



# September 2025 Product Updates.





# Marketing Hub<sup>®</sup>

Powered by ✨ Breeze

# Marketing Studio

Marketing Studio makes campaign creation easier with an AI-powered drag-and-drop canvas that brings your entire team together to plan, create, and launch multi-channel campaigns faster.

- Single, collaborative canvas where teams can orchestrate every aspect of their campaigns
- Share your campaign vision and watch AI turn it into actionable plans and ready-to-use assets

Free

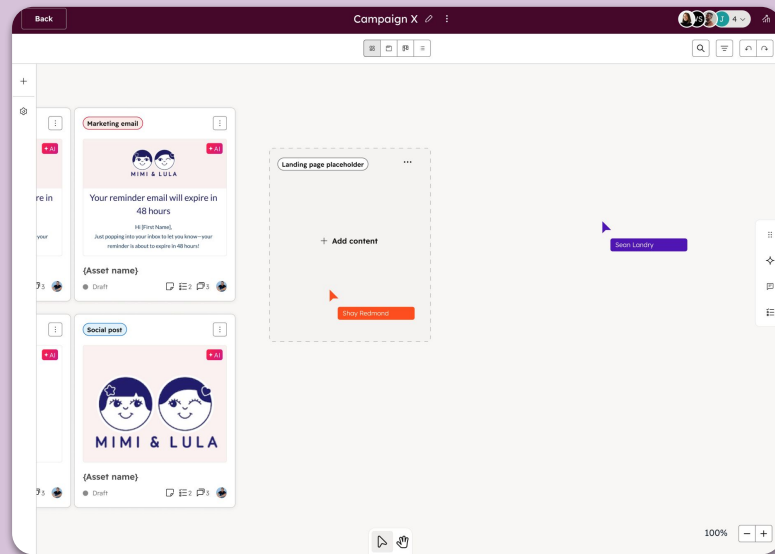
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**Launch region:** Global



# Redesigned Email Editor

Create beautiful emails faster with our completely redesigned editor. The new interface puts everything you need within reach, eliminating the hunt for features and reducing creation time by up to 50%. Whether you're building from scratch or using templates, every workflow is now more intuitive.

- Streamlines the interface design
- Creates emails faster
- Delivers intuitive user experience

[Learn More](#)

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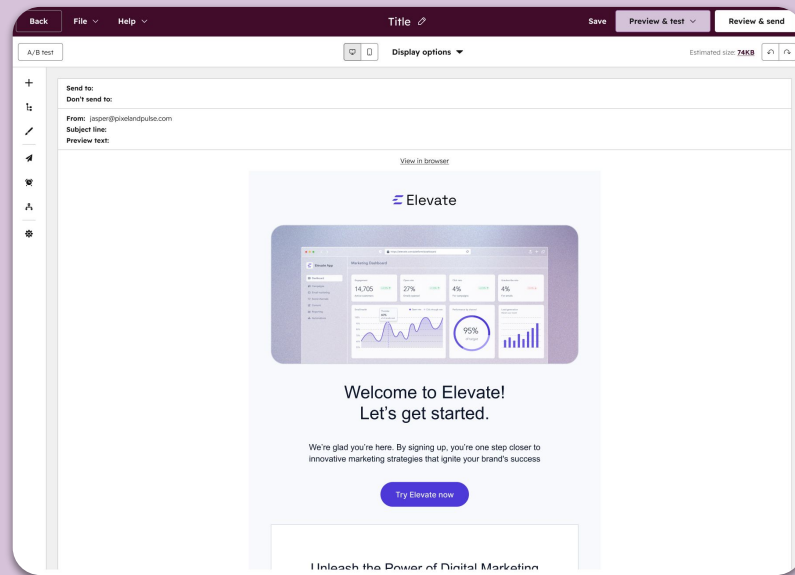
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# Optimize for email engagement

Maximize every send with machine learning that predicts which contacts are most likely to engage. This smart optimization goes beyond simple suppression, actively improving deliverability and engagement rates by sending to the right people at the right time.

- Optimizes with machine learning
- Targets engagement smartly
- Improves deliverability rates

[Learn More](#)

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# AI Referrals in Website Traffic Analytics

Stay ahead of the AI revolution with traffic source classification that identifies visitors arriving via ChatGPT, Claude, Perplexity, and other AI platforms. Understand how AI is driving traffic to your site and optimize for this emerging channel.

- Identifies AI platform referrals
- Tracks ChatGPT and Claude traffic
- Reveals emerging channel data

[Learn More](#)

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# Pathfinder in Customer Journey Analytics

Uncover the most common paths leads and customers take with your brand—automatically. Customer Journey Paths reveals patterns in how prospects navigate your touchpoints, helping you optimize the customer experience at every stage.

