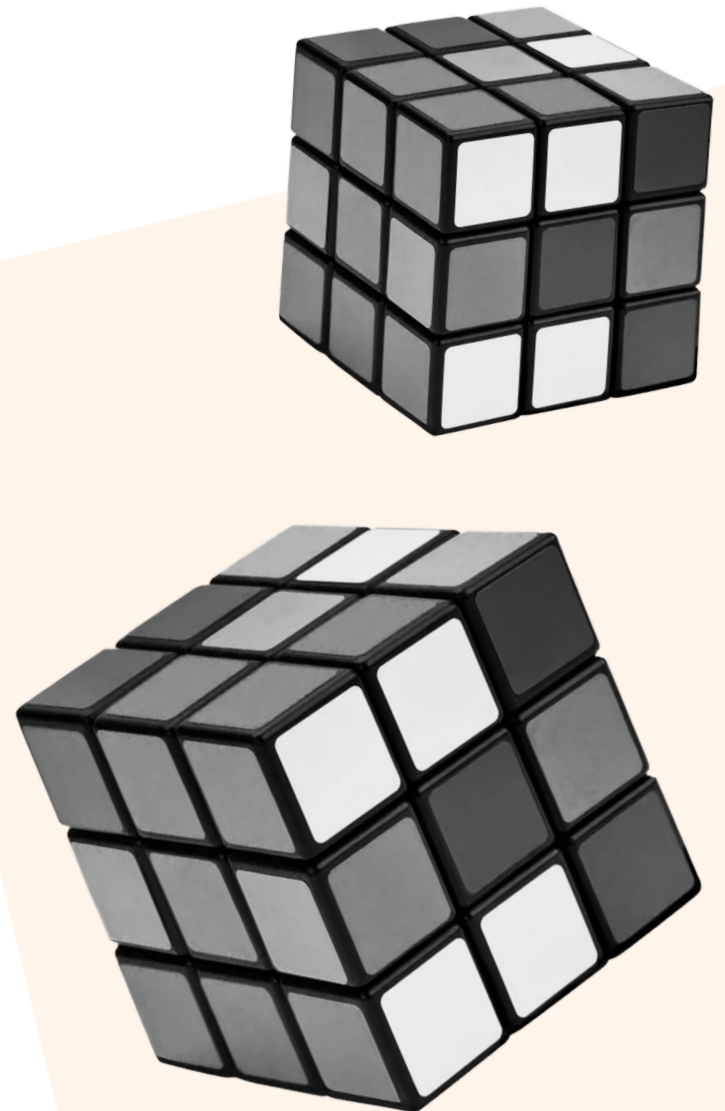


The Concept

Our creative concept, 'Spread Too Thin,' reflects the real struggles marketers face today—feeling overextended, stressed, and pulled in every direction. Through a series of films, we highlight the frenetic pace and challenges of working with disconnected tools and outdated strategies, showing the sharp contrast between that reality and a future where marketers are back in control and driving meaningful results with HubSpot.

With witty, playful messaging, the campaign reimagines what's possible for growth, resonating with marketers who want better ways to reach their goals. It all reinforces the message that HubSpot makes impossible growth feel impossibly easy.

This concept captures the essence of today's marketing challenges while offering an inspiring solution for a better way forward.





Advertising Assets

The fully integrated campaign reaches audiences across multiple touchpoints:

- **Out-of-Home (OOH):** Ads that show up at professional and recreational events, such as popular areas for sports, activities, travel, and so on.
- **Direct Response (DR):** Both static and animated assets are designed to drive conversions, blending creativity with a strong call-to-action.
- **Rideshare and In-Flight Advertising:** Ads integrated within popular rideshare and in-flight apps.
- **INBOUND Takeover:** Digital displays to ensure HubSpot's presence throughout the INBOUND event.

Each asset is carefully crafted to connect with audiences in their environment, ensuring a seamless and memorable brand experience.



Measuring Success

To gauge the impact of this campaign, we're focusing on both key brand indicators and downstream metrics that reflect business growth.

Our primary brand indicators include:

- **Aided Awareness:** Measuring the increase in brand recognition.
- **Marketing Association:** Tracking how strongly HubSpot is associated with innovative marketing solutions.
- **Ad Recall:** Assessing how memorable the campaign is to our target audience.

By combining brand awareness metrics with these conversion-oriented indicators, we gain a comprehensive view of the campaign's success, from increased visibility to tangible business growth.

Putting It All Together: Advertising Planning Template

Ready to start building out your own advertising campaign? Be sure to make use of our Advertising Planning Template, which contains the same template our Branding Team uses to run our campaigns.



Access Your Advertising Planning Template



[Make a Copy](#)

Create personalized and targeted ad campaigns, and see which ads are turning prospects into customers with HubSpot's Free Ads Software

- Use CRM data to create targeted ad campaigns
- Report ROI on Facebook, Instagram, Google, and LinkedIn ads
- Automatically follow up with new leads

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