June 2025 Product Updates

Marketing Hub®

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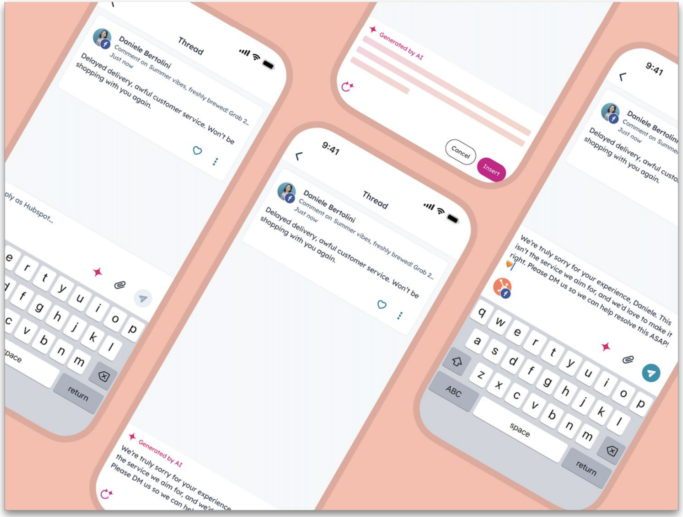
Marketing Hub®

Copilot Social Quick Replies Mobile

You can now respond to social comments and messages on mobile with AI-suggested replies.

Use Case

You'll never miss an opportunity to engage with your audience, even when you're away from your desk or traveling. This feature helps you maintain consistent social media presence and respond quickly to customer inquiries, improving your brand's responsiveness and customer satisfaction.



Launch region: Global

Free | Starter | Pro | Enterprise | Live

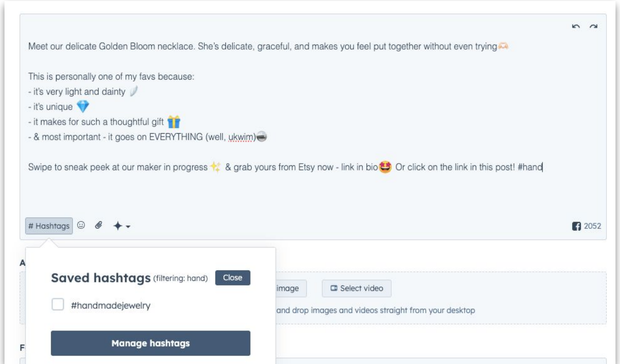
Marketing Hub®

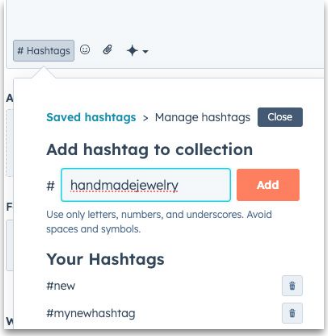
Making Hashtag management easier: New Hashtag Bank in the Social Editor

The new hashtag bank lets you save and reuse your most effective hashtag combinations with one click.

Use Case

You'll save time creating social posts by instantly applying your proven hashtag strategies instead of typing them repeatedly. This ensures consistency across your social campaigns and helps you maintain optimal reach and engagement with your established hashtag formulas.





Launch region: Global

Free Starter Pro Enterprise Live

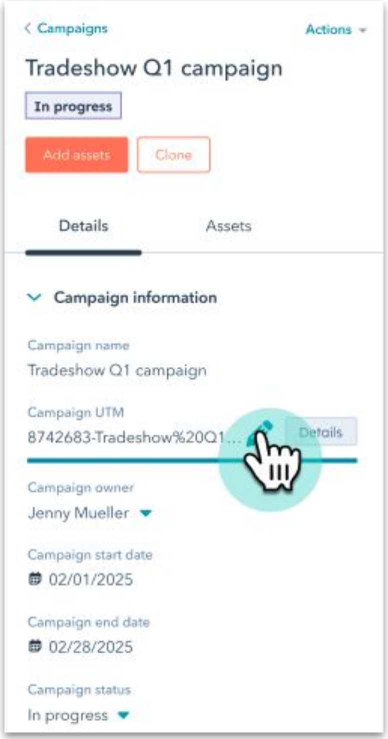
HubSpot

Edit or delete Campaign UTM values

You can now edit or delete UTM values in your existing campaigns without starting over.

Use Case

Fix tracking mistakes or update campaign parameters as your strategy evolves without losing historical data. This flexibility helps you maintain accurate attribution reporting and adjust your measurement approach based on changing business needs.



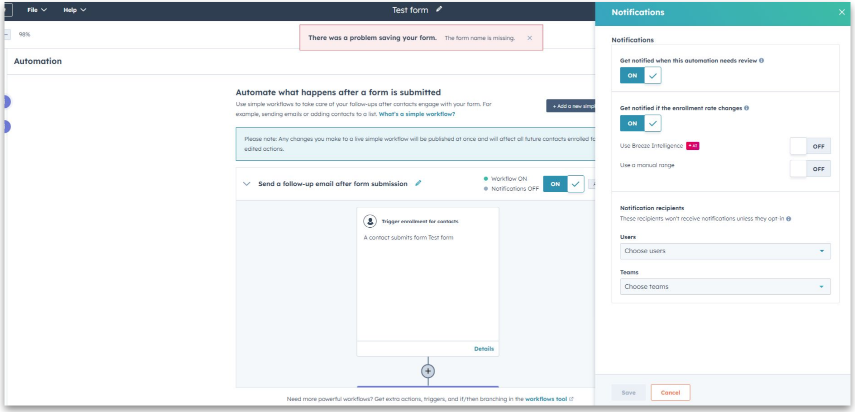
Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

Marketing Hub®

Notifications for form automations

Set up your preferred notification method to stay informed about issues with form automations.



Use Case

You can now receive alerts via email, in-app notifications, or other channels when form automations encounter problems, ensuring critical lead capture processes never fail silently. This proactive monitoring helps you maintain reliable lead generation by catching and fixing issues before they impact your pipeline.

Launch region: Global

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

HubSpot

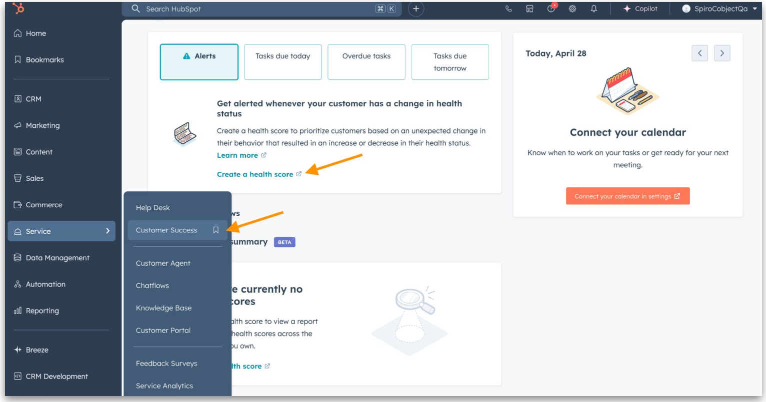
Marketing Hub®

Smart Frequency Suggestions and Score 'Event Not Occurred' in Scoring Apps

AI now provides suggestions for lead scoring and allows you to score based on actions that haven't occurred.

Use Case

Build more accurate lead scoring models faster by leveraging AI recommendations and negative scoring for missed actions. This sophisticated approach helps you identify truly qualified leads and avoid over-scoring prospects who haven't taken key qualifying actions.



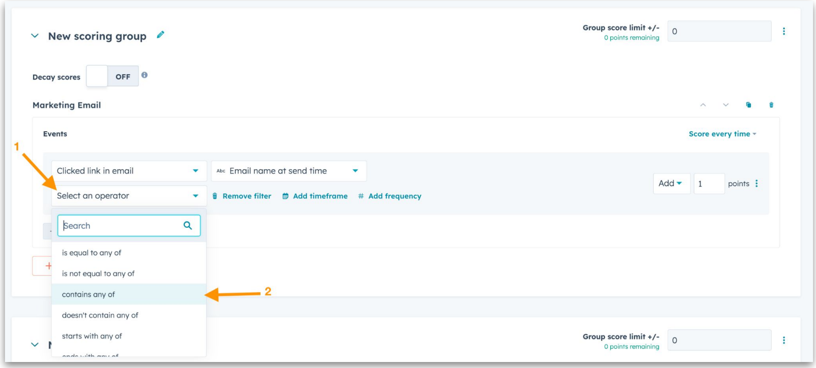
Launch region: Global

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

HubSpot

Scale Email and Form scoring with "Contains" in Scoring Apps

Use the "contains" filter to specify which marketing emails and forms contribute to lead scores.



Use Case

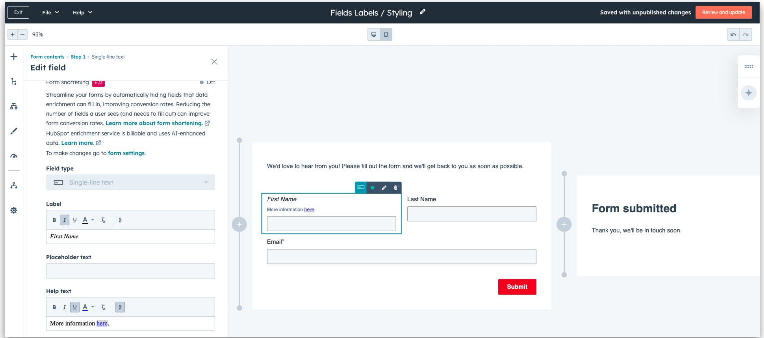
You can now create more sophisticated scoring rules by including multiple emails or forms that contain specific keywords in their names, eliminating the need to manually select each one. This scalable approach ensures your scoring models automatically incorporate new assets that match your criteria, keeping your lead qualification process current without constant maintenance.

Launch region: Global

Free Starter Pro Enterprise Live

Rich Text Formatting for Labels and Data Privacy Text

Form labels, help text, and data privacy text now support rich text formatting options to better highlight and structure important information.



Use Case

You can now bold key compliance terms in your data privacy text and add hyperlinks to detailed policy pages, ensuring users understand exactly what they're agreeing to. This formatting flexibility also lets you emphasize required fields with color or italics in help text, reducing form errors and improving completion rates while maintaining your brand's visual standards.

Launch region: Global

Free | Starter | Pro | Enterprise | Live

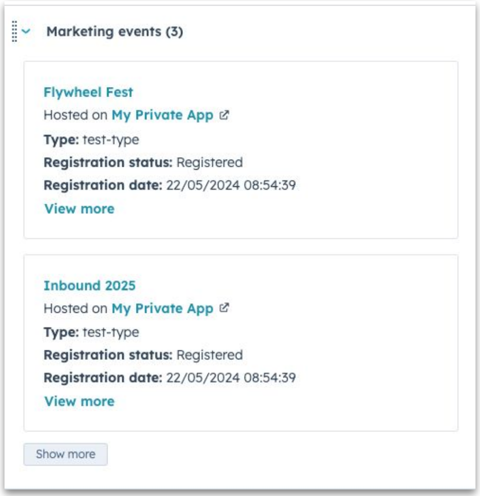
Marketing Hub®

View Marketing Event History with the New Registrant Card in Contact Records

See a contact's full marketing event history right from their record with the new registrant CRM card.

Use Case

When preparing for a follow-up call or email, you can now quickly check whether a contact registered for, attended, or engaged with a recent event—all from their contact record. This saves time, improves personalization, and keeps your workflow efficient.