- Visualizes customer paths automatically
- Reveals navigation patterns
- Optimizes customer journey

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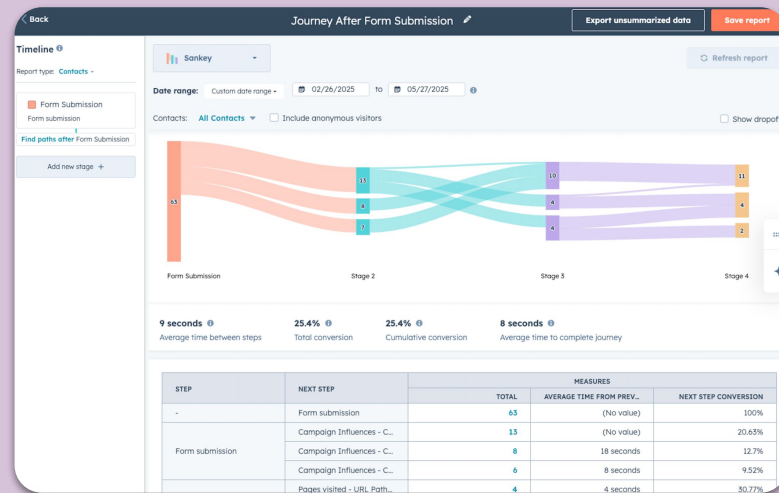
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# SMS Analyze tab

Understand your SMS impact with centralized analytics that show what's working. The SMS Analyze Tab brings all your messaging metrics together, helping you optimize campaigns, improve engagement, and prove ROI with clear performance data in one convenient location.

- Centralizes your SMS analytics
- Helps track performance metrics
- Performance metric tracking
- ROI measurement tools

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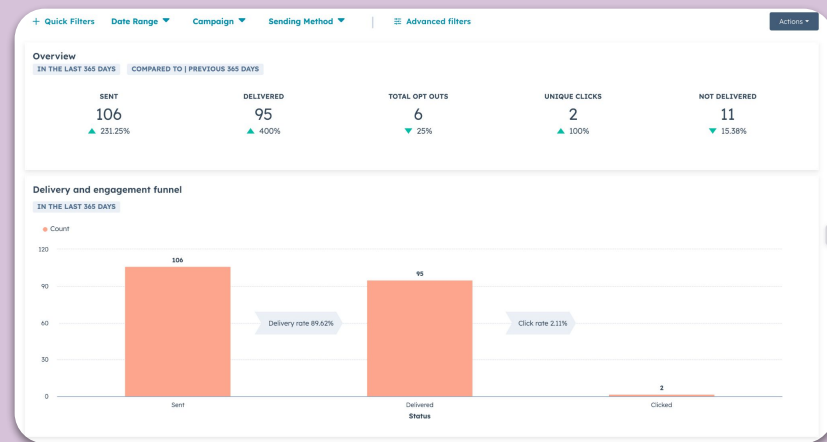
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# Content Hub<sup>TM</sup>

Powered by ✨ Breeze

# Content Agents

Scale your content creation with specialized AI agents designed for specific tasks. Instead of one general agent, you now have dedicated assistants for different content types, helping you produce more targeted, high-quality content faster than ever. Each agent understands the nuances of its specialty, delivering better results with less back-and-forth.

- Provides multiple specialized content agents
- Gives you task-specific AI assistance
- Embeds AI features throughout your workflow

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# AI-Powered Landing Pages: Custom Templates

Get the best of both worlds—AI speed with your brand consistency. When creating landing pages with AI, you can now select from your existing templates, ensuring every AI-generated page matches your brand standards perfectly.

- Applies custom templates to AI pages
- Maintains brand consistency
- Combines AI speed with design control

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# Title Suggestions for Videos

Maximize video discoverability with AI that analyzes your content and generates relevant title suggestions complete with Monthly Search Volume (MSV) data. Choose titles that resonate with your audience and rank well in search—all backed by real data.

- Generates title suggestions with AI
- Provides monthly search volume data
- Optimizes for search discoverability

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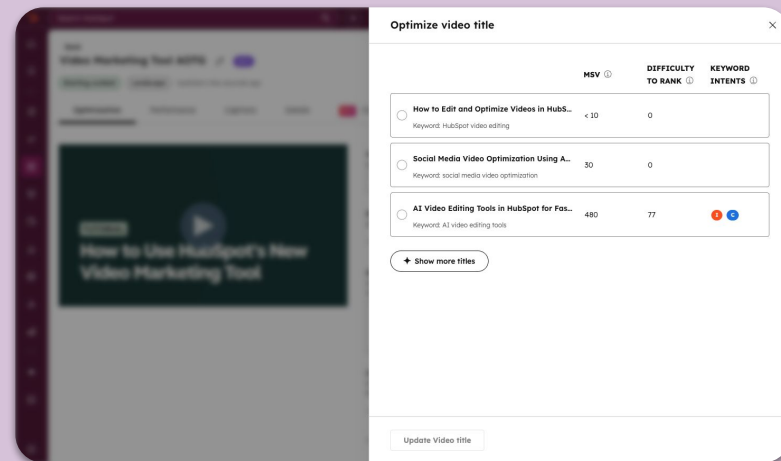
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# Sales Hub<sup>®</sup>

Powered by ✨ Breeze

# Deal Loss Agent

Turn losses into learning with AI that reviews your closed-lost deals. Identifying patterns across timeframes, this agent surfaces why deals are lost and provides actionable recommendations to improve win rates.

