

Right Time, Right Place, Right Message **Just Got (A Lot) Easier**

Accelerate your ability to create remarkable customer experiences with Marketing Hub Enterprise.



Table of Contents

03	Feature Spotlight: Custom Behavioral
04	Events How It Works
06	What You'll Love
07	Use Cases
09	Case Study and Return on Investment
11	Why Go Marketing Hub Enterprise



Feature Spotlight:

Custom Behavioral Events

BETA

About the Tool:

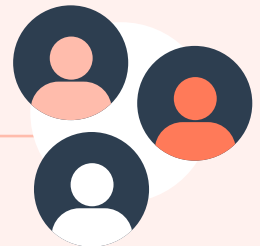
Custom Behavioral Events power personalized marketing outreach at scale.

With Custom Behavioral Events, You Can:

- 1 Track purchase intent patterns unique to your business and website.



- 2 Use those insights to create active lists for advanced segmentation, targeting, and audience building.



- 3 Trigger or schedule the next automated or manual touchpoint for leads most likely to convert.



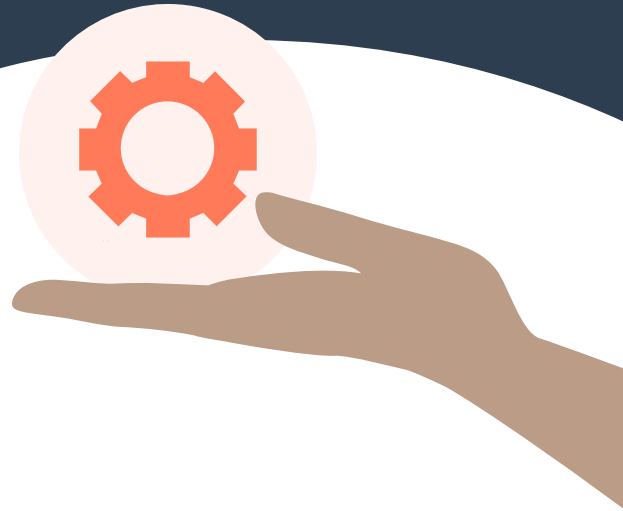
- 4 Deepen your ability to deliver hyper-relevant messaging and demonstrate how behavioral targeting impacts your bottom line.



- 5 Help everyone in the business access revelatory data about prospects and customers.



How It Works



There are **two ways to track a custom event on your website** (check out this [HubSpot Knowledge Base article](#) and see the [API documentation](#) below):

1 The Events HTTP API

- Uses the HTTP GET call to trigger an event
- Great for mobile apps, SaaS products, and any important data that can't be captured through a tracking code

2 The JavaScript Events API

- Leverages the HubSpot tracking code to trigger events, and store custom properties
- Auto-captures certain metadata (properties) when the data is available

Custom JavaScript

For more advanced tracking (and if you have dev resources), you can use your own code to trigger a custom behavioral event.

[Learn more](#)

Practical Applications

Wondering how to use events in workflows, lists, the CRM timeline, and custom reports?



Workflows

Active lists that leverage Custom Behavioral Event segmentation can be used as an enrollment trigger in contact-based workflows AND as a new "Delay Until Event" action.



Lists

Custom Behavioral Events are available as an option in Lists for advanced contact segmentation.



The CRM Timeline

Custom Behavioral Events show in the CRM timeline, so it's easy for your entire team to stay aligned and access key behavioral data.



Reporting

Custom Behavioral Events are available in the Custom Report Builder and Attribution Reporting.

What You'll Love

Benefits:

Custom event data, tailored to your buyer's journey

The guessing game is over. Answer questions like:

- How are your prospects interacting with different web browsers and activating in trials?
- What are customers engaging with on any given online page?
- Who is using your mobile app?
- Who started a free account but hasn't activated?
- Who abandoned a multi-step application?

With Custom Behavioral Events, your team can start tracking any online behaviors through the JavaScript Events API and Events HTTP API.

Next-level marketing campaigns and automation

Want to create custom trial nurturing based on a user's in-app behavior to drive increased monetization?

