GA4 and HubSpot measurement plan

Separate visibility, interaction, successful submission and actual booking. Proposed custom names are examples, not automatic platform events.

Project / team: _____ Owner: _____
Date / edition: _____ Must-have outcome: _____

Stage	Evidence / proposed event	Not sufficient
Service selection	Deliberate service click; e.g. service_select	Page loaded.
Form visible	Defined visibility rule; e.g. lead_form_view	Script loaded.
Form started	Genuine first interaction; e.g. lead_form_start	Form rendered.
Confirmed enquiry	Supported successful submission; e.g. generate_lead	Submit-button click.
Booked meeting	Supported booking confirmation; chosen event	Calendar opened.
Context parameters	Service key, language, form ID, page path	Personal form answers.
Reporting unit	State users, sessions or event counts	Mixing units without explanation.

Complete the blank fields with your actual configuration. The prompts are a working template, not evidence that the setup is already implemented.

Validate before you commit

Use one realistic scenario and one exception. Note the actual evidence, not only whether the connector or platform reports success.

[ ] Updated and legacy HubSpot form types are distinguished.

[ ] Validation failure does not count as a successful lead.

[ ] One accepted submission creates one intended confirmation.

[ ] Enhanced measurement, listeners and thank-you pages do not duplicate.

[ ] No names, email addresses, phone numbers or message content reach GA4.

[ ] GTM/DebugView and the CRM result are checked separately.

[ ] Languages, device classes and consent states are tested.

Critical blocker / missing evidence

Next action / responsible person

Decision / next review date

Reference / Referenz: https://developers.hubspot.com/docs/api-reference/latest/marketing/forms/global-form-events

Implementation guidance, not a performance guarantee. Verify current product scope and requirements before purchase or rollout.