- Loss pattern analysis
- Win rate improvement
- Actionable recommendations

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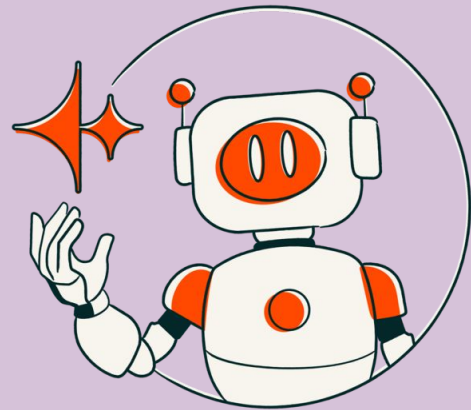
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# Service Hub<sup>®</sup>

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# Customizable Ticket Properties in the Customer Portal

Tailor the customer portal experience by controlling exactly which ticket properties customers see. Show only relevant information for each customer segment, creating cleaner, more focused experiences that reduce confusion and improve satisfaction.

- Customizes property display
- Creates segment-specific experiences
- Delivers cleaner portal interface

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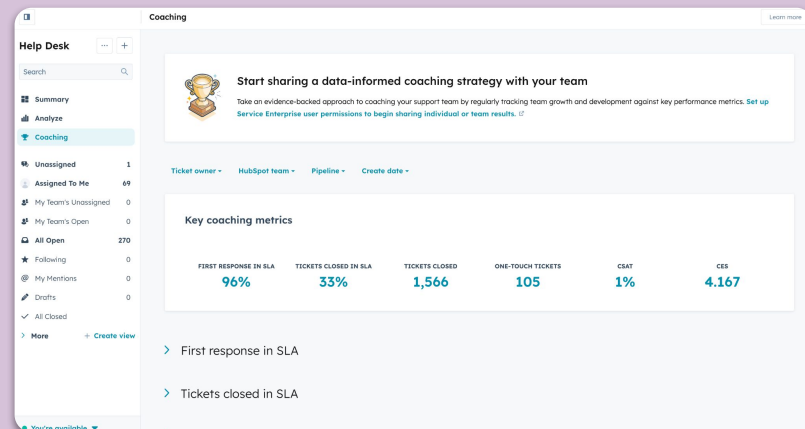




# Help Desk Coaching Tab with New Metrics

Transform team development with a purpose-built coaching tab in the Help Desk. Support leaders can seamlessly coach their teams with new performance metrics, conversation reviews, and improvement tracking—all in one centralized workspace.

- Provides dedicated coaching workspace
- Tracks performance metrics
- Centralizes team development



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# Automated Sales to CS Handoff

Perfect every customer transition with AI that reviews your entire sales process. Automatically identify customer goals, concerns, and expectations, creating detailed handoff summaries that set customer success teams up for wins.

- Automates transition summaries
- Identifies goals automatically
- Documents expectations

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## New routing option: Route to Team (No owner assigned)

Optimize team workload distribution with flexible routing that assigns tickets to teams rather than individuals. Perfect for high-volume support environments where collective ownership drives faster response times and better resource utilization.

- Routes tickets to teams
- Eliminates forced ownership
- Offers flexible assignment options

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### Assign incoming tickets to ⓘ

Customer agent ▼

Customer agent

Assign tickets to your AI customer agent.

Specific users and teams

Assign tickets to a user from the selected group of users and team members.

Team only (no specific user)

Route tickets to teams without user assignment.



Sales Hub<sup>®</sup>



Service Hub<sup>®</sup>

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# Click to Call from the Index Page

Connect faster with one-click calling from any index page. Phone number properties now automatically become clickable links that open the HubSpot dialer, eliminating copy-paste friction and helping reps make more connections in less time.

- Enables you with one-click dialing
- Makes phone numbers clickable
- Accelerates your call initiation

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# Data Hub<sup>TM</sup>

Powered by ✨ Breeze

# Data Agent

Get instant answers about your business without building reports. Data Agent understands natural language questions and analyzes your entire CRM to deliver insights, trends, and recommendations based on your actual data.

- Provides natural language queries
- Gives you CRM-wide analysis
- See instant insights for you business

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NAME	EMAIL
Eliza Thornberry	ethornberry@mailspot.n
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Dominic Fletcher	d.fletcher@superfast.co
Naomi Watkins	nwatkins@connected.co

## Add new column

### Browse all column types



#### Smart columns

Data Agent for research and generating new data

+ AI



#### Enrichment

Fill in missing or inaccurate data

+ AI



#### Modifiers

Apply formatting changes and normalizations



#### Formulas

Create calculations based on other columns

# Create Custom Rules to Manage Duplicate Records

Take control of data quality with custom duplicate detection rules. Define exactly what constitutes a duplicate in your business context, ensuring the system catches real duplicates while avoiding false positives.

- Creates custom duplicate rules
- Defines business-specific rules
- Improves data accuracy

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## Create custom rule



### Choose object and properties

Each object can have up to 2 rules. You can select up to 3 properties to identify duplicates; these properties must match exactly between records. After creating a rule, you can filter duplicates based on the rule type.

#### Select object

Companies



#### Properties

Annual Revenue

Brands

City



#### Name rule

Awesome Rule





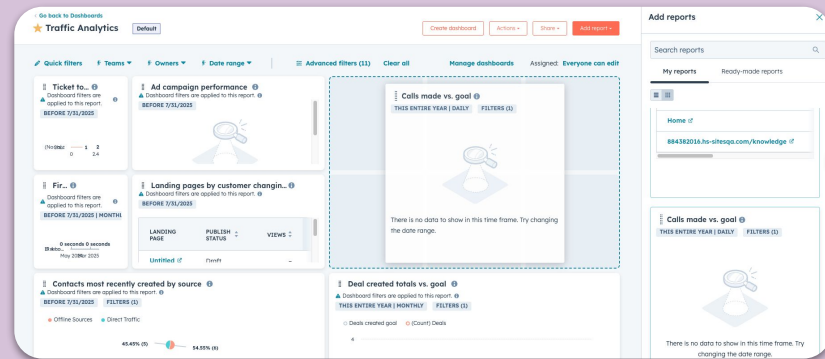
# Smart CRM™

Powered by ✨ Breeze

# Drag and Drop Reports onto a Dashboard

Build dashboards faster with drag-and-drop functionality. A new side panel lets you browse and add saved reports or templates directly to your dashboard—no more jumping between screens to create the perfect analytical view.

