INSIDEA

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HUBSPOT × GOOGLE ADS · CLOSED-LOOP TRACKING

HubSpot Google Ads Integration

HubSpot × Google Ads

The basic sync tells you which campaigns generated clicks. The closed-loop architecture tells you which ad spend produced won revenue, and lets bidding optimize against it.

PARTNER TIER

Elite Solutions Partner

HubSpot's highest partner tier

ACCREDITATIONS

Five HubSpot Solutions Partner accreditations

HubSpot Onboarding

Platform Enablement

CRM Data Migration

Custom Integration

CRM Implementation

NATIVE VS CONFIGURED

Same connection, very different outcome

NATIVE, OUT OF THE BOX

- Campaign, ad group, and keyword data synced to contacts
- Click-level attribution on form submissions
- Audience sync foundations from HubSpot lists
- Standard conversion events out of the box

INSIDEA CONFIGURED

What we deliver

- ✓ GCLID captured on every form and stored on the contact
- ✓ Closed-won deals pushed back as offline conversions with value
- ✓ Smart Bidding optimizing against revenue, not MQLs
- ✓ Customer, nurture, and win-back audiences synced from lifecycle
- ✓ Server-side Enhanced Conversions where GCLID capture degrades

HOW WE CONFIGURE IT

Scoped to the outcome, then tested

01 Capture
GCLID stored as a contact property on every form submission.

02 Feedback
Deal outcomes pushed to Google's offline conversion API with value.

03 Audiences
Lifecycle lists synced: suppress customers, retarget nurture, win back churn.

04 Bidding
Bid adjustments per lifecycle audience so SQLs are worth more than cold clicks.

05 Resilience
Enhanced Conversions for Leads server-side, for the post-iOS-17 world.

WHERE TEAMS GET STUCK

- ▲ Click data without deal outcomes optimizes toward cheap MQLs
- ▲ Customers keep seeing prospecting ads, wasting spend
- ▲ GCLID capture degrades as browsers and email clients strip parameters
- ▲ Long sales cycles break browser-based conversion windows
- ▲ Lifecycle stages never reach the bidding algorithm
- ▲ Attribution stops at the form fill, not the closed deal

WHAT THAT COSTS YOU

Ad budget optimized toward leads that never close, spend wasted on existing customers, and a CAC number nobody can defend in a board meeting.

◆ **COMPLEX INTEGRATIONS START WITH SCOPING**

Spend level, sales-cycle length, and your attribution model all shape the work. Full revenue-attribution builds are scoped separately, starting with a call to map how ad spend should connect to revenue before we build or quote.

Make ad spend answer to revenue.

A 30-minute scoping call, then a fixed-fee three-to-four-week build.

Book a scoping call →