

Customer Challenge	LinkedIn/HubSpot Value Proposition	Tiers	Knowledge Base Articles
Account Setup			
Connect my LinkedIn Ads Account to HubSpot	Allows you to quickly and effortlessly connect your LinkedIn Ads account to HubSpot to unlock lead syncing, campaign creation and management, start advertising to your crm contacts and measuring the impact of your ads on your bottom line.	All tiers	Learn more
Install my LinkedIn Insights Tag across my HubSpot CMS	When you install your LinkedIn Insights Tag through HubSpot, it will automatically be included on every page where you have the HubSpot tracking code installed.	All tiers	Learn more
Sync Leads Directly from LinkedIn Campaigns to my HubSpot CRM	Allows you to quickly and effortlessly set up lead syncing. Once your accounts are connected, leads generated from your LinkedIn Lead Gen ad campaigns will appear automatically on your HubSpot Ads dashboard.	All tiers	Learn more
Leads/compliance			
Ensure my leads are not being duplicated	Prevent duplicated contacts and companies for sync'd leads, looking across a number of contact attributes like Email Address, User Token, and company domain.	All tiers	Learn more
Automatically score high quality leads from LinkedIn Campaigns to sales team	Set-up custom and/or predictive lead scoring capabilities for leads that come through LinkedIn Lead Gen ads to focus your sales and marketing efforts on the highest priority leads.	Marketing Hub Professional, Enterprise Sales Hub Professional, Enterprise Service Hub Professional, Enterprise	Learn more
Manage data from custom questions	Allows you to bring in all of the data a user submits on your LinkedIn Lead Gen forms, including custom questions and hidden fields.	All tiers	Learn more
Customize user consent and privacy compliance	Allows you to create and/or sync over all of the privacy and consent responses from your Lead Gen ads to ensure you're able to stay compliant and respect your customers' privacy and communication choices.	All tiers	Learn more
Test to ensure my leads are syncing correctly	Allows you to confirm your fields are syncing and mapping correctly to HubSpot prior to launching your campaign by creating a test lead in campaign manager.	All tiers	Learn more
Workflows/Automation			
Set up notifications for leads that come through LinkedIn	Set up workflows to automatically send notifications to the right audience when new leads from LinkedIn Lead Gen campaigns are created.	Marketing Hub Professional, Enterprise Sales Hub Professional, Enterprise Service Hub Professional, Enterprise	Learn more
Segment contacts in lists based on their ads interactions (clicks or form submissions)	Allows customers to create and/or segment contact or company lists based on their interactions with LinkedIn Ads like Clicks or Form submissions.	All tiers	Learn more
Automatically add/remove contacts to a LinkedIn Ads audience or exclusion list	Leverage workflows to automatically add or remove contacts from a LinkedIn campaign audience segment.	Marketing Hub Professional, Enterprise Sales Hub Professional, Enterprise Service Hub Professional, Enterprise	Learn more
Bring LinkedIn Leads automatically into customer/prospect marketing flow	Leverage HubSpot workflows to automatically send leads from a LinkedIn Lead Gen campaign into customer/prospect marketing or sales flows.	Marketing Hub Professional, Enterprise Sales Hub Professional, Enterprise Service Hub Professional, Enterprise	Learn more
Audiences/ ABM			
Create LinkedIn audience segments from my HubSpot Contacts	Create target audiences for LinkedIn campaigns from any of their HubSpot contacts and automatically sync them to Campaign Manager or activate them directly in the HubSpot ads creation tools.	All tiers	Learn more
Create LinkedIn audience segments from my HubSpot Target Accounts	Automatically sync companies from your target accounts or a specific company profile tier to create target segments for LinkedIn campaigns.	Marketing Hub Starter, Professional, Enterprise	Learn more
Leverage audience Enrichment or Intent Data into target account list creation?	Leverage audience enrichment services (like G2 Crowd or Bombora) to build company lists for targeting in LinkedIn campaigns that automatically sync with Campaign Manager or can be activated directly in the HubSpot ads creation tools.	Marketing Hub Professional, Enterprise	Learn more
Create website visit audiences on LinkedIn	Create lists of all contacts that have visited a website with a LinkedIn pixel and HubSpot tracking code installed.	All tiers	Learn more
Create a lookalike audience to target on LinkedIn based on contacts in my CRM	Create lookalike audiences to target LinkedIn campaigns to users who are similar to one of your existing website visitors or contact list audiences in HubSpot.	All tiers	Learn more
Campaign Management			
Create and sync ad conversion events	After connecting your LinkedIn Ads account you can create events to sync your CRM lifecycle stage changes from HubSpot. This will allow LinkedIn to optimize the delivery of your ads when a contact has been attributed in the HubSpot Ads tool.	Marketing Hub Professional & Enterprise	Learn more