- Drag reports directly
- Helps you build dashboards faster
- Keeps you updated in one interface



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# Generate calculated property formulas with AI

Build complex calculated properties without formula expertise. Simply describe what you want to calculate in plain language, and AI generates the proper formula—making advanced data manipulation accessible to every user.

- Generates formulas with AI
- Accepts plain language input
- Simplifies complex calculations

Free

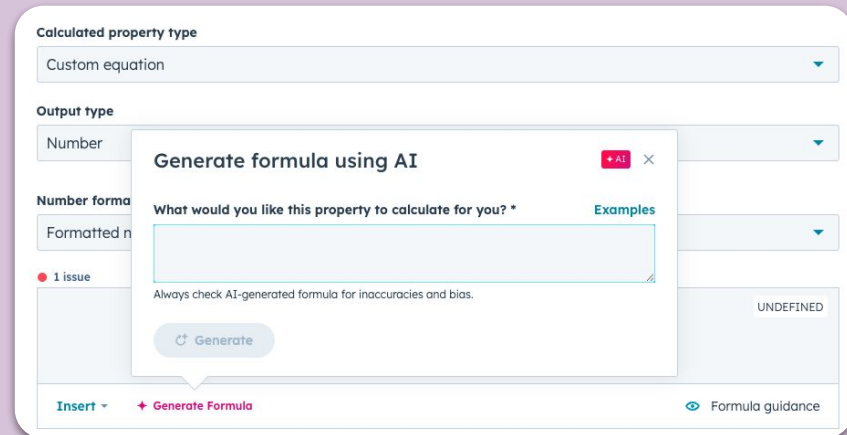
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The screenshot displays the 'Calculated property type' interface. A dropdown menu is set to 'Custom equation'. Below it, the 'Output type' is set to 'Number'. A 'Number format' dropdown is set to 'Formatted n'. A red dot indicates '1 issue'. A modal dialog titled 'Generate formula using AI' is open, featuring a text input field with the prompt 'What would you like this property to calculate for you? \*', a 'Generate' button, and a disclaimer: 'Always check AI-generated formula for inaccuracies and bias.' The dialog also includes a '+ AI' button and a close 'X' button. In the background, a 'Formula guidance' link is visible at the bottom right.

# AI-powered Catch-up Cards

Stay informed without information overload.

AI-powered catch-up cards surface the most critical updates about your companies—from recent activities to market changes—presented in digestible summaries that help you prepare for every interaction.

- Generates company insights with AI
- Surfaces critical information
- Helps you prepare quickly

[Learn More](#)

Free

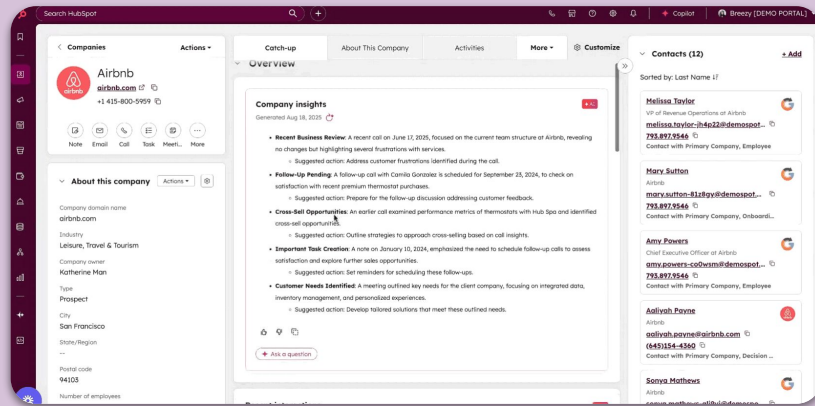
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# Custom SCIM Integration

Automated user provisioning via SCIM that helps you more easily manage HubSpot users. Perfect for enterprises, this secure provisioning method reduces IT workload while ensuring proper access control across your organization.

- Provisions users automatically
- Delivers enterprise-grade security
- Reduces IT workload

[Learn More](#)

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# Guided Report Creation Flow

Build better reports faster with a guided experience that walks you through creation step-by-step. Choose from templates or six report types, with intelligent suggestions helping you visualize data in the most impactful way for your audience.

- Builds reports step-by-step
- Provides template selection options
- Offers six report types

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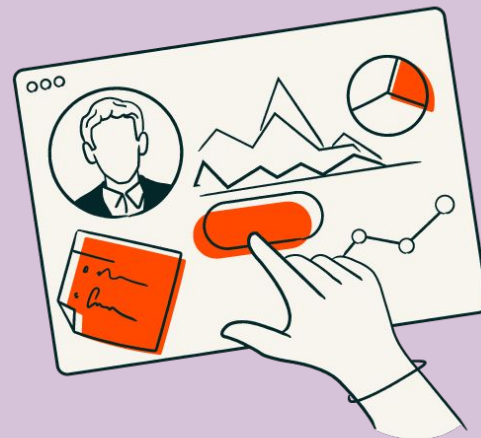
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# Data Enrichment Tab

Take control of data quality with a centralized enrichment hub. Run full-portal scans, check enrichment potential, and monitor coverage—all from one intuitive interface that makes maintaining clean, complete data easier than ever.

