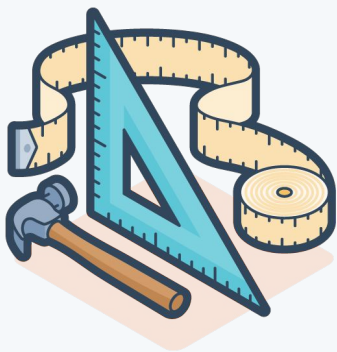


# What is Lead Registration?





Lead registration ensures  
you'll earn commission when  
your prospects purchase  
HubSpot



# What lead registration is NOT

---

- You are NOT setting up a Hubspot account for them
- A HubSpot sales representative will NOT start contacting them

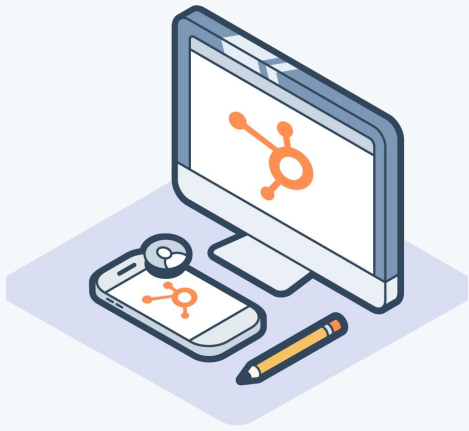
*Depending on where your lead is located, they may or may not receive a standard communication from HubSpot per regional data and privacy laws. For more information, see the additional resources to this training.*



Lead registration is simply the process of letting HubSpot know you have a relationship with a lead and plan to work on it in the near future.

It requests your ownership of that lead in the HubSpot system.



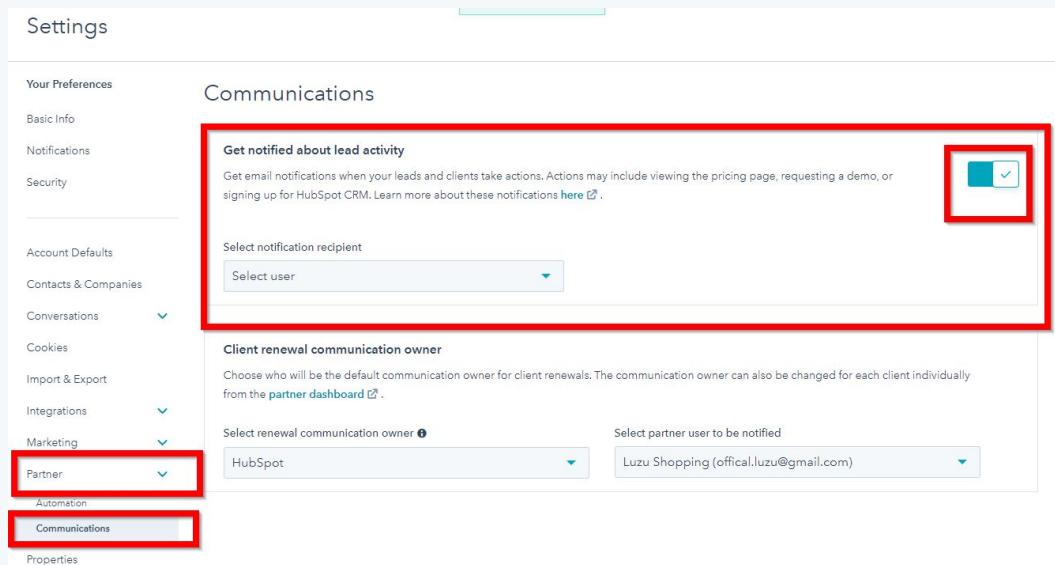


When you register a lead, it allows us to notify you if your lead takes actions on [hubspot.com](https://www.hubspot.com), such as visits the pricing page, requests a demo, or signs up for the HubSpot CRM.



# To enable lead notification within your portal

Turn on the option 'Get notified about lead activity' in your HubSpot settings under your partner communication preferences



The screenshot shows the HubSpot Settings interface. On the left, a sidebar lists various settings categories. The 'Partner' category is highlighted with a red box, and its 'Communications' sub-menu is also highlighted with a red box. The main content area is titled 'Communications'. Within this section, the 'Get notified about lead activity' toggle is turned on (indicated by a blue square with a white checkmark) and is highlighted with a red box. Below this, there is a 'Select notification recipient' dropdown menu. Further down, the 'Client renewal communication owner' section contains two dropdown menus: 'Select renewal communication owner' (set to 'HubSpot') and 'Select partner user to be notified' (set to 'Luzu Shopping (official.luzu@gmail.com)').

