July 2025 Product Updates

Marketing Hub®

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Marketing Hub®

Meta Changing WhatsApp Conversation Pricing Effective July 1

HubSpot aligns with Meta's new WhatsApp pricing model by changing the unit of measure for conversations.

Use Case

You'll need to review your WhatsApp messaging costs under the new pricing structure to ensure your budget aligns with the updated model. Understanding these changes helps you optimize your WhatsApp communication strategy and manage expenses effectively while maintaining customer engagement levels.

Launch region: Global

Free Starter Pro Enterprise Live

HubSpot

Marketing Hub®

Ad Conversion Events Available to Starter

Marketing Hub Starter users can now create up to 5 ad conversion events directly from their portal.

Use Case

Small businesses can now track custom conversion actions like demo requests or content downloads and send this data back to ad platforms. This capability improves ad targeting and ROI measurement without requiring an expensive plan upgrade.

Launch region: Global

Free Starter Pro Enterprise Live

HubSpot

Marketing Hub®

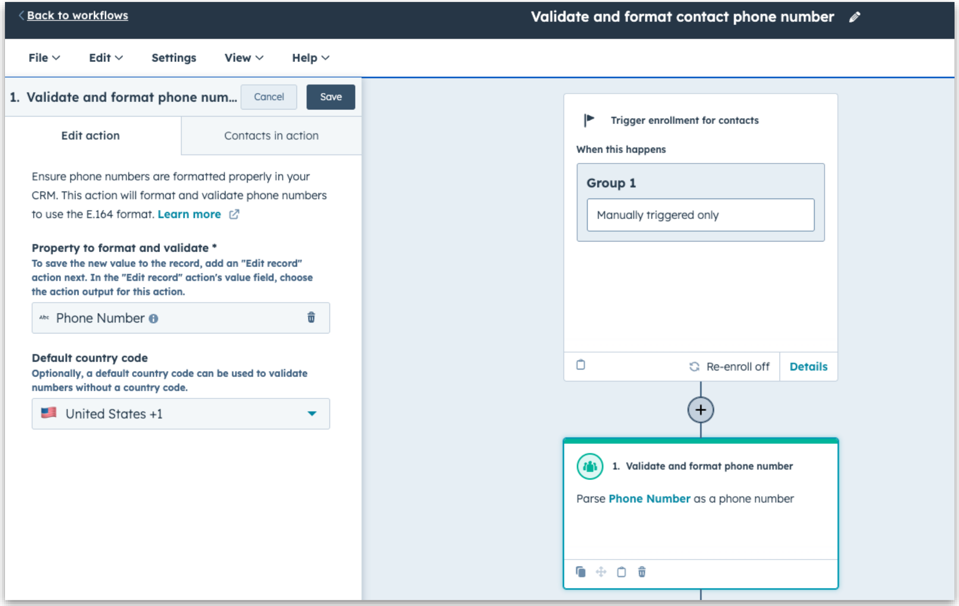
Validate and Format Phone Number Workflow Action

A dedicated workflow action now allows you to clean and standardize phone numbers automatically.

Use Case

When you import contacts from various sources with inconsistent phone number formats, you can automatically standardize them to your preferred format. This ensures your calling campaigns work properly and your data remains clean for better communication and reporting accuracy.

Learn More



Launch region: Global

Free Starter Pro Enterprise Live

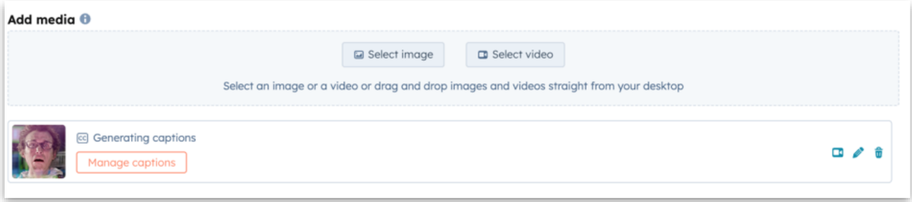
HubSpot

Manage Video Captions in Social Editor

A new Manage Captions button provides easy access to view, edit, and control video captions in social posts.

Use Case

You can ensure your video content is accessible and engaging by adding, editing, or reviewing captions before publishing. This feature helps you reach broader audiences, including those who watch videos without sound or require accessibility accommodations, while improving engagement rates.

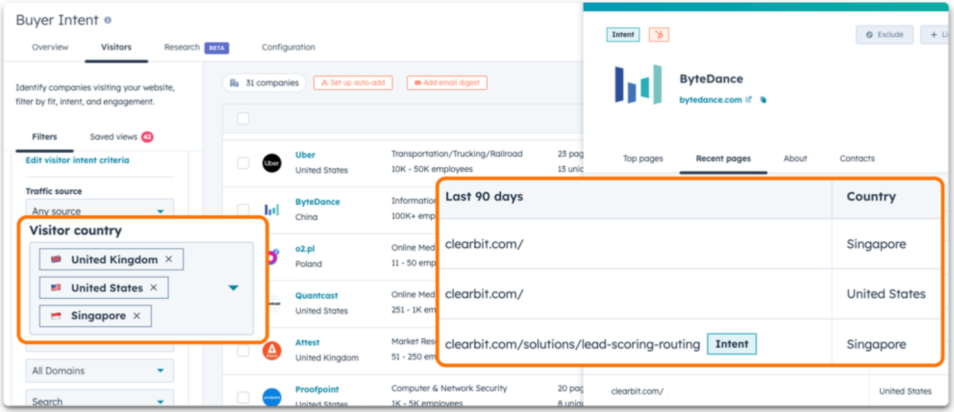


Launch region: Global

Free Starter Pro Enterprise Live

IP-Derived Visitor Country Segmentation in Buyer Intent

Filter and segment companies in Buyer Intent based on their visitors' geographic location.



Use Case

You can prioritize outreach to companies showing interest from specific countries or regions that align with your market expansion plans. This geographic intelligence helps sales teams focus on prospects in territories where they have the best chance of success or highest deal values.

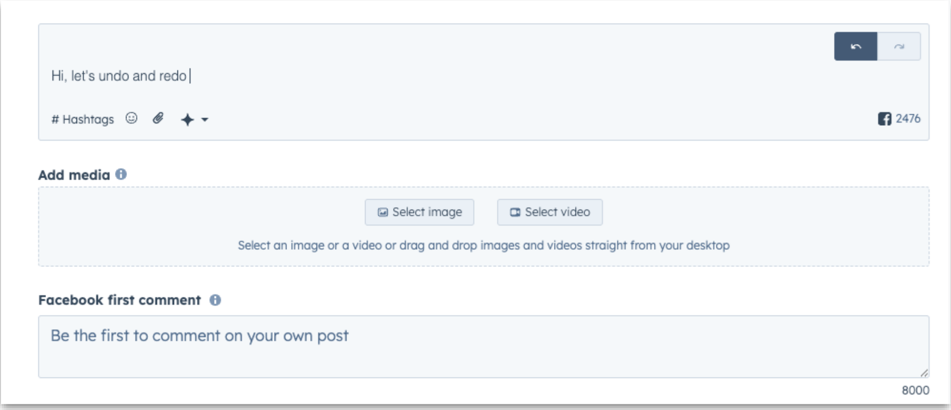
Launch region: Global

Free | Starter | Pro | Enterprise | Live

Marketing Hub®

Undo/Redo Buttons Added in the Social Composer

New undo/redo functionality in the Social Composer helps marketers easily correct mistakes or revert changes.



Use Case

When you're crafting the perfect social media post and accidentally delete content or make unwanted changes, you can quickly restore your work with a single click. This simple but powerful feature reduces frustration and speeds up content creation workflows, especially during complex post editing.

Launch region: Global

Free Starter Pro Enterprise Live

HubSpot

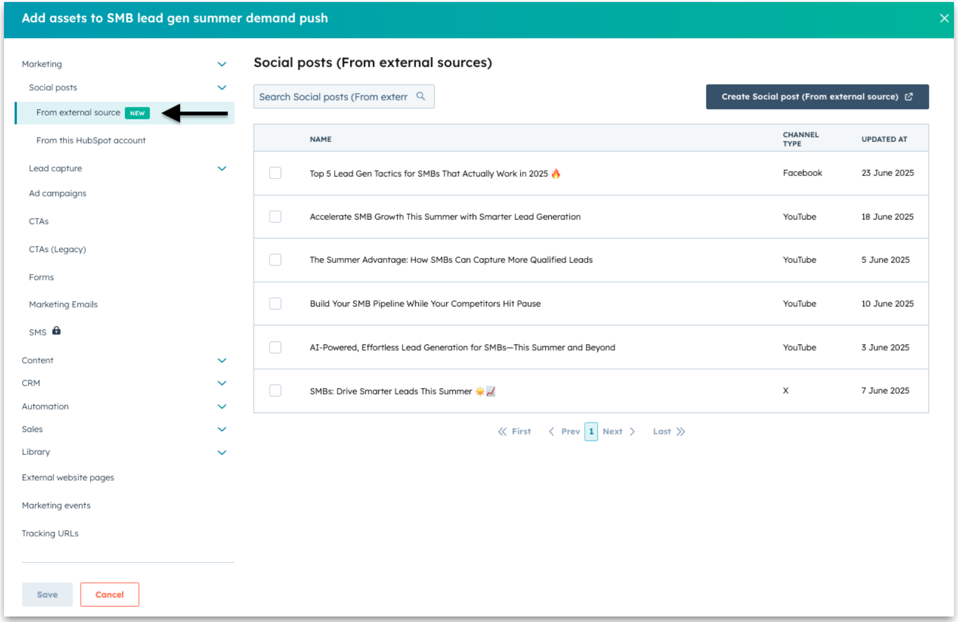
Marketing Hub®

Add External Social Posts to Your Campaign

Users can now add external social posts created outside HubSpot to their campaigns for unified tracking.

Use Case

If you create social content using third-party tools or post natively on platforms, you can still include these posts in your HubSpot campaign performance tracking. This provides a complete view of campaign effectiveness across all channels, ensuring accurate ROI measurement even for content created outside the platform.