Wish you could empower your sales team with custom behavior-based lead revisit notifications?

Now you can.

Custom Behavioral Events give you the flexibility to segment, trigger automation, and add automation actions based on custom behaviors and activities.

More meaningful reporting

Imagine being able to pull – and present – insights that would:

- Reveal drop off points to optimize your marketing strategy
- Show how your unique company's paths are contributing to revenue growth

No matter how unique your buyer's journey, having the ability to track every touchpoint and behavior in Dashboards, your custom Report Builder, and Attribution Reporting means you can continue to amplify and fine-tune your content strategy.



Use Cases

Let's take a look at what you can do with and without code.

With Code

Helpful hint:

For the "JavaScript code snippet" and "Send Data to HubSpot" options, defining trigger names is mostly just an organizational aid. **With code, you can track endless triggers and properties for the event.**



Industry Examples

Outdoors E-Commerce Site



Goal

Plan production more efficiently – based on customer favorites at check-out.



The Power of Custom Behavioral Events

Not using an eCommerce platform that has an integration with HubSpot? No problem – define your own eCommerce events like Abandoned Cart, Viewed Item, and more. You can also track the specific SKUs and referrals by coding custom properties.

Online Learning Platform



Goal

Find out which videos to create more of – based on video content your customers love most.



The Power of Custom Behavioral Events

Send event data from your own product or app and connect it to a contact. Common events include downloads, starting trials, and general app usage.

Use Cases

Without Code

Helpful hint:

Properties are defined per-event,
vs. per-trigger.

You can either create metadata yourself,
or leverage one of the 20 properties that
HubSpot will auto-create for you. For this
case, HubSpot can tell you if a Firefox user
from Hawaii visited a page, or clicked a
part of your site and came from a webinar
marketing campaign by leveraging UTM
and Location + Browser properties.



Industry Examples

Consulting Firm



Goal

Pinpoint which services customers are most
interested in – based on the information
pages they visit.



The Power of Custom Behavioral Events

Track when website visitors engage with
custom-made media and widgets, like
budgeting calculators, whitepapers,
embedded videos, and more.

Jewelry Franchise



Goal

Discover which products to produce more
of – based on the products customers are
interested in buying.



The Power of Custom Behavioral Events

Tired of creating separate events to track and
analyze with HubSpot tools? New functionality
makes it possible to roll multiple triggers like
page views, clicks, form submissions, and
more into one event. This is especially helpful
when multiple events (whether they're custom
or not) represent something similar, like "high
intent."

Use Cases

Intrigued?

Let's take a deeper look at another use case in context, and zero in on **what you can learn after setting up a Custom Behavioral Event.**

Let's say you want to set up a behavioral event to track free trials at your gym. Here is all the information you can capture:

See how many unique visitors have signed up for a trial



Versus how many people expressed interest or reached out before.

View the custom behavioral event and metadata on the contact timeline



When did the contact start the trial?
Which classes did they sign up for?

Analyze event completion over time



How many people have signed up for a trial in the past month?

Delay a workflow until a custom behavioral event is completed



Delay notifying sales and sending a welcome email until a contact has started a trial.

Include a custom behavioral event in an attribution model



How much does starting a trial attribute to creating deals (new memberships)?
Or to closing deals (new signups)?

Use custom behavioral events as a data source in the advanced report builder for more detailed reports about the custom behavioral event



Which UTM campaigns drive the most trials?



Case Study and Return on Investment



Map My Customers improves workflows and increases productivity

Map My Customers is a sales app that improves workflows and increases productivity per rep, captures sales data, and equips leaders with the insights needed to make revenue-driving decisions.

Time on
HubSpot
3 Years

Location
NAM

Previous
Platforms
**Different customer
developments and
open source MAP
tools**

Industry
Software/IT

Why HubSpot?

