



# May 2025 Product Updates

## What's Included?

### Feature name

The thread toolbar and preview cards in the Conversations Inbox are getting a refresh! The changes we are making focus on foregrounding important ticket and conversation information, making it easier for users to quickly gather context and update key properties like owner, status, and ticket priority.

← *Feature Description*

#### Use Case

This is where you can identify how the feature is adding value.

← *Jobs to be done*



Launch region: Global

← *Where is the feature available?*

HubSpot

Search HubSpot

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Product Updates

Manage Release

New to you 66

Recommended 0

Scheduled for release 26

All product updates

Live

In beta

In development

Sunset

New to you

View what's changed since you last visited Product Updates.

Search new updates 🔍

All impact ▾

All apps ▾

All products ▾

Last updated: 📅 MM/DD/YYYY

UPDATE	RELEASE IMPACT ⓘ	PRODUCTS	LAST UPDATED
<b>Content Agent: Better Blog Topic Suggestions</b> ● Public Beta - Automatically enrolled in beta	Low	Content Hub, Customer Platform Content Agent	January 10, 2025
<b>Improved property archive experience</b> ● Public Beta - Everyone is taking part in beta <a href="#">Edit</a> 🕒 Scheduled for release - Expected January 24, 2025	Medium	Free (all hubs & tiers) CRM	January 10, 2025
<b>Adobe Acrobat Sign app</b> ● Public Beta - Not taking part in beta	Low	Free (all hubs & tiers) Integrations	January 10, 2025
<b>Unified Data Privacy Request Management</b> ● Private Beta - Not taking part in beta	Low	Free (all hubs & tiers) Account Settings	January 10, 2025

Allison Ziehr  
aziehr@hubspot.com  
[Profile & Preferences](#)

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Account  
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4644814

Business Unit ⓘ  
Feronia (Account)

Finish your account setup  
54%

Invite your team

Account & Billing

HubSpot Academy ↗

Pricing & Features ↗

**Product Updates**

Projects

Training & Services ↗

# Weekly Product Updates Roundup

Weekly Product Updates Roundup

Inbox x



HubSpot <noreply@notifications.hubspot.com>  
to me

[View HubSpot's Profile](#)

3:12 PM (5 minutes ago)



[Log email to HubSpot](#)



## Weekly Product Updates Roundup

Keep up with HubSpot's product updates for this week!

### Trending Betas

Test the most popular betas before they're released



1

#### Configurable Send Throttling

Admins can now control the amount of emails users can send through a HubSpot connected account pe...



# Marketing Hub<sup>®</sup>



Powered by Breeze

# AI-Recommended Actions in Workflows

Get AI-driven suggestions for optimizing your workflows.

## Use Case

Save time and make your automations smarter with contextual AI tips. Whether you're building from scratch or refining an existing workflow, AI helps you move faster and smarter.

**Launch region:** Global

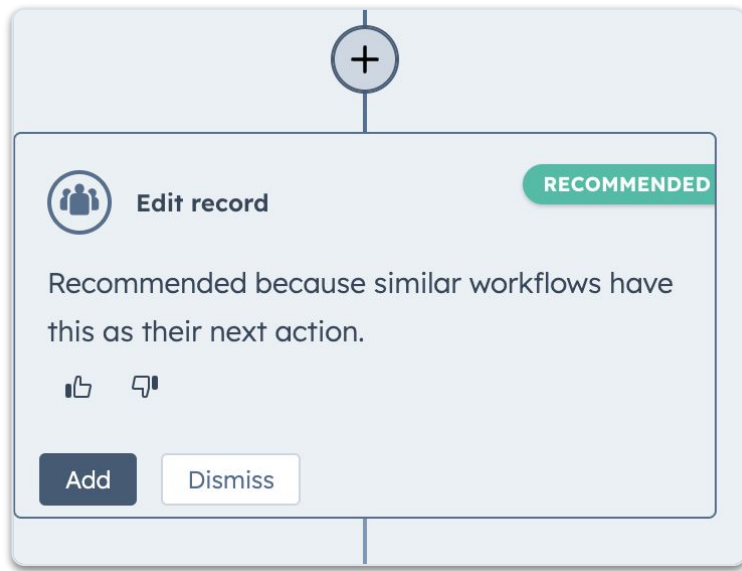
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Public Beta



# Dynamic Dates in Lists and Workflows

You can now use dynamic date tokens directly in lists and workflows.

## Use Case

Easily filter or trigger actions based on dates that automatically adjust, like '7 days ago' or 'next month.' This makes automation and segmentation more flexible and accurate without the need for manual updates.

**Launch region:** Global

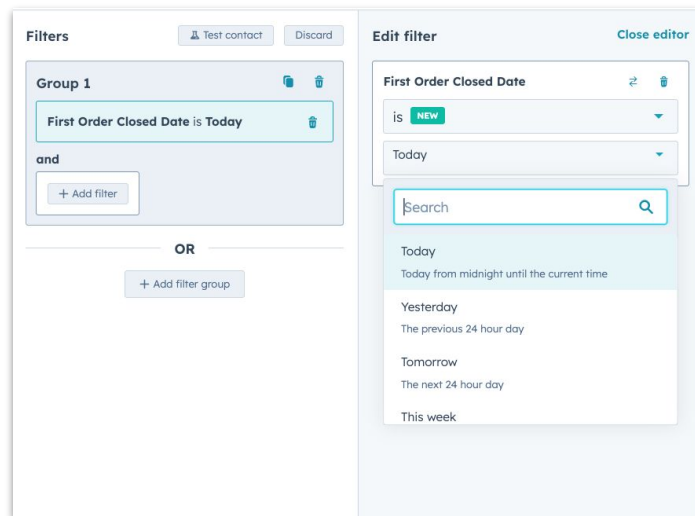
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# Faster Email Client Testing

[Learn More](#)

You can now instantly preview emails across 100+ clients like Gmail, Outlook, and Apple Mail using an updated UI powered by Litmus.

## Use Case

Email marketers can confidently test how their campaigns render across devices and inboxes without leaving the HubSpot editor. Faster testing means faster approvals and fewer last-minute errors—keeping delivery schedules on track and quality high.

**Launch region:** Global

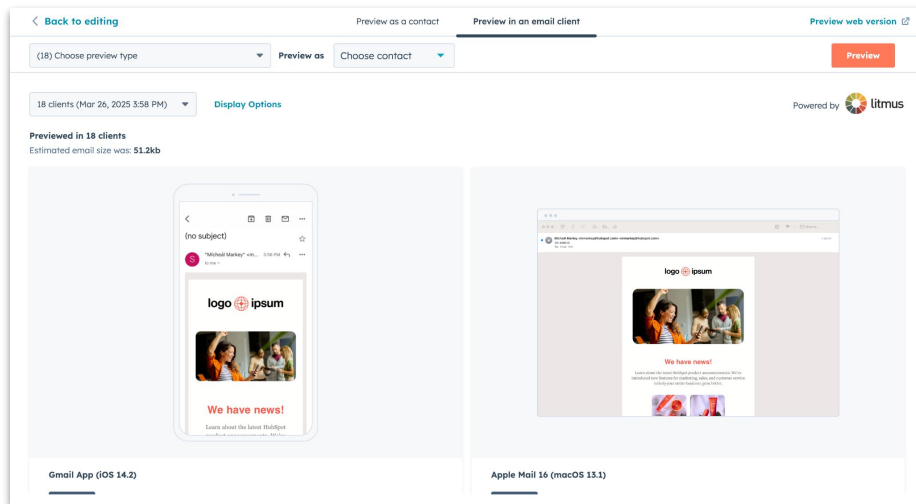
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# Shopify App Update: Revenue Reporting for Orders

Track revenue from Shopify orders directly in HubSpot reporting.

## Use Case

Now you can tie your marketing efforts to real Shopify revenue and optimize accordingly. Understand how emails and campaigns drive sales by analyzing order data directly in HubSpot.



**Launch region:** Global

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# Manage view and edit property access in Workflows

[Learn More](#)

You can now control which users can view or edit individual properties directly within workflows, giving you greater data governance.

## Use Case

This feature is especially useful for operations teams managing sensitive data. By controlling who can see or modify specific properties at the workflow level, you reduce data risk and ensure internal compliance. It's now easier to enforce data ownership rules within automation processes.



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# Track subscription type changes in the Audit Log

Admins can now track when subscription types are created, deleted, or updated in the Audit Log for better oversight and compliance.

## Use Case

When managing email preferences, it's critical to know who changed what and when. This update helps you audit subscription categories, ensure regulatory compliance, and prevent unauthorized changes to customer communication settings.

Audit Log

View user actions taken in your HubSpot account over the last 365 days.

Events

Analyze

Notifications

All Logs

Login History

Security Activity

Category

All

Subcategory

All

Action

All


Modified by

Anyone

Date

Last 30 days

Export report

CATEGORY	SUBCATEGORY @	ACTION	MODIFIED BY	DATE OF CHANGE ▾	SOURCE @
Communication ...	Subscription Type	Create	 Markie Wilcox-Schadt mwilcox@hubspot...	Apr 22, 2025 1:02 PM ...	informacion market...

Launch region: Global

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# Manage Workflow Metrics in Workflow Settings

Workflow owners can now configure and manage performance metrics directly from settings.

## Use Case

When optimizing automations, admins can adjust which KPIs to track—such as conversion rates or step completions—without leaving the workflow. This brings reporting control into the same space as workflow logic.

**Launch region:** Global

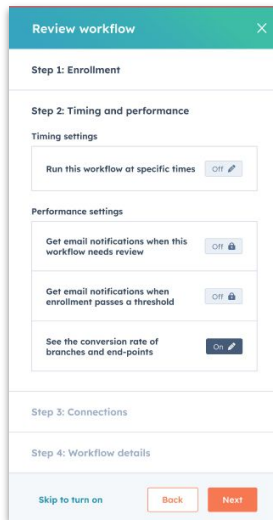
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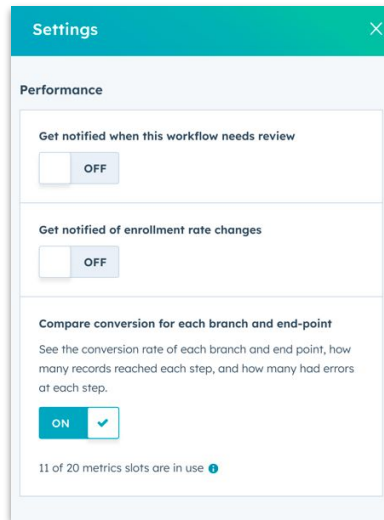
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The 'Review workflow' dialog box is shown with a teal header and a close button. It contains four steps: Step 1: Enrollment, Step 2: Timing and performance, Step 3: Connections, and Step 4: Workflow details. Step 2 is currently active and shows 'Timing settings' with a toggle for 'Run this workflow at specific times' set to 'Off'. Below this are 'Performance settings' with three options: 'Get email notifications when this workflow needs review' (Off), 'Get email notifications when enrollment passes a threshold' (Off), and 'See the conversion rate of branches and end-points' (On). At the bottom, there are 'Skip to turn on', 'Back', and 'Next' buttons.



The 'Settings' dialog box is shown with a teal header and a close button. It contains a 'Performance' section with three settings: 'Get notified when this workflow needs review' (Off), 'Get notified of enrollment rate changes' (Off), and 'Compare conversion for each branch and end-point' (On). The 'Compare conversion' setting is expanded, showing a description: 'See the conversion rate of each branch and end point, how many records reached each step, and how many had errors at each step.' At the bottom, it says '11 of 20 metrics slots are in use' with a blue dot icon.



# Send Video Transcripts to LinkedIn

HubSpot users can now automatically send video transcripts to LinkedIn when publishing a video post through the social publishing tool.

## Use Case

This enhancement ensures your LinkedIn audience can consume your content more easily by adding transcripts directly to your video posts. It supports accessibility, improves searchability, and helps expand reach across audiences who view with sound off or prefer text content.