Launch region: Global

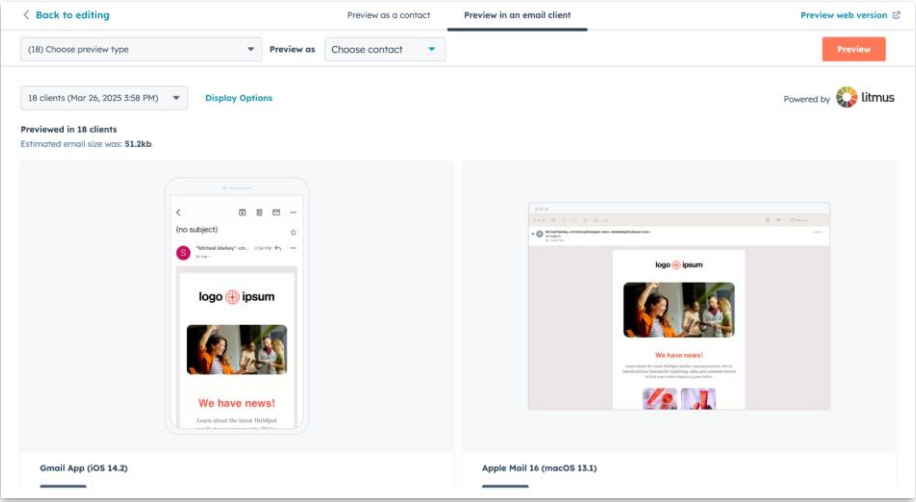
Free Starter Pro Enterprise Live

HubSpot

Marketing Hub®

Faster Email Client Testing

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.

[Learn More]

Launch region: Global

Free Starter **Pro** **Enterprise** **Live**

HubSpot

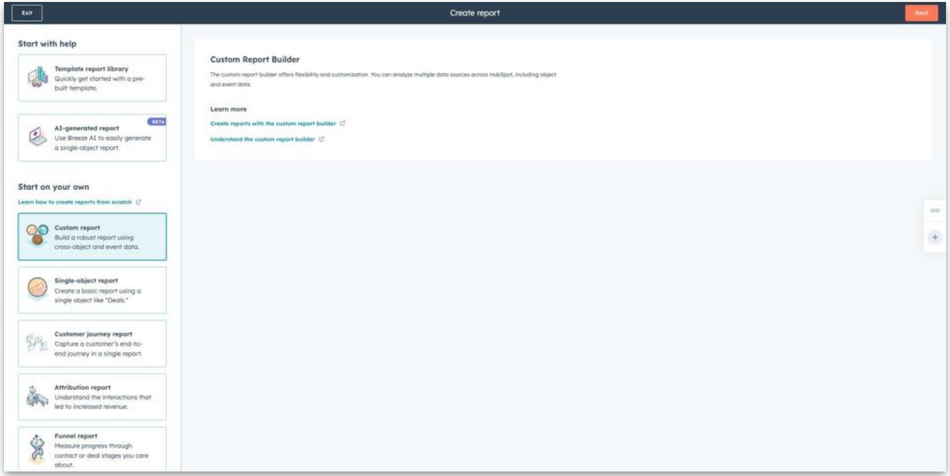
Marketing Hub®

Guided Report Creation Flow

HubSpot now offers a more guided and dedicated space for building custom reports.

Use Case

You can follow step-by-step guidance to create complex reports without needing deep analytics expertise. The guided flow helps you select the right data sources, apply appropriate filters, and choose visualizations that best represent your data for stakeholder presentations.



Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

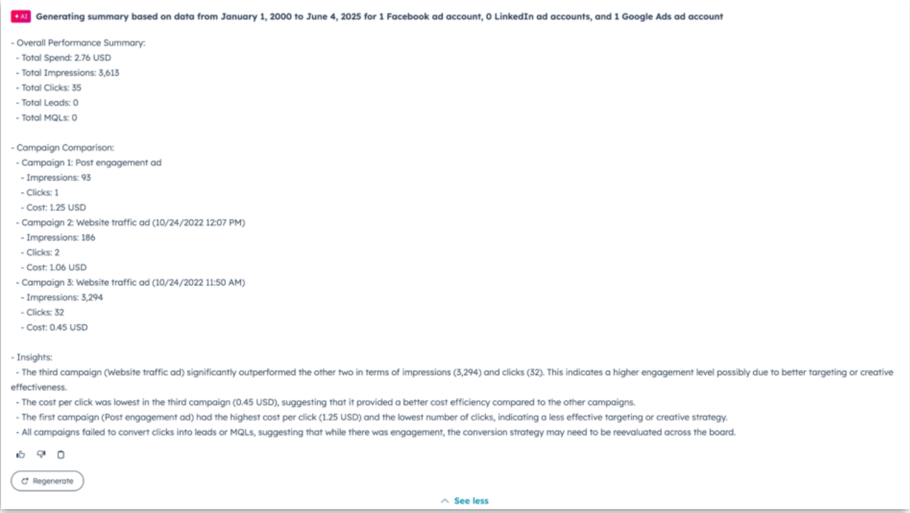
HubSpot

Ads AI Reporting Insights

You can now generate AI-powered ad performance insights directly from the Manage tab using the "Summarize Insights" feature.

Use Case

Instead of manually analyzing complex ad metrics, you can get instant AI-generated summaries highlighting key performance trends and actionable recommendations. This saves hours of analysis time and helps you quickly identify which campaigns need optimization or additional budget allocation.



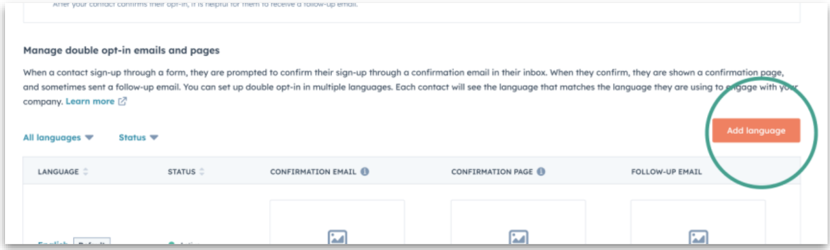
Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

Marketing Hub®

Multi-Language Support Available for Double Opt-In Emails

Marketers can now set up double opt-in experiences in multiple languages to better serve global audiences.



Use Case

When you're building email lists across different regions, you can provide opt-in confirmation emails in your subscribers' preferred languages. This improves completion rates for double opt-in processes and ensures compliance with local regulations while maintaining a professional, localized experience.

Launch region: Global

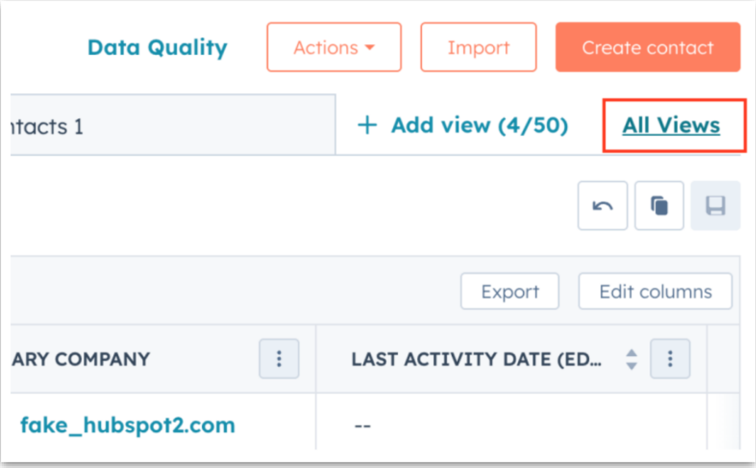
Free | Starter | Pro | Enterprise | Public Beta

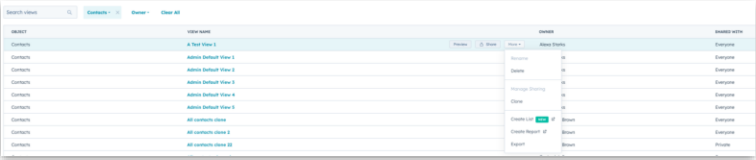
Convert Views to List

You can now turn any saved view into a HubSpot list with just one click.

Use Case

After creating a complex filtered view of contacts who match specific criteria, you can instantly convert it into a list for marketing campaigns. This eliminates the tedious process of recreating the same filters in the list tool, saving significant time when transitioning from analysis to action





Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

Content Hub™

Powered by Breeze

Use Custom Drag-and-Drop Email Templates in Remix

Your custom drag-and-drop email templates are now available when creating content in Content Remix.

Use Case

When you need to create email variations for A/B testing or different segments, you can use your approved brand templates as the foundation. This ensures all AI-generated content maintains your visual identity while saving hours of manual design work.

Launch region: Global

Free Starter Pro Enterprise Live

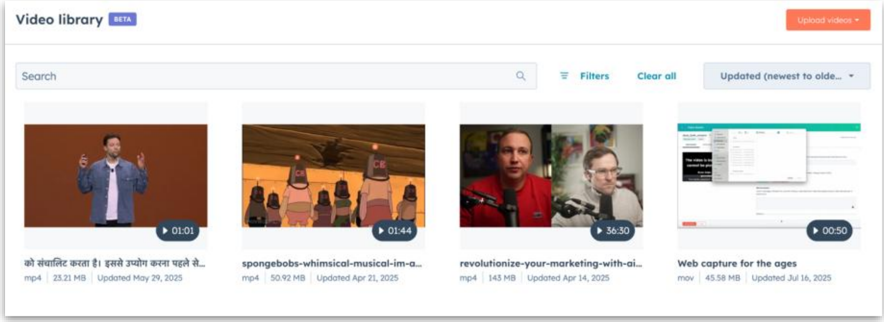
Content Hub™

Video Library

A dedicated video library app centralizes and simplifies video content workflows separate from the general files manager.

Use Case

Marketing teams can organize videos by campaign, type, or stage in one specialized location with video-specific features like thumbnail previews and duration info. This dedicated space makes it easier to find and reuse video assets across multiple campaigns without searching through mixed media files.



Launch region: Global

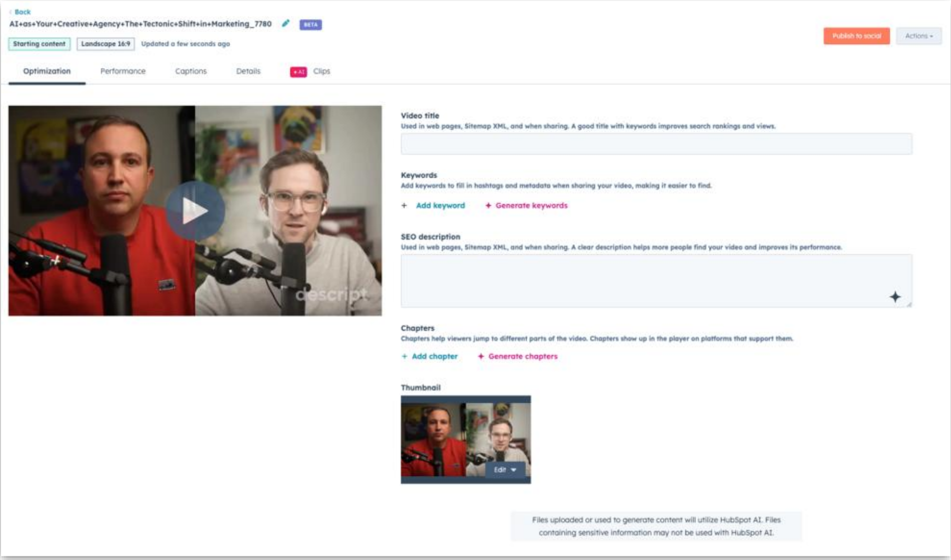
Free | Starter | Pro | Enterprise | Live

HubSpot

Content Hub™

Export from Descript into HubSpot

Videos can now be exported directly from Descript into HubSpot.