- Manages enrichment centrally
- Scans full-portal data
- Monitors coverage with tools

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Launch region: Global

### Enrichment Coverage

Check the enrichment coverage for all of the company and contact records in your portal. Enable automatic enrichment via your Data Enrichment settings to ensure new company and contact records are enriched with available data on creation.

999,355 contact and 4,997 company records analyzed.

912,927

Contacts with available enrichment

91% match rate

[View coverage >](#)

4,997

Companies with available enrichment

100% match rate

[View coverage >](#)

#### Enrichment possibilities by property

Contacts Companies

Company Domain Name	100%
Logo URL	100%
Is Public	100%
Country/Region Code	71%
Country/Region	71%
Web Technologies	63%
Company name	62%
Description	61%
Company Keywords	60%

### Available Enrichment

Choose from your existing company or contact segments to preview the available enrichment data, then enrich the entire segment directly from this screen. The table only shows a sample of records and a limited set of enrichment properties. [See exactly which properties we provide enrichment data for here.](#)


Enrich all records from a segment

Target Accounts

[Enrich segment](#)

Preview a random sample of enriched properties for 1 segment. Enrichment will only be applied to records created in the last 12 months.

Enrichment preview Expanded Showing a sample of records from your segment of 3,094 records

Company name	Description	Number of E..	Industry	Web Technologies	LinkedIn Company Page
 <b>Kumo</b> withkumo.com	Kumo is a deal aggregator that c...	5	Information Technology And Services	<a href="#">Drift</a> <a href="#">Facebook Advertiser</a> <a href="#">Facebook Connect</a> <a href="#">+ 5 more</a>	<a href="https://linkedin.com/">https://linkedin.com/...</a>

# Create Custom Properties with AI

Build custom properties in seconds using natural language. Simply describe what you need, and Breeze generates the property configuration automatically—making your CRM truly reflect how you work without technical complexity.

- Generates properties with natural language
- Creates custom configurations instantly
- Eliminates technical complexity

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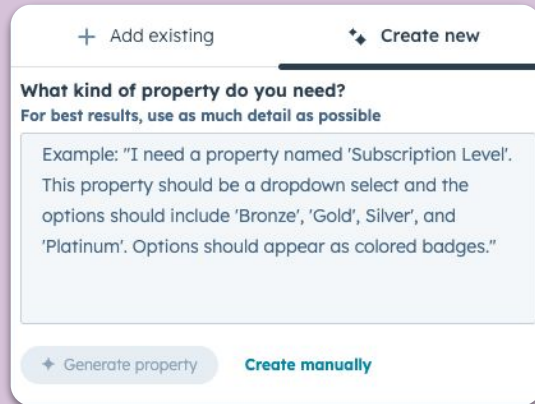
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The screenshot shows a user interface for creating a new custom property. At the top, there are two tabs: 'Add existing' (with a plus icon) and 'Create new' (with a star icon). The 'Create new' tab is selected. Below the tabs, the heading 'What kind of property do you need?' is followed by the instruction 'For best results, use as much detail as possible'. A text box contains an example: 'Example: "I need a property named 'Subscription Level'. This property should be a dropdown select and the options should include 'Bronze', 'Gold', Silver', and 'Platinum'. Options should appear as colored badges.'"'. At the bottom, there are two buttons: 'Generate property' (with a star icon) and 'Create manually'.





# Deploy Customer Agent to Custom Channels

Meet customers wherever they are by deploying Customer Agent across SMS, Instagram, Telegram, LINE, WhatsApp, and Slack. This multi-channel capability ensures consistent AI-powered support across every customer touchpoint.

- Deploys to multiple channels
- Supports SMS, social, and messaging apps
- Delivers consistent AI experience

[Learn More](#)

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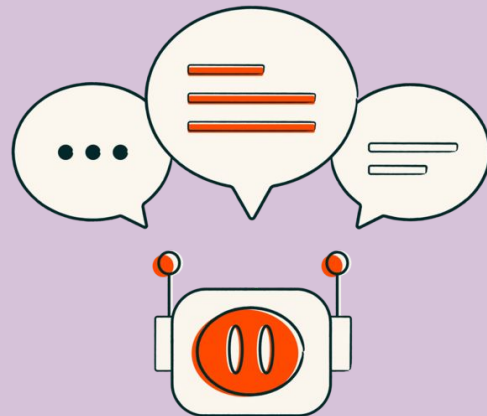
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# All new reporting experience for Customer Agent

Measure what matters with powerful new metrics like Resolution Rate, Deflection Rate, and customer satisfaction scores. This enhanced reporting experience gives you complete visibility into how your Customer Agent performs and where to optimize.

