

20  16

HUBSPOT  
**PARTNER  
DAY**

---

HubSpot

EMEA PARTNER DAY

**2016**

DUBLIN / 12.06.16



# Inbound – Amplified

## Integrate Ads to Get More from Inbound

Lars Osterberg,  
Product Manager, Inbound Ads

- 1 The Future of HubSpot and Ads
- 2 How-To use Ads to Amplify Inbound
- 3 How are you using Ads?



# The Future of HubSpot and Ads



# Inbound Amplified

53%

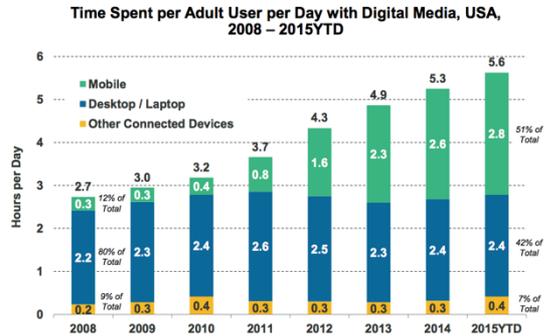
Of HubSpot customers  
used Ads in 2015.

Successfully using ads to amplify the effect of  
great inbound marketing campaigns.



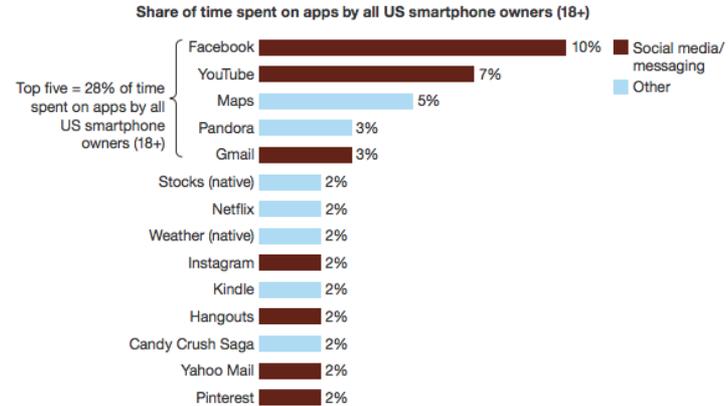
# Our Vision: Distributed Content

Internet Usage (Engagement) Growth Solid  
+11% Y/Y = Mobile @ 3 Hours / Day per User vs. <1 Five Years Ago, USA



© KPCBD Source: eMarketer 914 (2008-2010), eMarketer 413 (2011-2015). Note: Other connected devices include OTT and game consoles. Mobile includes smartphone and tablet. Usage includes both home and work. Ages 18+. Time spent with each medium includes all time spent with that medium, regardless of multitasking.

