The Marketer's Checklist

Unlock the Power of Your First-Party Data with Google Ads Data Manager

For improving return on ad spend, personalizing campaigns, and building trust with customers, first-party data is the way to go. Marketers who use first-party data are 93% more likely to say their teams are outperforming goals than those who don't. However, many teams struggle to consistently access and integrate it across channels.

34%
say integrating first-party data with marketing tools is a top challenge

40%
do not have a single source of truth for all marketing data

The solution? Data Manager

Introducing Data Manager

This powerful tool allows you to connect your customer data, create meaningful audience and conversion actions, and deliver exceptional ad experiences. It puts all your data management controls for Google Ads in one place, empowering you to drive incremental revenue and better outcomes for your business.
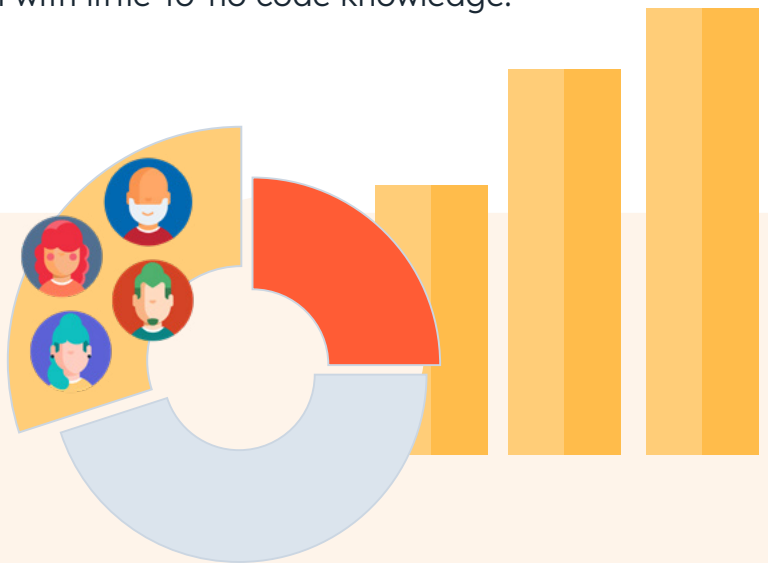
With Data Manager, you can:

• **Streamline the process of sharing first-party data with Google Ads**

• **Activate your data in order to create Customer Match Audiences and Conversion Actions**

• **Connect, activate, and troubleshoot both online and offline data sources across Google ads products**

Data Manager does not change the way your campaigns work today, but rather simplifies the process. It offers an easy point-and-click experience for connecting your HubSpot data, allowing you to use first-party data in your marketing for Audience and Conversion Action creation with little-to-no code knowledge.

Did you know? Marketers who use integrated tools are more than 180% likely to say their teams are outperforming goals compared to those who don't.

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The Data Manager Checklist

Set the stage for a successful first-party data strategy in three steps.

① FILL YOUR DATABASE

To make the most of Data Manager, you first need to fuel it with data.

Focus on high-quality sources of first-party data

Encourage prospects to:

- Register with your company
- Create accounts with your brand
- Sign up for content, discounts, or other offers

Collect information:

- During the purchase process
- From customer support channel interactions
- Through social media

Incentivize customers to share their data

Encourage people to provide information by offering:

- A loyalty or rewards program
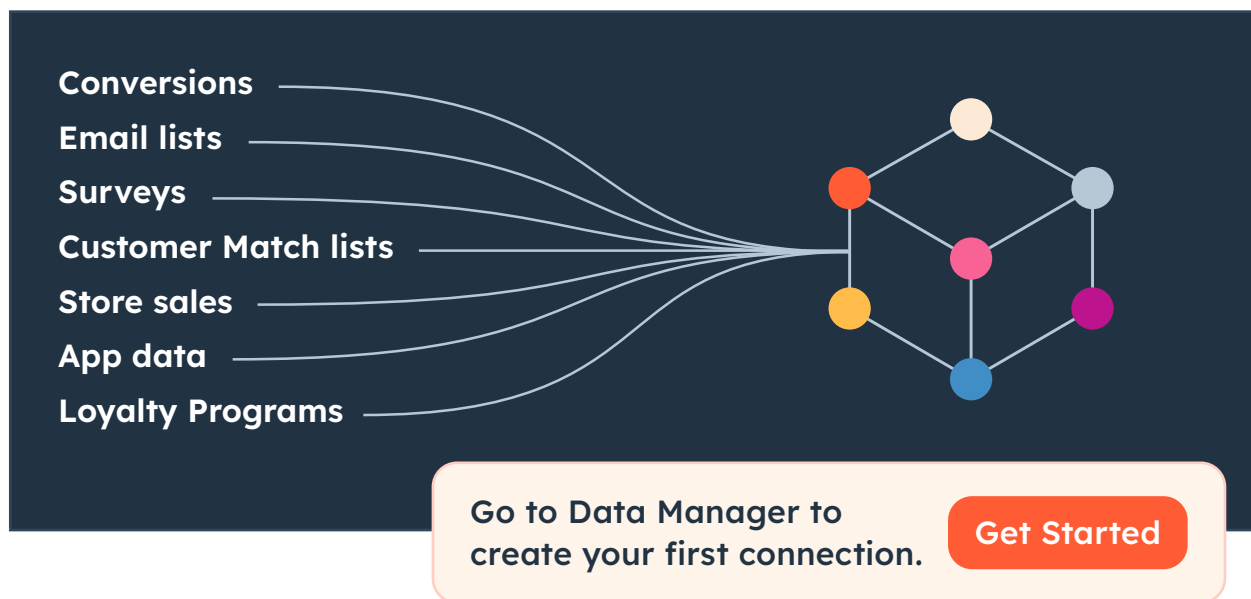- Promotions or discounts
- An email newsletter

And creating:

- Blogs and other content on your website
- Social media posts and videos
- Giveaways or other incentives

Pro tip: For an easy way to start filling your HubSpot Smart CRM with first-party data, use lead syncing to automatically send leads from your Google Ads account.

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② CONNECT YOUR DATA

Use Data Manager to connect different first-party data sources.

Conversions
Email lists
Surveys
Customer Match lists
Store sales
App data
Loyalty Programs

Go to Data Manager to create your first connection.

[Get Started]

③ PUT YOUR DATA TO WORK

Once your first-party data is unified in Data Manager, use proven strategies to drive business value with it.

- Segment audiences for personalization

- Customize ads based on journey stage

- Map campaigns to journey stages

- Get an accurate picture of conversions to improve future campaigns

[**See How it Works**]

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Make the most of your first-party data with HubSpot and Google Ads

✔ Automatically send leads from Google Ads to HubSpot

✔ Connect your CRM data with Google Ads to customize audiences

✔ Import conversions from websites, apps, and your CRM to get a complete view of campaign performance

Learn More

Sources: HubSpot, October 2024. The State of Data-Driven Advertising | Google Ads, About Data Manager
Google Ads, October 2023. Simplifying the management of your first-party data