Launch region: Global

Free | Starter | Pro | Enterprise | Live

HubSpot

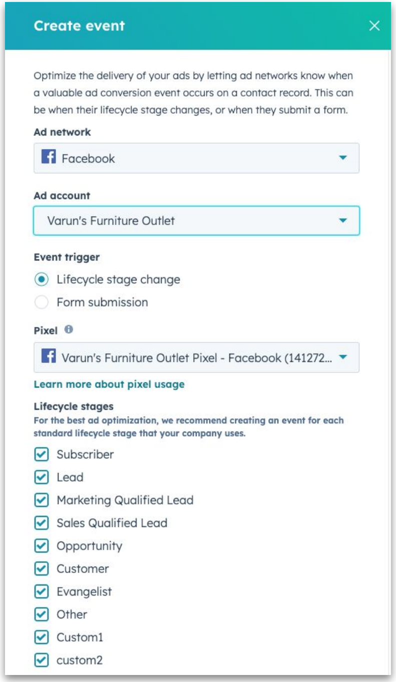
Marketing Hub®

Sync custom lifecycle stages with Facebook ads for better targeting

Custom lifecycle stages created in HubSpot can now be synced to Facebook's Conversions API for enhanced ad targeting and optimization based on your unique customer journey.

Use Case

You can now share custom stages like "Trial Started" or "Product Qualified Lead" with Facebook, helping the platform identify and target similar high-value prospects who match your ideal customer progression. This deeper integration means your Facebook ads will reach people more likely to move through your specific sales process.



Launch region: Global

Free Starter Pro Enterprise Live

HubSpot

Automatically Add Video Captions to YouTube

Enhance your YouTube videos with captions directly from HubSpot's publishing interface.

Use Case

You can now override YouTube's auto-generated captions with your carefully crafted versions, ensuring accuracy and maintaining your brand voice in every video. This direct integration eliminates the extra step of uploading captions separately while improving accessibility and SEO for your video content.

Launch region: Global

Free Starter Pro Enterprise Live

Automatically Send Video Captions to X (formerly Twitter)

Add AI-generated or custom captions to videos posted on X automatically.

Use Case

You can now ensure your X videos are accessible and engaging for users scrolling without sound, dramatically increasing view rates and message comprehension. This automatic captioning helps your content stand out in busy feeds while making it accessible to all audiences, including those with hearing impairments.

Launch region: Global

Free Starter Pro Enterprise Live

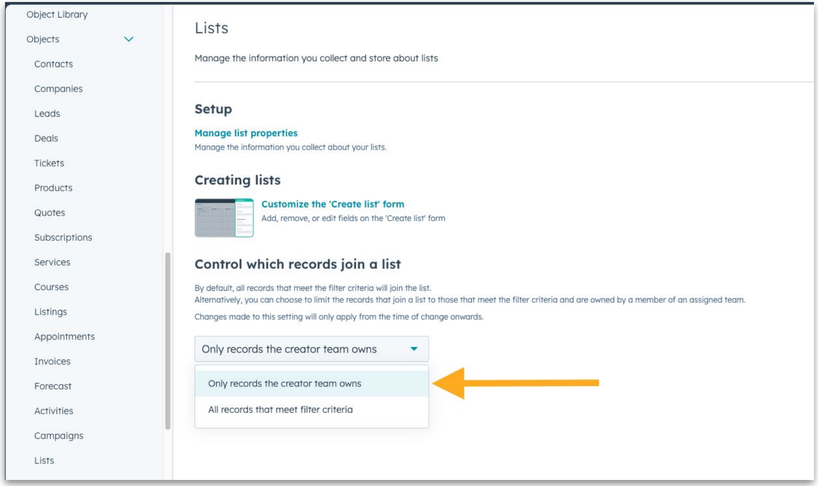
Marketing Hub®

Lists - shared records support

Lists assigned to teams now include both team-owned records and records shared with the team.

Use Case

You can now create more comprehensive team lists that capture all relevant records your team can access, not just those they directly own. This inclusive approach ensures collaborative teams have full visibility into shared responsibilities and opportunities without missing critical records.

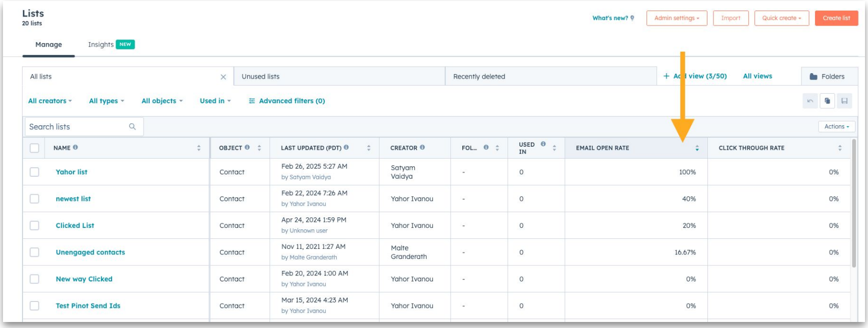


Launch region: Global

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

Average Email Open Rate and Click Through Rate for Lists

Identify top-performing and underperforming lists based on key email metrics at a glance.



Use Case

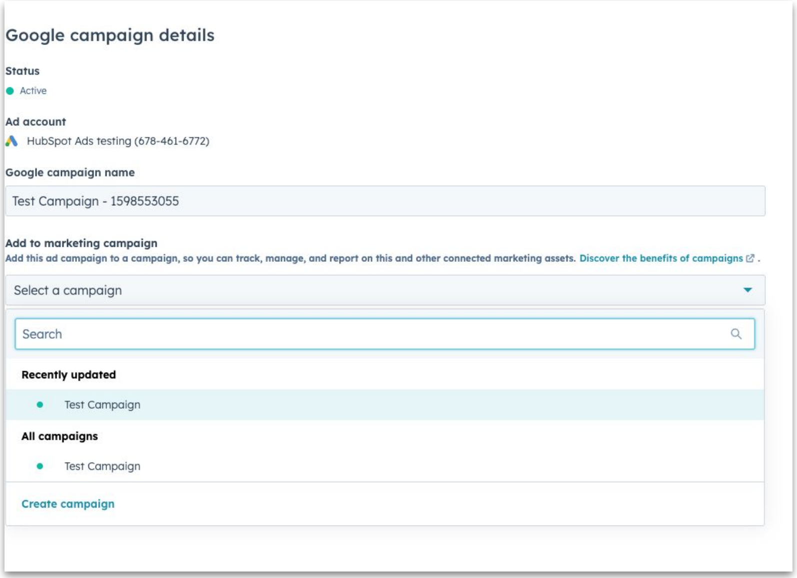
You can now quickly spot which segments of your audience are most engaged without diving into individual campaign reports, helping you focus efforts on your most responsive contacts. This list-level visibility enables smarter segmentation decisions and helps you identify trends in audience behavior across different groups.

Launch region: Global

Free | Starter | Pro | Enterprise | Live

Associate Ads to HubSpot Campaigns from the Ads tool

Connect your ad campaigns with HubSpot campaigns directly from the ads tool interface.



Use Case

You can now create seamless connections between your paid advertising efforts and broader marketing campaigns without switching between tools, saving time and reducing errors. This unified approach gives you complete visibility into how your ads contribute to overall campaign performance, helping you optimize spend and demonstrate ROI more effectively.

Launch region: Global

Free | Starter | Pro | Enterprise | Live

Send Video Transcripts to Facebook

Automatically add AI-generated or custom captions to your social videos posted to Facebook.

Use Case

You can now ensure all your Facebook videos are accessible and engaging with automatic captions that boost view time and comprehension. This feature helps you reach audiences watching without sound while improving accessibility for all viewers, expanding your content's impact.

Launch region: Global

Free Starter Pro Enterprise Live

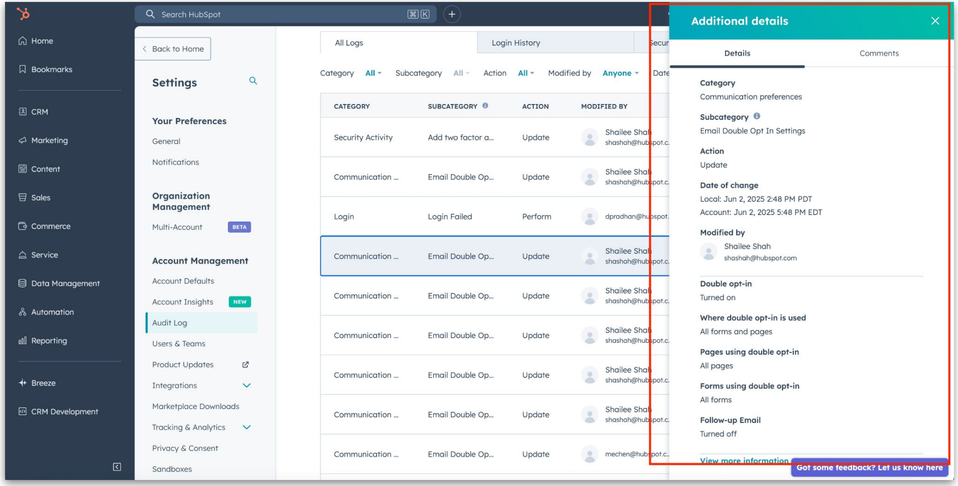
Marketing Hub®

View audit logs for updates to Double Opt-In settings

Track all changes to DOI (Double Opt-In) settings in your Account Audit Logs.

Use Case

You can now maintain complete visibility into who changed your email compliance settings and when, ensuring your team maintains proper consent practices. This transparency helps you stay compliant with regulations while quickly identifying and addressing any unauthorized changes to critical email settings.



Launch region: Global

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

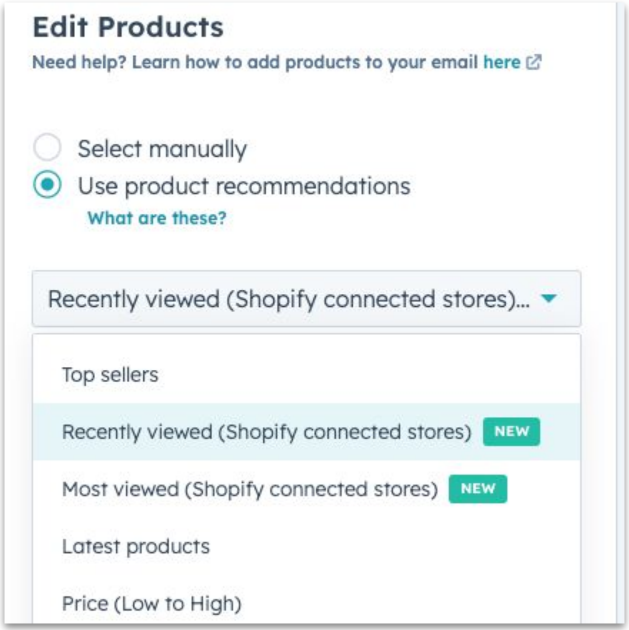
HubSpot

Customize HubSpot marketing emails with Recently Viewed Shopify products

Include contacts' recently viewed Shopify products in your HubSpot marketing emails.

Use Case

Create personalized email experiences by showing each contact the exact products they've been browsing, dramatically increasing relevance and purchase likelihood. This individualized approach turns every email into a tailored shopping experience that picks up right where your customers left off.