Figure 1 Time Spent On Apps Is Concentrated Among A Few Apps In The US

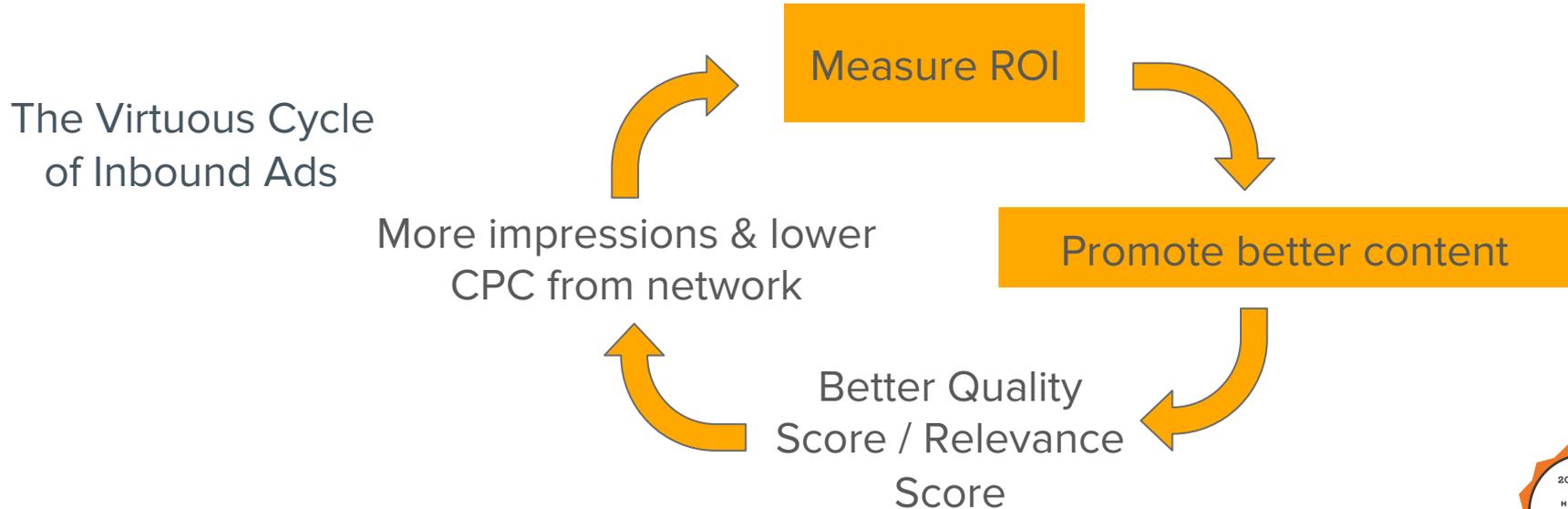


- The shift towards mobile means content is moving to platforms.
- Those platforms are taking advantage and monetizing.
- Search and Social are becoming increasingly pay to play.



# Our Vision: ROI for Everyone

If we can enable customers to see what's working we can help them create a virtuous cycle of better content, better ads and higher ROI.



# Inbound Amplified



Gary McDonald  
CEO, EHS Insight  
SMB - Software  
Houston, TX

HubSpot customer for 12-months.  
Have used the Ads Add-on for  
4-months to optimize, search and  
social ads inside HubSpot.

EHS Insight increase ad conversions 90% with  
HubSpot Ads Add-On

*“Inbound and Paid campaigns absolutely must be in harmony to maximize the value for us. HubSpot Ads makes it much easier to keep an eye on both and to correlate the results of campaigns across channels. We can make better decisions in less time.”*

**225%**

More Visits

**90%**

More Conversions

**211%**

More Contacts

**70%**

More MQLs

All results from ads after implement HubSpot ads and focusing on other key optimizations



# 2 How-To use Ads to Amplify Inbound



# Use Ads to Amplify Inbound

Inbound Campaign and Goal



It can take a while for SEO and content to start driving leads. Consider using Search Ads to drive traffic while content is warming up.

This isn't sustainable long term but can shorten time to value.