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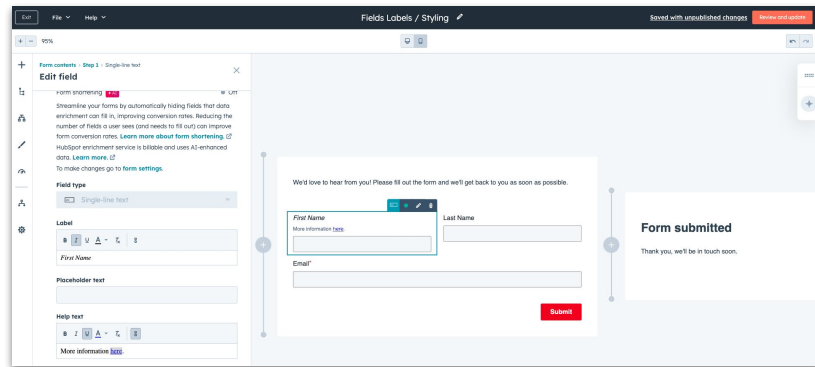
Live

# Rich Text Formatting for Labels and Data Privacy Text

You can now use rich text formatting (bold, italics, links, and lists) in form labels and data privacy disclaimers, improving clarity and presentation.

## Use Case

Marketers and compliance teams can enhance the appearance of opt-in language, custom field instructions, or legal disclaimers. This ensures more readable forms, better customer understanding, and more professional branding—without developer involvement.



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# AI Report Insights on Mobile

[Learn More](#)

HubSpot mobile apps now display AI-generated insights on reports, helping you spot key trends and anomalies even while on the go.

## Use Case

Instead of digging through metrics manually, users get quick callouts on outliers, trends, and fluctuations right inside mobile dashboards. This enables faster decisions and proactive follow-ups, particularly for managers and executives traveling or working remotely.

**Launch region:** Global

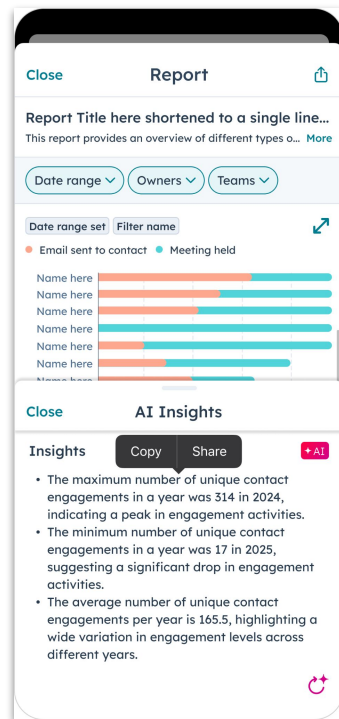
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# URL Partitioning for Shareable Forms in the new Forms Editor

HubSpot's new Forms Editor now supports URL partitioning for shareable forms, letting you segment traffic by adding parameters to links.

## Use Case

Marketing teams can now use different URLs for the same form and track traffic sources, campaign performance, or partner channels with ease. This makes it simpler to run A/B tests or understand form engagement by audience segments without duplicating forms or creating manual workarounds.

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# Additional Wait Until Activity events in Journey Automation

[Learn More](#)

Journey Automation now supports additional 'Wait until activity' events, expanding your ability to tailor experiences based on user behavior.

## Use Case

This gives you more flexibility in your customer journeys by letting you wait until actions like clicking an email, visiting a page, or opening a chat have occurred. You can now build more precise, responsive automation paths that match your users' real-time engagement. It enables personalized experiences that feel timely and relevant.

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# Clone a journey in Journey Automation

You can now clone entire journeys in Journey Automation, making it easier to scale repeatable customer experiences quickly.

## Use Case

If you're building similar journeys for different personas, geographies, or lifecycle stages, this new feature helps you duplicate and adjust without starting from scratch. It streamlines experimentation and growth without the time sink of recreating successful journeys manually.

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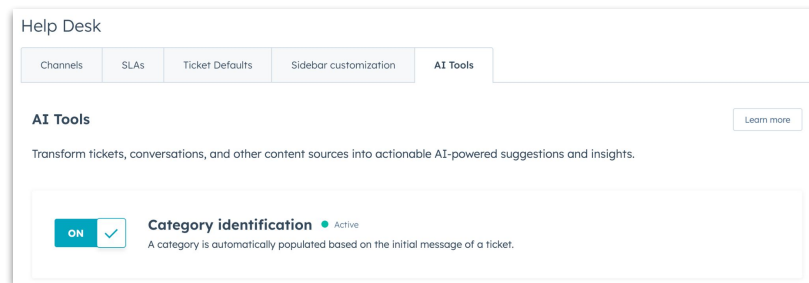


# Automatic Ticket Topic Identification powered by AI

Support ticket categories are now auto-filled using AI to save your team time.

## Use Case

AI reads new ticket messages and assigns a category so support managers get better insights instantly. This helps with trend tracking, support planning, and reduces rep data entry burden.



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# Today's Insights Feed

Today's Insights Feed delivers relevant, daily updates on your support operations right inside the HubSpot interface.

## Use Case

If you manage a support team, this feed gives you a fast pulse on performance metrics, anomalies, and key takeaways. No need to dig through dashboards—get actionable, digestible insights right where you work. It's a proactive way to stay ahead of issues and spot opportunities.

**Launch region:** Global

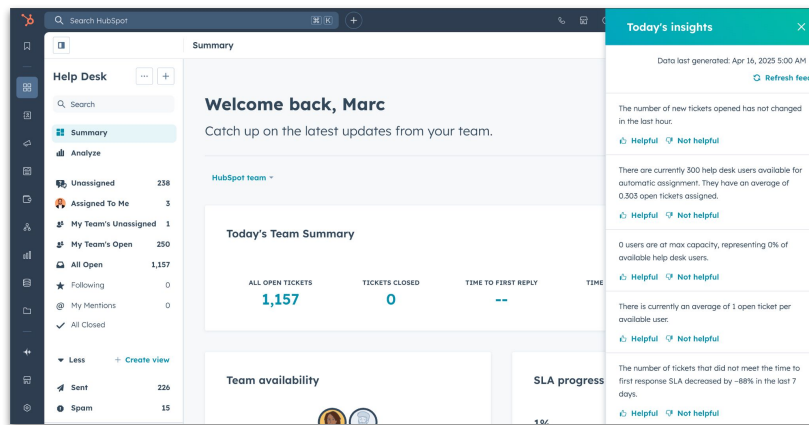
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# User-based ticket capacity limits by ticket type

Sales reps now receive a daily digest email summarizing important CRM updates, task reminders, and key performance metrics, all in one place.

## Use Case

Start your day with a clear picture of what matters: new leads, overdue tasks, recent emails, and upcoming meetings. The daily digest helps you stay organized and focused without logging into the platform first thing in the morning.

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Public Beta

Routing

Rulesets

Skills

Capacity limits **Active**

**Ticket capacity limits**

Manage the maximum number of open tickets in help desk for each user. Automatic assignments will temporarily pause for users who are at full capacity. Only users with Service Seats can use the capacity limits. [Manage seats](#) if

Filter by: All users +

Search

<input type="checkbox"/>	NAME	CAPACITY TYPE	CAPACITY LIMIT
<input type="checkbox"/>	Austin Prescott aprescott@gmail.com	Capacity by channel	Call: 1   Messaging: 5   Email and other: 15
<input type="checkbox"/>	Brianna Rivers brivers@gmail.com	Total ticket capacity	Tickets: 10
<input type="checkbox"/>	Cameron Ellis celis@gmail.com	Total ticket capacity	Tickets: 10
<input type="checkbox"/>	Damien Cortez dcortez@gmail.com	Total ticket capacity	Tickets: 2
<input type="checkbox"/>	Eliana Miviera emiviera@gmail.com	Total ticket capacity	Tickets: 1
<input type="checkbox"/>	Felix Morgan fmorgan@gmail.com	Capacity by channel	Call: 1   Messaging: 5   Email and other: 20
<input type="checkbox"/>	Giselle Bennett gbennett@gmail.com	Total ticket capacity	Tickets: unlimited
<input type="checkbox"/>	Hugo Sinclair hsinclair@gmail.com	Total ticket capacity	Tickets: unlimited

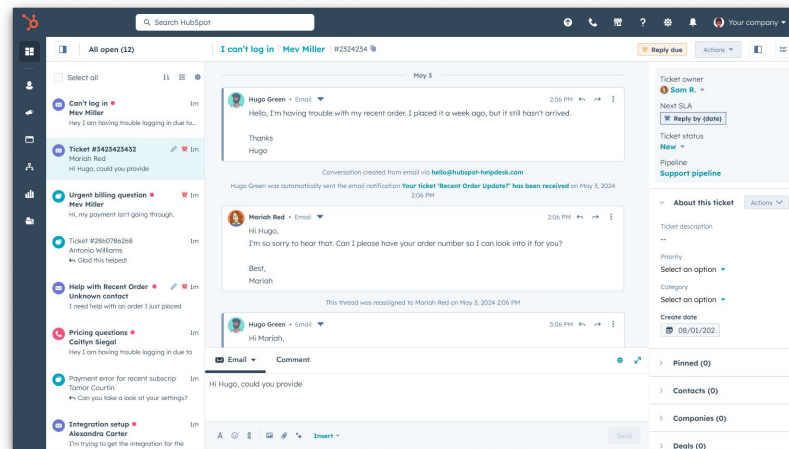


# Drafts in Help Desk

Help Desk now supports drafts, letting agents start a message and return to it later without losing progress or context.

## Use Case

Agents can now save partially written replies directly in the Help Desk, making it easier to revisit complex tickets or collaborate on responses. This feature supports more flexible workflows and improves communication quality by allowing time to gather context or approvals before sending.



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# Bring Your Brand Voice to Your Customer Agent

You can now customize the tone and style of your Customer Agent to match your brand voice, ensuring consistent and on-brand customer interactions.

## Use Case

Whether your brand is playful, formal, or somewhere in between, your AI-powered customer agent can now reflect that tone. This helps your support feel more personalized and aligned with your brand identity, fostering stronger customer connections.

**Launch region:** Global

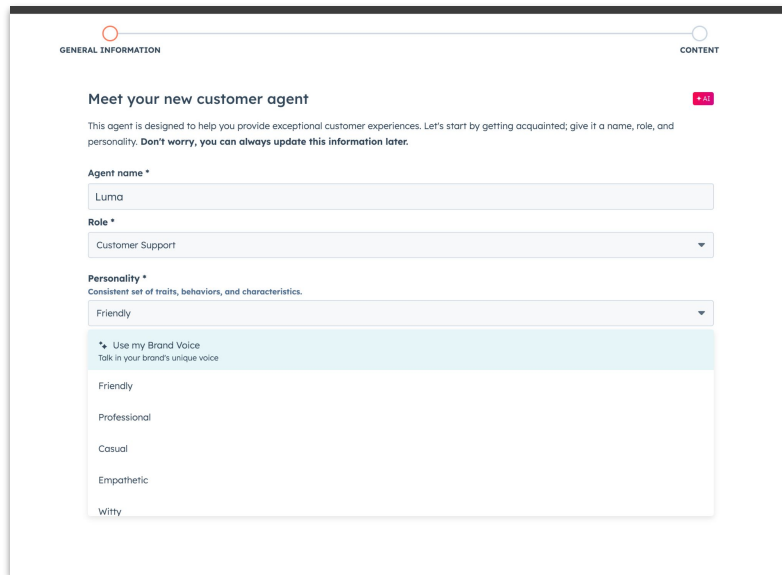
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The screenshot shows the HubSpot Customer Agent configuration interface. At the top, there are two tabs: 'GENERAL INFORMATION' (selected) and 'CONTENT'. Below the tabs, the heading 'Meet your new customer agent' is followed by a sub-header 'AI'. A paragraph explains that the agent is designed to help provide exceptional customer experiences and that users can update information later. The form includes three main sections: 'Agent name' with a text input field containing 'Luma'; 'Role' with a dropdown menu set to 'Customer Support'; and 'Personality' with a dropdown menu set to 'Friendly'. Below the 'Personality' dropdown, there is a list of personality options: 'Use my Brand Voice' (highlighted with a blue bar and a star icon), 'Friendly', 'Professional', 'Casual', 'Empathetic', and 'Witty'.





# Assign Customer Agent to Email

Now you can directly assign a customer agent to an email conversation, enabling smoother handoffs and clearer ownership.