Launch region: Global

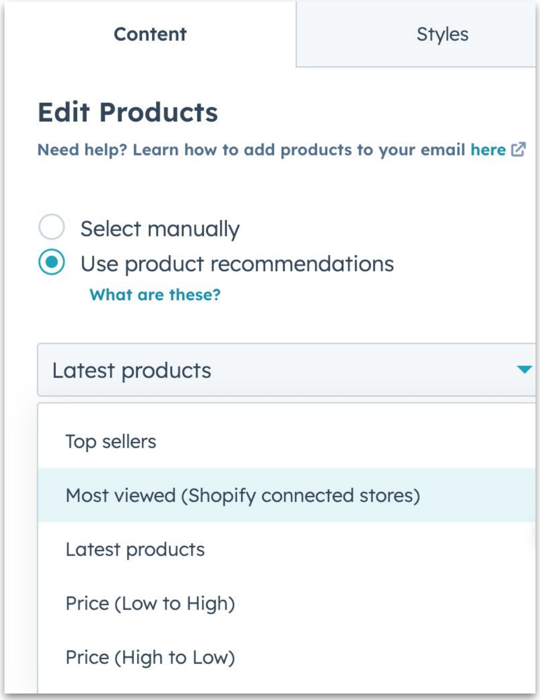
Free Starter Pro Enterprise Live

Customize HubSpot marketing emails with Most Viewed Shopify products

Pull your most viewed Shopify products directly into HubSpot marketing emails.

Use Case

You can now showcase your hottest products automatically in email campaigns, ensuring you're always promoting items that have proven customer interest. This dynamic content keeps your emails fresh and relevant without manual updates, driving more clicks and conversions from your email marketing.



Launch region: Global

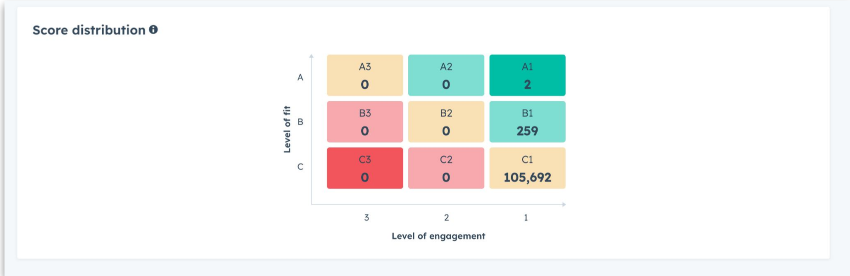
Free | Starter | Pro | Enterprise | Live

Combined Scores Available for Marketing Hub Professional

Combined scoring for contacts and companies is now available for Marketing Hub Professional customers.

Use Case

You can now create sophisticated lead scoring models that evaluate both individual contacts and their associated companies in a single score, giving you a more complete picture of sales-readiness. This holistic approach helps you prioritize outreach more effectively by considering both personal engagement and company-level indicators of buying intent.



Launch region: Global

Free Starter Pro Enterprise Live

Service Hub®

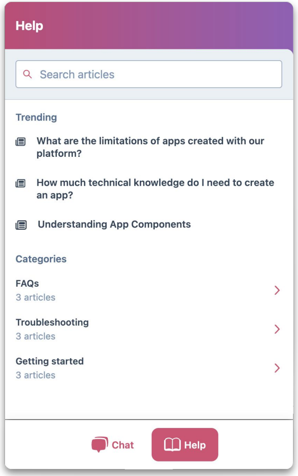
Powered by Breeze

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.



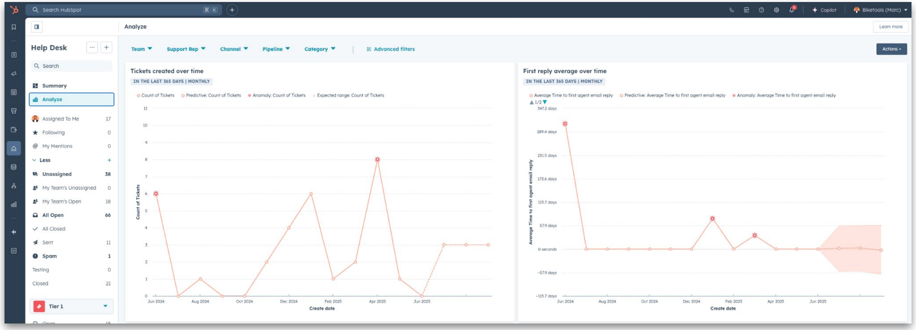
Launch region: Global

Free Starter Pro Enterprise Live

Service Hub®

Predictive Insights & Time in Ticket Status Reporting on the Help Desk Analyze Tab

AI predictions now highlight potential issues before they become problems in your support queue.



Use Case

Proactively address bottlenecks and resource needs before they impact your customers' experience. This early warning system helps you maintain service level agreements and prevent small issues from escalating into major customer satisfaction problems.

Launch region: Global

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

HubSpot

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 Public Beta

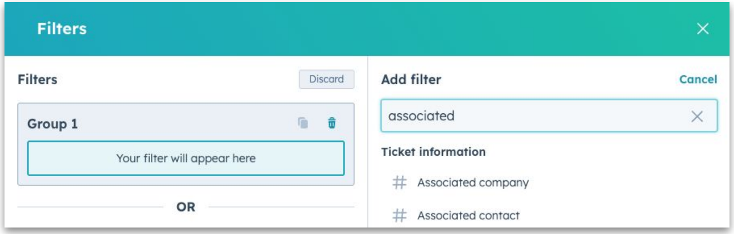
Service Hub®

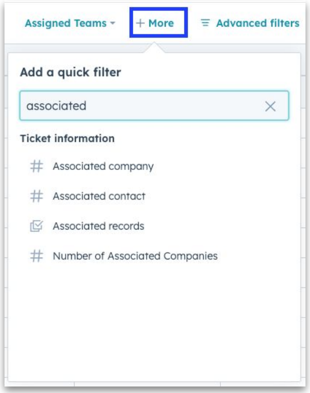
Filter Tickets by Associated Contact and Company in Help Desk

You can now filter support tickets by specific customers or companies across all help desk layouts.

Use Case

Quickly access complete support history for VIP customers or problematic accounts when they contact you. This comprehensive view helps you provide more personalized service and understand recurring issues that might indicate broader product or service problems.





Launch region: Global

Free Starter Pro Enterprise Live

HubSpot

Service Hub®

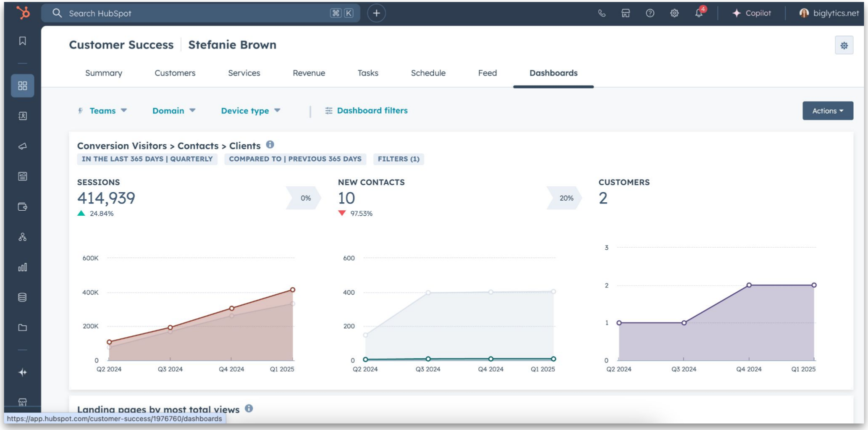
Embedded Dashboards in Customer Success Workspace

This feature allows users to embed their custom dashboards directly into their customer success workspace. It provides a seamless way to monitor key metrics, access insights, and collaborate with teams without leaving the workspace.

Use Case

Embedded dashboards bridge the gap between insights and action, ensuring that critical data is always at the fingertips of Customer success managers. By integrating dashboards into the workspace:

- Users save time by reducing context-switching.
- Teams can make faster, data-driven decisions.
- Collaboration improves as insights are shared more effectively.



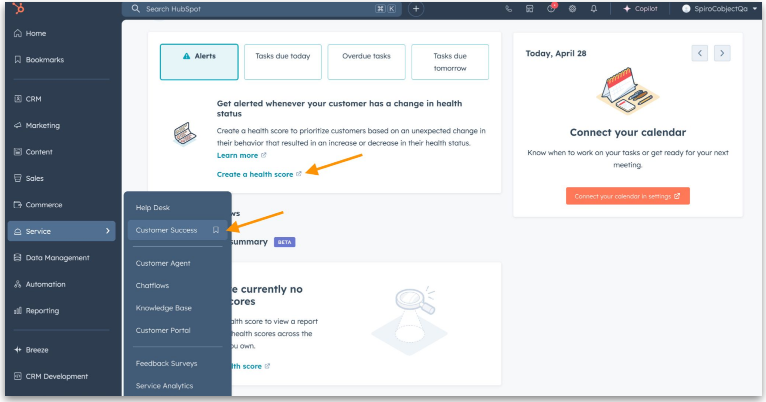
Launch region: Global

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

HubSpot

Smart Frequency Suggestions and Score 'Event Not Occurred' in Scoring Apps

AI now provides suggestions for lead scoring and allows you to score based on actions that haven't occurred.



Use Case

build more accurate lead scoring models faster by leveraging AI recommendations and negative scoring for missed actions. This sophisticated approach helps you identify truly qualified leads and avoid over-scoring prospects who haven't taken key qualifying actions.

Launch region: Global

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

Service Hub®

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** **Public Beta**

HubSpot

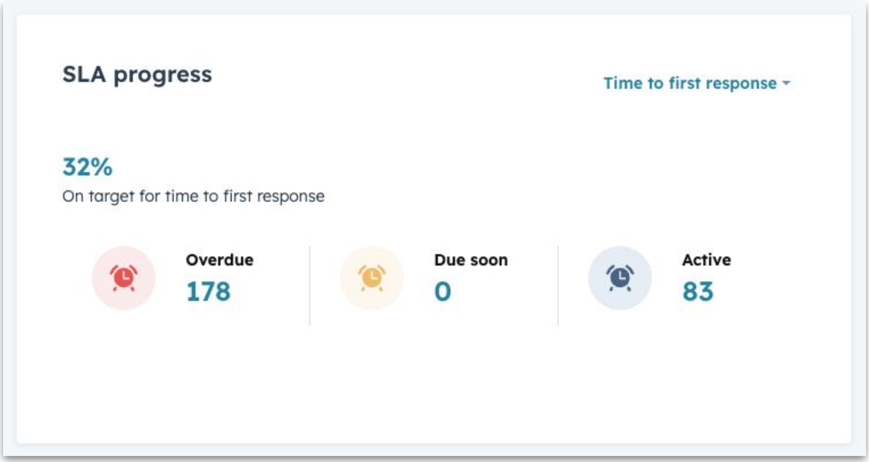
Service Hub®

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 | Public Beta

HubSpot

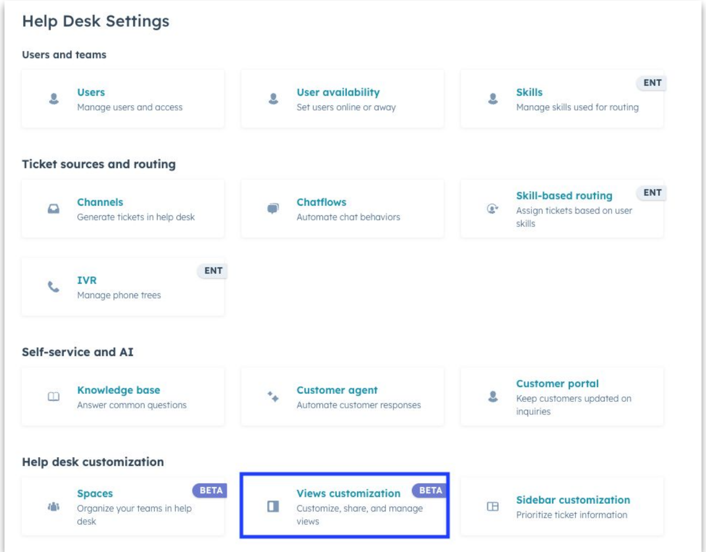
Service Hub®

Help Desk Views Customization Experience and Improvements

Enhanced customization options for help desk views with a new management interface.