Use Case

After editing your video content in Descript, you can send it straight to HubSpot without downloading and re-uploading files. This direct integration speeds up your video marketing workflow and reduces the risk of version control issues between platforms.

Launch region: Global

Free Starter Pro Enterprise Live

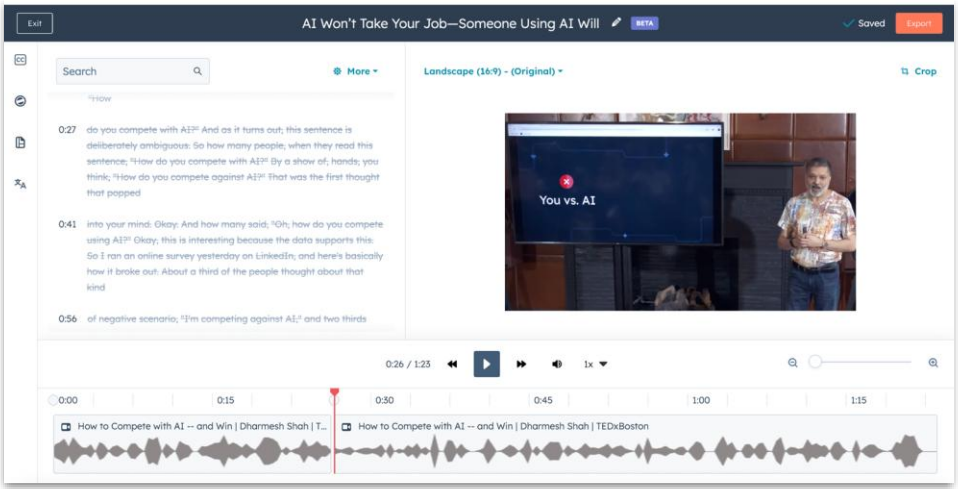
HubSpot

Timeline Editing for Video

Visual timeline editing is now available within HubSpot's video clip editing tool.

Use Case

You can trim unnecessary content from the beginning and end of videos or cut out mistakes from the middle using an intuitive timeline view. This in-platform editing eliminates the need for external video software for basic edits, keeping your workflow within HubSpot.



Launch region: Global

Free Starter Pro Enterprise Public Beta

Perform Bulk Action in Content Remix

Select multiple pieces of content simultaneously to save, regenerate, or delete within Content Remix.

Use Case

After generating 20 social media post variations, you can select the best 5 and save them all at once rather than individually. This bulk functionality dramatically speeds up the content curation process when working with AI-generated variations.

Launch region: Global

Free Starter Pro Enterprise Public Beta

Use Your Own Landing Page and Website Page Templates in Content Remix

Your landing page and website page templates are now selectable in Content Remix.

Use Case

When creating campaign variations or location-specific pages, you can use your proven high-converting templates as the base. This ensures new pages maintain your design standards while benefiting from AI-generated content variations tailored to different audiences.

Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

Marketing Hub®

Content Hub™

Powered by Breeze

Access the AI-Powered Video Marketing App from Pages

The AI-powered video marketing app is now accessible directly from landing pages.

Use Case

While building landing pages, you can seamlessly incorporate AI-enhanced video content without switching between different tools. This integration helps you create more engaging landing pages with dynamic video elements that capture visitor attention and improve conversion rates.

Launch region: Global

Free Starter Pro Enterprise Live

Sales Hub®

Powered by Breeze

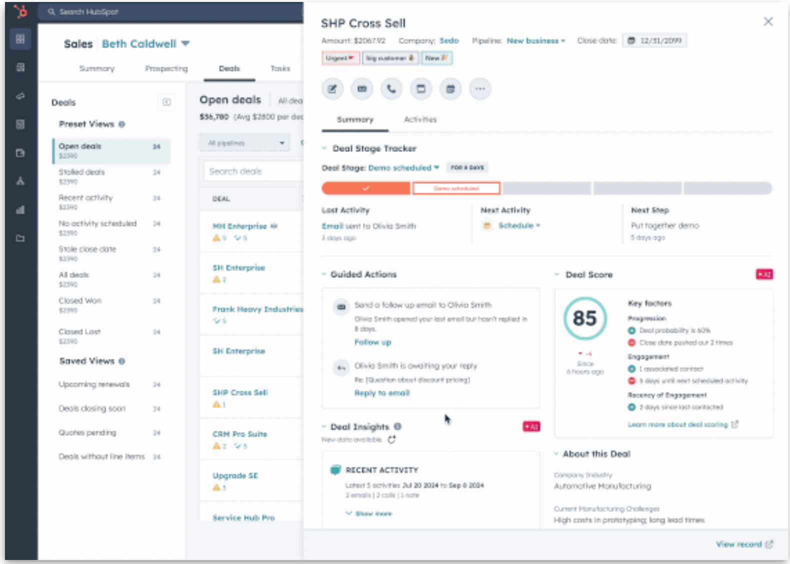
Sales Hub®

Enhanced Deals Sidebar Experience

The redesigned deals sidebar provides critical deal context in a two-column layout within the Sales Workspace.

Use Case

You can view comprehensive deal information alongside your activities without constantly switching screens or losing context. This enhanced view helps you make informed decisions quickly during customer interactions, improving sales efficiency and reducing the time spent navigating between different views.



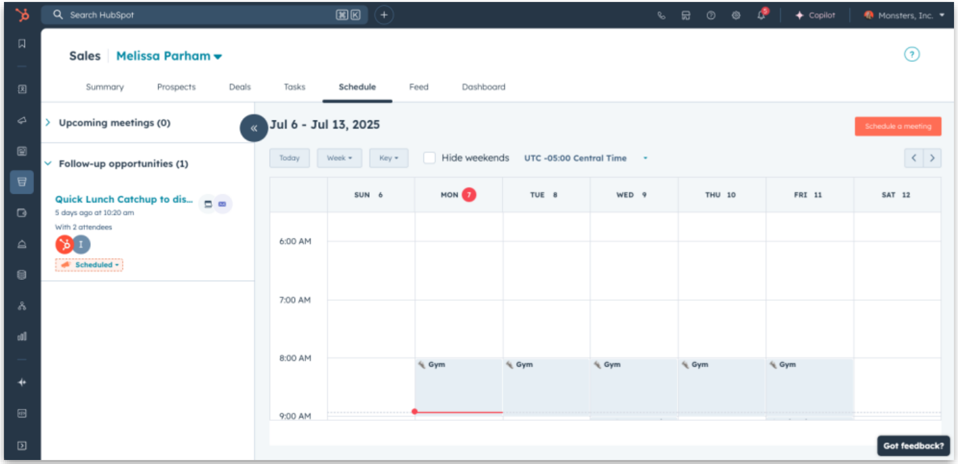
Launch region: Global

Free Starter Pro Enterprise Live

HubSpot

Book Meetings from the Schedule Tab in the Sales Workspace

You can now book meetings directly from the schedule tab in the Sales Workspace.



Use Case

While reviewing your calendar in the Sales Workspace, you can instantly schedule follow up meetings with prospects without navigating away or switching tools. This seamless integration helps you maintain momentum during your sales activities and reduces the friction in booking customer meetings.

Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

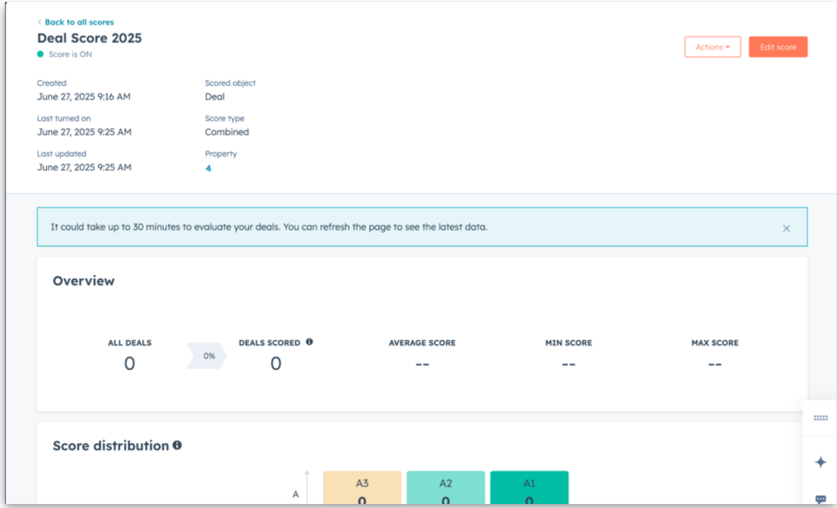
Sales Hub®

Manually Score Deals and Companies with Sales Hub

Sales Hub Professional and Enterprise customers can now manually score deals and companies using the Lead Scoring app.

Use Case

You can now apply the same intelligent scoring logic to your opportunities and accounts that you use for leads, creating consistency across your entire sales process. This unified approach helps you prioritize not just who to contact, but which deals deserve the most attention and resources.



Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

HubSpot

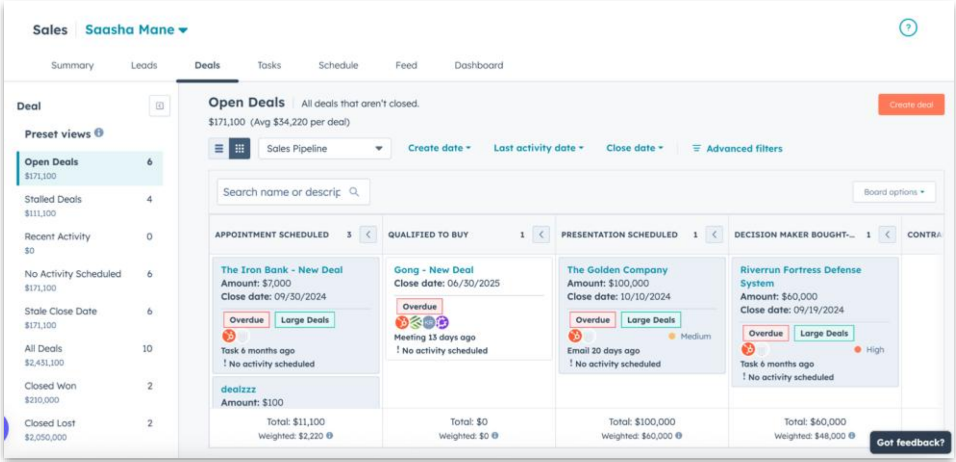
Sales Hub®

Kanban Board for Deals Now in Sales Workspace

The kanban board for deals is now available directly within the Sales Workspace with drag-and-drop functionality.

