



HubSpot Ads - Qualifying Tips

Because ad functionality exists at all Marketing Hub tiers, it's important to qualify early so you can pitch the appropriate tier and describe the value they will get if they use HubSpot. Here are some questions to get you started:

1. Are paid ads part of your marketing strategy today?
2. How well aligned are your ads with your other marketing? What's standing in your way?
3. Are you creating those ads yourself or using an agency? What insights do you get from them?
4. How are you reporting on ROI? Are you able to tie revenue numbers to ad spend?
5. Which ad networks do you use?
6. How do you determine who to target?
7. What is your average monthly spend?
8. At which points in the buyer's journey do you use ads? Is it just for lead generation and brand awareness or retargeting as well?

For example, if you find out they use an outside agency for their Google Ads but are interested in understanding how they are performing and just getting started with ads across the buyer's journey, you can focus on:

1. Google Ad reporting (rather than management)
2. Attribution types
3. Automation to accompany ads