Use Case

You can now organize and customize your help desk views more intuitively, creating personalized workspaces that match your team's unique support workflows. These improvements make it easier to surface the most relevant tickets for each team member, improving response times and agent satisfaction.



Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

HubSpot

Big Boosts to Your Customer Agent's Response Quality

Significant improvements help the Customer Agent deliver faster, clearer, and more accurate answers.

Use Case

Your automated customer support now provides responses that better understand context and nuance, reducing the need for human escalation on routine inquiries. These enhancements mean happier customers who get accurate help instantly, while your team focuses on more complex, high value interactions.

Launch region: Global

Free Starter Pro Enterprise Live

Export tickets in the Customer Portal

Visitors can now export their support tickets to CSV directly from the Customer Portal with one click.

Use Case

Your customers can now download their complete ticket history for their own records, compliance needs, or internal reporting without having to contact your support team. This self-service capability reduces support burden while giving customers the transparency and control they expect from modern service experiences.

Launch region: Global

Free | Starter | Pro | Enterprise | Live

Health Score Builder

Learn More

A new tool that lets you assign points to properties and activities across HubSpot to create comprehensive health scores.

Use Case

You can now track customer health by building custom scoring models that reflect what matters most to your business - whether that's product usage, support interactions, or engagement metrics. This proactive approach helps you identify at-risk accounts before they churn and spot opportunities for expansion with your healthiest customers.

Launch region: Global

Free Starter Pro Enterprise Live

Design Changes in the Customer Portal

Behind-the-scenes improvements now deliver a sleeker, more polished experience in your Customer Portal.

Use Case

Your customers will enjoy a more intuitive interface when accessing their support tickets and resources, making it easier for them to find what they need quickly. This enhanced design reduces friction in customer interactions, helping you build stronger relationships through a professional, modern portal experience.

Launch region: Global

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

Sales Hub®

Powered by Breeze

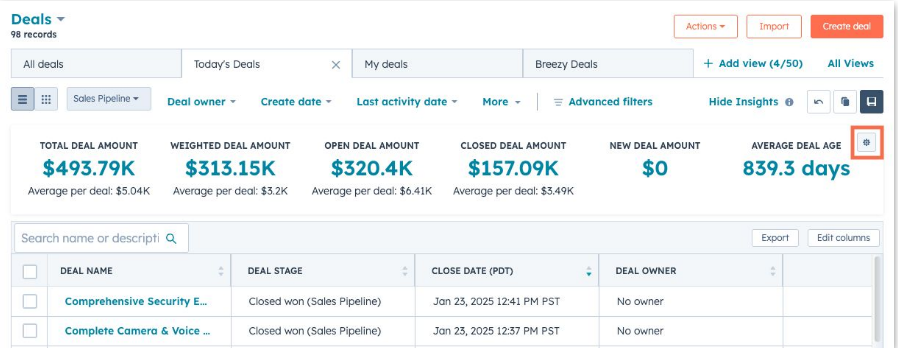
Sales Hub®

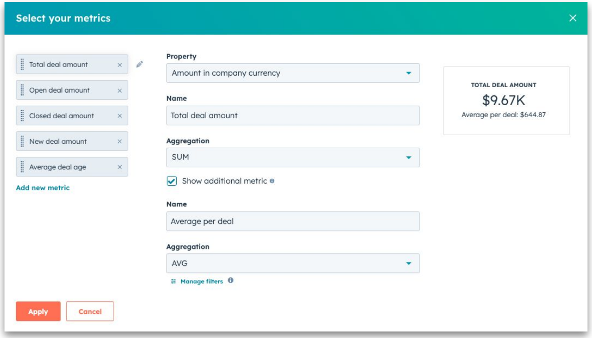
Deal Metrics Customization

The Deals index page now offers a customizable data well.

Use Case

Instead of fixed metrics, you can tailor it to display the information most relevant to your business, enabling faster, more informed decision-making.





Launch region: Global

Free | Starter | Pro | Enterprise | Live

HubSpot

Sales Hub®

Sales Workspace Dashboards

When reps start their day, they can now instantly see key metrics, tasks, and progress without switching tools. This boosts focus and accountability.

Use Case

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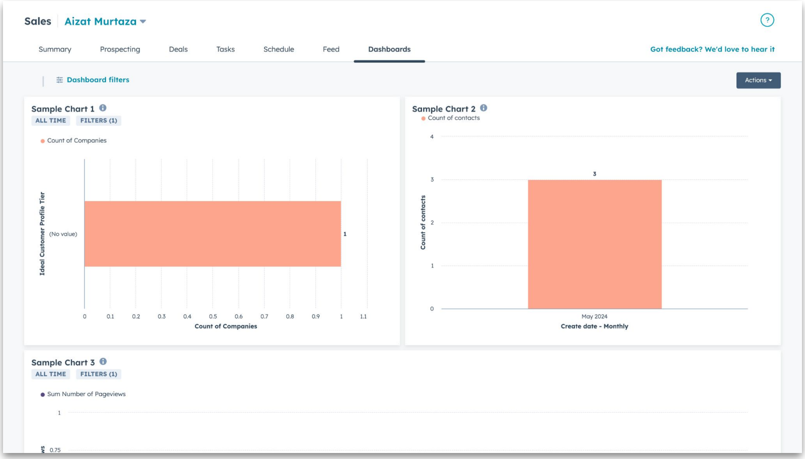


Launch region: Global

Free Starter Pro Enterprise Live

HubSpot

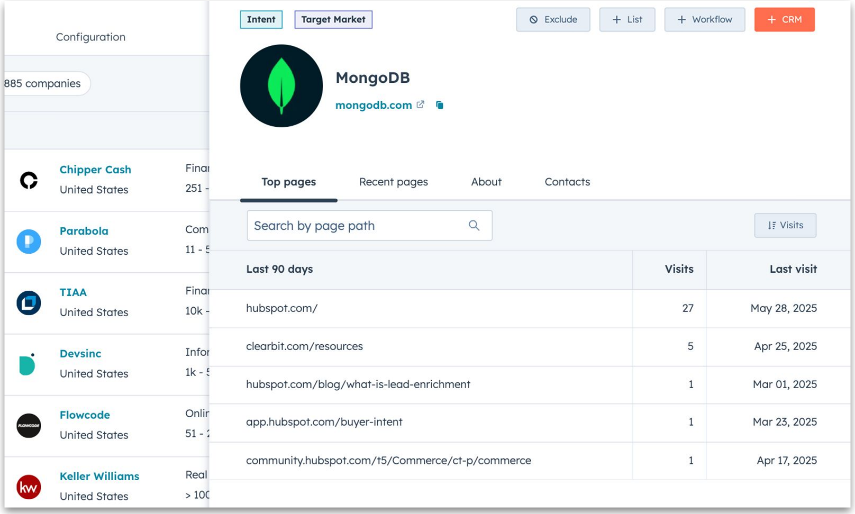
Sales Hub®

Multiple Domain Support for Buyer Intent

Buyer Intent now tracks high-intent visitors across all your websites from a single dashboard.

Use Case

Get a complete view of prospect behavior whether they visit your main site, product pages, or regional domains. This comprehensive tracking helps you identify serious buyers earlier in their journey and prioritize outreach based on their total engagement across your digital properties.



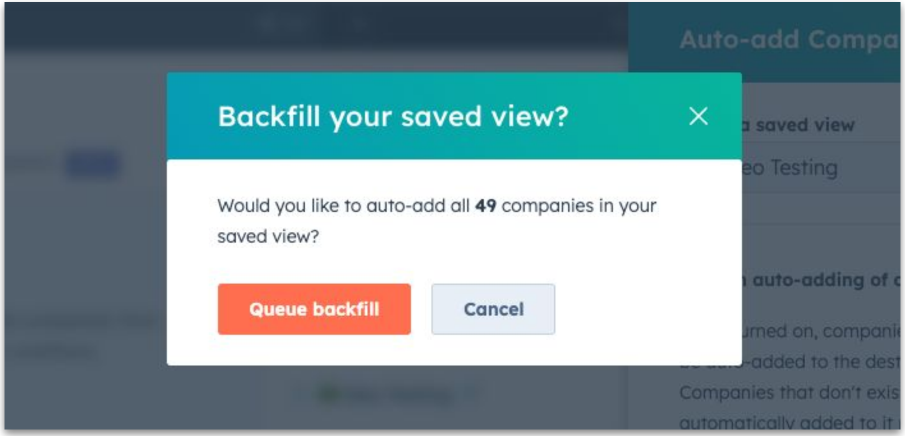
Launch region: Global

Free | Starter | Pro | Enterprise | Live

HubSpot

Auto-add Backfill for Buyer Intent

The backfill feature automatically adds companies that previously visited your site and match your current intent criteria.



Use Case

Capture high-intent prospects who visited your site before you set up intent tracking, ensuring you don't miss valuable opportunities. This retroactive identification helps you reach out to companies that showed interest in the past but weren't captured in your original setup.

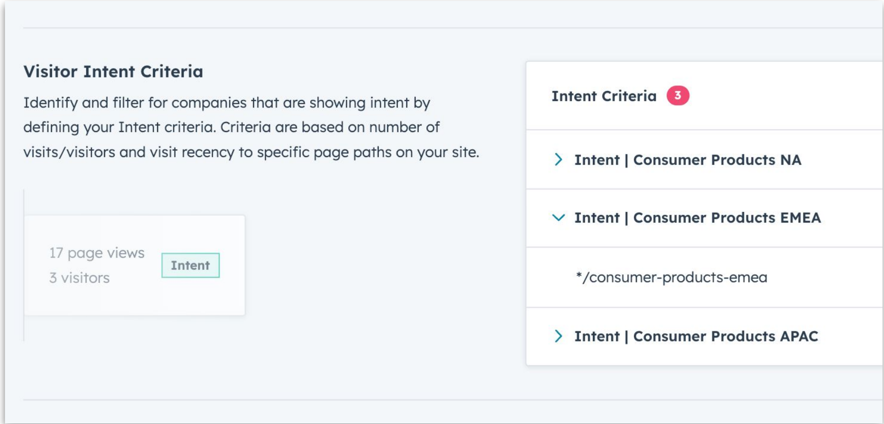
Launch region: Global

Free | Starter | Pro | Enterprise | Live

Sales Hub®

Multiple Intent Criteria for Buyer Intent

You can create up to 10 unique visitor intent profiles to identify different buyer personas and stages.



Use Case

Tailor your outreach strategies for different types of buyers, from early stage researchers to ready-to-buy prospects. This granular approach helps you send more relevant messages and improve conversion rates by matching your communication to their specific interests and buying stage.