Use Case

You can visualize your entire sales pipeline at a glance and easily move deals between stages by dragging cards across the board. This intuitive interface helps you spot bottlenecks, prioritize high-value opportunities, and maintain a clear overview of your sales process without leaving your primary workspace.



Launch region: Global

Free Starter **Pro** **Enterprise** **Public Beta**

HubSpot

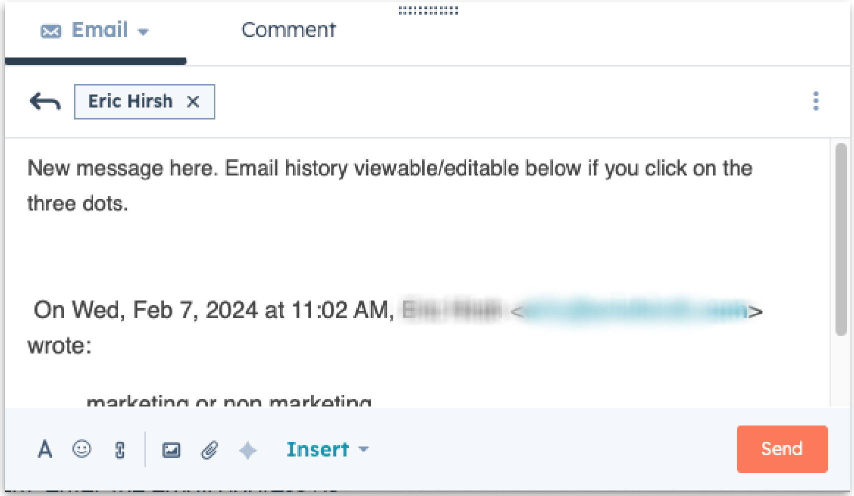
Service Hub®

Powered by Breeze

Service Hub®

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

Free Starter Pro Enterprise Live

HubSpot

Service Hub®

Never Log Now Overrides Existing Contacts for Inbox and Help Desk Email

Team email addresses now respect the Never Log list, preventing unwanted email engagements from being created.

Use Case

When your support team corresponds with vendors, partners, or internal addresses, you can ensure these communications aren't logged as customer interactions. This keeps your contact records clean and prevents internal or operational emails from cluttering your customer engagement history and skewing metrics.

Launch region: Global

Free Starter Pro Enterprise Live

HubSpot

Ticket Routing Engine: Update to Balanced Distribution and Active Call Assignment

Improved balanced distribution model for help desk ticket assignment with better workload management.

Use Case

You can now ensure tickets are distributed more fairly among available agents, considering factors like current workload and agent availability for more equitable assignment. This enhancement reduces agent burnout while ensuring customers receive timely responses regardless of when they submit tickets.

Launch region: Global

Free Starter Pro Enterprise Live

View Delta Changes on the Help Desk Summary Tab

The Summary Tab now shows time comparisons and delta changes for key support metrics.

Use Case

Quickly identify performance trends and spot issues before they impact customer satisfaction scores. This time-based analysis helps you make data-driven decisions about staffing, process improvements, and resource allocation to maintain consistent service quality.

Launch region: Global

Free Starter Pro Enterprise Live

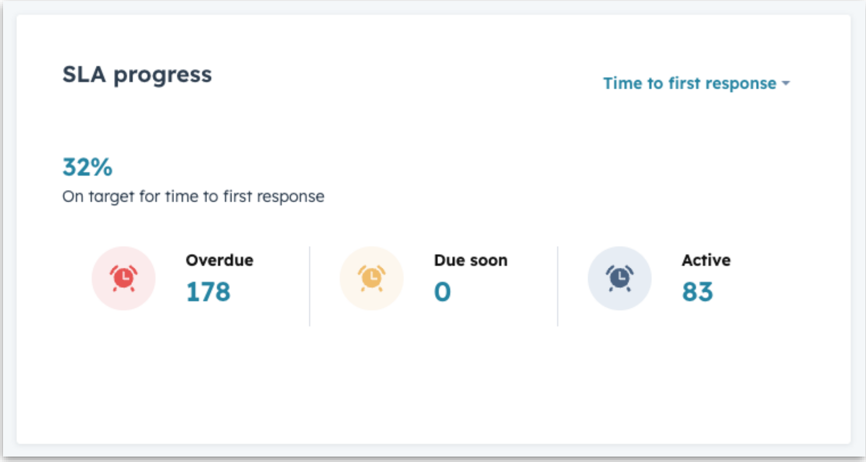
Service Hub®

Gain Deeper Insights into Your Help Desk Summary Tab Metrics

Help Desk Summary metrics now link directly to relevant views for immediate investigation.

Use Case

You can now click any metric on your summary dashboard to instantly see the underlying tickets, transforming static numbers into actionable insights. This direct connection between metrics and data helps you quickly identify trends and address issues without hunting through multiple screens.



Launch region: Global

Free | Starter | Pro | Enterprise | Live

HubSpot

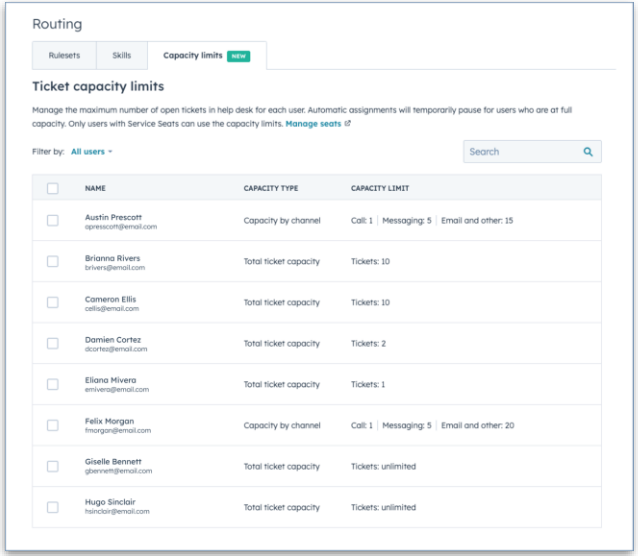
Service Hub®

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.



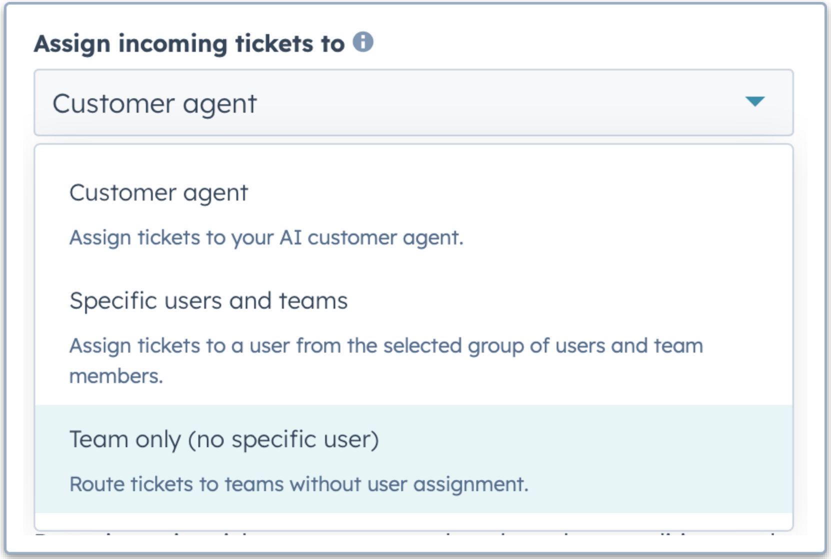
Launch region: Global

Free Starter Pro **Enterprise** **Live**

HubSpot

New Routing Option: Route to Team when No Owner Assigned

Route tickets to a team without assigning a specific owner in Help Desk ticket routing.



Use Case

Support teams can now implement a true queue system where agents pull tickets as they become available rather than having them auto-assigned. This flexibility supports various team structures and prevents ticket pile-up for individual agents during busy periods.

Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

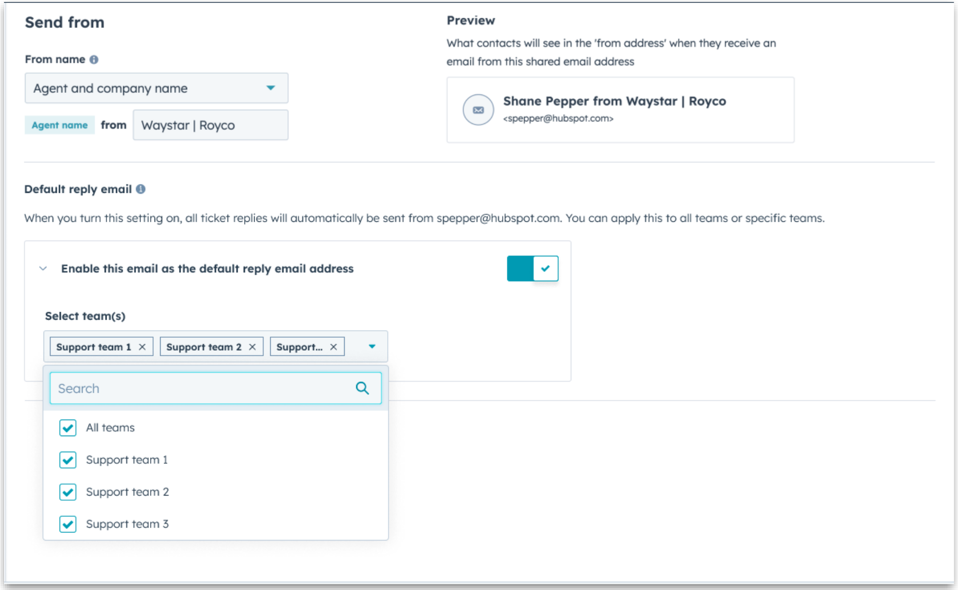
Service Hub®

Default Email in Help Desk

Admins can now set a default email address by team in Help Desk for multi-team support operations.

Use Case

When you manage multiple support teams with different email channels, you can assign default sending addresses to each team automatically. This eliminates the need for agents to manually select the correct email address for every response, reducing errors and improving response times.



Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

HubSpot

Customizable Ticket Properties in the Customer Portal

Full control over which ticket properties are displayed in your Customer Portal.

Use Case

You can show customers their ticket status and priority while hiding internal notes, escalation flags, or sensitive categorizations. This customization creates transparency for customers while protecting operational information that should remain private.

Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

AI-Generated Ticket Language Detection

A new AI-powered property automatically detects and assigns the language of incoming tickets.