- Measures resolution and deflection rates
- Tracks customer satisfaction
- Provides complete performance visibility

Free

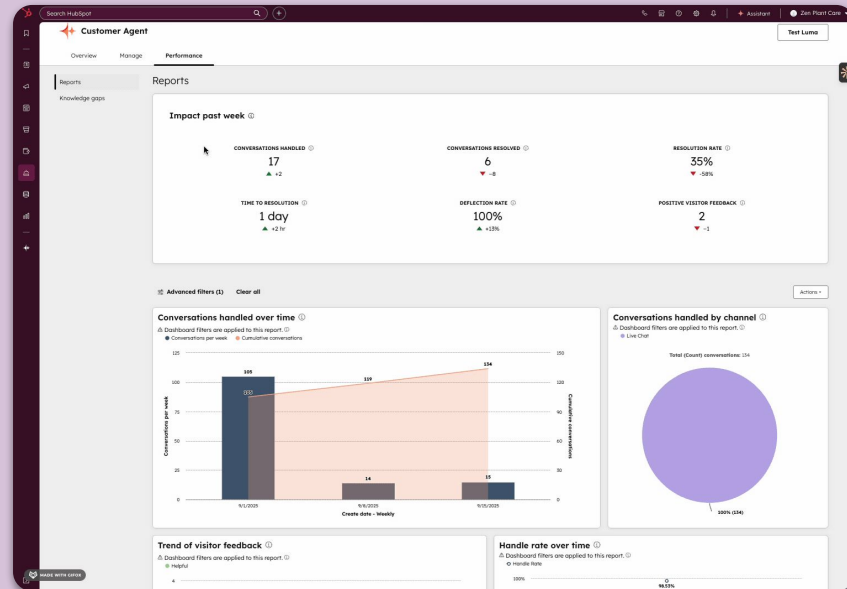
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# Customer Agent Prompt Recommendations

Guide customers to faster resolutions with intelligent prompt suggestions that adapt based on the page they're viewing. These context-aware recommendations help customers ask the right questions, reducing confusion and improving self-service success rates.

- Suggests page-specific prompts
- Provides contextual customer guidance
- Improves self-service rates

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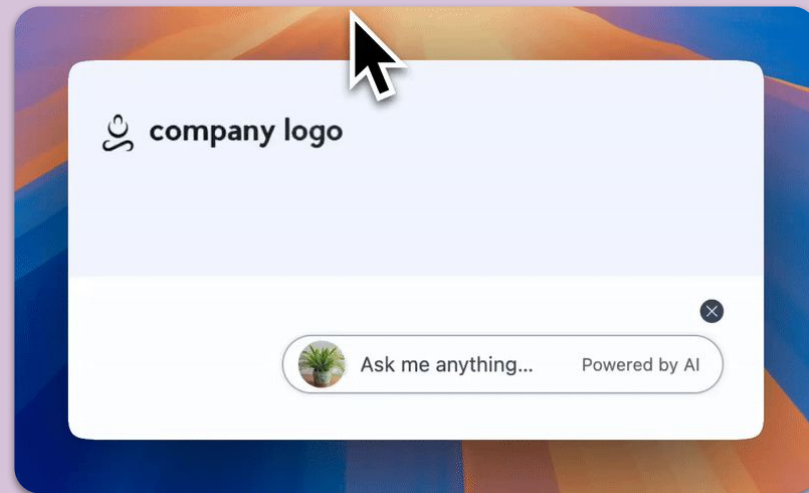
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# Customer Handoff Agent

Ensure nothing falls through the cracks during handoffs. This AI agent automatically compiles recent communications, deal status, tickets, news, and key points—creating comprehensive briefings that help new team members hit the ground running.

- Automates handoff briefings
- Gathers complete context
- Smooths team transitions

Free

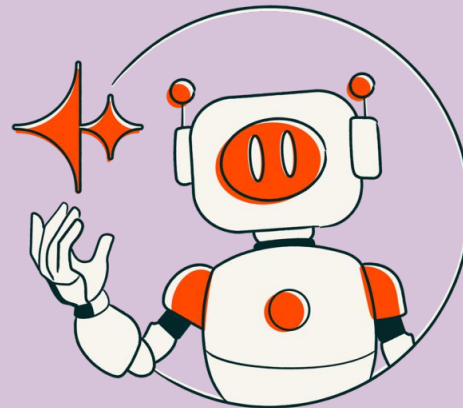
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# Sales-to-Marketing Feedback Agent

Bridge the gap between sales insights and marketing messaging. This agent analyzes sales conversations to identify recurring objections and gaps, delivering clear themes that help marketing create more effective content.

- Analyzes sales insights
- Identifies objection patterns
- Provides actionable marketing feedback

[Learn More](#)

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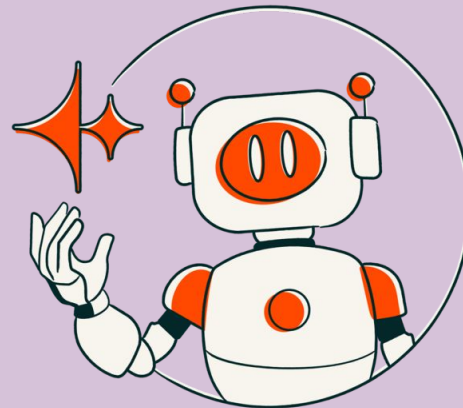
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# Breeze Studio: Custom Assistants

Create AI assistants that work exactly how your business needs. Like building custom GPTs but integrated with your HubSpot data, these assistants can handle specialized tasks from content creation to data analysis.