Launch region: Global

Free | Starter | Pro | Enterprise | Live

HubSpot

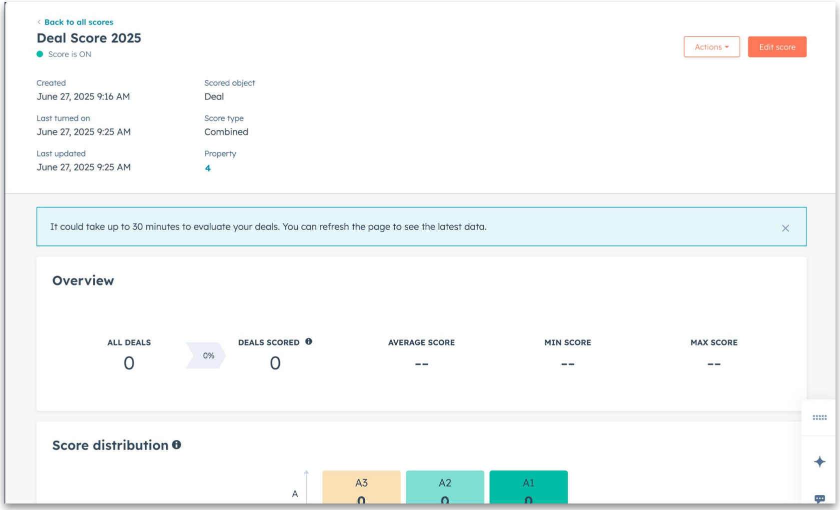
Sales Hub®

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

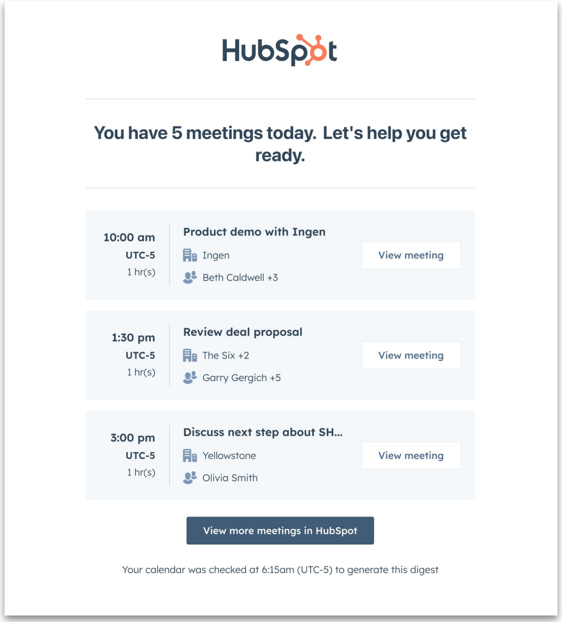
Sales Hub®

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.



Launch region: Global

Free | Starter | Pro | Enterprise | Live

Content Hub™

Powered by Breeze

Podcast Slide-in CTA Template

A new slide-in CTA template optimized for podcast listeners is now available in the design manager.

Use Case

When promoting offers during podcast episodes, marketers can now use a pre-built slide-in template that's designed to engage audio-first audiences. This improves alignment with podcast content while increasing conversion potential without additional design work.

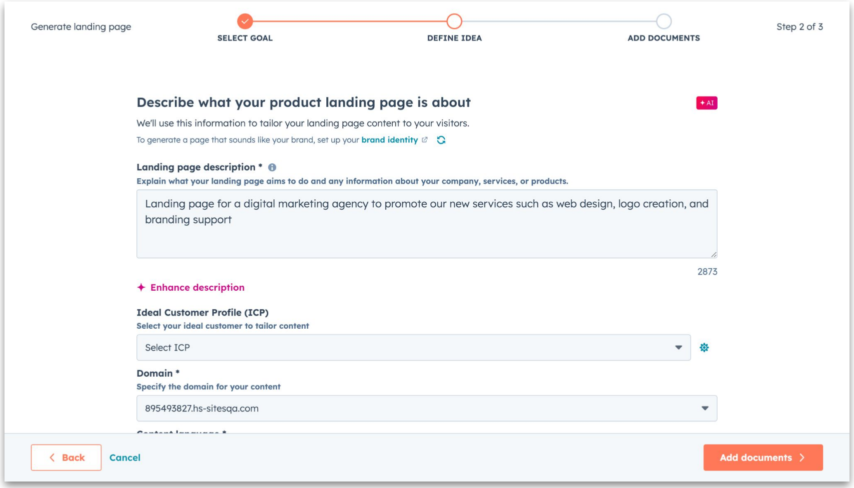
Launch region: Global

Free Starter Pro Enterprise Live

Content Hub™

Automatically Enhance Prompts for AI-Powered Landing Pages

Click "Enhance" to automatically improve your landing page descriptions with help from the content agent.



Use Case

Transform basic ideas into compelling landing page content by letting AI enhance your initial prompts with marketing best practices and persuasive language. This feature helps you create professional, conversion-focused pages even if you're not a seasoned copywriter.

Launch region: Global

Free Starter Pro Enterprise Live

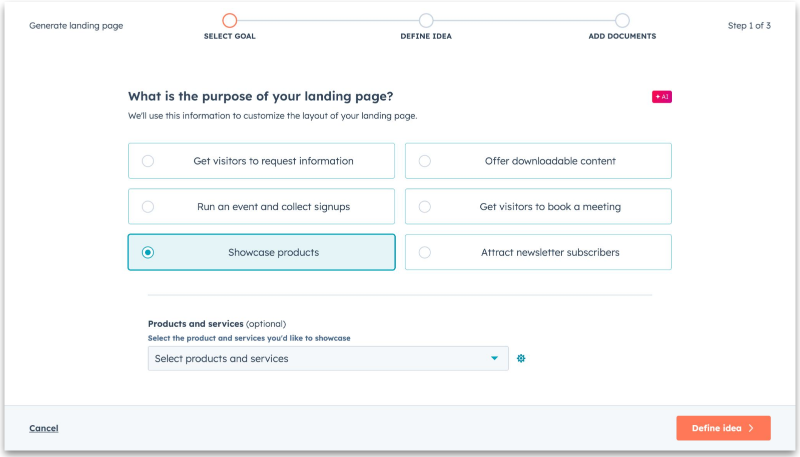
HubSpot

Add Additional Context for AI-Powered Landing Pages

You can now provide additional details when using the content agent to create landing pages for products and events.

Use Case

Give the AI more context about your specific goals, audience, and brand voice to generate landing pages that truly reflect your unique value proposition. This enhanced customization ensures your AI generated pages align perfectly with your campaign objectives while maintaining your brand's distinctive tone and messaging.



Launch region: Global

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

Operations Hub®

Powered by Breeze

Auto Merge Duplicate Records in Manage Duplicates Tool

Automatically merge records with exact 1:1 property matches for streamlined deduplication.

Use Case

You can now clean your database faster by letting the system automatically merge obvious duplicates where all properties match perfectly, saving hours of manual review. This intelligent automation maintains data integrity while dramatically reducing the time spent on routine CRM maintenance.

Launch region: Global

Free Starter Pro Enterprise Public Beta

Operations Hub®

Audit Log for Duplicate Management V1

New visibility into auto-merged records and duplicate management activities.

Use Case

You can now track when records were automatically merged, who approved manual merges, and what data was preserved or discarded during deduplication. This audit trail ensures data integrity while providing accountability for all merge decisions, critical for maintaining CRM data quality.

Launch region: Global

Free Starter Pro Enterprise Public Beta

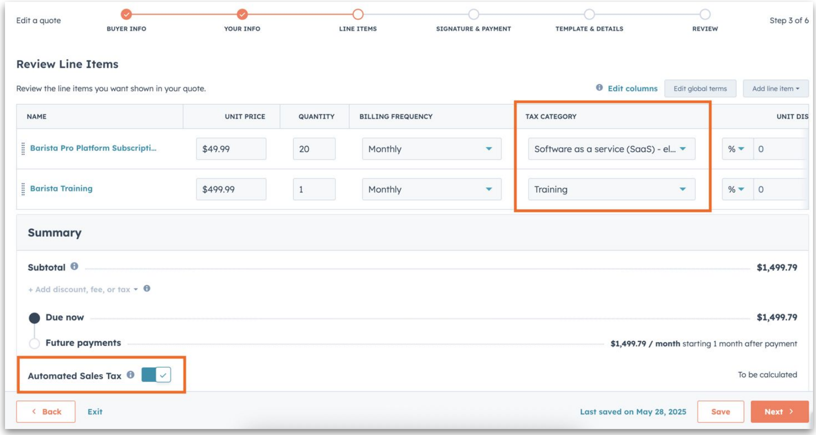
HubSpot

Commerce Hub™

Commerce Hub™

Automated Sales Tax Collection with Commerce Hub

Commerce Hub now automatically calculates accurate sales tax across multiple jurisdictions.



Use Case

Ensure tax compliance without manual calculations, reducing errors and administrative burden during the checkout process. This automation is especially valuable if you sell across multiple states or countries where tax rules vary significantly.

Launch region: Global

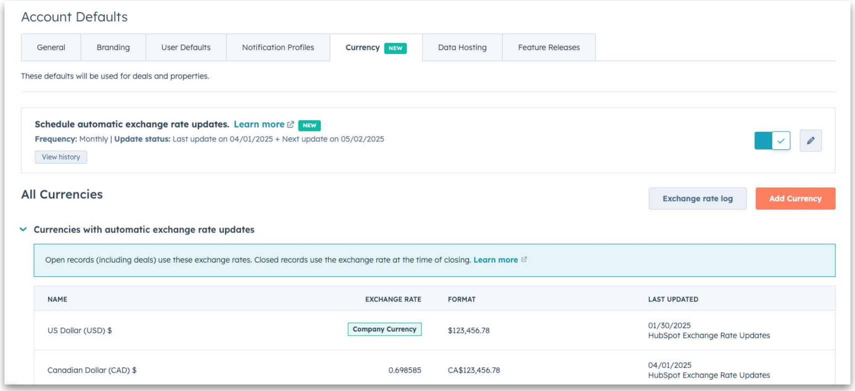
Free Starter Pro Enterprise Public Beta

HubSpot

Commerce Hub™

Schedule Automatic Exchange Rate Updates

Automate currency exchange rate updates on a monthly, quarterly, or annual schedule.



Use Case

You can now ensure your multi-currency deals and reports always reflect accurate values without manual intervention, saving hours of administrative work each month. This automation eliminates pricing errors and ensures your international sales data remains reliable for forecasting and commission calculations.

Launch region: Global

Free | Starter | Pro | Enterprise | Live

HubSpot

Commerce Hub™

Chargeback and Dispute Visibility for Payments

Commerce Hub customers receive automatic notifications and full visibility throughout payment dispute processes.


HubSpot

A dispute for $12,218.73 has been opened.

Payment ID: 6398948643

Dispute details

DISPUTE DEADLINE DATE	June 6, 2025
CARDHOLDER NAME	Brennan Huff
DATE OF DISPUTE	May 28, 2025
DISPUTED AMOUNT	$12,218.73
DISPUTE REASON	Product not received

Use Case

You can now stay informed at every stage of a chargeback or dispute, from initial filing through resolution, ensuring you never miss critical deadlines for response. This proactive communication helps you protect revenue by addressing disputes promptly while maintaining detailed records for accounting and analysis.