**Settings**

**Your Preferences**

- Basic Info
- Notifications
- Security
- Account Defaults
- Contacts & Companies
- Conversations
- Cookies
- Import & Export
- Integrations
- Marketing
- Partner**
- Automation
- Communications**
- Properties

**Communications**

**Get notified about lead activity**

Get email notifications when your leads and clients take actions. Actions may include viewing the pricing page, requesting a demo, or signing up for HubSpot CRM. Learn more about these notifications [here](#).

☒

Select notification recipient

Select user

**Client renewal communication owner**

Choose who will be the default communication owner for client renewals. The communication owner can also be changed for each client individually from the [partner dashboard](#).

Select renewal communication owner ⓘ

HubSpot

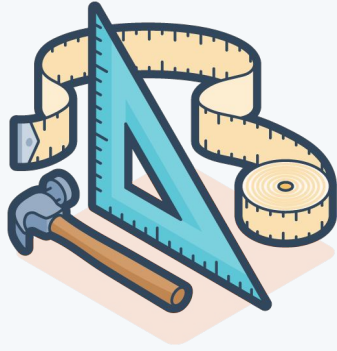
Select partner user to be notified

Luzu Shopping (official.luzu@gmail.com)



# When Should You Register Leads?





Register your leads *before*  
mentioning HubSpot to a  
potential HubSpot prospect



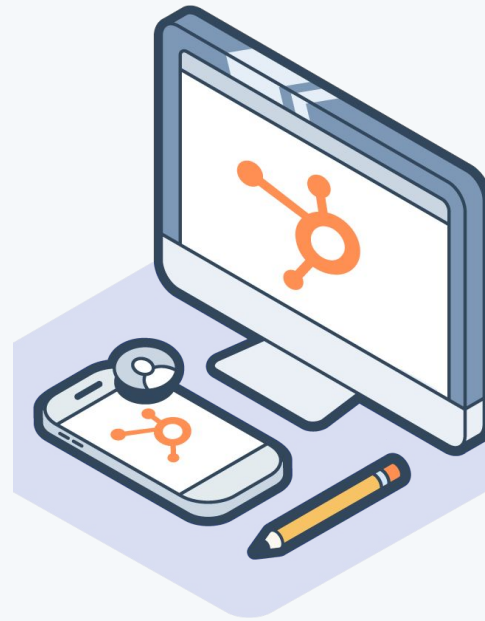


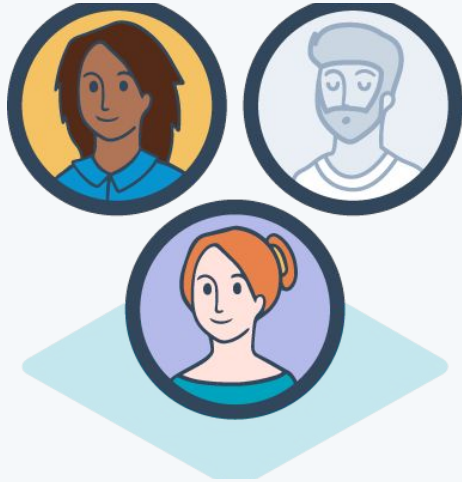
*Should I really register  
the lead before talking  
to them?*

Yes!!



If your prospect goes to [hubspot.com](https://hubspot.com) before you've registered it, you can lose ownership of that lead and possibly even commission on the sale. To prevent this from happening, make sure to register your leads before talking to them about HubSpot.





Register both your *prospects*  
and *existing clients* who  
might be a fit for HubSpot



# How to Register Leads



# How to Register Leads

# Lead registration notes

---

- A lead in the HubSpot system is represented by a unique URL
  - Make sure you spell the URL correctly!
  - If the lead has more than one URL, register each one separately
- For each URL you register, you only have to list one contact, not all your contacts at the organization
- Your registered lead will expire after 6 months. At that time, you may re-register it for another 90 days