Use Case

You can automatically route tickets to agents who speak the customer's language, ensuring faster and more accurate support responses. This feature helps global support teams provide better

service by matching customers with the right language-skilled agents from the start of their interaction.

Launch region: Global

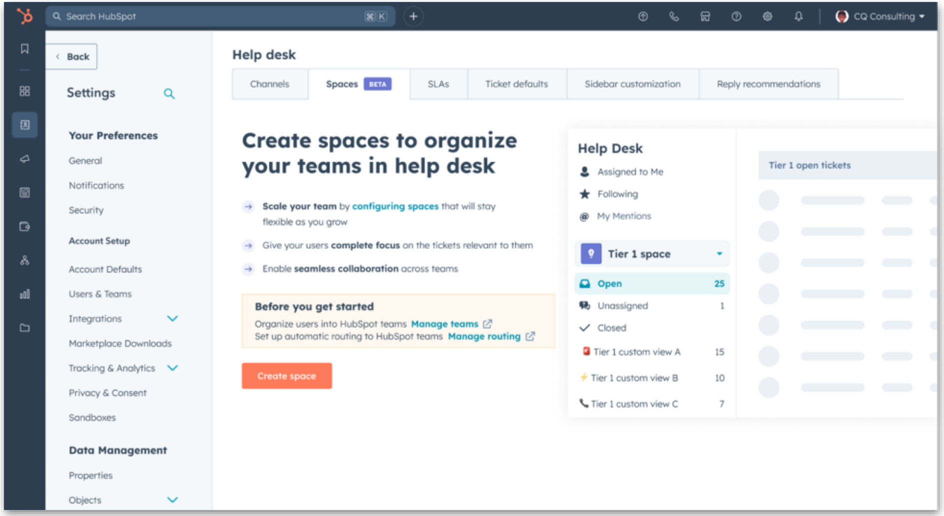
Free Starter Pro Enterprise Public Beta

Help Desk Spaces

Admins now have dedicated team-based working areas in Help Desk to better organize their support teams.

Use Case

You can create separate spaces for different support teams (like technical support, billing, or customer success), each with their own views, workflows, and settings. This organizational structure helps teams focus on their specific tickets while maintaining clear boundaries between different support functions.



Launch region: Global

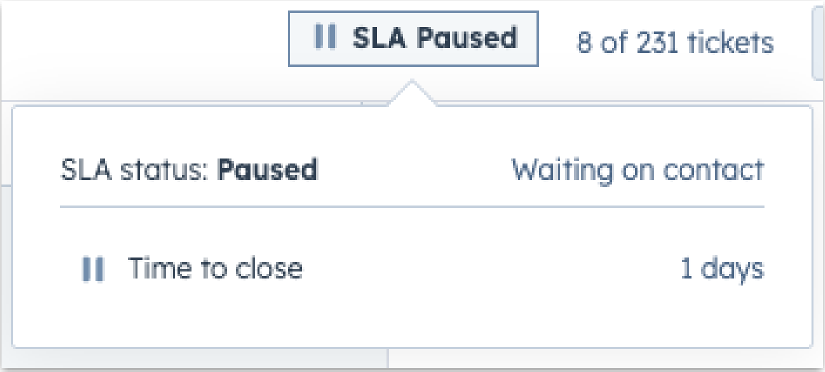
Free | Starter | Pro | **Enterprise** | **Public Beta**

SLA Pausing

SLA timers can be paused automatically based on ticket pipeline status.

Use Case

When tickets enter a "Waiting on Customer" stage, SLA timers pause automatically, ensuring your team isn't penalized for response delays outside their control. This feature provides more accurate SLA reporting and helps teams meet their service commitments fairly.



Launch region: Global

Free Starter Pro **Enterprise** **Public Beta**

Ticket Re-Open Management in Help Desk

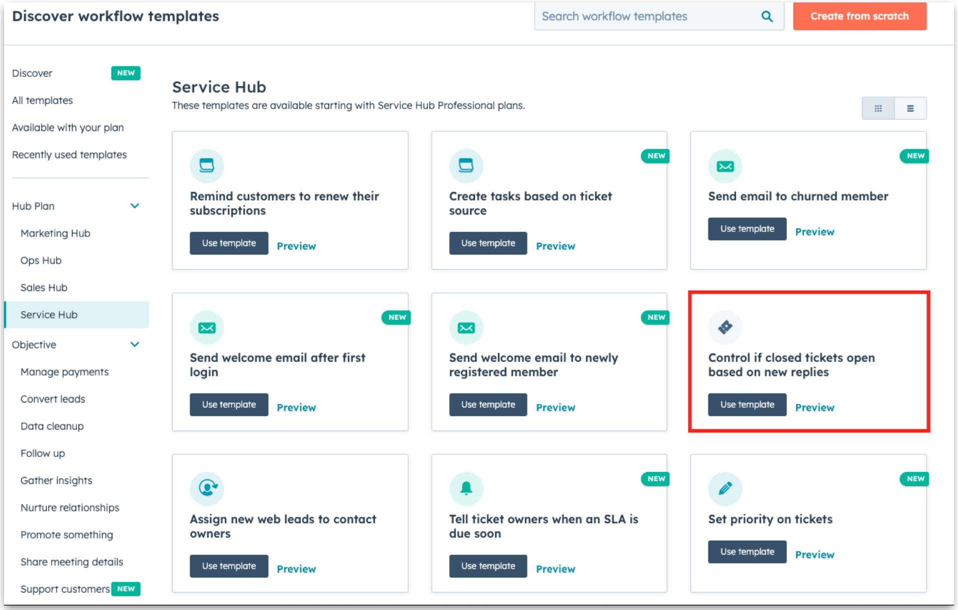
Enterprise customers now have workflows-powered control over if, when, and how tickets can be reopened.

Use Case

You can establish clear policies for ticket reopening, such as automatically preventing reopens after 30 days or routing reopened tickets to specific teams based on criteria. This helps maintain organized support operations and ensures customer issues are handled according to your business rules rather than ad hoc decisions.

Launch region: Global

Free Starter Pro **Enterprise** **Public Beta**



Sales Hub®

Service Hub®

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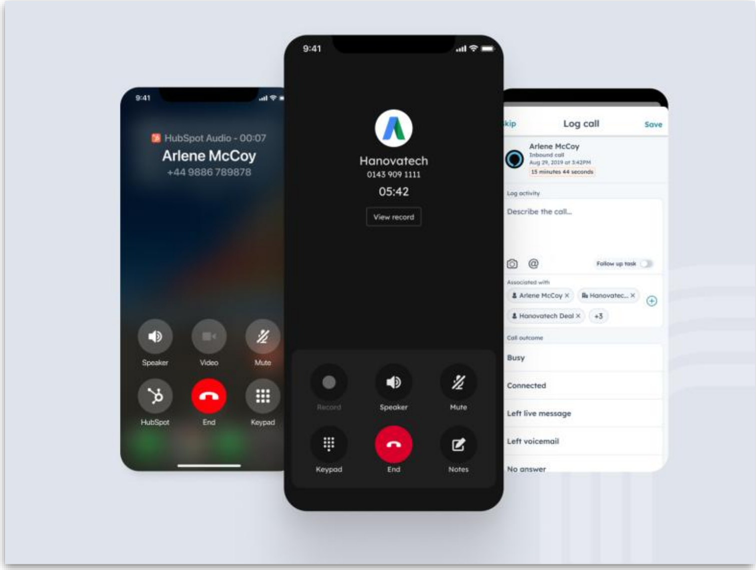
Sales Hub®   Service Hub®

Inbound Calling in the Mobile App

HubSpot users can now answer incoming calls to their HubSpot numbers directly from the HubSpot mobile app.



Use Case

When you're away from your desk, you can still receive important customer calls on your mobile device with instant access to caller information and history. This mobility ensures you never miss critical sales opportunities and can provide responsive service regardless of your location.

Learn More

Launch region: Global

Free | Starter | Pro | Enterprise | Live | Mobile App

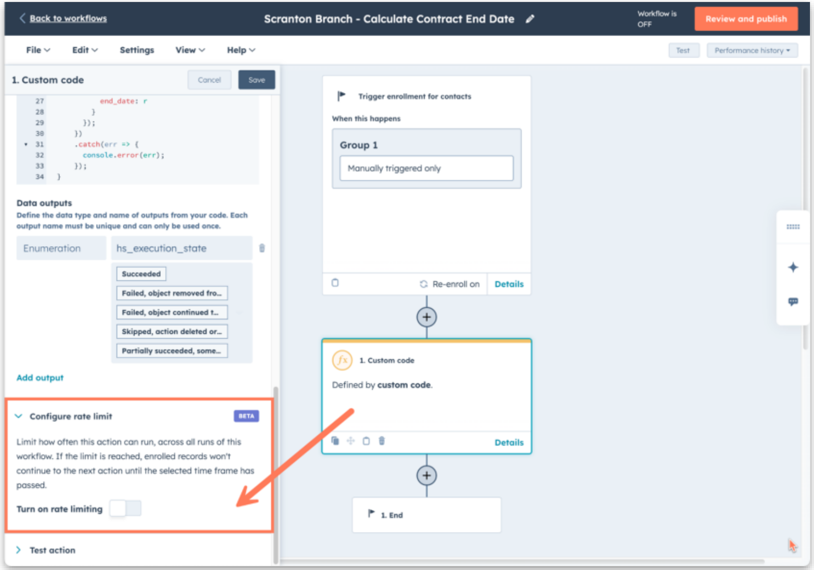
Operations Hub®

Powered by Breeze

Operations Hub®

Configurable Action Rate Limits on Custom Code Actions and Webhook Actions

Introducing configurable rate limits for custom code and webhook actions in workflows.



Use Case

When you're running high-volume workflows with external API calls, you can set appropriate rate limits to prevent overwhelming third-party services or exceeding API quotas. This ensures your automated processes run smoothly without hitting unexpected limits or causing service disruptions.

Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

HubSpot

Commerce Hub™

Custom and Default Net Payment Terms on Invoices

Invoice users can now set custom net payment terms and establish defaults for their billing processes.

Use Case

You can standardize payment terms across your invoices (like Net 30 or Net 60) while maintaining flexibility for special client agreements. This feature helps you manage cash flow expectations and ensures consistent communication about payment deadlines across your entire customer base.

Launch region: Global

Free Starter Pro Enterprise Live

Commerce Hub™

HubSpot Payments Now Available in Canada

HubSpot payments functionality is now available for Canadian customers.

Use Case

Canadian businesses can now process payments directly within HubSpot, eliminating currency conversion complexity and third-party processor integrations. This native payment solution provides better customer experiences for Canadian buyers while simplifying your tech stack.