# Use Ads to Amplify Inbound

Inbound Campaign and Goal

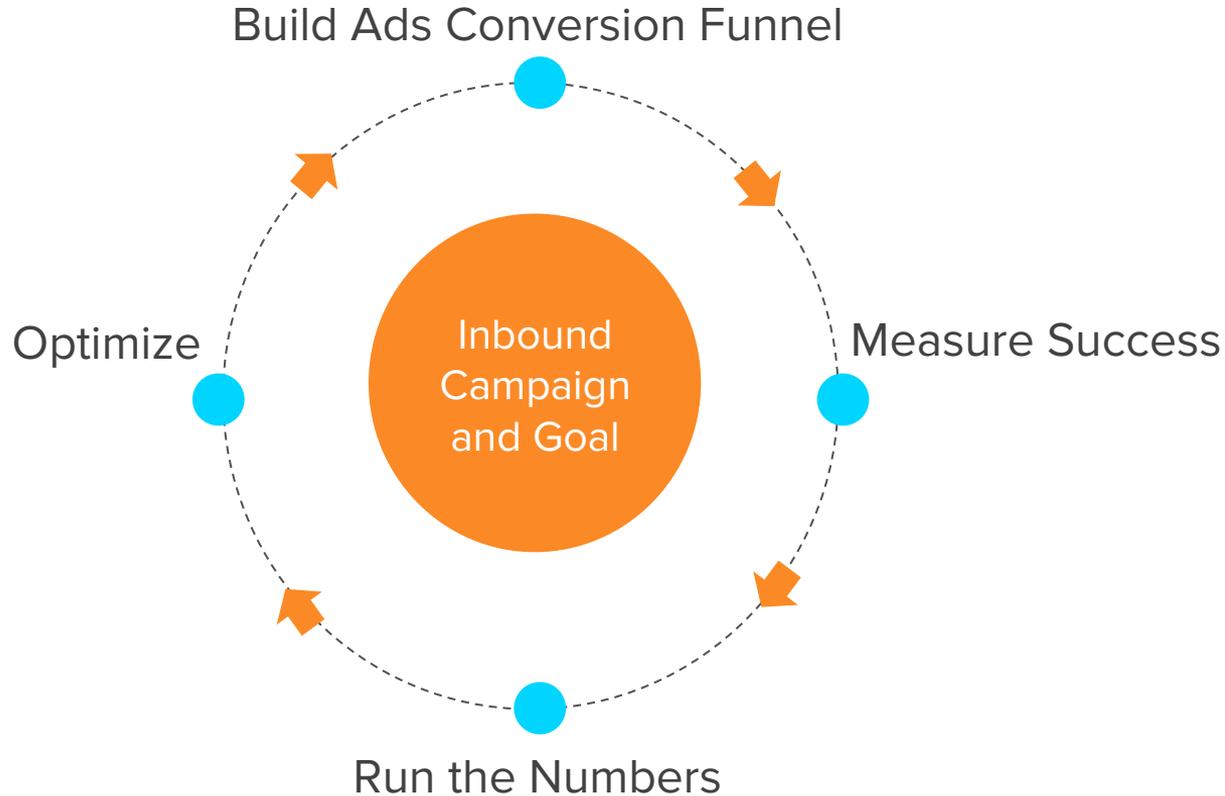


Long term: Use inbound to build awareness and nurture your audience.

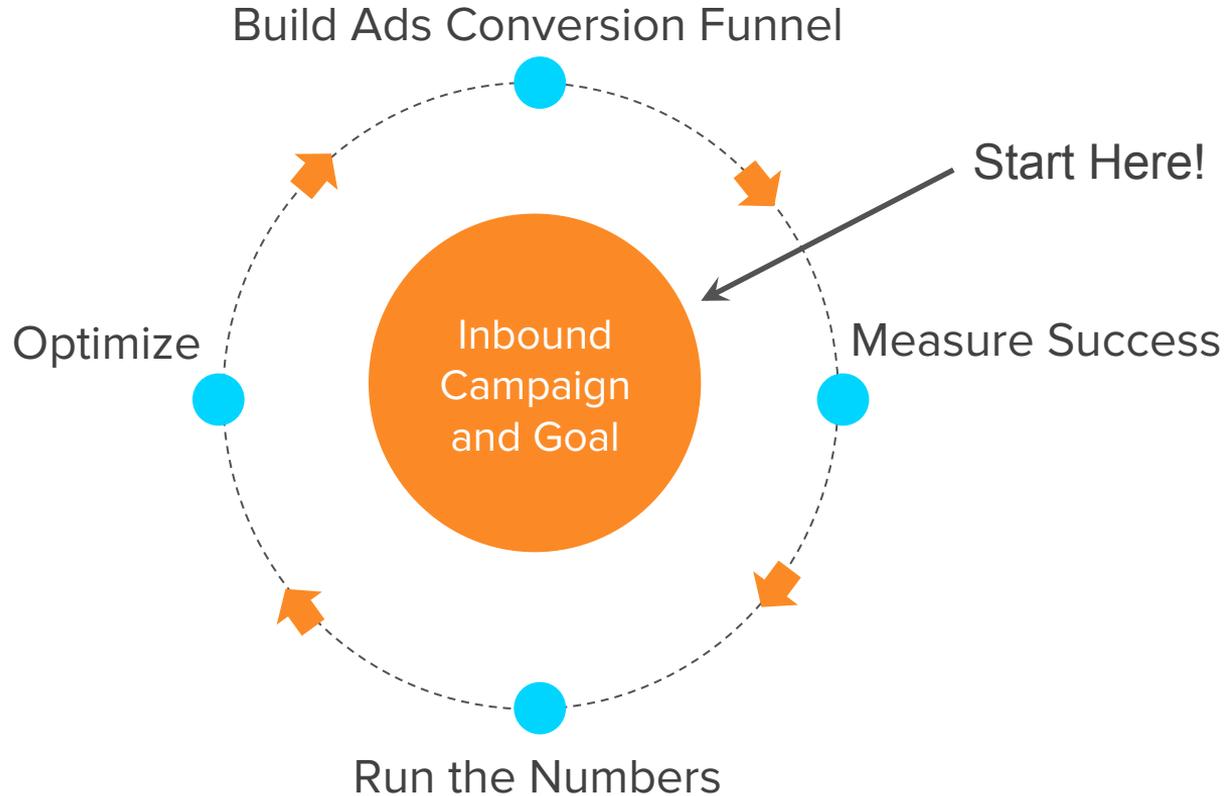
Capture leads and customers by promoting content or targeting BOFU keywords through search.