## Use Case

Ensure your customers receive consistent and informed responses by assigning the same agent to an ongoing email thread. This helps build stronger relationships, reduces context loss, and empowers your team to deliver a more personalized support experience.

**Launch region:** Global

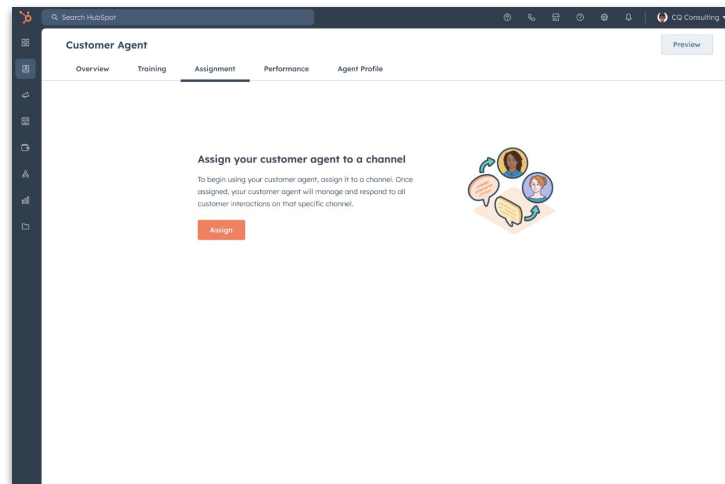
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# Edit Email Conversation History in Help Desk and Inbox

Support teams can now edit email threads in Help Desk and Inbox views, making it easier to remove sensitive or incorrect information.

## Use Case

You might need to clean up email records for legal compliance, clarity, or customer privacy. Now, agents can modify text snippets within the history panel to keep the record clean and safe, while preserving the full audit log.

**Launch region:** Global

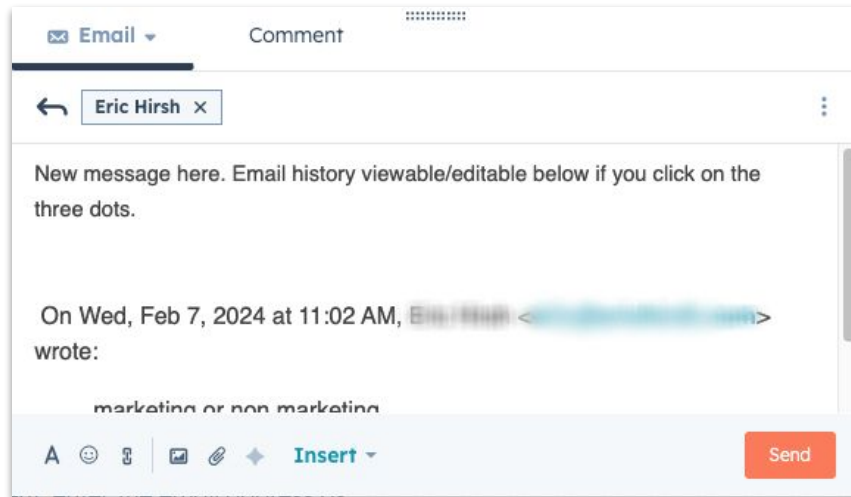
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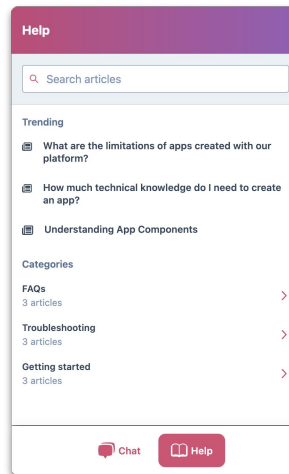


# Browse & Search Knowledge Base in the Widget Help Tab

You can now browse and search your knowledge base directly from the widget's Help tab, without leaving the page you're on.

## Use Case

Your customers can now access answers faster by searching your knowledge base through the Help tab in the support widget. This empowers users to solve their own problems without needing to open a new window or wait for a response. It's an ideal feature for improving customer experience and reducing ticket volume.



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## New card: Message Analytics in the Help Desk Summary Tab

The Help Desk now includes a new Message Analytics card that offers at-a-glance insights into conversation volume and performance trends.

### Use Case

Team leads can use this card to monitor daily changes in volume and quickly detect anomalies in message trends. It helps surface workload patterns without needing to dig into reports, enabling fast response adjustments or team reallocations.

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## New Card: Ticket priority on the Help Desk Summary Tab

A new Ticket Priority card is now visible in the Help Desk Summary Tab, giving teams an instant view of open tickets by urgency level.

### Use Case

Quickly understand the distribution of open tickets by priority and see how workloads align with your team's capacity. This helps support leads prioritize escalations more effectively and ensures high-priority items are not overlooked.

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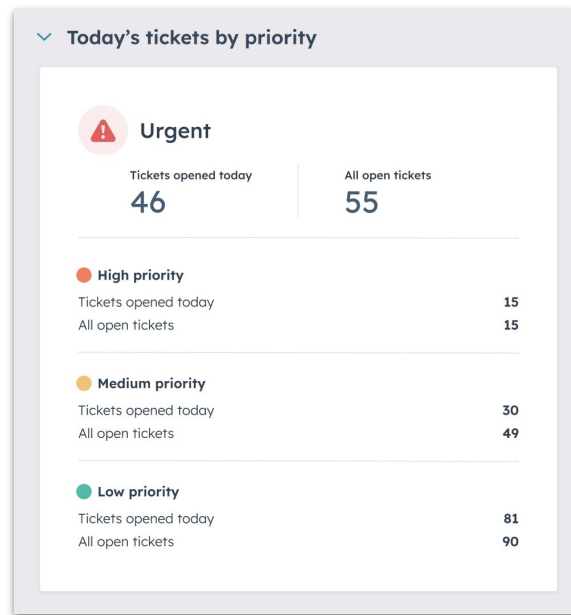
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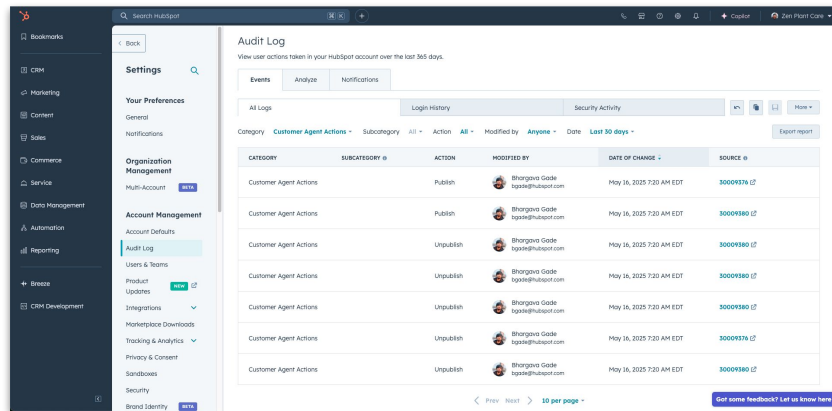


# Audit Logs for Customer Agent Actions

HubSpot now includes Customer Agent activity in the audit logs, giving security teams visibility into what AI agents are doing on behalf of users.

## Use Case

For teams using Customer Agent, this feature provides confidence and traceability. Admins can review all actions taken by the AI, including email sends, ticket edits, and more—ensuring compliance, safety, and accountability.



The screenshot displays the HubSpot Audit Log interface. The left sidebar shows the 'Settings' menu with 'Audit Log' selected under 'Account Management'. The main panel shows the 'Audit Log' title and a table of actions. The table has columns for Category, Subcategory, Action, Modified By, Date of Change, and Source ID. The data shows several 'Publish' and 'Unpublish' actions for 'Customer Agent Actions' performed by 'Bhargava Gade' on May 16, 2025.

CATEGORY	SUBCATEGORY	ACTION	MODIFIED BY	DATE OF CHANGE	SOURCE ID
Customer Agent Actions		Publish	Bhargava Gade bgade@hubspot.com	May 16, 2025 7:20 AM EDT	30009376 <a href="#">ID</a>
Customer Agent Actions		Publish	Bhargava Gade bgade@hubspot.com	May 16, 2025 7:20 AM EDT	30009380 <a href="#">ID</a>
Customer Agent Actions		Unpublish	Bhargava Gade bgade@hubspot.com	May 16, 2025 7:20 AM EDT	30009380 <a href="#">ID</a>
Customer Agent Actions		Unpublish	Bhargava Gade bgade@hubspot.com	May 16, 2025 7:20 AM EDT	30009380 <a href="#">ID</a>
Customer Agent Actions		Unpublish	Bhargava Gade bgade@hubspot.com	May 16, 2025 7:20 AM EDT	30009380 <a href="#">ID</a>
Customer Agent Actions		Unpublish	Bhargava Gade bgade@hubspot.com	May 16, 2025 7:20 AM EDT	30009376 <a href="#">ID</a>
Customer Agent Actions		Unpublish	Bhargava Gade bgade@hubspot.com	May 16, 2025 7:20 AM EDT	30009380 <a href="#">ID</a>

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# Service Hub Journey Analytics

Service teams can now analyze customer support journeys using new Journey Analytics in Service Hub to surface bottlenecks and improve resolution paths.

## Use Case

If your team manages complex service interactions, this new analytics tool helps map the customer's path across tickets, interactions, and touchpoints. You can spot delays, drop-offs, or repeat actions, and use those insights to streamline processes, reduce effort, and improve CSAT.

**Launch region:** Global

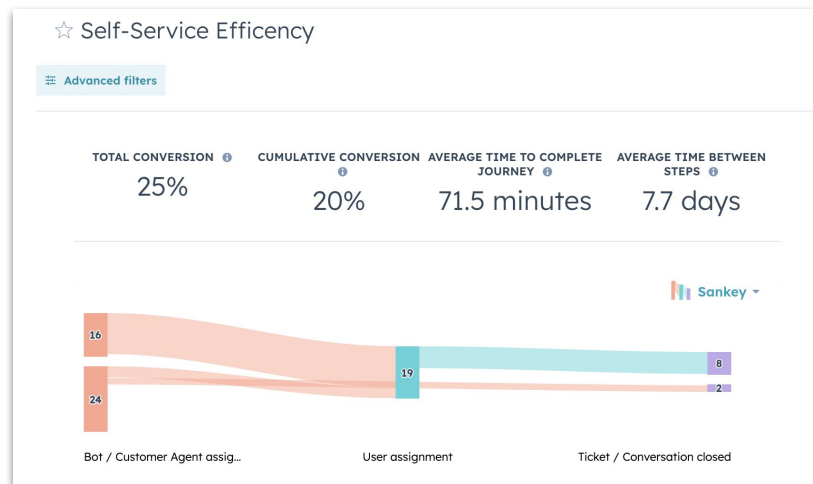
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# Add Customer Agent to Rule-Based Chatflows

You can now route visitors to HubSpot's Customer Agent AI in rule-based chatflows, blending automation with structure in your support experience.

## Use Case

This gives you more flexibility in designing your chat strategies by combining rule logic with generative AI. You can escalate to Customer Agent at any point in a rule-based conversation, ensuring dynamic support paths that adapt to customer intent.

**Launch region:** Global

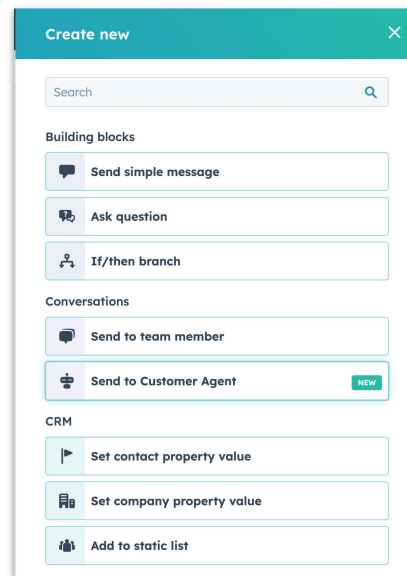
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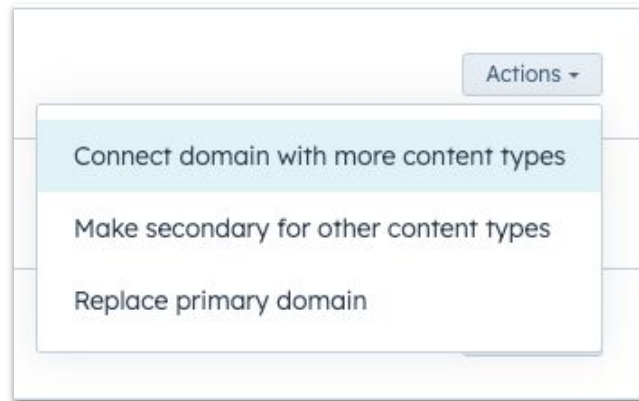


# HubSpot Hosted Domains now available for Customer Portal

You can now use HubSpot-hosted domains for the Customer Portal, removing the need to set up a custom domain before activation.