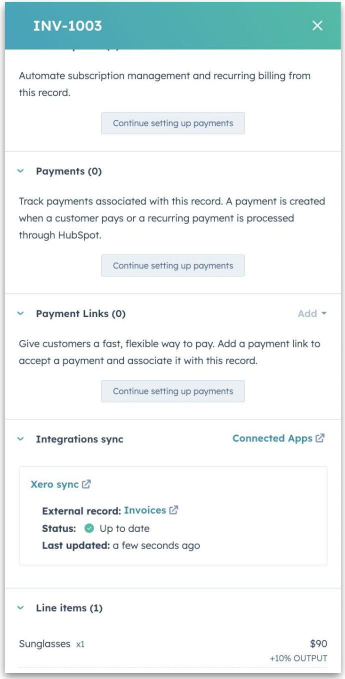
Launch region: Global

Free | Starter | Pro | Enterprise | Live

HubSpot

Two Way Invoice Sync for Xero

Sync invoices bidirectionally between HubSpot and Xero, including payment status updates.



Use Case

You can now maintain perfectly synchronized invoice data between your CRM and accounting system, eliminating double entry and ensuring sales teams always see current payment status. This two-way sync creates a single source of truth for financial data while preserving the specialized features of each system.

Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

Updated Commerce Hub Payments API

The enhanced API enables programmatic creation and management of payment data in the CRM.

Use Case

You can now integrate payment systems more deeply with HubSpot, automating payment record creation and updates without manual data entry. This API enhancement opens new possibilities for custom commerce solutions while maintaining data consistency across your payment and CRM systems.

Launch region: Global

Free Starter Pro Enterprise Live

Sales Hub®

Service Hub®

Powered by Breeze

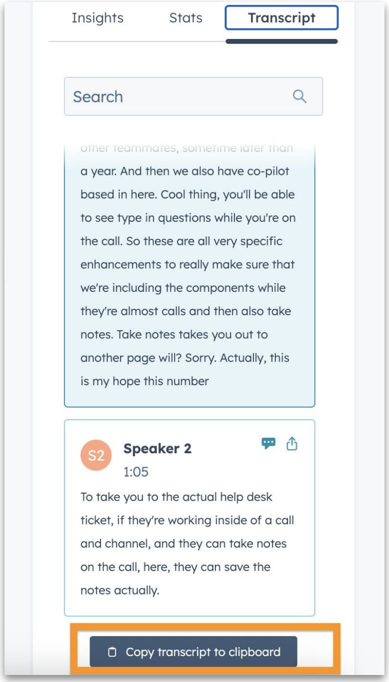
Sales Hub® Service Hub®

Copy Call Transcript to Clipboard

Copy entire call transcripts with one click for deeper analysis or sharing.

Use Case

You can now instantly grab full call transcripts for use in coaching sessions, quality reviews, or to share key conversations with teammates who need context. This simple feature eliminates tedious manual copying and ensures you capture every detail when analyzing important customer interactions.



Launch region: Global

Free Starter Pro Enterprise Live

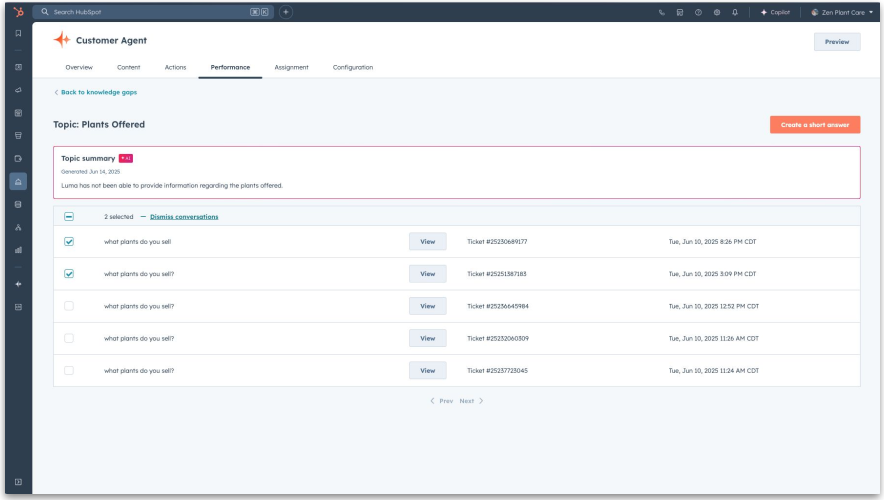
Sales Hub® Service Hub®

Dismiss Knowledge Gaps Topics & Messages

Clean up your Customer Agent's knowledge gaps by dismissing irrelevant "I don't know" responses.

Use Case

You can now remove false positives and irrelevant knowledge gaps from your improvement queue, helping you focus training efforts on genuine content needs rather than noise. This targeted approach to knowledge base improvement ensures your team spends time creating content that actually helps customers rather than addressing system quirks.



Launch region: Global

Free · Starter · Pro · Enterprise · Live

HubSpot

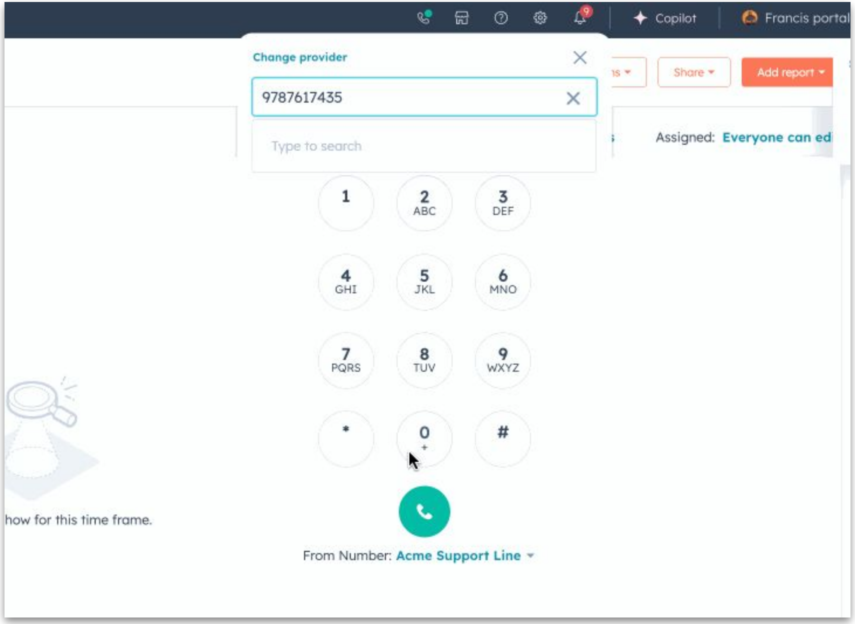
Sales Hub® Service Hub®

Updated Calling Remote

The enhanced calling remote now lets you take notes and track outcomes without leaving your call.

Use Case

You can now capture important details and log call outcomes in real-time while staying focused on your conversation, eliminating the need to update records after hanging up. This streamlined workflow ensures nothing falls through the cracks while helping you maintain momentum throughout your calling sessions.



Launch region: Global

Free Starter Pro Enterprise Live

Marketing Hub®

Content Hub™

Powered by Breeze

Thumbnails for PDFs in File Manager

PDF files now display first-page thumbnails in your file manager for quick identification.

Use Case

Save time browsing through your content library by instantly recognizing documents without opening them. This visual preview is especially helpful when you're managing large collections of whitepapers, case studies, or product sheets and need to quickly find the right asset for your campaigns.

Launch region: Global

Free Starter Pro Enterprise Live

Marketing Hub® Content Hub™

Custom Times and "Prevent Skip" for Forms/CTAs Now in Professional

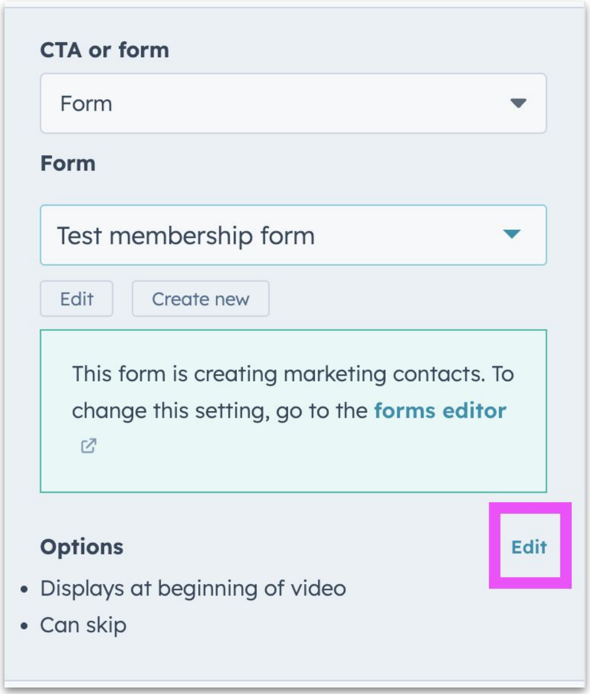
Marketing Hub, Service Hub, and Content Hub Professional customers can now set custom timestamps and prevent form skipping.

Use Case

You can now control exactly when forms and CTAs appear to visitors and ensure they can't skip important content, giving you more sophisticated engagement tools previously reserved for Enterprise users. This enhanced control helps you create more effective conversion paths and ensure critical messages reach your audience at the perfect moment.

Launch region: Global

Free Starter Pro Enterprise Live

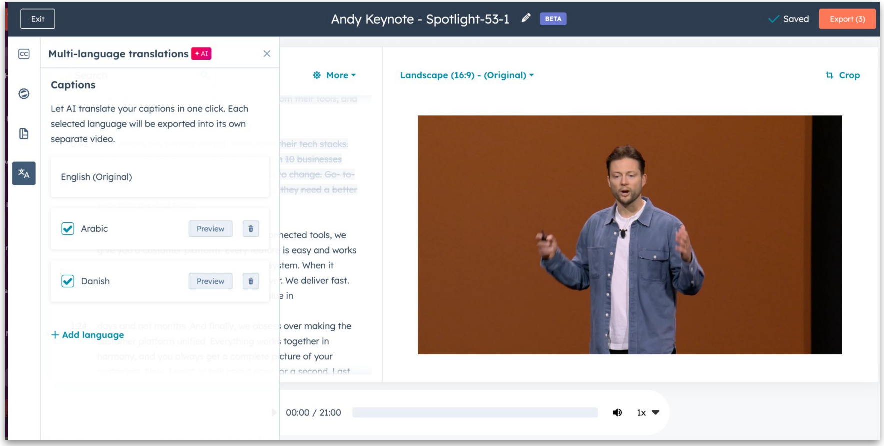


HubSpot

Marketing Hub® Content Hub™

Multilanguage Video Captions

Automatically translate and burn captions in different languages directly onto your video files.



Use Case

You can now create permanently visible captions in multiple languages, making your video content accessible to global audiences without requiring separate video files. This feature helps you scale your video marketing internationally while ensuring all viewers can engage with your content, regardless of language or audio settings.

Launch region: Global

Free Starter Pro Enterprise Public Beta

HubSpot

Developer Platform

New Public API for Uninstalling Customers from an App

App partners can now programmatically uninstall customers using a dedicated API endpoint.

Use Case

You can now automate app lifecycle management, removing inactive customers or handling uninstallation requests programmatically rather than manually. This API capability streamlines app administration and ensures clean, efficient management of your customer base.