# Use Ads to Amplify Inbound

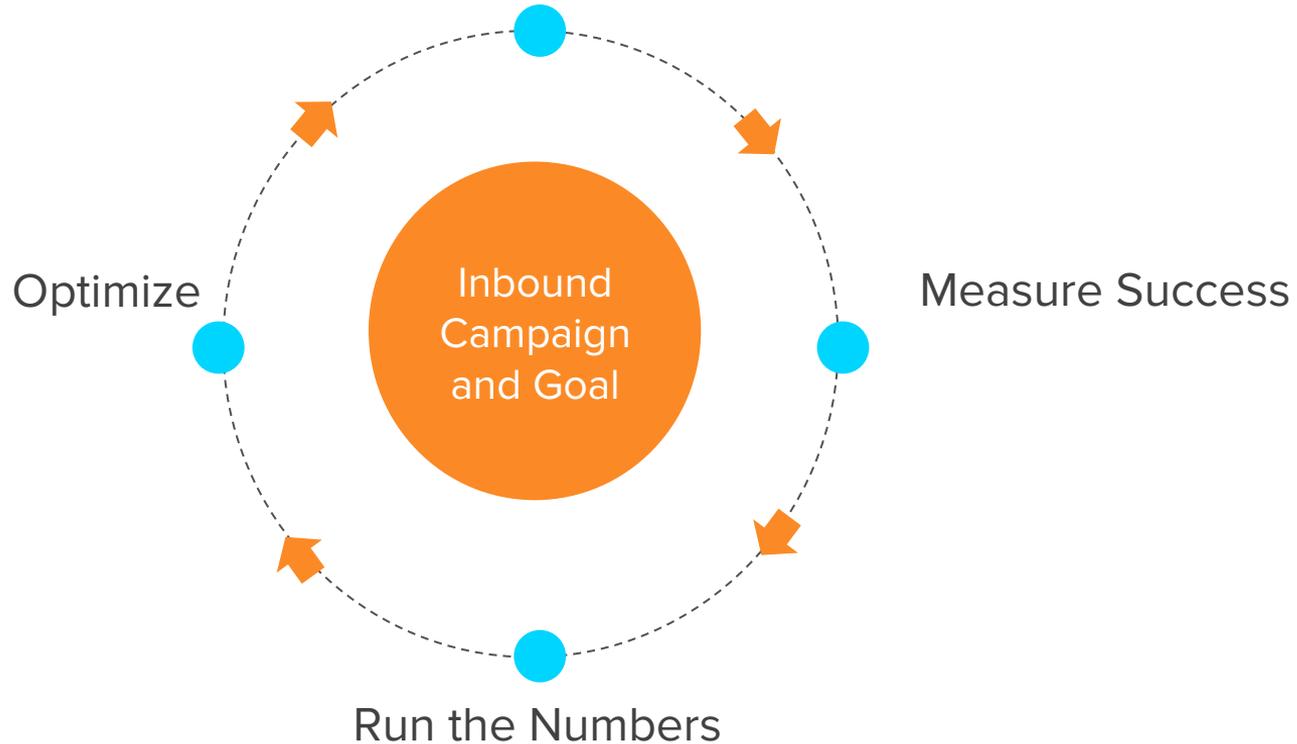


# Use Ads to Amplify Inbound



# Use Ads to Amplify Inbound

## 1. Build Ads Conversion Funnel



# Use Ads to Amplify Inbound

Traditional Ads Conversion Funnel



1. Create Ads Account

2. Create Campaign

3. Define Keywords/  
Targeting

4. Write Ads

5. Link to Landing pages