To increase their productivity and decrease their workload, Map My Customers needed to introduce automated lead segmentation – via custom event triggers. While evaluating their software options, only HubSpot emerged as **both deeply powerful and easy to use.**

Hubs:

 **Marketing Hub Enterprise**

 **Sales Hub Professional**

 **Operations Hub Starter**

Challenges

- Over-complicated (and prolific) legacy tools
- Piecemeal marketing strategy
- Inability to identify or qualify leads
- Frequent bottlenecks waiting for developer assistance
- Communication breakdowns between departments

Solution

- Transition from open source MAP tools to HubSpot
- Streamline their marketing tech stack to improve performance and build team cohesion
- Implement behavioral events to:
 - Track how leads were interacting with their software
 - Reduce time needed to segment leads and process in-app events
 - Pinpoint which leads were most likely to convert
 - Cut out two hours of wasted time per day spent reaching out to bad leads

Results:

13%

Increase in qualified leads

60%

Sales development rep
time saved (reducing
20-30 calls a day to 10)

8.2%

Increase in sales
development to lead
connection rate

“

Before HubSpot, it used to take roughly a full day for a sales rep to reach out to an inbound lead.

[Full Case Study](#)

“By adopting HubSpot and implementing behavioral events, Natalie’s team has gone from needing months to execute custom triggers for lead segmentation to being able to spin them up in 30 minutes.

When 60% less time is spent on bad leads, Sales recognizes that Marketing is working towards getting them the best leads.”

Natalie Marcotullio
Chief of Staff

Why Go Marketing Hub Enterprise



It's so easy to use that you'll actually use it.

Other custom user behavioral analytics tools are expensive, have more features than most teams know what to do with, and are so complex they require an analyst.

To give you a quick overview:

Salesforce

Custom Activities use the API event in Journey Builder, which requires development work to configure.

Dynamics

Custom Events require collaboration between marketing users and developers (who will be responsible for integrating small snippets of code in systems that will ultimately trigger the event).

Eloqua

Custom Events need to be manually uploaded, using a file that contains external event activity.

Marketo

To use the User Context API to set up Custom Data Events, you need to become a Web Personalization customer and have the RTP tag deployed on your site beforehand.

Mailchimp

Event-triggered automated email series require a Standard plan or higher and event property segments require a Premium plan. This solution is just an API and has no front end within the Mailchimp interface.

✓ **It's a great way to get all
of **your data in one place.****

Between Custom Objects and Custom Behavioral Events, HubSpot can support all of your data needs.

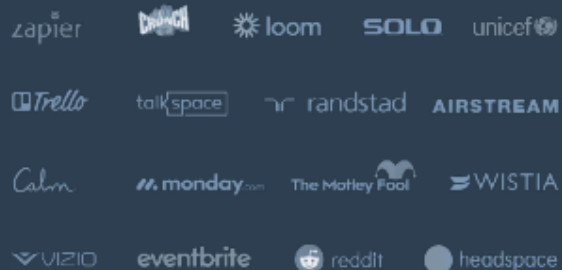
Custom Behavioral Events can now also support meta-data (custom properties), making your Custom Behavioral Event data even easier to organize, manage, and navigate.

✓ **It's what you've been
wishing for.**

The behavior-based personalization, targeting, and segmentation strategy of your dreams is possible – without lots of integrated systems and developer support.

**Join over 12,000 Marketing
Hub Enterprise customers
delighting their communities
with increasingly tailored
touchpoints.**

[Learn more](#)



Additional Resources

[How to Analyze Custom Behavioral Events](#)
[How to Send Data to HubSpot](#)
[Custom Behavioral Event API Documentation](#)

SaaS Solutions Cheat Sheet

CRM Services

- Consulting
- Development
- Implementation
- Integration
- Optimization

Rev Ops

- Strategy
- Process
- Forecasting
- Analytics
- Alignment

CRM Support

- Data Quality Management
- Admin On Demand
- Onsite & Online Training

Marketing

- Fractional CMO
- Inbound
- Content
- SEO
- Paid Advertising
- Websites

SOLUTIONS & STRATEGIC PARTNERS

HubSpot

DocuSign

zendesk

DELL Boomi

formstack

DemandTools

ClickUp

salesforce

tableau

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