Launch region: Global

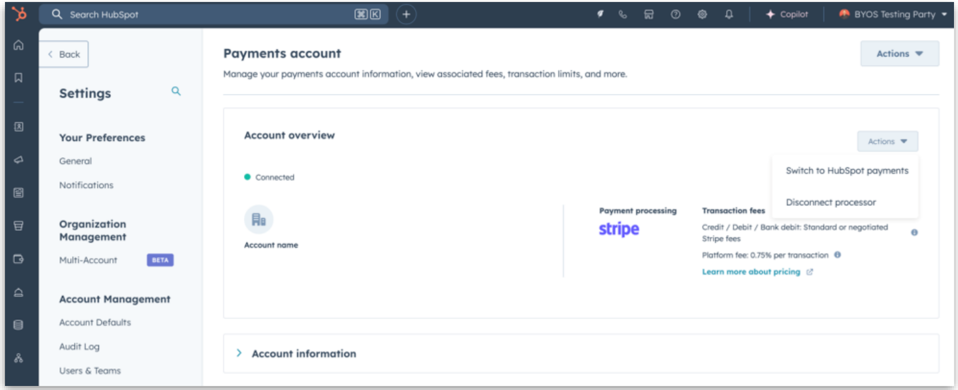
Free Starter Pro Enterprise Live

HubSpot

Commerce Hub™

Switch to HubSpot Payments from Stripe Payment Processing

Commerce Hub customers can switch from Stripe to HubSpot payments directly within settings.



Use Case

Consolidate your payment processing within HubSpot to gain better visibility into payment data alongside customer interactions. This integration eliminates the need to reconcile data between systems and provides a complete view of customer financial relationships.

Launch region: Global

Free | Starter | Pro | Enterprise | Live

HubSpot

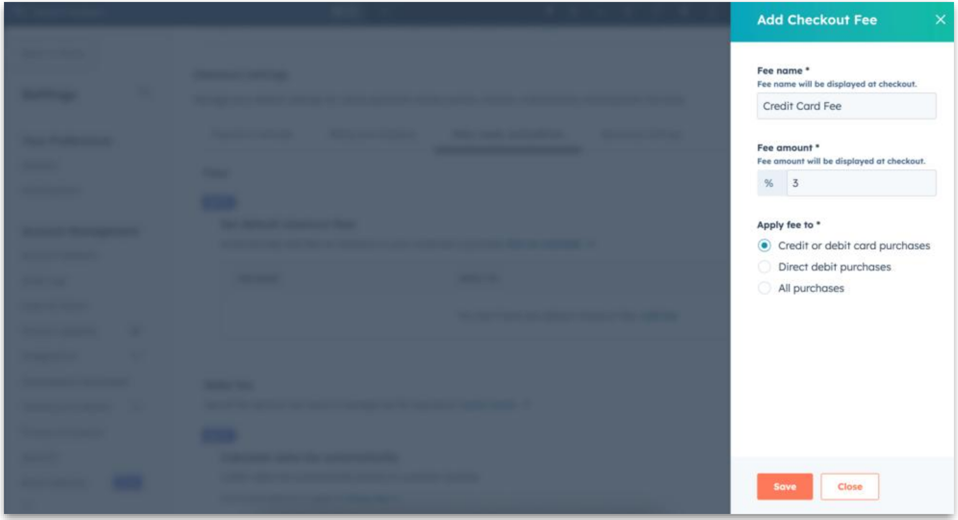
Commerce Hub™

Automatically Apply Checkout Fees Based on Payment Method

Add fees to payment link checkouts based on the selected payment method.

Use Case

You can incentivize ACH payments by adding credit card processing fees only when customers choose that option. This flexibility helps manage payment processing costs while giving customers choice in how they prefer to pay.



Launch region: Global

Free Starter Pro Enterprise Public Beta

HubSpot

Developer Platform

Campaigns API Improvements: Scope Enhancement & Property Deprecation

The Campaigns Public API receives enhanced scopes and updated property structures for better performance.

Use Case

Your API integrations can now access campaign data more efficiently with improved permissions models. This update ensures your custom applications maintain compatibility while benefiting from cleaner, more logical API structures that reduce development complexity.

Launch region: Global

Free Starter Pro Enterprise Live

Campaigns API Improvements: Feature Expansion & New Endpoints

New functionalities added to the Campaigns Public API expand integration capabilities for developers.

Use Case

You can build more sophisticated integrations with HubSpot's campaign functionality, accessing additional data points and performing more complex operations. This enables custom reporting dashboards, advanced automation, and deeper integration with your existing tech stack.

Launch region: Global

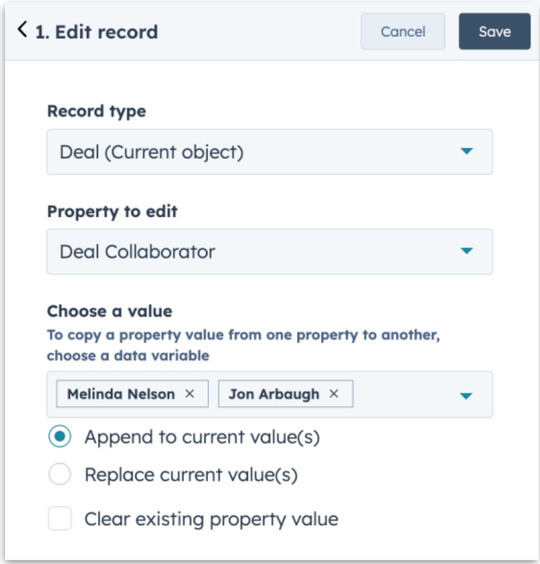
Free Starter Pro Enterprise Live

Add Deal Collaborators from Workflow & via API

Set and update Deal Collaborators through workflows and the CRM API.

Use Case

When deals reach certain stages or values, workflows can automatically add relevant team members as collaborators to ensure proper oversight. This automation prevents important deals from progressing without the right stakeholders being involved and informed.



Launch region: Global

Free Starter Pro Enterprise Live

App Marketplace

HubSpot connector for ChatGPT

The expanded HubSpot connector for ChatGPT handles both quick questions and deep research tasks.

Use Case

You can ask ChatGPT to analyze your pipeline trends, summarize deal progress, or identify at-risk opportunities using natural language. This AI-powered analysis helps uncover insights buried in your CRM data that might take hours to find manually.

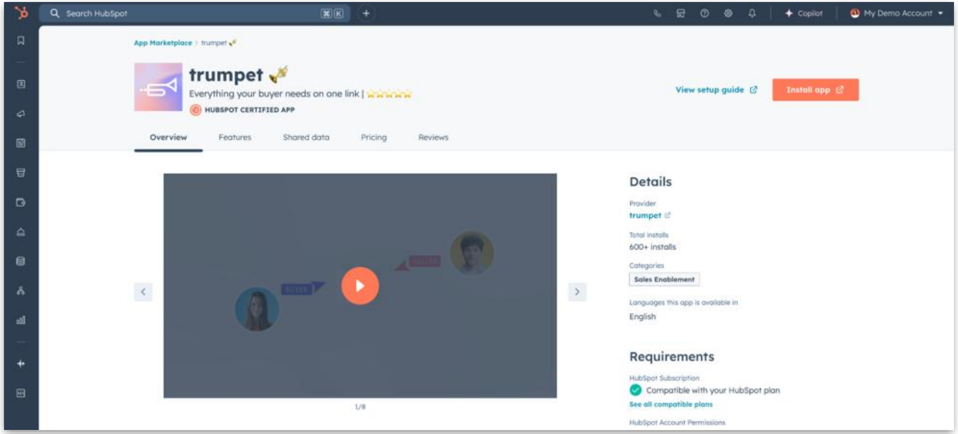
Learn More

Launch region: Global

Free | Starter | Pro | Enterprise | Live

Unify Buyer Insights in Your Deal Records with the Trumpet App for HubSpot

The Trumpet app now unifies buyer insights from digital sales rooms directly in deal records.



Use Case

You can see which stakeholders engaged with your proposals, what sections they spent time on, and when they last accessed materials without leaving HubSpot. This integrated intelligence helps you time follow-ups perfectly and address specific areas of interest or concern.

Launch region: Global

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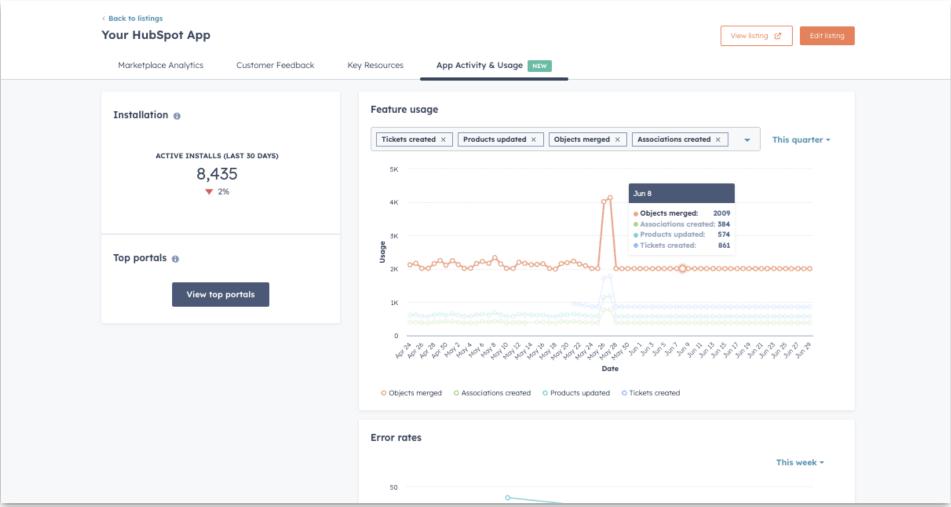
App Insights: Portal and Trends Data

App partners can view daily, weekly, and monthly usage trends for API operations.

Use Case

If you're developing integrations or managing API usage, you can monitor performance trends and identify usage patterns across different time periods. This visibility helps you optimize your applications and ensure they scale effectively with customer needs while avoiding rate limits.



Launch region: Global

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HubSpot

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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77+ New and 15+ Featured Updated Apps in the HubSpot Marketplace

Major expansion of the HubSpot Marketplace with 77+ new apps and 15+ significant updates.

Use Case

Find specialized tools for industry-specific needs or discover new integrations that automate manual processes between systems. With updates to major apps like Shopify, your existing integrations gain new capabilities without requiring re-installation or re-configuration.