- Builds custom AI assistants
- Trains for business-specific needs
- Integrates HubSpot data

Free

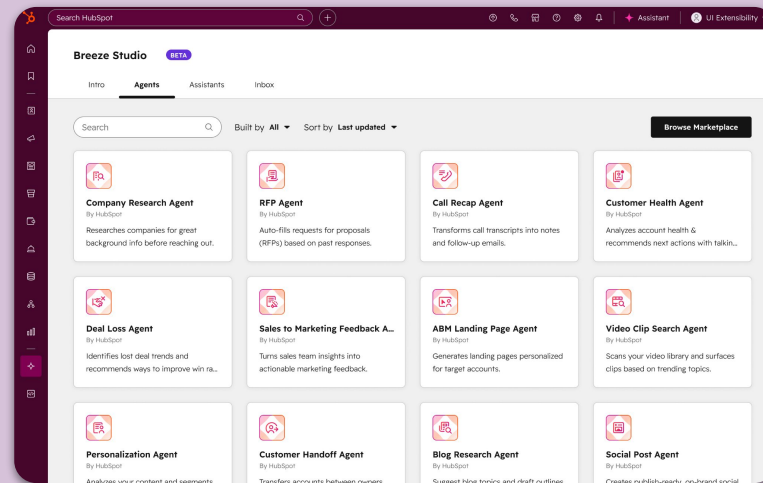
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# Brand Assistant

Maintain brand consistency at scale with AI that reviews content against your guidelines. Perfect for distributed teams, this assistant ensures every piece of content reflects your brand voice, tone, and standards.

- Checks brand compliance
- Enforces consistent voice
- Controls quality at scale

[Learn More](#)

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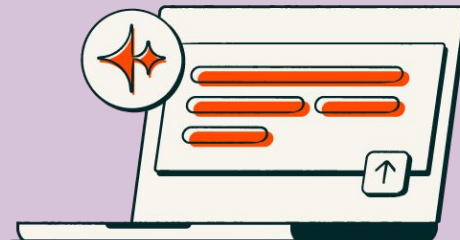
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# Developer Platform

# Sync your Third Party Transcripts for Meetings & Calls to HubSpot with our new API

Centralize all your conversation intelligence by syncing third-party transcripts directly into HubSpot. This new API lets you import transcription data from any source, creating a complete view of customer interactions regardless of where they happen.

- Syncs third-party transcripts
- Provides public API access
- Unifies conversation data

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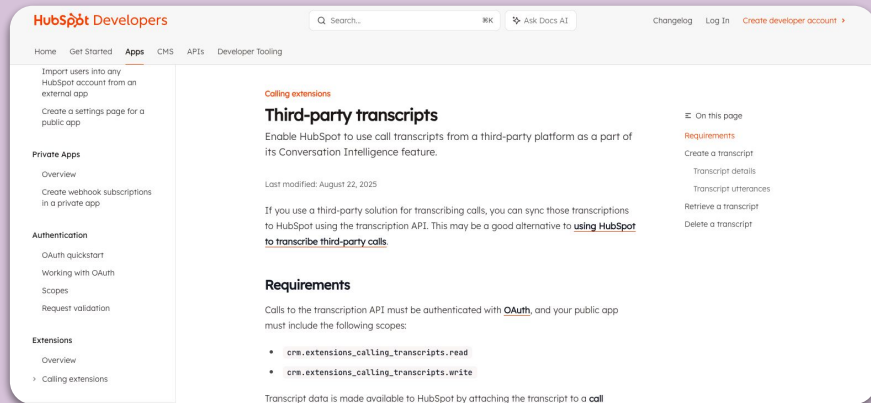
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# App Marketplace

# Reimagined Unified Marketplace

Find the perfect solution faster with an AI-powered marketplace that understands your needs. Instead of endless browsing, describe what you want to achieve and get intelligent recommendations that match your specific requirements.

- Powers recommendations with AI
- Searches with natural language
- Matches solutions personally

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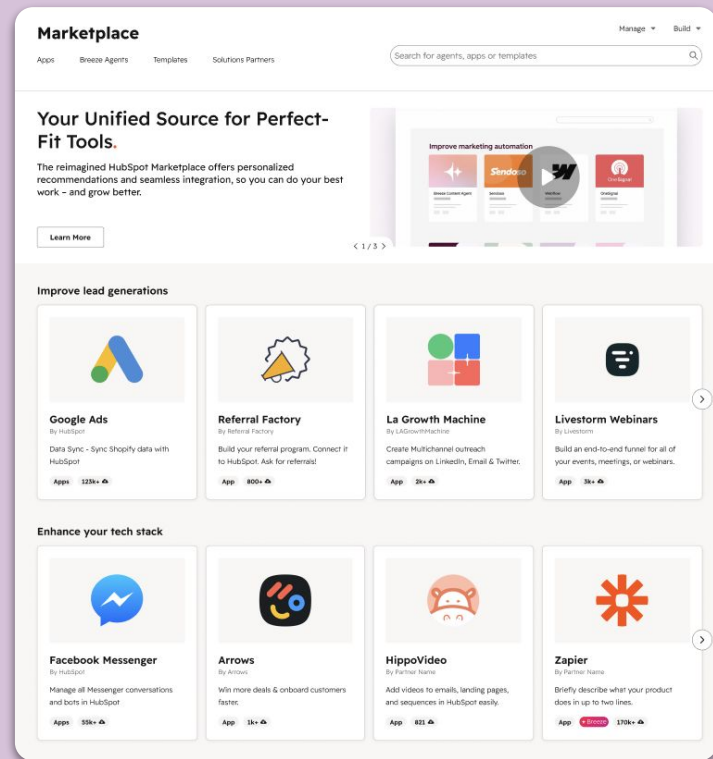
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# Connect your LLM to HubSpot custom workflow actions

Connect your favorite AI models—OpenAI, Anthropic, Gemini, Cohere, and xAI—to create custom AI-powered workflow actions. Transform workflows into intelligent automation that leverages cutting-edge AI capabilities directly within HubSpot.