## Use Case

This lets service teams launch a Customer Portal in minutes without needing IT support to configure a domain. It's especially helpful for new users or those testing portal features before going live with a branded domain.



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# NEW "Ticket Owner" and "Requested by" columns in Customer Portal

Two new columns—"Ticket owner" and "Requested by"—are now available in the Customer Portal to provide more context and visibility for your customers.

## Use Case

With these columns, customers can easily see who is handling their requests and who originally submitted each ticket. This increases transparency and helps teams build trust through clearer, more informative updates in the portal.

Search

View

Owned by organization

Status

Open

SUBJECT	REQUESTED BY	CREATED	TICKET OWNER	LAST ACTIVITY	STATUS
<a href="#">Need help with my browser</a>	Jolie Adam	May 8, 2025	Brandon Johnson	4 minutes ago	OPEN - NEW
<a href="#">channel test</a>	Brandon (Contact) Johnson	April 30, 2025	Brandon Johnson	1 week ago	OPEN - WAITING ON CONTACT
<a href="#">Missing item from order</a>	Jolie Adam	April 23, 2025	Brandon Johnson	2 weeks ago	OPEN - WAITING ON US

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**Sales Hub<sup>®</sup>**



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# Sales Workspace Daily Digest Email

Sales reps now receive a daily digest email summarizing important CRM updates, task reminders, and key performance metrics, all in one place.

## Use Case

Start your day with a clear picture of what matters: new leads, overdue tasks, recent emails, and upcoming meetings. The daily digest helps you stay organized and focused without logging into the platform first thing in the morning.

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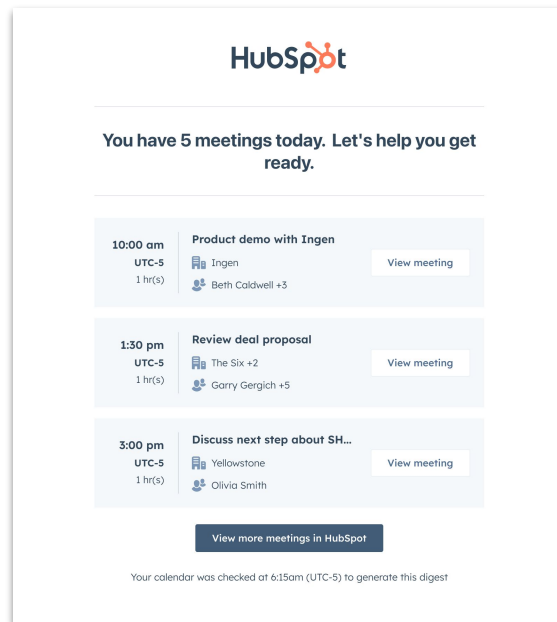
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# Deal Metrics Customization

Sales reps now receive a daily digest email summarizing important CRM updates, task reminders, and key performance metrics, all in one place.

## Use Case

Start your day with a clear picture of what matters: new leads, overdue tasks, recent emails, and upcoming meetings. The daily digest helps you stay organized and focused without logging into the platform first thing in the morning.

**Launch region:** Global

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Select your metrics

Total deal amount

Weighted deal amount

Open deal amount

Probability

Add new metric

Name

Total deal amount

Property

Amount in company currency

Aggregation

SUM

☒ Secondary metric enabled ⓘ

Secondary name

Average per deal

Secondary aggregation

AVG

Manage filters ⓘ

Apply

Cancel

TOTAL DEAL AMOUNT

\$2.93K

Average per deal:

\$225.2



# Next Meetings & Last Activity Columns in the Deals Table of the Sales Workspace

Two new columns—Next Meetings and Last Activity—are now available in the Sales Workspace deals table, enhancing visibility into deal engagement.

## Use Case

Sales reps and managers can now quickly scan their pipeline to understand which deals are active and what's coming up next. This enables more efficient pipeline reviews, proactive outreach, and better meeting prep—all without clicking into individual records.

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# Content Hub™



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# AI-Generated Captions & Caption Translations

HubSpot videos now support automatically generated captions and translations, enhancing accessibility and global engagement.

## Use Case

Your videos are now more inclusive with automated captioning and translation features that help reach non-native speakers and users with hearing impairments. This allows you to scale content globally, improve SEO, and enhance user experience without additional manual work.

**Launch region:** Global

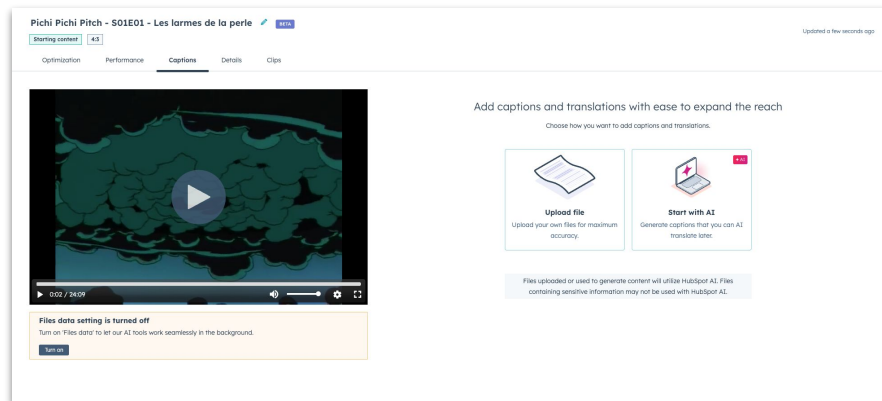
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# Improved Video Clip Transcript Editing

HubSpot now enables more granular editing of video clip transcripts, giving you greater control over how your message appears in clips.

## Use Case

If your team relies on video for marketing or internal content, this update lets you edit transcript segments directly. You can fine-tune how captions appear, ensuring alignment with your brand voice, clarity, and accuracy—no need for external tools or reuploads.

**Launch region:** Global

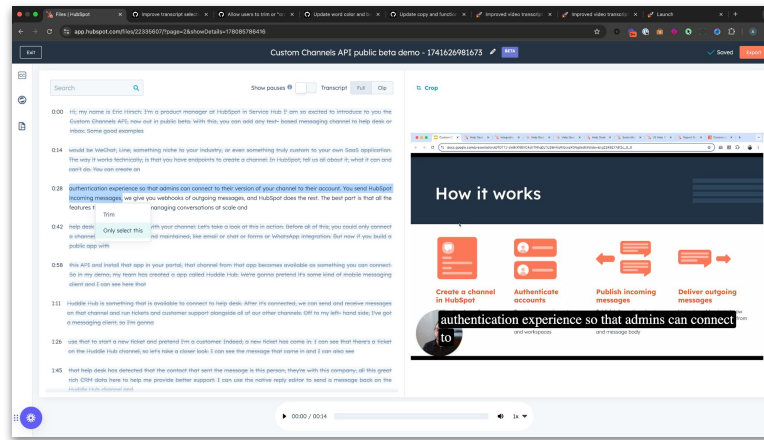
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Enterprise

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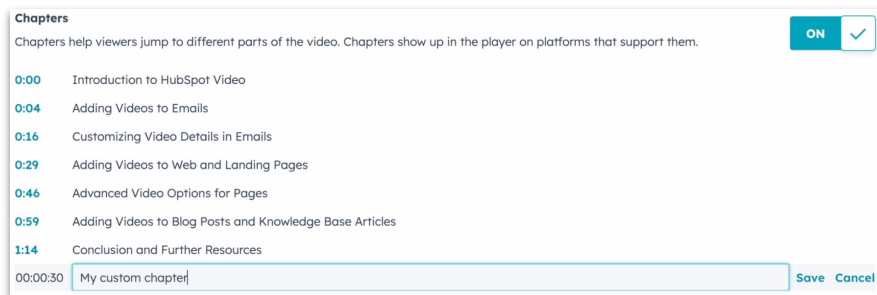


# Video Chapter Editing

Video Chapter Editing allows marketers to break long-form video content into labeled sections for easier navigation and better engagement.

## Use Case

Instead of forcing viewers to scrub through long videos, you can now add chapters with clear titles. This enhances viewer experience, increases retention, and allows repurposing of long content into shorter, digestible pieces.



**Launch region:** Global

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# Operations Hub<sup>®</sup>



Powered by Breeze



# Filter Dataset-Based Reports on Dashboards

Apply filters directly to dataset reports on dashboards.

## Use Case

Stay in the flow of your analysis by adjusting report filters right on the dashboard. It's a seamless experience that helps you uncover insights faster without leaving your workspace.

**Launch region:** Global

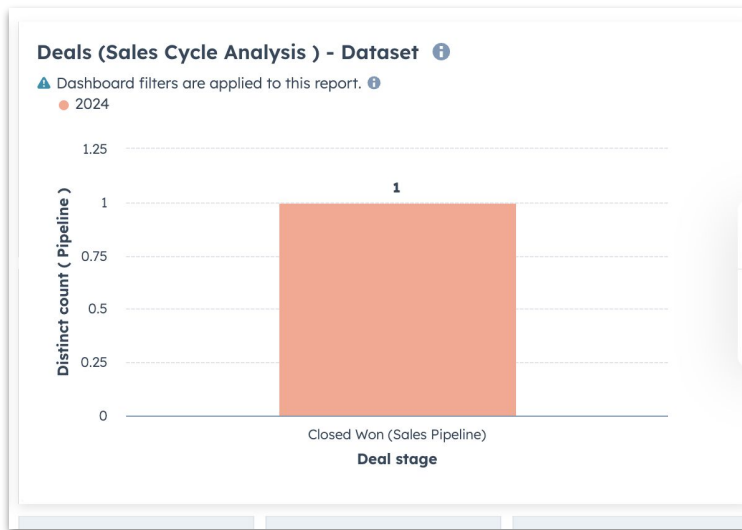
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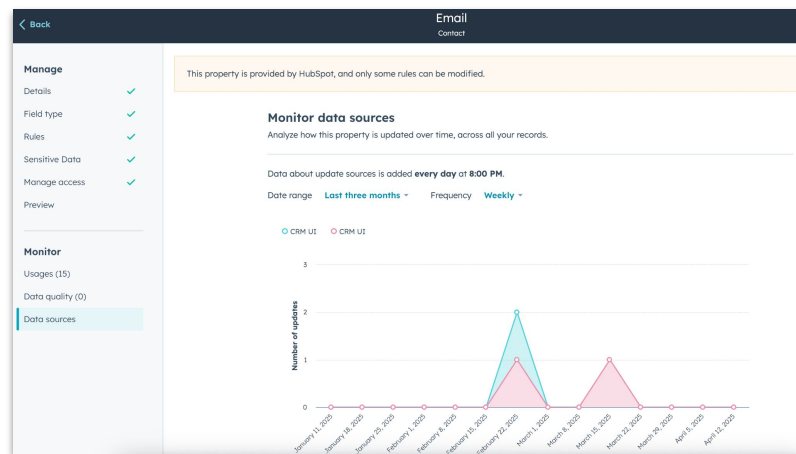


# Access Data Quality Insights from Property Settings

View data quality issues directly from property settings to fix them faster.

## Use Case

Improve your data cleanliness without leaving the settings page. Now, property-level insights are easily accessible so you can take immediate action on bad data.



Launch region: Global

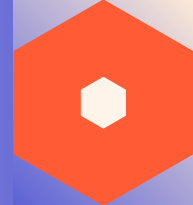
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# Automation Overview

The new Automation Overview page offers a centralized dashboard that shows all automation tools, usage, and health indicators in one place.