Launch region: Global

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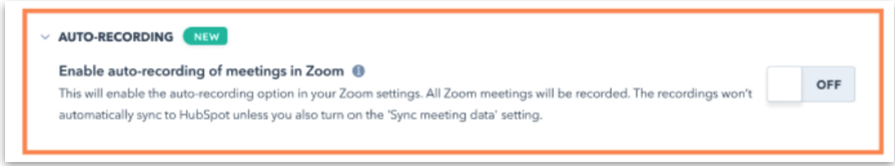
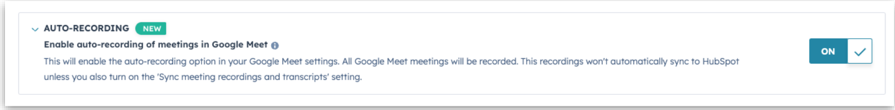
Enable 'Auto-Record' for Zoom and Google Meet meetings via HubSpot

The Zoom and Google Meet apps for HubSpot now includes automatic recording capabilities.





Use Case

Configure automatic recording for all sales calls to build a library of successful pitch examples and customer objection handling. This recorded content becomes invaluable for training new team members and refining sales strategies based on real conversations.

[Learn More]

Launch region: Global

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Breeze™

AI Powered

Breeze

Change or Disconnect Properties on Forms

You can now disconnect fields from CRM properties or change connected properties directly without rebuilding form fields.

Use Case

When you need to repurpose a form field or correct a property connection, you can make changes on the fly without losing your form design or starting over. This flexibility saves significant time during form optimization and helps you quickly adapt forms to changing data collection needs.

Launch region: Global

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HubSpot

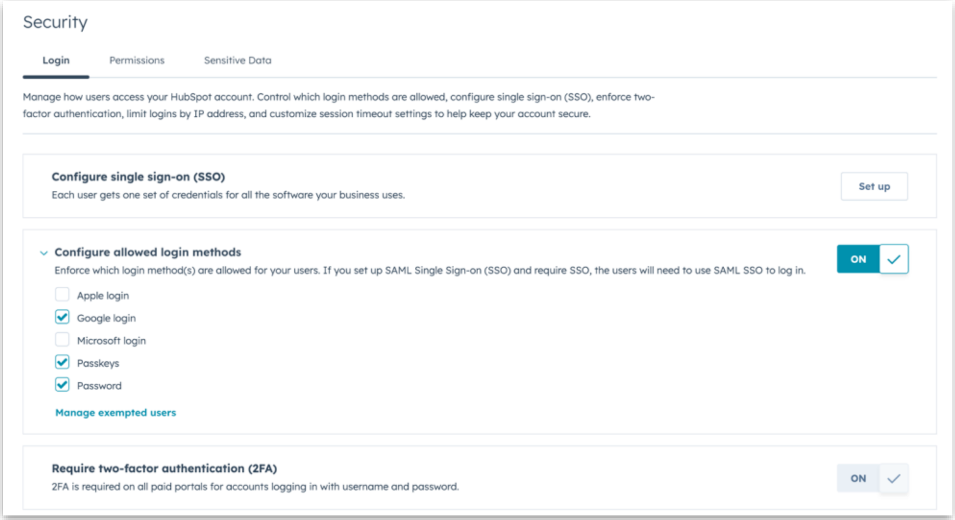
Breeze

Security Settings Redesign

The Security page in Settings receives a complete makeover with three organized tabs.

Use Case

You can navigate security configurations more efficiently with the new organized structure, finding specific settings faster than before. This improved layout makes it easier to manage user access, review permissions, and protect sensitive information across your HubSpot account.



Launch region: Global

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HubSpot

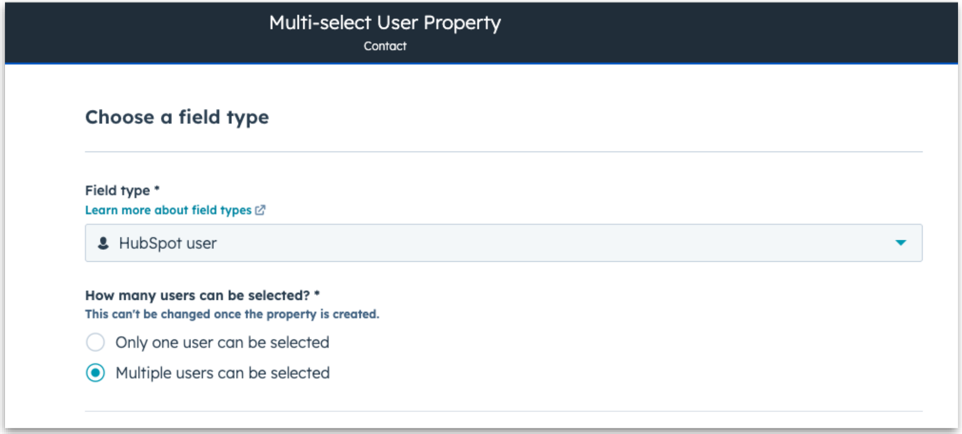
Breeze

Create Multi-Select User Properties

You can now create HubSpot User properties that allow multiple selections.

Use Case

When deals or projects have multiple team members involved, you can track all contributors in a single property rather than creating separate fields. This flexibility better represents real-world scenarios where multiple people share responsibility for customer relationships or outcomes.



Launch region: Global

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HubSpot

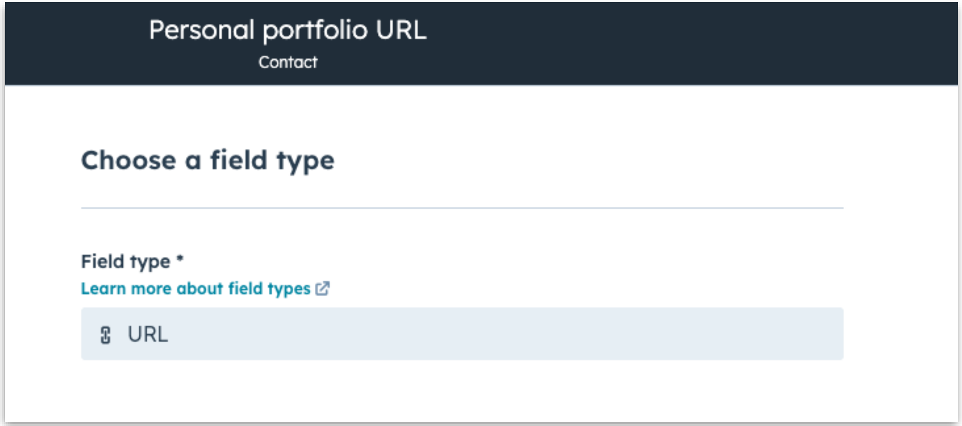
Breeze

URL Property

A new URL property type is now available for storing web addresses in your CRM records.

Use Case

You can properly store and validate website links, social media profiles, or document URLs within your CRM records. This dedicated field type ensures URLs are formatted correctly and can be clicked directly from record pages, improving data organization and accessibility.



Launch region: Global

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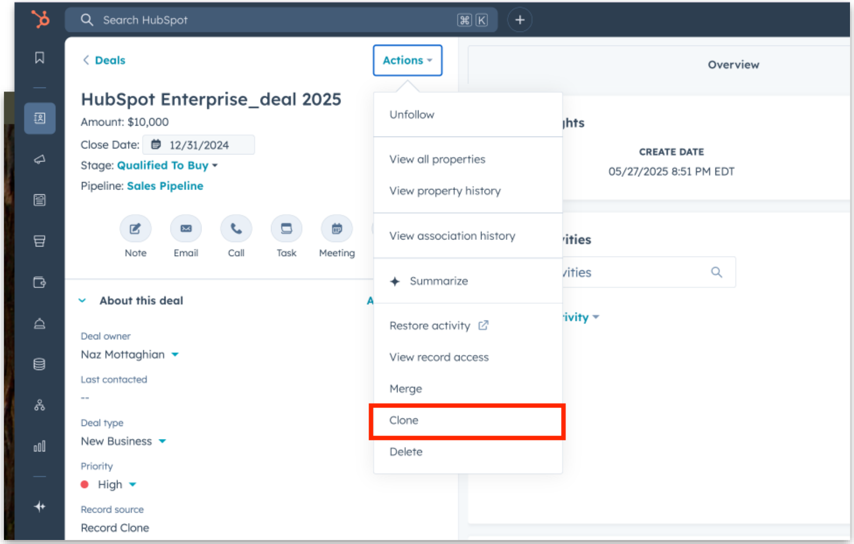
Breeze

Basic Record Cloning

Create new records based on existing ones with configurable property and association copying.

Use Case

You can now duplicate complex records with all their relevant details intact, saving significant time when creating similar deals, tickets, or custom objects. This cloning capability is especially valuable for businesses with repeatable sales processes or standardized service offerings.



Launch region: Global

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Breeze

Configure Activity Association Defaults for Additional Objects

Configurable automatic associations for activities now extend to additional CRM objects beyond the initial release.

Use Case

You can establish rules for how emails, calls, and meetings automatically associate with custom objects or specific record types. This ensures your team's activities are properly tracked against the right records without manual linking, improving data accuracy and reporting completeness.

Learn More

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HubSpot

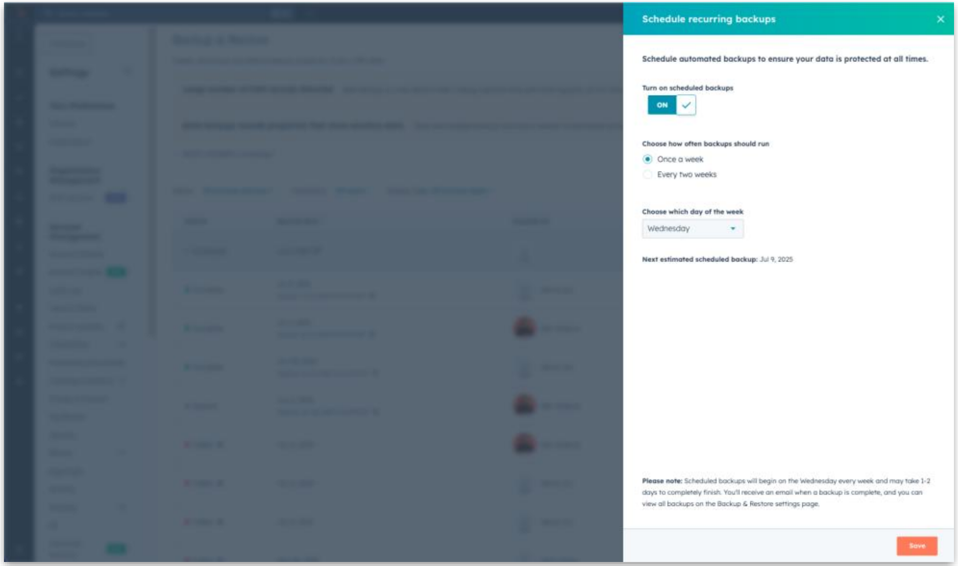
Breeze™

Automated Scheduling for Backups

CRM data backups can now be scheduled to run automatically weekly or bi-weekly.