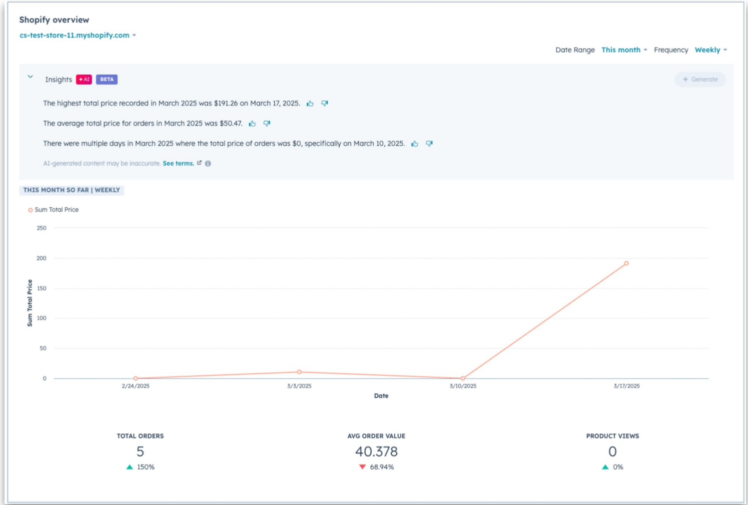
Launch region: Global

Free Starter Pro Enterprise Public Beta

App Marketplace

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

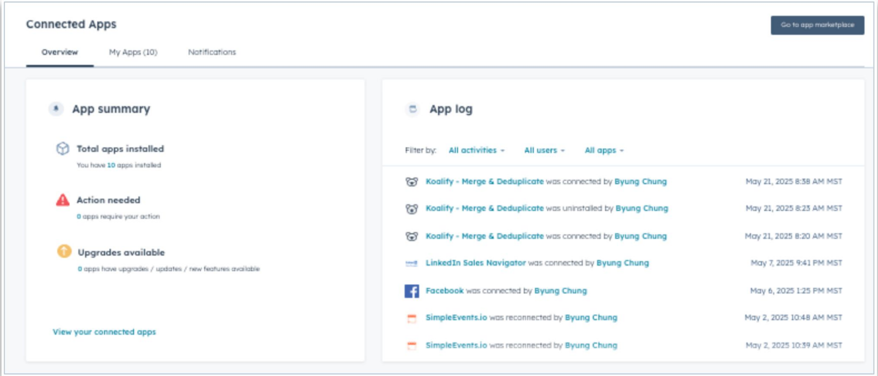
With this card, your team can instantly view a customer's Shopify order count, purchase history, and average order value within their CRM record. It enables more personalized, data-driven conversations and improves customer experience across channels. No more toggling between apps—everything you need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

Launch region: Global

Free | Starter | Pro | Enterprise | Live

Connected Apps: new global and app overview pages

A redesigned experience provides comprehensive visibility into all your connected applications.



Use Case

Monitor the health and performance of all your integrations from a single dashboard, quickly identifying issues before they impact your workflows. This centralized view helps you maintain reliable connections between HubSpot and your other business tools, ensuring seamless data flow and automation.

Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

Zapier app: Custom objects for associations

Custom objects in HubSpot can now be associated with other records directly through Zapier workflows, enabling automated relationship building between your unique data types and standard CRM objects.

Use Case

You can now automatically link custom objects like "Projects" or "Invoices" to the correct contacts and companies when they're created from external systems. This means when a new project comes in from your project management tool, Zapier can create the custom object in HubSpot AND properly associate it with all relevant records, giving your team instant context about who's involved.

Launch region: Global

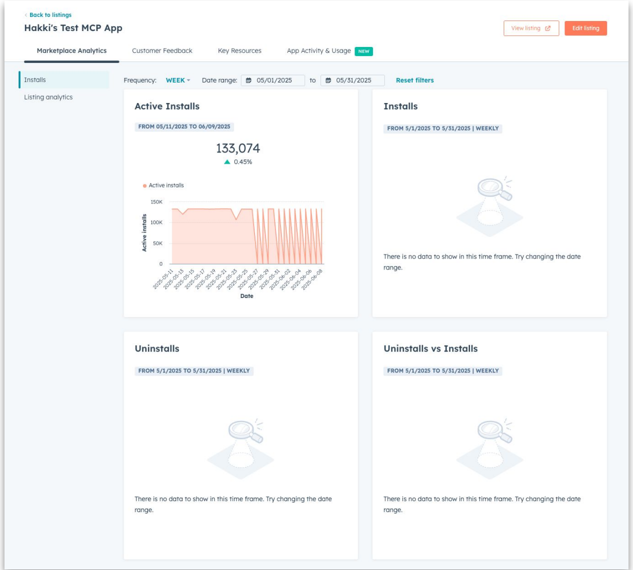
Free Starter Pro Enterprise Live

Active Installs in Marketplace Analytics

Track your app's active installations with a new report in the Partner Portal's Marketplace Analytics.

Use Case

You can now monitor real-time adoption metrics for your marketplace apps, giving you valuable insights into user retention and growth trends. This visibility helps you make informed decisions about feature development and support resources based on actual usage patterns.



Launch region: Global

Free Starter Pro Enterprise Live

CRM Platform

AI Powered

HubSpot deep research connector

First-of-its-kind deep research integration between HubSpot and ChatGPT.

Use Case

You can now apply doctorate-level research capabilities directly to your CRM data, uncovering insights and patterns that would take hours of manual analysis to discover. This groundbreaking integration transforms how you understand customer behavior, market trends, and business opportunities.

OpenAI × HubSpot

Launch region: Global

Free | Starter | Pro | Enterprise | Live

Automated Inactive User Deactivation

Learn More

Users can now rename CRM data exports before downloading them.

Use Case

When exporting data for cross-team sharing or analysis, users can now set descriptive names in advance. This reduces confusion across reports and makes file management easier.

Launch region: Global

Free | Starter | Pro | Enterprise | Live

CRM Platform

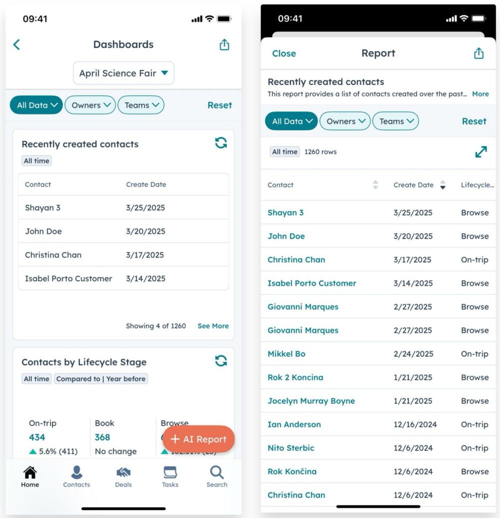
Native Table Reports on iOS

Learn More

Table reports on iOS are now fully native with improved display and interactivity.

Use Case

You can now view complete data in table reports without text cutoffs or formatting issues, making mobile reporting actually useful for data analysis on the go. This native implementation brings desktop-quality reporting to your iPhone, enabling informed decisions wherever you are.



NEW
Tables are Native, with a non-truncated summary on the Dashboard, full interactivity on the Single Report View, and dark mode support

Launch region: Global

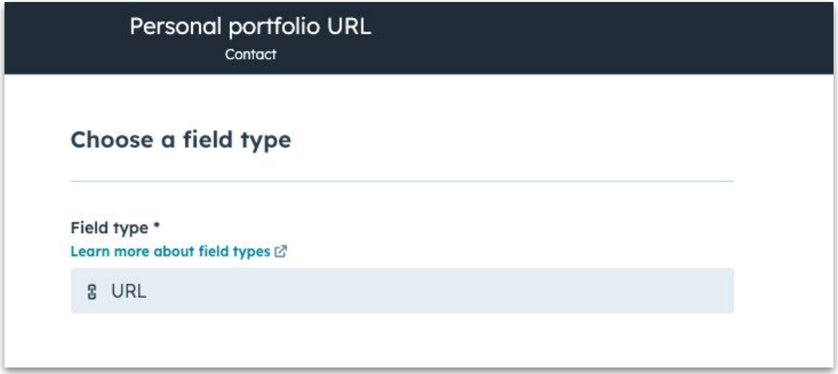
Free · Starter · Pro · Enterprise · Live

URL property

Store and manage URLs as a dedicated property type in your CRM.

Use Case

You can now properly track important links like customer websites, social profiles, or document URLs with validation and formatting built in. This specialized property type ensures URLs are stored consistently and remain clickable throughout the CRM, improving data quality and usability.



Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

Website Tracking Code: Verify Installation

Test if your HubSpot tracking code is correctly installed with a new validation tool.

Use Case

You can now verify tracking implementation without waiting for visitor data, catching installation errors immediately rather than discovering gaps in your analytics days later. This validation tool provides peace of mind that your marketing attribution and visitor intelligence systems are working properly from day one.

Launch region: Global

Free Starter Pro Enterprise Public Beta

Salesforce Updates in the Audit Log

Track all Salesforce integration activities with a new dedicated category in your audit logs.

Use Case

You can now monitor exactly what data is syncing between Salesforce and HubSpot, who initiated changes, and when they occurred, providing complete transparency for integrated systems. This visibility helps you troubleshoot sync issues quickly and maintain compliance by tracking all cross system data movements.

Launch region: Global

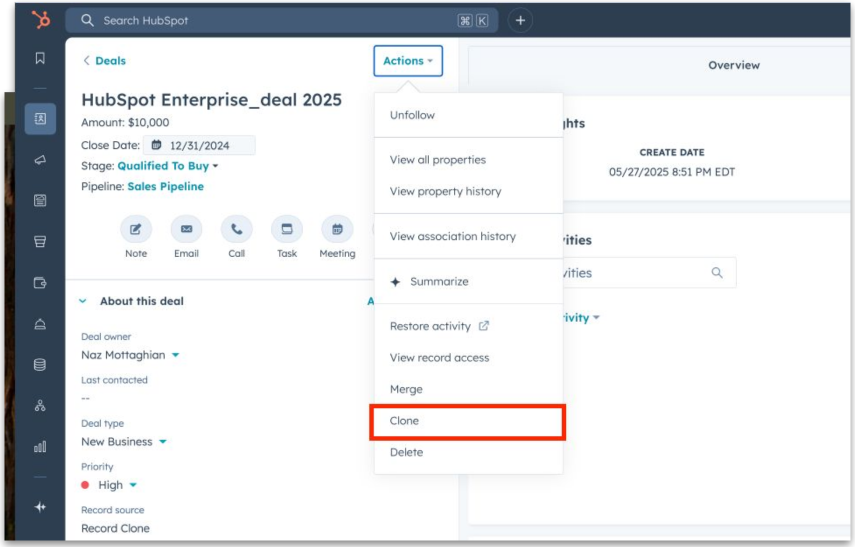
Free Starter Pro Enterprise Public Beta

Basic Record Cloning Learn More

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

Free Starter Pro Enterprise Public Beta

Update to Appointment Object

A new "appointment name" property has been added to the appointment object with automatic backfilling.

Use Case

You can now give appointments meaningful names that make them easier to identify and manage in your calendar and reports, replacing generic meeting titles with descriptive labels. This enhancement helps you quickly understand the purpose of each appointment at a glance, improving scheduling efficiency and reducing confusion.

Launch region: Global

Free Starter Pro Enterprise Live

Sticky tabs for CRM records

Tab navigation now stays fixed at the top of your screen as you scroll through CRM records.

Use Case

You can now switch between different sections of a record instantly without scrolling back to the top, making it easier to reference information across tabs while working. This improved navigation saves countless clicks throughout your day and helps you maintain context while moving between record details.