# Use Ads to Amplify Inbound

Inbound Ads Conversion Funnel



1. Build Offer/  
Content &  
Landing Page

2. Create  
Ads Account

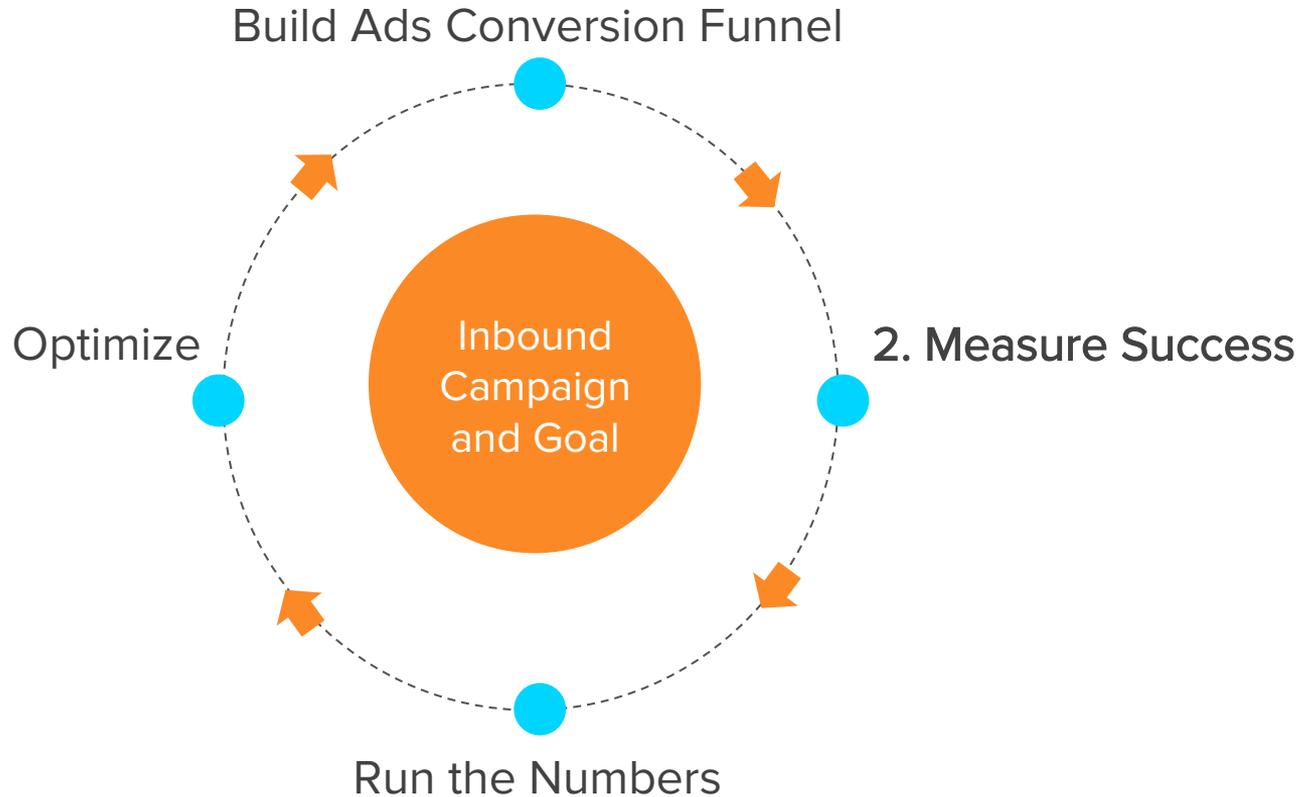
3. Build Ads

4. Create  
Keywords  
/ Targeting

5. Launch  
Campaign

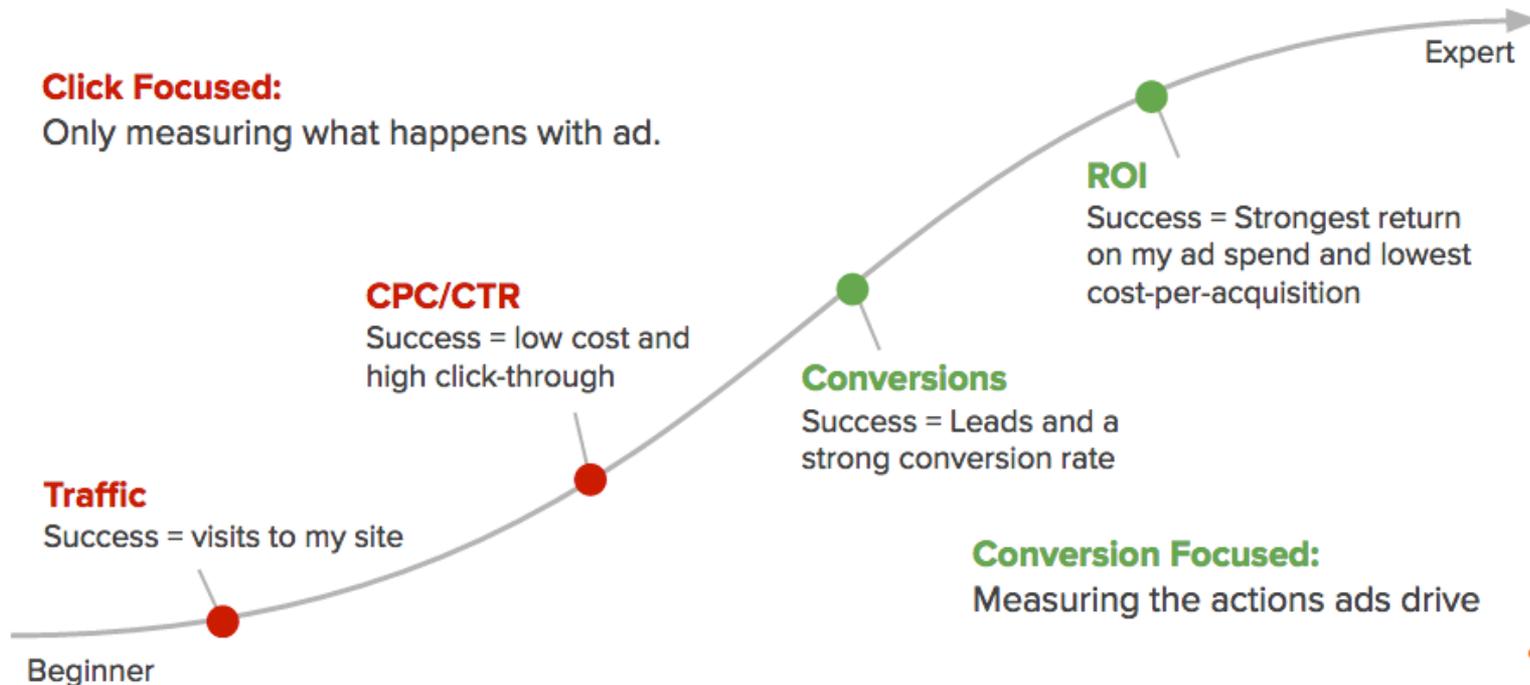


# Use Ads to Amplify Inbound



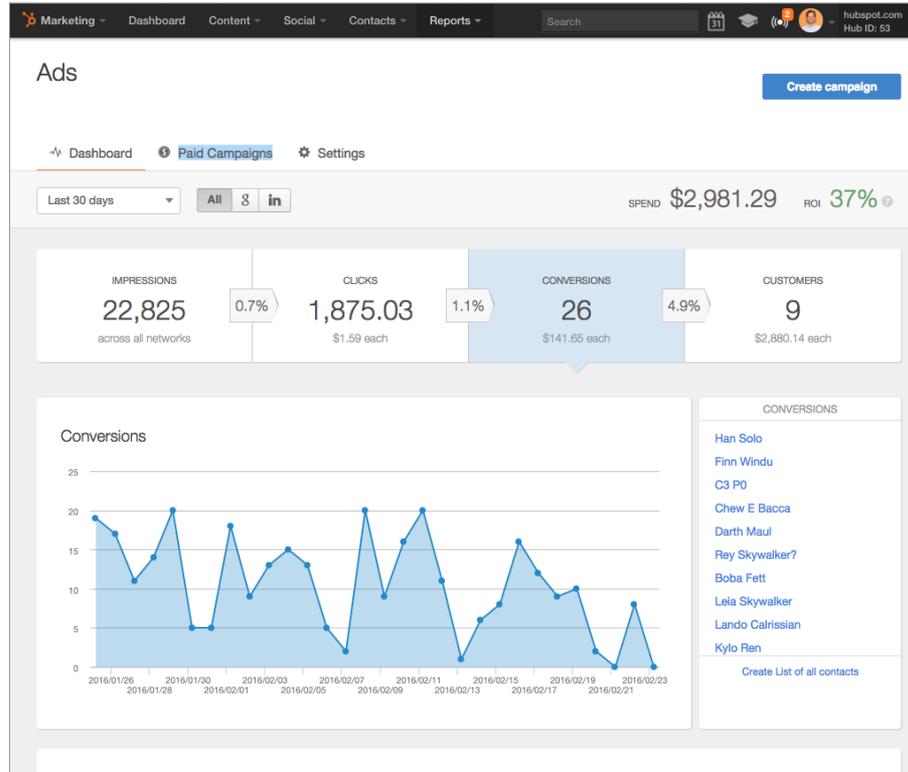