Use Case

You can set up regular automated backups of your CRM data without manual intervention, ensuring your critical business information is always protected. This peace of mind allows you to focus on growth while maintaining data security compliance and disaster recovery readiness.



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HubSpot

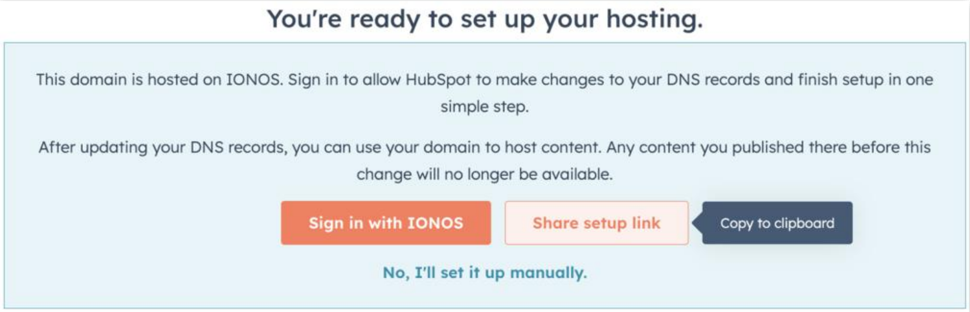
Breeze

Send DNS Setup Records for Web Content to a Colleague

You can now send DNS setup links directly to IT team members or webmasters for domain configuration.

Use Case

When you need technical DNS changes but don't have access yourself, you can securely share configuration requirements with the right team members. This streamlines the technical setup process and reduces back-and-forth communication about DNS settings, getting your domains configured correctly faster.



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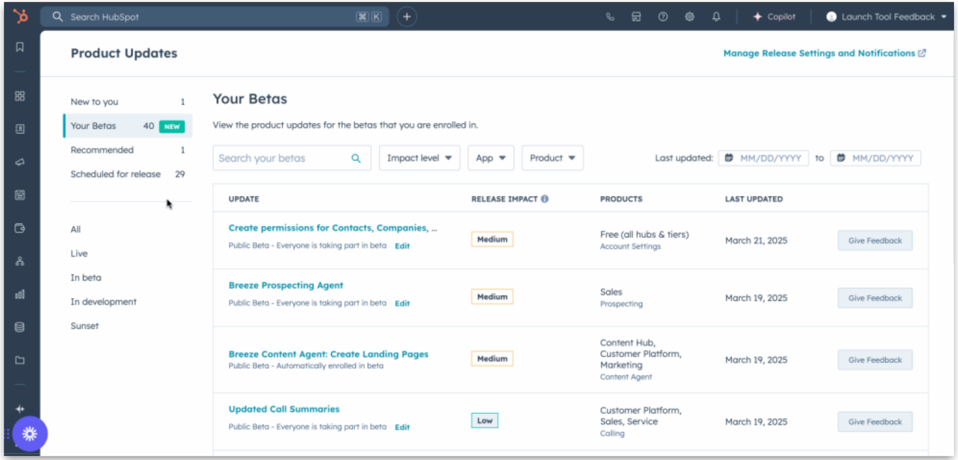
HubSpot

Breeze

Share Feedback on Betas

Admins can now submit feedback for beta features and recent live updates from the Product Updates page.



Use Case

You can provide valuable input on new features while they're still being refined, helping shape HubSpot's product development. This direct feedback channel ensures your team's specific needs and use cases are considered in feature improvements before they're finalized.

Launch region: Global

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HubSpot

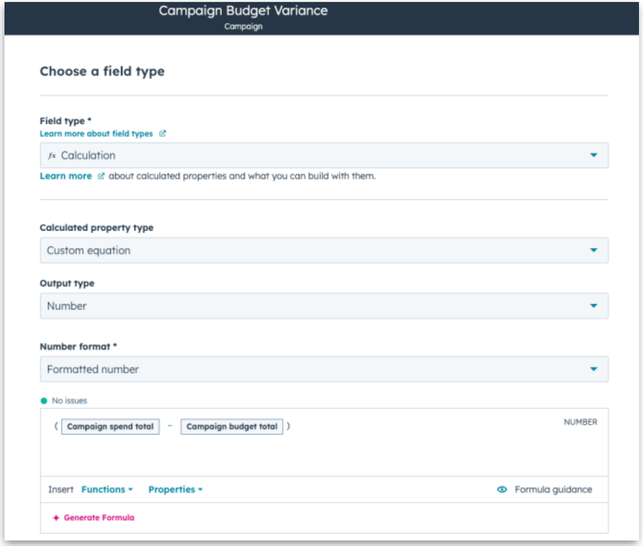
Breeze

Create Campaign and List Calculated Properties

Create calculated properties for Campaign and List objects that automatically compute values.

Use Case

You can create properties that automatically calculate metrics like "days since last campaign interaction" or "total lists subscribed to" without manual updates. These dynamic values enable sophisticated segmentation and reporting that adapts as your data changes.



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HubSpot

Breeze™

Association Limit Increase

Individual records can now be associated with up to 100,000 other records in paid accounts.

Use Case

Large enterprises can now model complex business relationships, such as associating thousands of contacts with a parent company or linking deals to numerous stakeholders. This expanded capacity supports sophisticated B2B sales processes and enterprise account management.

Launch region: Global

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HubSpot

Breeze

Enhancements to Options Formatting in Property Export File

Property options display in a simplified, readable format in export files.

Use Case

Share property configurations with consultants or new team members using clear, formatted exports that don't require technical knowledge to understand. This improved readability speeds up CRM documentation and makes property audits more efficient.

Launch region: Global

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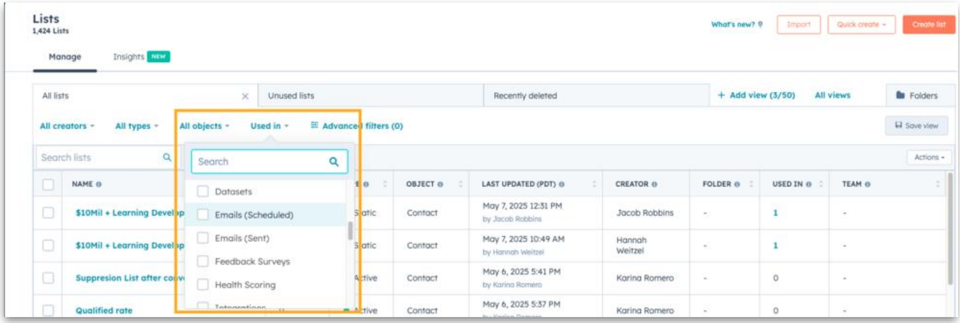
HubSpot

Breeze™

Lists: Filter by Used in Channel

You can now filter lists on the List Index page based on how they're used and activated across HubSpot.



Use Case

When you need to audit or clean up your lists, you can quickly identify which ones are actively used in workflows, campaigns, or other tools. This visibility helps you safely manage lists without accidentally affecting active marketing or sales processes that depend on them.

Launch region: Global

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HubSpot

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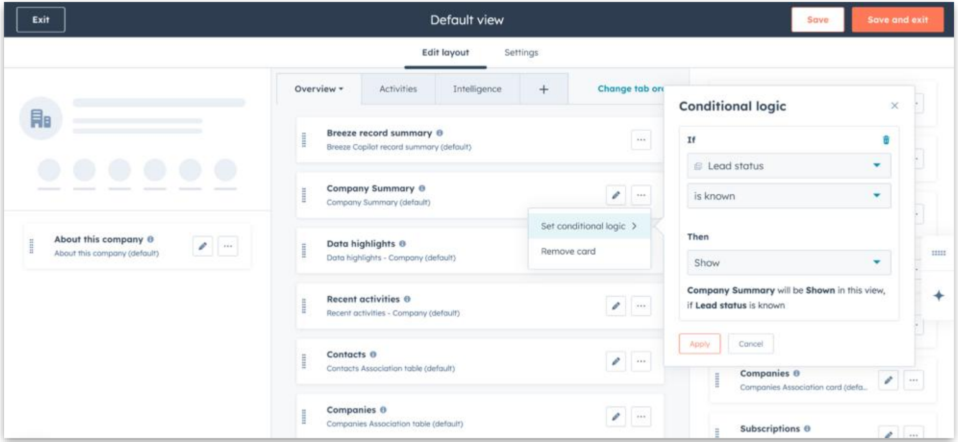
Conditional Display Logic on all CRM Cards, Locations, and Tabs

Control CRM card and tab visibility based on property values across all locations.



Use Case

Show relevant information based on record type, deal stage, or customer segment, creating cleaner interfaces for different user roles. This conditional logic reduces information overload and helps teams focus on data most relevant to their current task.

Launch region: Global

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HubSpot

Breeze

Property Export File Now Includes Last Updated Time and Source

Property export files include new columns showing when and how properties were last modified.

Use Case

When auditing your CRM configuration, you can quickly identify recently changed properties and understand whether updates came from integrations, workflows, or manual edits. This metadata is crucial for troubleshooting data quality issues and planning property consolidation projects.

	Fill rate	Last Updated Time	Update Source
	100%	6/30/25 10:40 AM EDT	Analytics
	1.94%	8/26/24 7:38 AM EDT	Analytics
	100%	6/30/25 10:40 AM EDT	Analytics

Launch region: Global

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HubSpot

Appointment Name Property Required for Record Creation

The appointment name field is now mandatory when creating appointment records.

Use Case

This requirement ensures every appointment has a clear, searchable title that helps team members understand meeting purposes at a glance. Better appointment naming improves calendar management and makes it easier to track specific types of customer interactions over time.

Launch region: Global

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Breeze™

Apply Activity Logging Defaults to External Emails

Admin-configured email logging rules now apply consistently across all email channels.

Use Case

When your team uses external email clients like Outlook or Gmail, you can ensure the same logging rules apply as they do for emails sent from HubSpot. This consistency helps maintain accurate contact timelines and ensures compliance with your data governance policies across all communication channels.

[Learn More]

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HubSpot

Breeze

Enhanced Board Experience and Board View for Contacts & Companies

This update brings board view functionality to contacts and companies with an enhanced interface.

Use Case

You can now organize contacts and companies into visual boards based on lifecycle stages, lead status, or custom properties. This visual approach makes it easier to segment your database and track progression through different stages of your customer journey.

Launch region: Global

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HubSpot

New Standard Sandbox with Improved Production Metadata & Deploy to Production Supported Assets

Enhanced sandbox environment with production metadata copying and deployment capabilities.

Use Case

Test complex workflow changes or CRM customizations in an environment that mirrors your production setup exactly. When testing is complete, deploy changes to production with confidence, knowing they've been thoroughly validated in a realistic environment.

Launch region: Global

Free Starter Pro Enterprise Public Beta

Thank You