## Use Case

This dashboard helps RevOps and automation managers quickly assess the scope and performance of workflows, sequences, chatflows, and other automation types. With visual indicators and summary metrics, it's easier to diagnose issues, identify overuse or underuse, and keep automation clean, optimized, and running smoothly.

**Launch region:** Global

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**Commerce Hub™**





# Enroll in HubSpot Payments from the App Marketplace

You can now enroll in HubSpot Payments directly from the App Marketplace, making it simpler to get started with online payments.

## Use Case

Instead of navigating through multiple settings pages, users can now access and enroll in HubSpot Payments straight from the App Marketplace. This streamlines onboarding, saves time, and brings everything needed to start accepting payments under one roof.

**Launch region:** Global

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# Manage User Permissions for Subscriptions

Admins can now manage which users have access to subscription tools and actions, improving control over communication settings and compliance.

## Use Case

When working with marketing preferences, it's critical that only the right users can manage subscription types and settings. With this update, you can limit visibility and editing capabilities based on roles, helping ensure privacy, governance, and reduced risk.

**Launch region:** Global

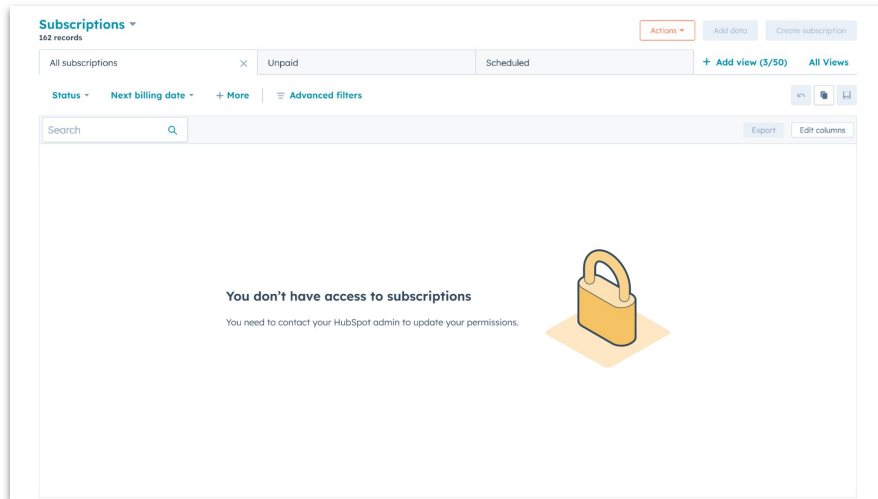
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# Edit Address for Subscriptions

You can now edit email addresses associated with subscription preferences, making it easier to update user records and correct errors without unsubscribing.

## Use Case

Marketing teams often need to clean up or adjust email addresses while preserving user consent records. This update lets them do just that—change the address without triggering a new opt-in process or losing critical subscription data.

**Launch region:** Global

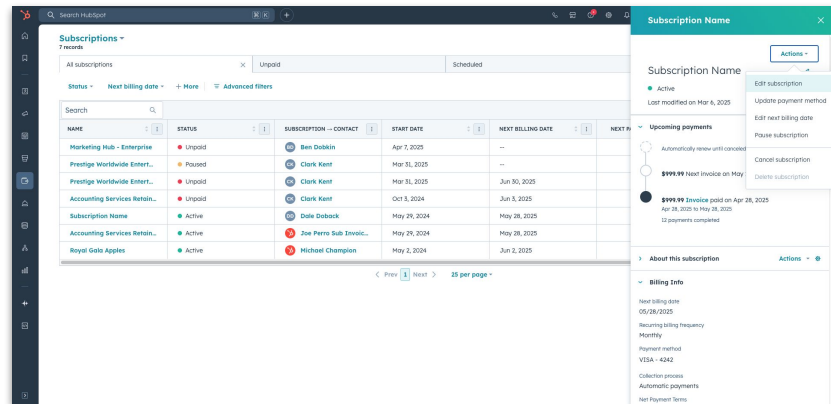
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Public Beta

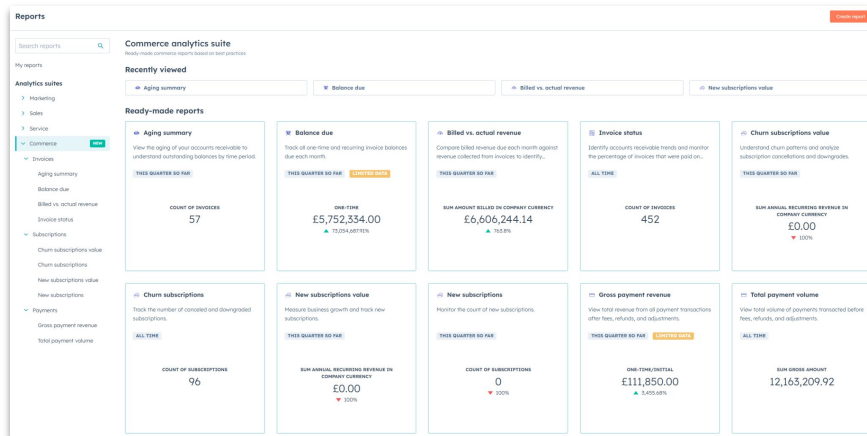


# Commerce Analytics Suite

HubSpot's Commerce Analytics Suite now gives you a detailed breakdown of revenue, orders, and product performance directly in your Analytics tools.

## Use Case

You can now analyze key commerce metrics without exporting or manually combining reports. See performance trends across channels, track order volume and revenue growth, and surface insights to make smarter decisions.



Launch region: Global

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# Control editing access for specific pipeline stages: Tickets & Custom Objects

Admins can now control editing permissions at the pipeline stage level for tickets and custom objects to ensure process integrity and compliance.

## Use Case

This feature allows teams to enforce guardrails around critical pipeline stages where only certain roles should make updates. It's ideal for customer support or service pipelines where handoff accuracy and permissioned workflows reduce operational risk and confusion.

**Launch region:** Global

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**Control ticket editing access**

Choose editing access for the selected ticket pipeline

Support Pipeline

Limit who can edit tickets in select status.

**Select status**

Waiting on us

**Select who can edit tickets in each status**

Waiting on us

☐ Only super admins

☒ Specific users and teams (super admins always have ticket edit access)

Florida New York

Search

☐ California (1)

☒ Florida

☒ New York

 **Marketing Hub<sup>®</sup>** **Content Hub<sup>™</sup>**

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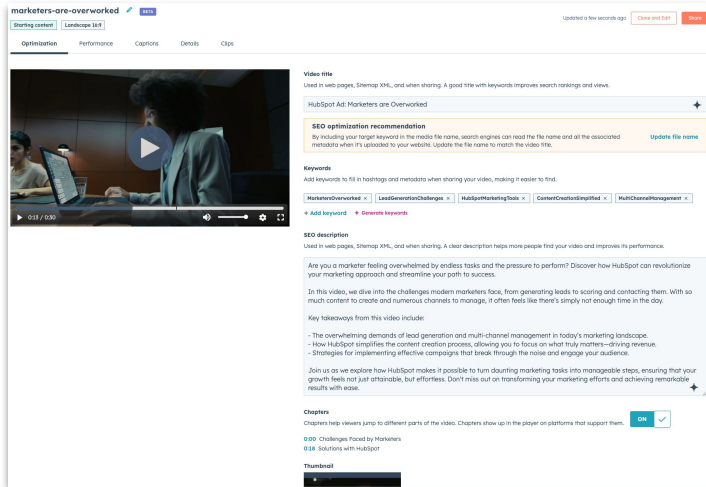
# AI-Powered Video Marketing Platform: Easy and Fast Video Marketing

An all-in-one platform that uses AI to help you plan, create, and optimize video marketing.

## Use Case

Easily launch data-driven video campaigns that maximize engagement. AI helps you write scripts, select scenes, and optimize performance across platforms.

**Launch region:** Global



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Marketing Hub®



Content Hub™



# Boost Video SEO Performance with Structured Data

Structured data is now automatically added to your videos hosted on HubSpot, helping them rank better in search engines like Google.

## Use Case

Your videos now have a better chance of appearing in search results, including rich snippets, because HubSpot adds structured metadata automatically. This makes your content more discoverable and improves your organic traffic without requiring any additional manual SEO work.

**Launch region:** Global

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Starter

Pro

Enterprise

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# Developer Platform





# Additional details returned when generating OAuth access tokens

OAuth access token responses now return additional contextual fields to support better partner integrations and user experience.

### Use Case

App developers and API integrators can now access more data points during token exchange, enabling smarter onboarding, usage tracking, and error resolution. This improvement reduces the need for follow-up calls and gives better visibility into the install environment at the moment of authorization.

**Launch region:** Global

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Enterprise

Public Beta

# App Marketplace



# Google Chat App Update: Report Sharing and Link Previews

You can now share HubSpot reports in Google Chat and get real-time previews.

### Use Case

Collaborate better with your team by sharing data-rich links that show immediate context. No need to explain what a report is—previews give instant clarity in your conversation threads.

**Launch region:** Global

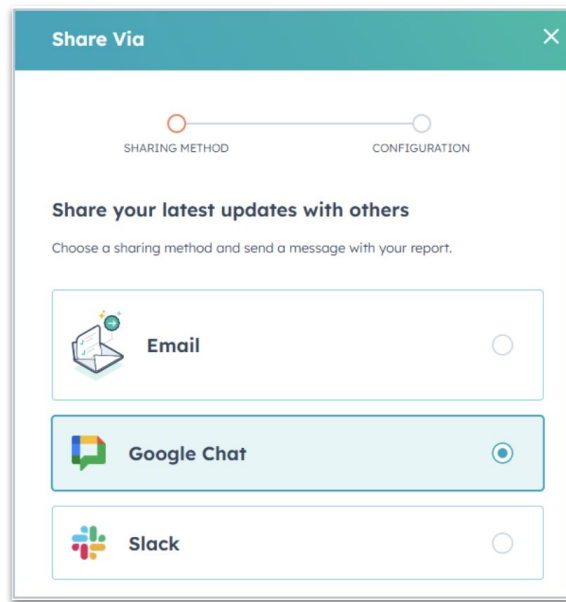
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## A new Monday.com data sync app

This new app lets you easily sync data between Monday.com and HubSpot, helping you unify your systems with minimal setup required.

### Use Case

If your team uses Monday.com for project or task management, you can now keep it seamlessly in sync with your HubSpot CRM. Contacts, deals, tasks, and more can be automatically aligned across platforms, saving you time and reducing manual errors. This integration allows for cleaner handoffs and more consistent data across teams and workflows.

**Launch region:** Global

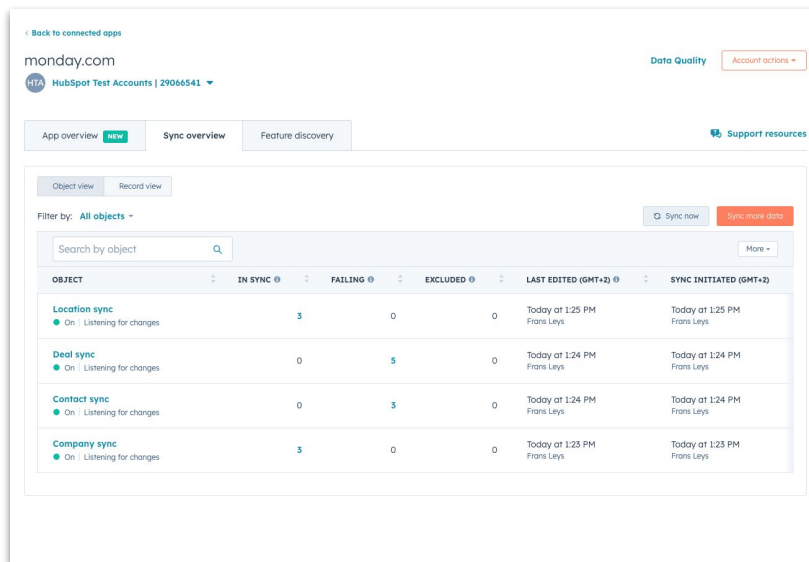
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The screenshot displays the 'Sync overview' tab of the Monday.com data sync app. It features a table with columns for OBJECT, IN SYNC, FAILING, EXCLUDED, LAST EDITED (GMT+2), and SYNC INITIATED (GMT+2). The table lists four sync types: Location sync, Deal sync, Contact sync, and Company sync, each with a status of 'On' and 'Listening for changes'. The 'IN SYNC' column shows counts (3, 0, 0, 0) and the 'FAILING' column shows counts (0, 3, 0, 0). The 'LAST EDITED' and 'SYNC INITIATED' columns show timestamps and the user 'Frans Leys'.