- Connects multiple LLM providers
- Creates custom AI actions
- Powers intelligent workflows

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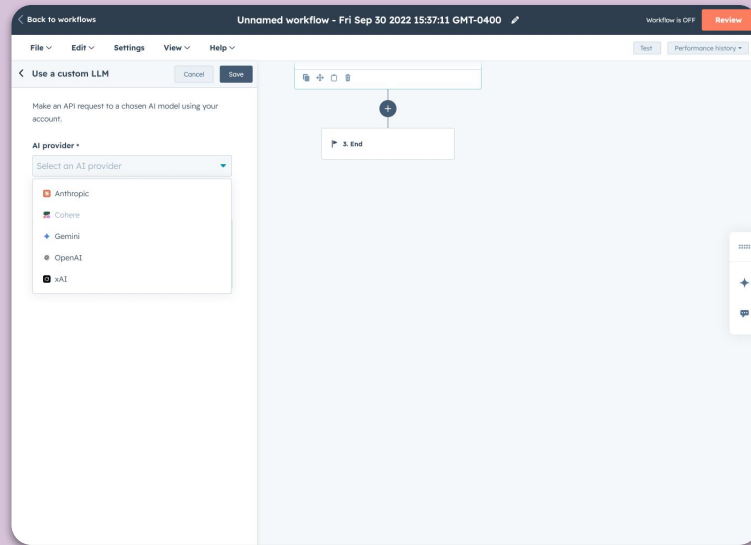
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# Unify Commission Data in HubSpot with the QuotaPath App for HubSpot

Motivate sales teams with transparent commission tracking inside HubSpot. The QuotaPath integration brings real-time earnings visibility directly into your CRM, helping reps understand their progress and stay focused on hitting targets.

- Tracks commission in real-time
- Integrates earnings data with CRM
- Motivates sales teams

Free

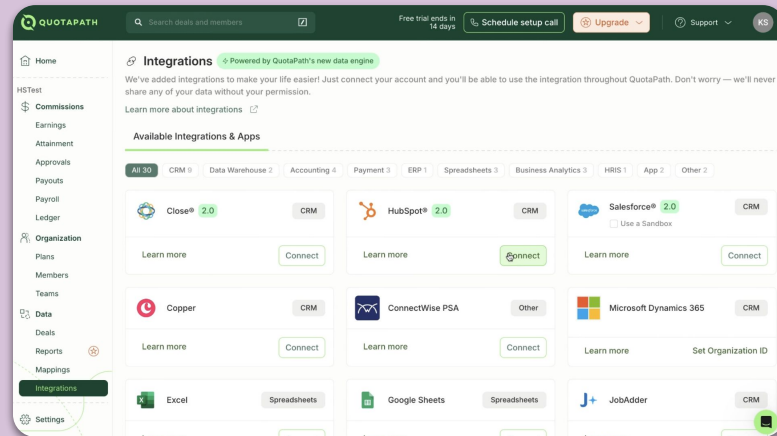
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# Unify Data with the Snowflake App for HubSpot and Data Studio

Bridge your data warehouse with your CRM seamlessly. The enhanced Snowflake integration now works with HubSpot's data studio, enabling bidirectional sync and unified analytics across all your business data sources.

- Syncs Snowflake data
- Integrates with data studio
- Unifies analytics platform

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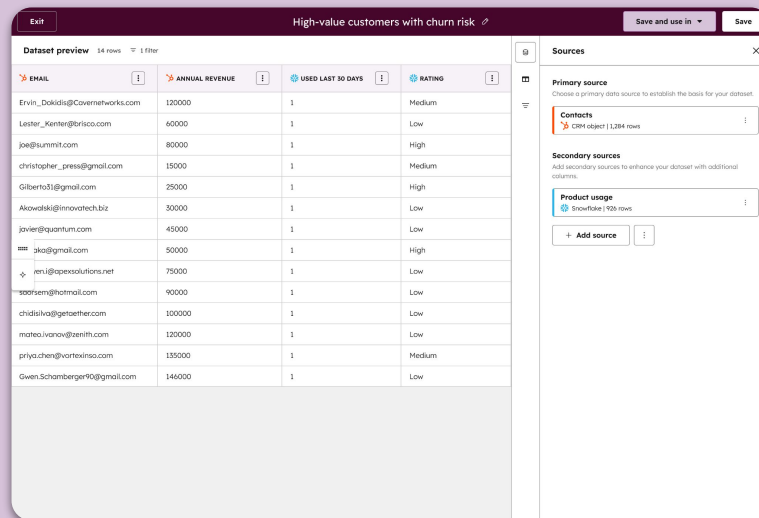
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Thank You