Launch region: Global

Free Starter Pro Enterprise Live

Conditional properties and required associations when creating Contacts & Companies on iOS and Android

Android and iOS users can now see and interact with conditional properties configured for Deals, Tickets, and Custom objects.

Use Case

Your mobile team members can now experience the same dynamic forms that adapt based on their inputs, ensuring data quality and compliance even when working from their Android and Apple devices. This parity between desktop and mobile experiences means your field teams can capture complete, accurate information without returning to their desks.

Launch region: Global

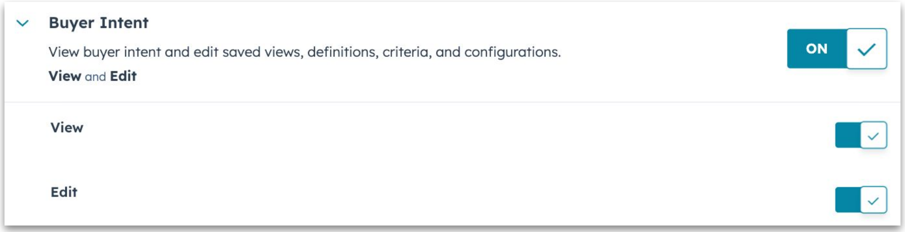
Free | Starter | Pro | Enterprise | Live

View Permission for Buyer Intent

Get more granular control over who sees buyer intent with a new dedicated View permission.

Use Case

You can now precisely manage which team members have visibility into buyer intent signals without giving them full editing access, ensuring sensitive buying behavior data is only accessible to relevant sales staff. This targeted permission structure helps you maintain data security while still empowering the right people with insights they need to close deals.



Launch region: Global

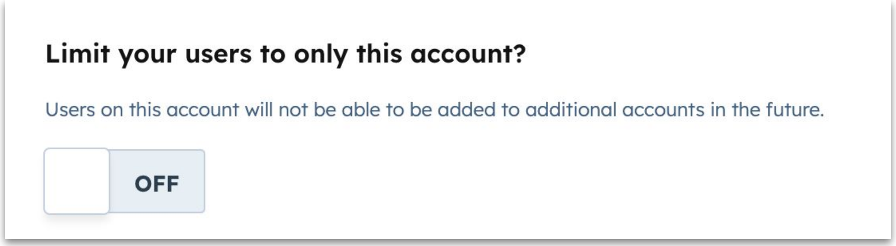
Free · Starter · Pro · Enterprise · Live

Restrict access to a single account

Admins can now prevent users from being added to additional HubSpot accounts.

Use Case

You can now ensure your team members can only access your company's HubSpot account, preventing accidental data exposure or confusion from working across multiple organizations. This security enhancement gives you peace of mind that sensitive business information stays within your organization's boundaries.

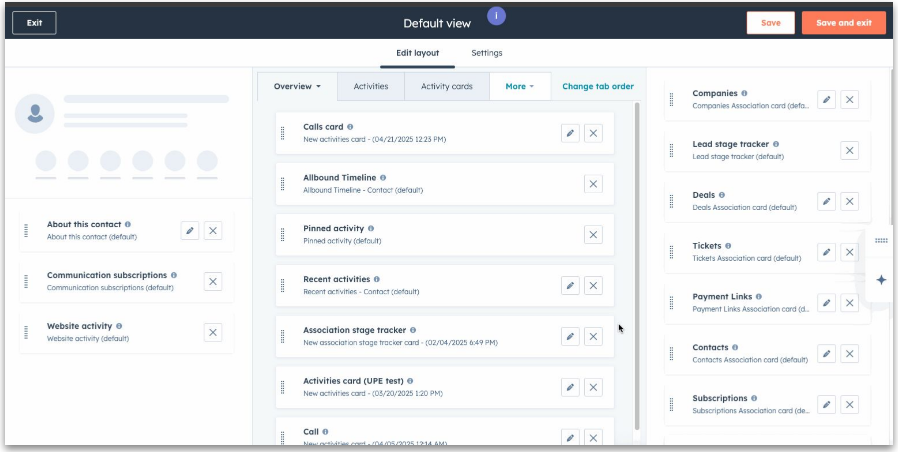


Launch region: Global

Free | Starter | Pro | Enterprise | Live

Improved Card Library for CRM Customization

The new Card Library provides a more engaging interface for discovering, previewing, and managing CRM cards.



Use Case

You can now browse through available CRM customizations visually, making it easier to find and implement the perfect cards for your team's workflow. This improved discovery experience helps you build a CRM that truly fits your business processes without needing technical expertise.

Launch region: Global

Free | Starter | Pro | Enterprise | Live

Breeze™

AI Powered

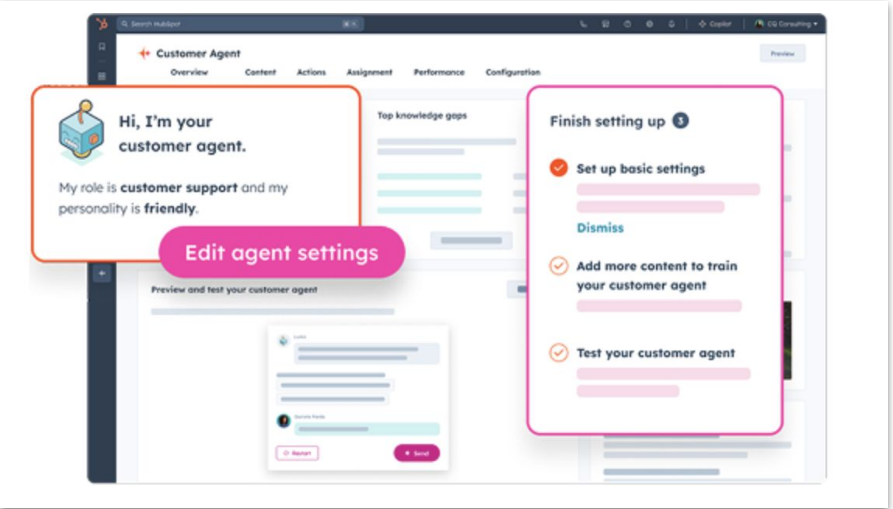
Breeze™

Breeze Customer Agent: Now Available Across All Pro+ Hubs

Breeze Customer Agent is now available across all Professional+ portals, expanding beyond its previous Service Hub exclusivity.

Use Case

You can now deploy intelligent customer support automation regardless of which HubSpot hub you primarily use, enabling Marketing, Sales, and CMS teams to handle customer inquiries without a dedicated Service Hub subscription. This democratized access means you can automate routine customer interactions and provide 24/7 support while your team focuses on high-value activities, all powered by the same AI that understands your business context across the entire platform.



Launch region: Global

Free | Starter | Pro | Enterprise | Live

HubSpot

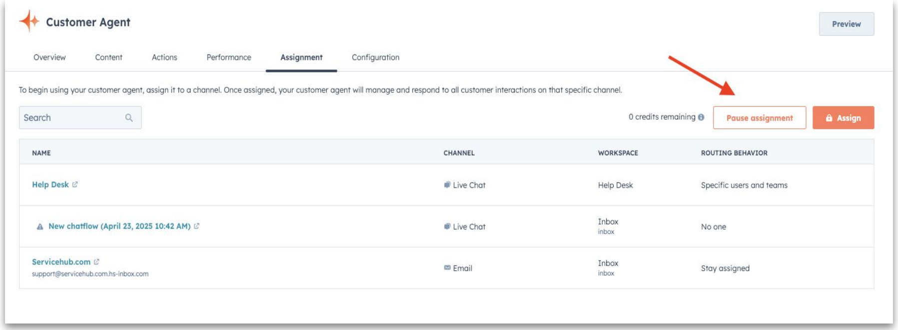
Breeze™

Temporarily Pause Breeze Customer Agent

You can now pause Customer Agent with a single click to prevent it from taking new conversations.

Use Case

Have complete control over when AI handles customer interactions versus when human agents take over during critical situations. This flexibility is essential during system issues, product launches, or when you need specialized expertise for sensitive customer conversations.



Launch region: Global

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

HubSpot

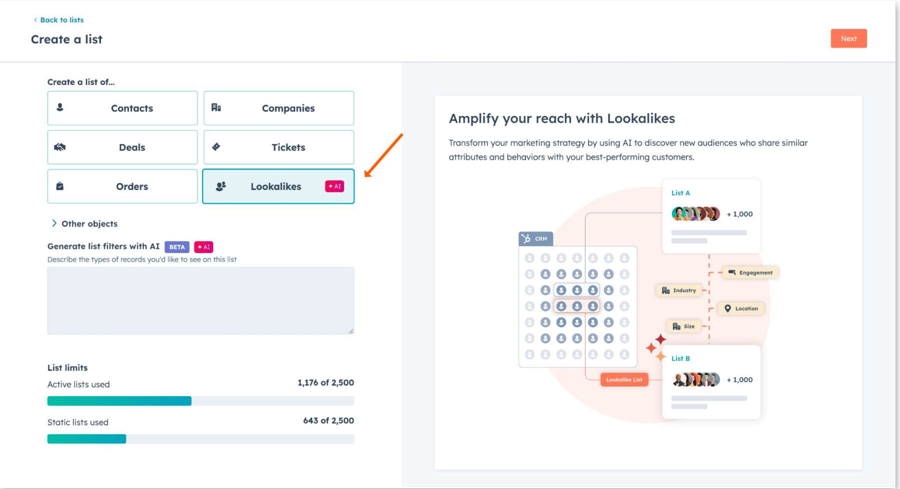
Breeze™

AI Lookalike Lists

Let Breeze AI find more customers who look and behave like your best customers.

Use Case

You can now expand your reach by automatically identifying prospects who share characteristics with your most valuable customers, without complex analysis. This AI-powered targeting helps you focus marketing efforts on the audiences most likely to convert, improving ROI while scaling your customer acquisition.



Launch region: Global

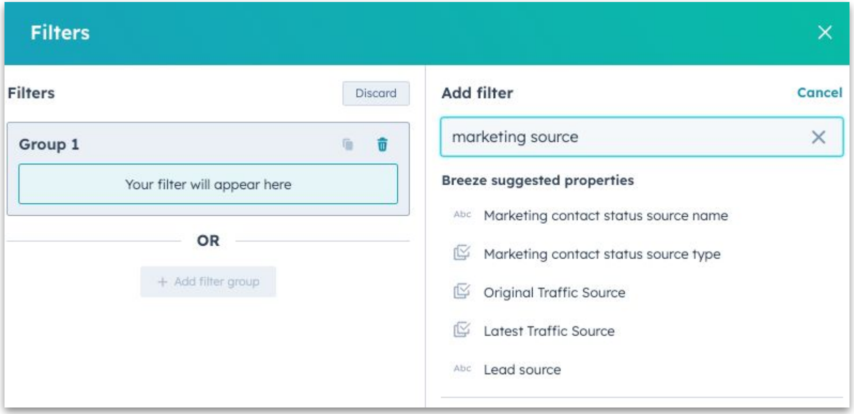
Free Starter Pro **Enterprise** **Public Beta**

HubSpot

Breeze™

Breeze Suggested Properties in Report Filters

Breeze AI now suggests relevant properties when creating report filters based on your search and usage patterns.



Use Case

Find the exact data points you need faster with intelligent suggestions that learn from how you and your team use HubSpot. This smart assistance helps you build more insightful reports by surfacing properties you might have overlooked, ensuring your analytics capture the full picture.

Launch region: Global

Free | Starter | Pro | Enterprise | Live

HubSpot

Thank You