OBJECT	IN SYNC	FAILING	EXCLUDED	LAST EDITED (GMT+2)	SYNC INITIATED (GMT+2)
<b>Location sync</b> On   Listening for changes	3	0	0	Today at 1:25 PM Frans Leys	Today at 1:25 PM Frans Leys
<b>Deal sync</b> On   Listening for changes	0	3	0	Today at 1:24 PM Frans Leys	Today at 1:24 PM Frans Leys
<b>Contact sync</b> On   Listening for changes	0	3	0	Today at 1:24 PM Frans Leys	Today at 1:24 PM Frans Leys
<b>Company sync</b> On   Listening for changes	3	0	0	Today at 1:23 PM Frans Leys	Today at 1:23 PM Frans Leys

## Shopify app update: Ecommerce customer CRM card

Shopify-connected CRM records now include an Ecommerce Customer card, giving sales and service teams better visibility into Shopify data directly within HubSpot.

### Use Case

With this card, your team can instantly view a customer's Shopify order count, purchase history, and average order value within their CRM record. It enables more personalized, data-driven conversations and improves customer experience across channels. No more toggling between apps—everything you need is at your fingertips.

**Launch region:** Global

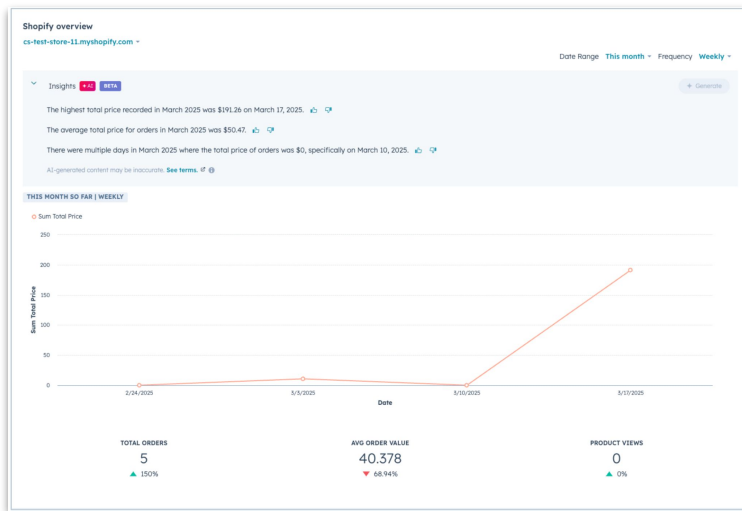
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Enterprise

Public Beta



# Improved App Card Configuration Experience for Marketplace Apps

HubSpot has improved how you configure Marketplace app cards, offering a more intuitive and guided in-app experience for setup and customization.

### Use Case

Instead of toggling between instructions and card previews, you can now use a simplified editor that makes creating custom app cards more straightforward. Whether you're editing an existing integration or publishing a new one, the streamlined setup experience helps ensure accuracy and saves time.

**Launch region:** Global

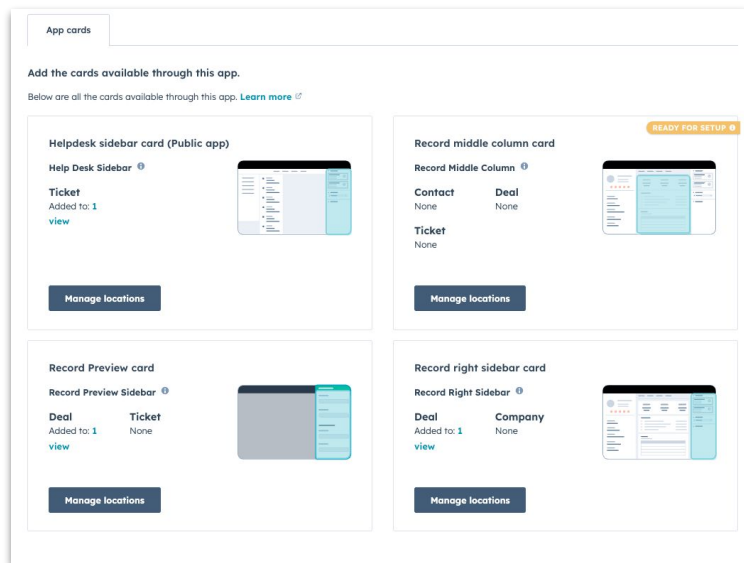
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# Language Auto-translation of Primary App Listing Changes

HubSpot now auto-translates changes made to your app listing's primary language into all supported languages, simplifying global Marketplace updates.

### Use Case

App developers or partners no longer need to manually localize content when updating Marketplace listings. With auto-translations, you can publish updates in your primary language and HubSpot will translate those changes automatically, ensuring consistency across regions.

**Launch region:** Global

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**Agree to terms and conditions** ✕

☐ On behalf of my company, I am applying to take part in HubSpot's App Partner Program. I agree to the [App Partner Program Agreement](#), which I understand will go into effect if I am accepted to join the program. I understand that my obligations to [Developer Terms](#) and [Developer Policy](#) stay in force, regardless of my participation in the App Partner Program.

☐ I confirm that I have linked a unique URL to my app listing. I understand that if I do not confirm the URL, the listing will be removed and I will not be able to review the listing for review.

☒ Auto-translate all my supported localizable listings

**My supported localizable listings**

Listings that will be auto-translated

- Spanish
- Swedish

Listings in draft state won't be auto-translated

- French

Agree and submit Cancel



# Slack app update: improvements to workflow actions

The Slack integration has been enhanced to support more robust and flexible workflow actions directly from HubSpot.

### Use Case

Now, workflow builders can send Slack messages using rich formatting, thread messages, or even conditionally route alerts to specific channels. This means you can automate team updates, lead routing, or deal alerts more intelligently and with better context.

**Launch region:** Global

Free

Starter

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The screenshot shows the configuration interface for a 'Send Slack notification' workflow action. At the top, there are 'Cancel' and 'Save' buttons. Below this, there are two tabs: 'Edit action' (selected) and 'Deals in action'. The configuration is organized into several sections: 'Send notification to users' with a 'Choose a value' dropdown; 'Send notification to channels' with a dropdown showing '#general'; 'Send notification to existing owners' with a 'Choose a value' dropdown; 'Message' with a text area containing a rich message example: 'Deal Name stage just moved to Deal Stage ! Let's close them!'; 'Add actions to the notification' with buttons for 'Create note', 'Update deal', and 'Create task'; 'Add @-mentions to the notification' with a dropdown showing 'Deal owner'; and 'Properties to include with the action' with a dropdown showing 'Deal Name', 'Amount', 'Deal Stage', and 'Deal owner'.

# SurveyMonkey app updates: new settings, syncing, and workflow actions

The SurveyMonkey integration has been upgraded with new configuration options, expanded data syncing, and powerful new workflow actions.

### Use Case

You can now customize how SurveyMonkey data syncs to HubSpot, choose what gets imported, and trigger workflows based on survey results. This allows you to better act on customer feedback, automate responses, and keep your CRM updated in real time.

**Launch region:** Global

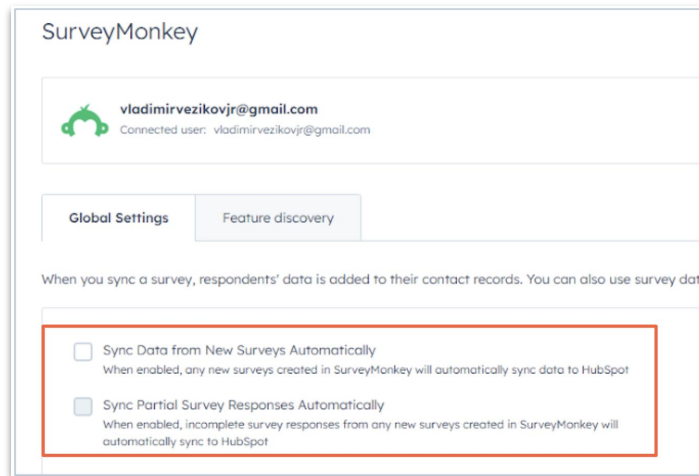
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# App Marketplace Analytics: Enhanced Data & Export for Pageviews by Domain

Marketplace developers can now access deeper pageview insights, including exportable views by domain, to better understand their audience.

### Use Case

This helps app developers identify where their traffic is coming from and which partners or domains drive the most visibility. By exporting domain-specific data, they can create more targeted campaigns, prioritize integrations, and justify marketing efforts more easily.

**Launch region:** Global

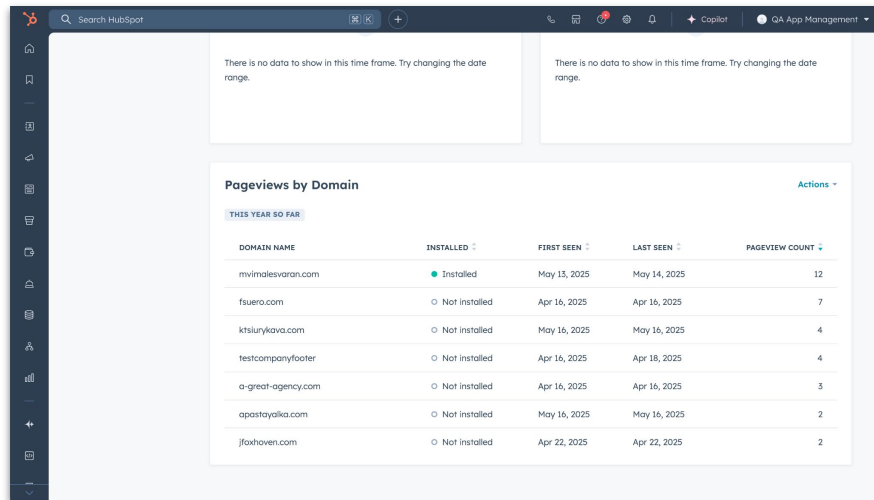
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The screenshot shows the HubSpot App Marketplace interface. At the top, there's a search bar and navigation icons. Below, there are two placeholder boxes with the text: "There is no data to show in this time frame. Try changing the date range." The main section is titled "Pageviews by Domain" and includes a table with the following data:

DOMAIN NAME	INSTALLED	FIRST SEEN	LAST SEEN	PAGEVIEW COUNT
mwimalesvaran.com	Installed	May 13, 2025	May 14, 2025	12
fsuero.com	Not installed	Apr 16, 2025	Apr 16, 2025	7
ktsiurykava.com	Not installed	May 16, 2025	May 16, 2025	4
testcompany/footer	Not installed	Apr 16, 2025	Apr 18, 2025	4
o-great-agency.com	Not installed	Apr 16, 2025	Apr 16, 2025	3
apostoyalka.com	Not installed	May 16, 2025	May 16, 2025	2
jfoxhoven.com	Not installed	Apr 22, 2025	Apr 22, 2025	2

# CRM Platform



AI Powered

## Default Account Selection

Choose which HubSpot account opens first when you log in.

### Use Case

Jump straight into the right workspace without clicking around. This small but powerful update removes friction for anyone managing multiple accounts.