# Use Ads to Amplify Inbound

Measure Success

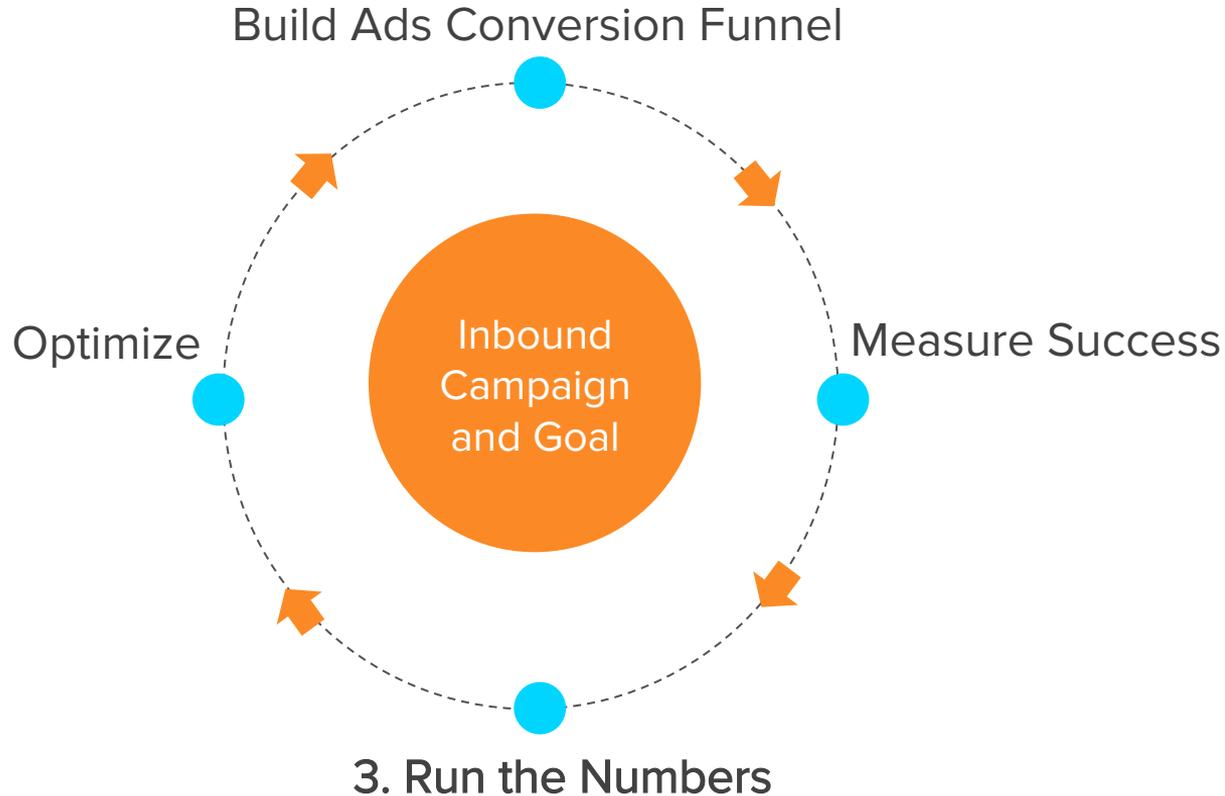


# Use Ads to Amplify Inbound

Measure Success

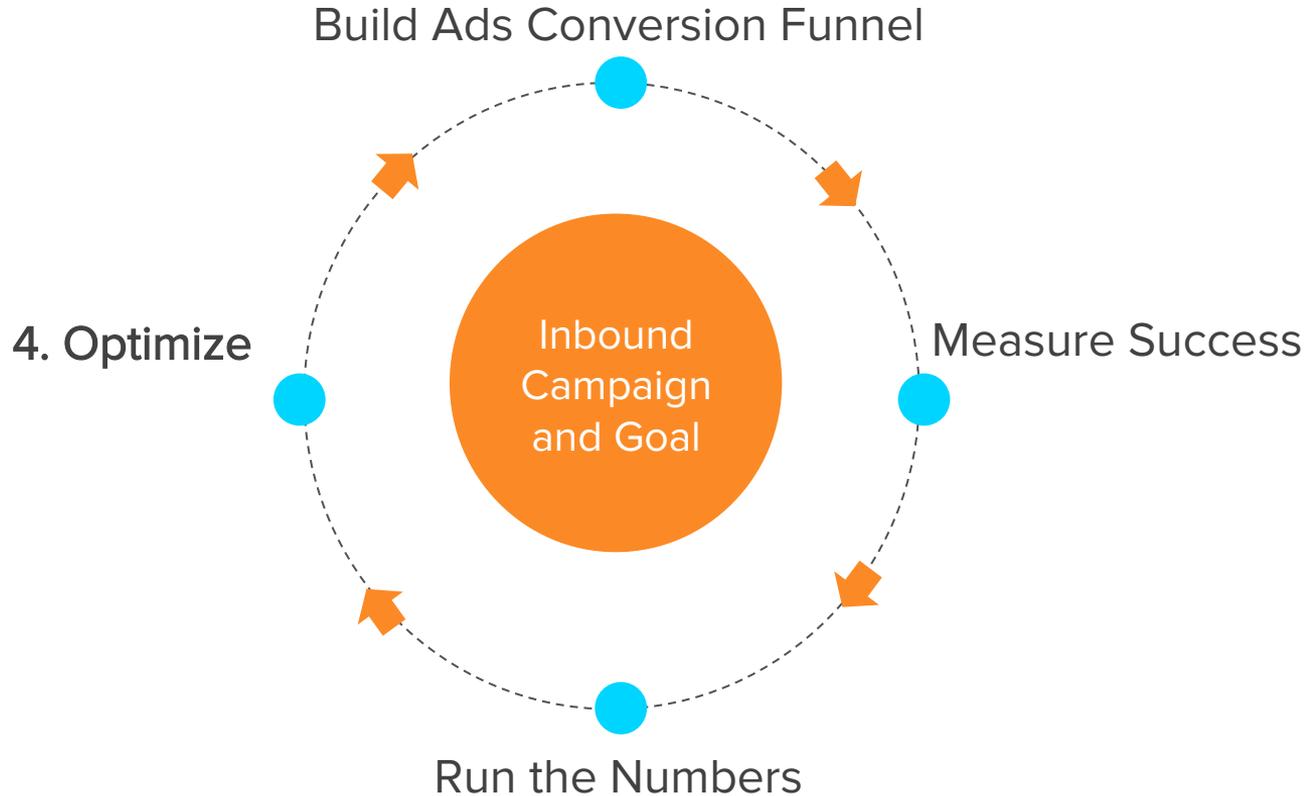


# Use Ads to Amplify Inbound



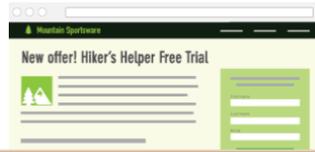


# Use Ads to Amplify Inbound



# Use Ads to Amplify Inbound