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Set up LinkedIn campaigns directly in HubSpot	Allows customers to create LinkedIn Sponsored Content Campaigns for Lead Gen or Website Visit Objectives alongside campaigns with other ad networks directly within the HubSpot Ads Creation platform.	All tiers	Learn more
Reporting			
See how LinkedIn Ads are performing relative to Facebook or Google campaigns	View your LinkedIn ad performance data, such as impressions and clicks in your ads dashboard alongside all of the networks you have connected.	All tiers	Learn more
See full funnel ROI reporting for LinkedIn Campaigns	Leverage HubSpot's Custom Funnel Reports to allow you to analyze the conversion rates between stages, whether it be in a lifecycle or a deal pipeline, or in a custom event funnel to see the true ROI of contacts and opportunities created through LinkedIn ads and it's impact on your business.	Marketing Hub Professional, Enterprise	Learn more
Use custom revenue figures to calculate ROI	Leverage HubSpot's custom ROI features to customize the deal values driving ROI calculations in HubSpot reporting. So even if you aren't using HubSpot as your CRM, you can get a better reflection of ROI for deals originating from LinkedIn generated contacts and opportunities to see impact of your LinkedIn Campaigns on your business.	Marketing Hub Professional, Enterprise Legacy Marketing Hub Basic	Learn more
Better understand better how the marketing and sales activities are creating revenue for the business.	Leverage HubSpot's Multi Touch Attribution reporting to assign "credit" to different customer interactions (including LinkedIn campaign ad interactions) to better understand how marketing and sales activities are creating revenue for your business.	Marketing Hub Enterprise	Learn more
See Conversion reporting for LinkedIn Campaigns	Easily report on contacts created both through LinkedIn Lead Gen Ad Campaigns, as well as if a LinkedIn Ad drove a website and resulted in a web from submission.	All tiers	Learn more
See how your ads are influencing your contacts across every stage of their customer journey	Leverage HubSpot's 5 different type of attribution reports to see how your LinkedIn ads are influencing your contacts across every stage of their customer journey.	All tiers	Learn more
Build custom reports	Leverage HubSpot's custom object reporting capabilities to build custom reports for both single object and cross-object reports to create visualizations and uncover insights on the impact of LinkedIn Ads across your business.	Marketing Hub Professional, Enterprise Sales Hub Professional, Enterprise Service Hub Professional, Enterprise CMS Hub Professional, Enterprise	Learn more
Social			
Create, Schedule and manage organic posts across social networks	Leverage HubSpot's social tool to create and publish organic LinkedIn posts alongside Facebook, Instagram and Twitter posts to promote your blog content or landing page offers, increase traffic to your website or LinkedIn Company Page, and reap the SEO benefits of being active on social media.	Marketing Hub Professional, Enterprise Legacy Marketing Hub Basic	Learn more
Monitor and respond to mentions on LinkedIn	Leverage HubSpot's social tool to easily manage your LinkedIn and other social media engagements in one place. HubSpot's inbox streams allow you to identify interaction-generating LinkedIn content and respond to LinkedIn posts on your company page.	Marketing Hub Professional, Enterprise Legacy Marketing Hub Basic	Learn more
See how my organic posts are driving business outcomes	Leverage HubSpot's Multi-touch Attribution reports to see how your organic activity on LinkedIn is driving business outcomes.	Marketing Hub Enterprise	Learn more
Compare organic activity across social channels	Leverage HubSpot's social reporting to easily see how your LinkedIn social activity compares to other networks both in terms of content engagement and how the social engagement is driving new contact creation for your business.	Marketing Hub Professional, Enterprise Legacy Marketing Hub Basic	Learn more
Events			
Automatically add LGF (LI Event?) submissions to a zoom webinar	Leverage workflows to automatically register leads generated from LinkedIn Lead Gen Forms into a Zoom Webinar.	Marketing Hub Professional, Enterprise	Learn more
Tech Stack			
Install the HubSpot-Salesforce integration	Leverage the HubSpot-Salesforce integration to pass data between HubSpot and Salesforce seamlessly, and maintain consistency between your marketing and sales teams.	Marketing Hub Professional, Enterprise Sales Hub Professional, Enterprise Service Hub Professional, Enterprise CMS Hub Professional, Enterprise	Learn more Learn more
Manage your Salesforce integration settings	Customize what and how data is passed between HubSpot and Salesforce to ensure your contacts and data are in the right place for the appropriate audience.	Marketing Hub Professional, Enterprise Sales Hub Professional, Enterprise Service Hub Professional, Enterprise CMS Hub Professional, Enterprise	Learn more Learn more