**Launch region:** Global

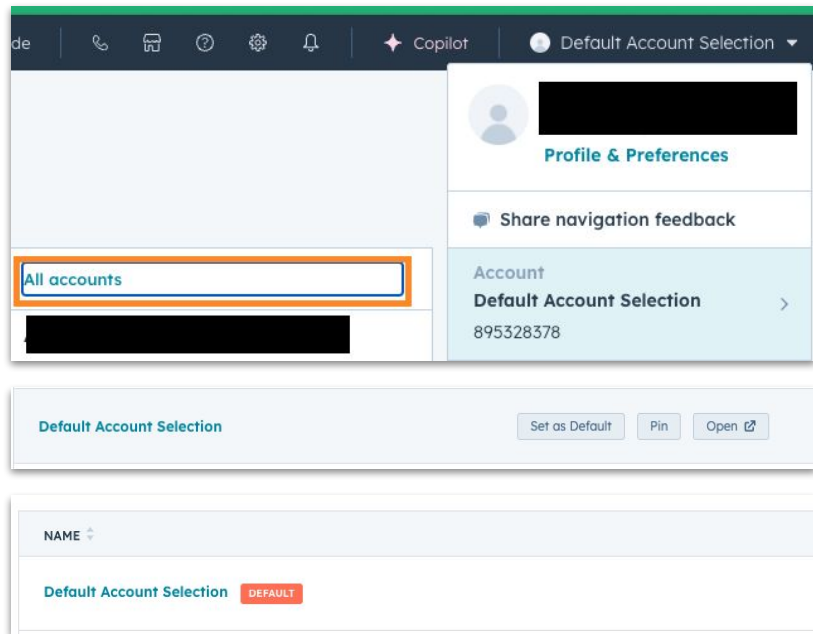
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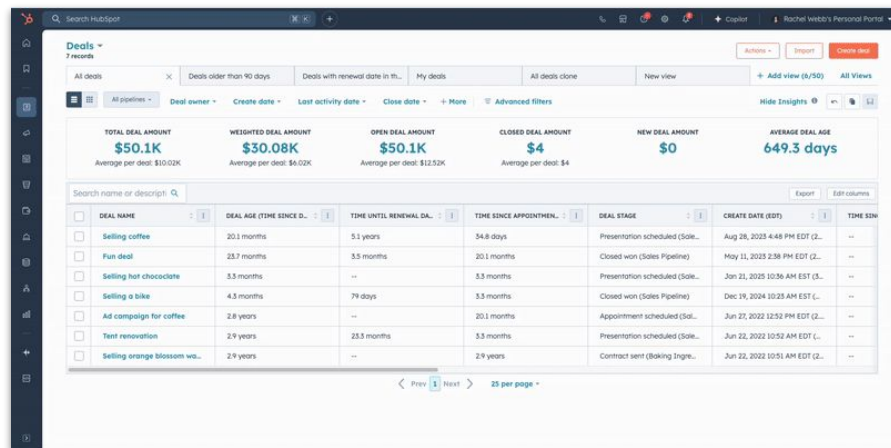


## Faster Property Creation on the CRM Index Page

Create properties directly from the CRM index page for a faster setup.

### Use Case

When you're managing records in CRM, you no longer need to switch tabs to add new properties. This speeds up customization and helps you stay focused on your data workflows.



The screenshot displays the HubSpot CRM interface for the 'Deals' section. At the top, there are filters for 'All deals', 'Deals older than 90 days', 'Deals with renewal date in th...', 'My deals', and 'All deals clone'. Below these, a 'New view' button and an 'Add view (0/50)' button are visible. The main summary section shows six key metrics: TOTAL DEAL AMOUNT (\$50.1K), WEIGHTED DEAL AMOUNT (\$30.08K), OPEN DEAL AMOUNT (\$50.1K), CLOSED DEAL AMOUNT (\$4), NEW DEAL AMOUNT (\$0), and AVERAGE DEAL AGE (649.3 days). Below the summary is a search bar and a table of deals. The table has columns for DEAL NAME, DEAL AGE (TIME SINCE D...), TIME UNTIL RENEWAL DA..., TIME SINCE APPOINTMENT..., DEAL STAGE, CREATE DATE (EDT), and TIME SIN... The table lists several deals, including 'Selling coffee', 'Fun deal', 'Selling hot chocolate', 'Selling a bike', 'Ad campaign for coffee', 'Tent renovation', and 'Selling orange blossom wa...'. At the bottom, there are navigation links for 'Prev', 'Next', and '25 per page'.

DEAL NAME	DEAL AGE (TIME SINCE D...	TIME UNTIL RENEWAL DA...	TIME SINCE APPOINTMENT...	DEAL STAGE	CREATE DATE (EDT)	TIME SIN...
<input type="checkbox"/> Selling coffee	20.1 months	5.1 years	34.8 days	Presentation scheduled (Sale...	Aug 28, 2023 4:48 PM EDT (2...	...
<input type="checkbox"/> Fun deal	23.7 months	3.5 months	20.1 months	Closed won (Sales Pipeline)	May 11, 2023 2:38 PM EDT (2...	...
<input type="checkbox"/> Selling hot chocolate	5.3 months	...	5.3 months	Presentation scheduled (Sale...	Jan 21, 2025 10:36 AM EST (3...	...
<input type="checkbox"/> Selling a bike	4.3 months	79 days	3.5 months	Closed won (Sales Pipeline)	Dec 19, 2024 10:23 AM EST (...	...
<input type="checkbox"/> Ad campaign for coffee	2.8 years	...	20.1 months	Appointment scheduled (Sal...	Jun 27, 2022 12:52 PM EDT (2...	...
<input type="checkbox"/> Tent renovation	2.9 years	23.3 months	5.3 months	Presentation scheduled (Sale...	Jun 22, 2022 10:52 AM EDT (...	...
<input type="checkbox"/> Selling orange blossom wa...	2.9 years	...	2.9 years	Contract sent (Baking Ingre...	Jun 22, 2022 10:51 AM EDT (2...	...

Launch region: Global

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Starter

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Enterprise

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# HubSpot MCP Server

The new MCP server infrastructure delivers faster response times, increased reliability, and improved scalability for HubSpot integrations.

### Use Case

For developers and partners building custom integrations with HubSpot, this upgrade means fewer latency issues and greater uptime. You'll notice better performance across APIs and webhooks, especially during high-traffic periods or enterprise-scale operations.

**Launch region:** Global

Free

Starter

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Enterprise

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# Stage-Calculated Properties

HubSpot now automatically calculates pipeline stage durations with new stage-calculated properties available out-of-the-box.

### Use Case

You can now track how long deals or tickets spend in each stage without building custom reports or exporting data. This helps sales and service leaders pinpoint bottlenecks and optimize pipeline movement. No need for workarounds or manual data calculations—it's all built in.

**Launch region:** Global

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Starter

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# [iOS] Conditional properties on Deals, Tickets & Custom objects

You can now access and interact with conditional properties on deals, tickets, and custom objects through the HubSpot iOS mobile app.

### Use Case

Sales and service reps can now manage important conditional data while on the go, improving flexibility and reducing delays in data entry. Whether updating a ticket or progressing a deal, users no longer need to wait until they return to a desktop interface to complete fields dependent on previous inputs.

**Launch region:** Global

Free

Starter

Pro

Enterprise

Live

# Bulk archive now available for properties used in assets that don't prevent archiving

[Learn More](#)

You can now bulk archive properties even if they're being used in assets that do not block archiving, simplifying your property management.

### Use Case

If your CRM has gotten cluttered with outdated or redundant properties, this update allows you to clean it up faster. Properties tied to non-blocking assets can now be archived in bulk, reducing manual cleanup and saving time for operations teams.

**Launch region:** Global

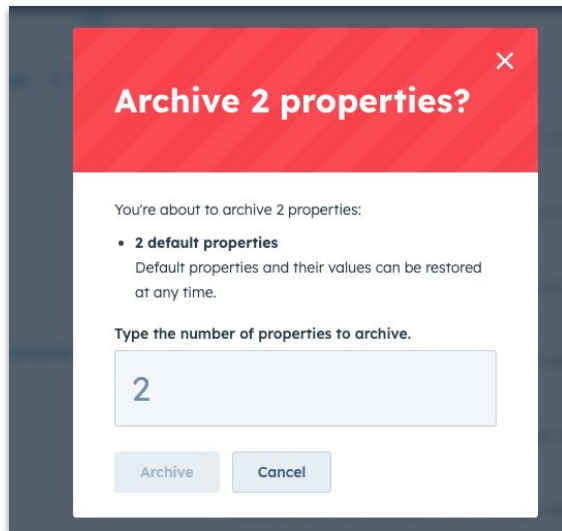
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## Certification Tracking made easy with the new My Team Dashboard!

You can now track your team's certifications using the new My Team Dashboard, making it easier to manage learning and enablement at scale.

### Use Case

Enablement leads, team managers, and admins can now get a clear overview of who on their team has completed what certification. This central dashboard helps track progress, identify learning gaps, and celebrate milestones, driving continuous professional development.

**Launch region:** Global

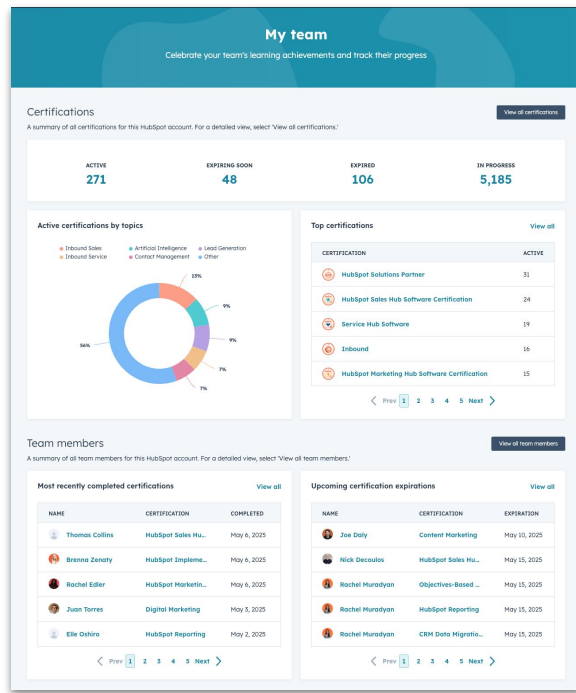
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# Automatically format property data at the point of entry

[Learn More](#)

You can now auto-format property data (like phone numbers or postal codes) right when users enter it, improving data consistency.

### Use Case

Reduce dirty data at the source by applying formatting rules as users type in property fields. You no longer have to clean or normalize records later—everything gets saved in the right format from the start. This is a big win for CRM admins and anyone who relies on clean data to drive workflows or reporting.

CITY	POSTAL CODE	SINGLE-LINE TEXT TEST P...
--	--	ABC02141DF
--	--	\$#&NEWYORK)\$(@#*\$*#
--	--	--

**Launch region:** Global

[Free](#)[Starter](#)[Pro](#)[Enterprise](#)[Live](#)

# Phone number property validations and auto-formatting

[Learn More](#)

Phone number fields in HubSpot now feature validation and automatic formatting, helping you collect cleaner, globally standardized contact data.

### Use Case

With built-in validation and formatting, you can now capture accurate phone numbers across countries without relying on manual input correction. This improves campaign deliverability and call routing, while also minimizing frustration from invalid data entries or broken workflows.

**Launch region:** Global

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#### ☒ Validate phone numbers for this property

With this setting turned on, phone numbers must:

- Include a valid country code, starting with a plus sign (+)
- Match number formatting for the chosen country code
- Contain between 4 and 15 digits
- Contain only numbers and a leading plus sign (+)

Numbers will be saved without formatting. In HubSpot, numbers will display using the regional format. [Learn more](#)

#### Use default country code (optional)

A default country code can be used to validate numbers without a country code. If valid, it'll be added to the number before saving.

 United States +1

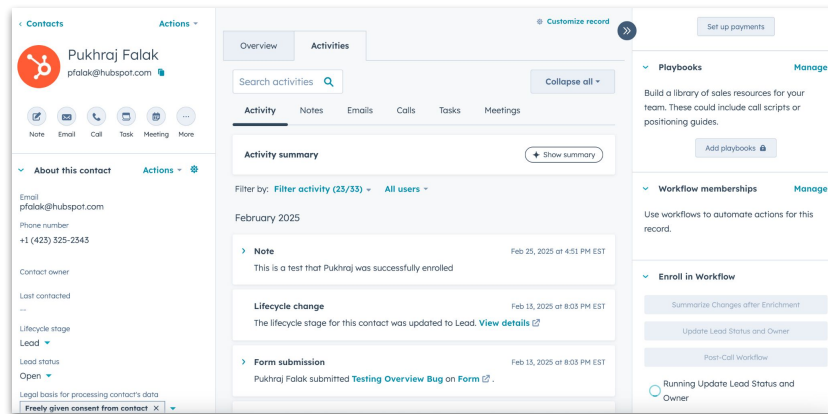
## Enroll records in workflows from a CRM card

[Learn More](#)

You can now manually enroll contacts, deals, and other records into workflows directly from CRM cards in HubSpot.