Evaluate your tests and iterate on your campaigns



1. Build Offer/  
Content &  
Landing Page

2. Create  
Ads  
Accounts

3. Build Ads

4. Create  
Keywords  
/ Targeting

5. Launch  
Campaign

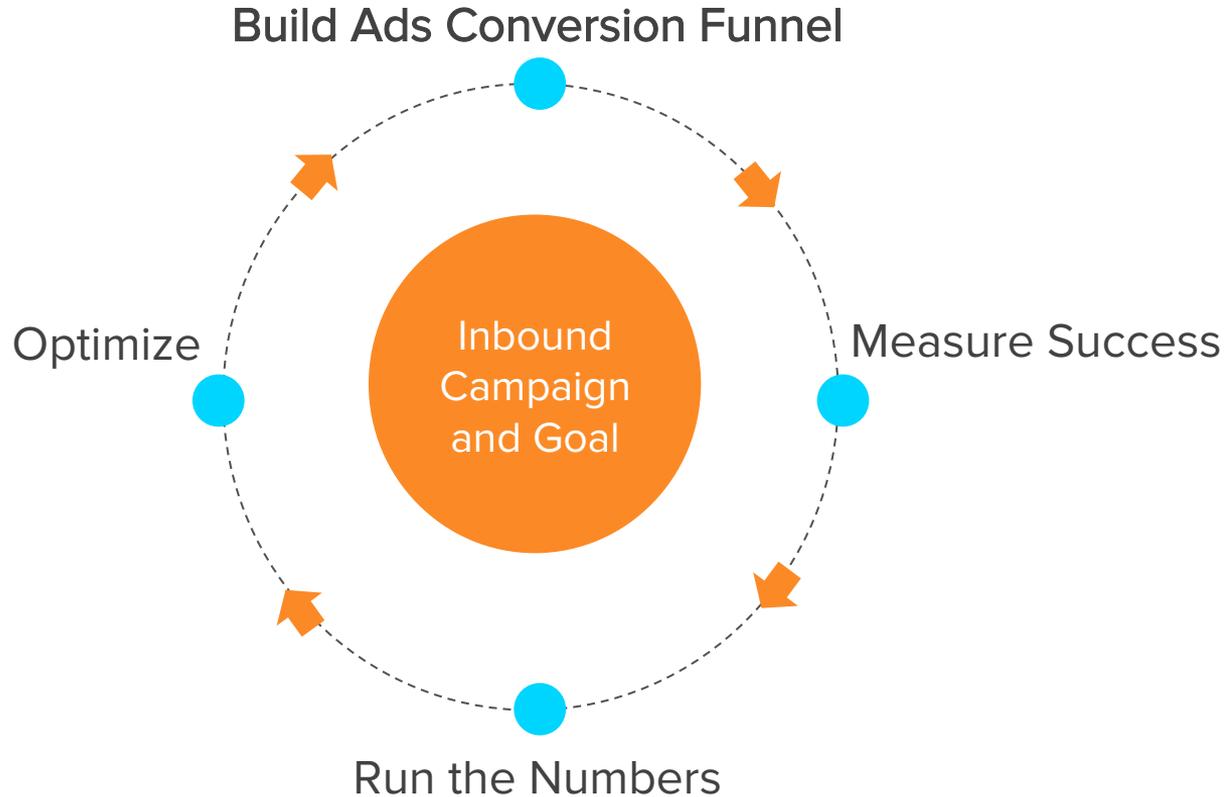
Can you increase  
CVR by making  
changes?

Which Ads are  
driving  
conversions?

Which  
Keywords are  
have high  
Q Score?



# Use Ads to Amplify Inbound



# 3 How are you using Ads?



# QUESTIONS FOR YOU

- 1 Which ads are most effective?
- 2 When do you use ads?
- 3 How do you measure success?
- 4 How do you optimize?
- 5 How do you report to clients?
- 6 What do you need help with?
- 7 What do you want to be easier?



Questions?