### Use Case

Sales, service, and marketing teams often need to trigger automated processes like onboarding, outreach, or reminders. Instead of switching tabs or copying record info, reps can now enroll a record into a relevant workflow right where they work. This cuts down on clicks, improves automation accuracy, and makes automation more accessible across your org.



Launch region: Global

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Enterprise

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# AI-powered Data Model Recommendations

You can now receive AI-powered recommendations for your HubSpot data model to guide you on which objects to use and how to relate them.

### Use Case

This helps you build a better structured and more scalable CRM setup. It's especially useful for businesses creating custom objects or trying to model complex business processes, giving them intelligent defaults based on their use case.

**Launch region:** Global

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## Lists on Mobile

HubSpot Lists are now accessible from the mobile app, enabling users to view and manage saved filters on the go.

### Use Case

Sales and marketing professionals can now check saved lists like hot leads or recent signups while out in the field or away from their desks. This makes it easier to take action quickly, prep for meetings, or follow up based on prebuilt segments.

**Launch region:** Global

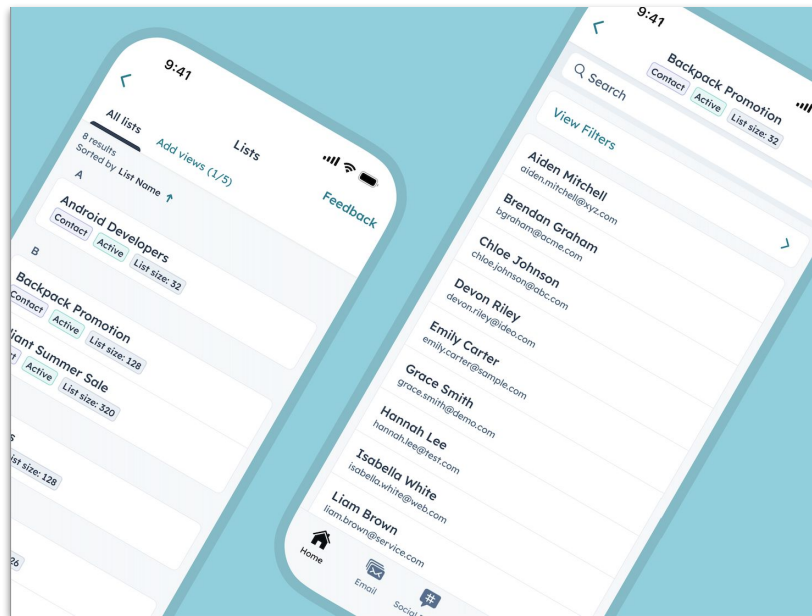
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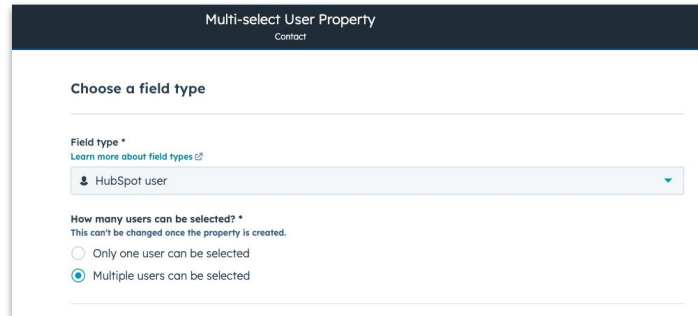


# Create multi-select User properties

You can now create properties that allow selection of multiple users, improving data structure and user collaboration in the CRM.

### Use Case

Multi-select user properties help track shared ownership, collaboration, or reviewer groups on deals, tickets, or custom objects. Instead of using workarounds, teams can now assign multiple users to a record using a native, reliable property type that integrates cleanly with reporting and workflows.



The screenshot shows the 'Multi-select User Property' configuration window in HubSpot CRM. The window has a dark header with the title 'Multi-select User Property' and a subtitle 'Contact'. Below the header, there is a section titled 'Choose a field type'. Under this section, there is a label 'Field type \*' with a link 'Learn more about field types'. Below the link is a dropdown menu showing 'HubSpot user'. Below the dropdown, there is a section titled 'How many users can be selected? \*' with a note 'This can't be changed once the property is created.' There are two radio button options: 'Only one user can be selected' and 'Multiple users can be selected'. The 'Multiple users can be selected' option is selected.

**Launch region:** Global

Free

Starter

Pro

Enterprise

Public Beta

# Property fill rate now included in 'Export all properties'

The 'Export All Properties' feature now includes a fill rate column, helping admins understand how often each property is used.

### Use Case

Operations managers and CRM admins can now audit property usage more effectively, identifying which fields are underused or outdated. This accelerates cleanup efforts and helps optimize the CRM schema for relevance, reporting, and user experience.

**Launch region:** Global

Free

Starter

Pro

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# [Android] Conditional properties and required associations when creating Contacts & Companies

Android users can now set conditional properties and required associations when creating Contacts and Companies, ensuring better mobile data integrity.

### Use Case

Previously, conditional logic and required fields were only enforced on desktop. Now, your mobile team can maintain data quality and follow creation rules in the field, reducing rework and CRM cleanup later. This enables consistency and compliance even on mobile entry points.

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✦ AI Powered





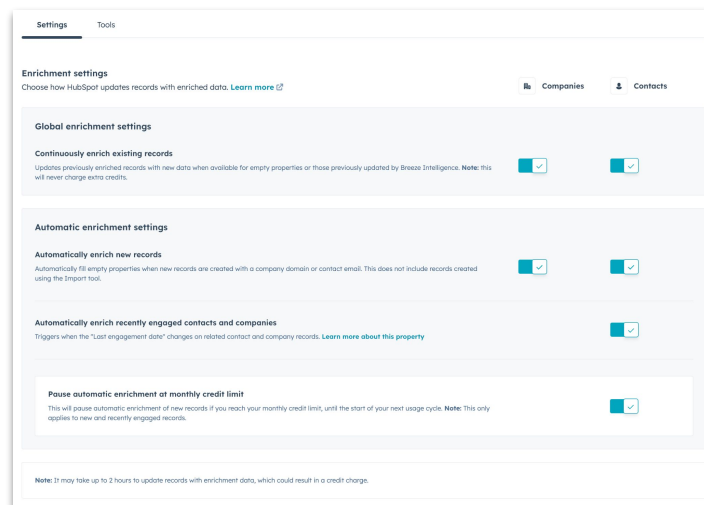
# Data Enrichment Update to Settings

[Learn More](#)

A new update to the settings interface gives you more visibility and control over how data enrichment works in your account.

## Use Case

Admins can now understand exactly which enrichment services are enabled and configure their usage more precisely. This update makes it easier to maintain compliance, ensure relevant data flows, and align with evolving internal policies.



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# Build workflows in collaboration with Breeze Copilot

HubSpot now offers AI-assisted workflow creation via Breeze Copilot, guiding you step-by-step through building effective automation.

## Use Case

Whether you're new to workflows or looking to streamline repetitive setup tasks, Breeze Copilot simplifies the process. It suggests best-practice triggers, actions, and conditions so you can focus on strategy instead of configuration. This accelerates workflow creation while reducing setup errors and confusion.

**Launch region:** Global

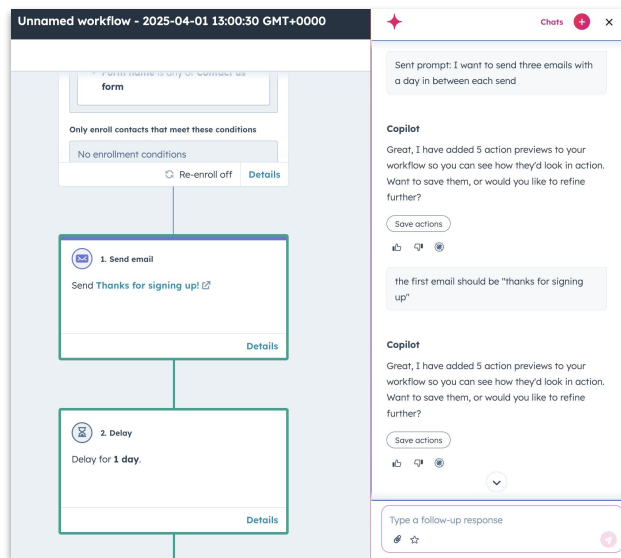
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## Breeze 'Summarize record' workflow action

You can now add a Breeze-powered 'Summarize record' step in workflows to generate AI-written summaries of CRM records automatically.

### Use Case

Busy reps can automatically generate summaries of long notes, ticket descriptions, or email threads as part of a workflow. This saves time and improves context sharing, making it easier to pass records between team members or follow up on complex histories.

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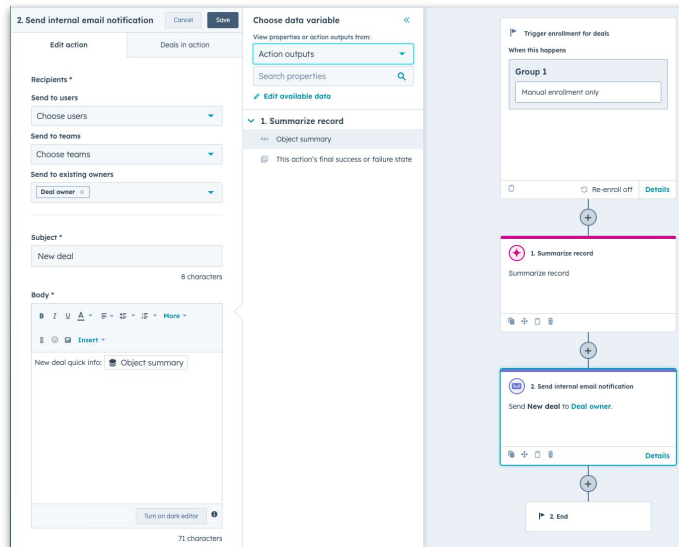
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# Email Digests for Research Intent

HubSpot now sends automated email digests highlighting buyer research intent, helping you take timely action on prospect activity.

## Use Case

Sales teams can stay informed with curated updates summarizing which contacts or accounts are showing strong buying signals. This lets reps prioritize outreach, align messaging, and jump in when interest peaks—without manually digging through intent data.

**Launch region:** Global

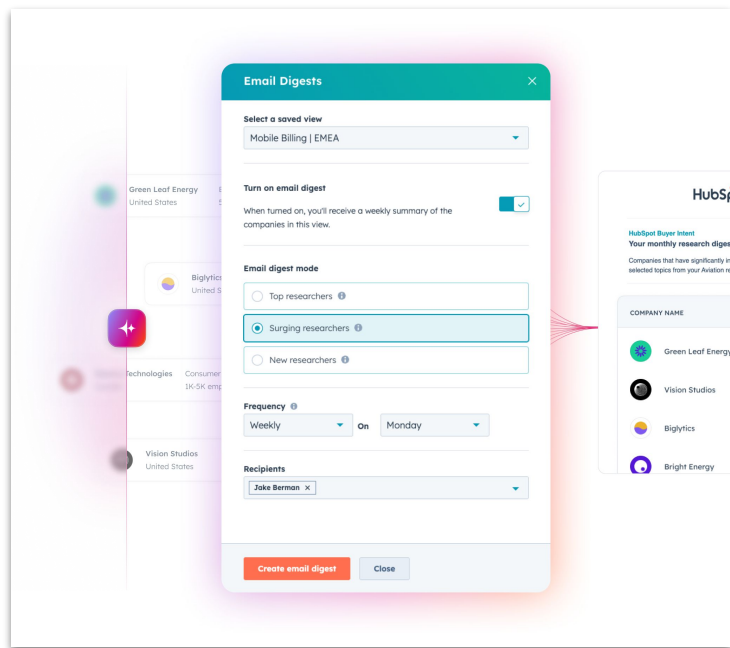
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**Thank You**