# April 2025 Product Updates

# Marketing Hub®

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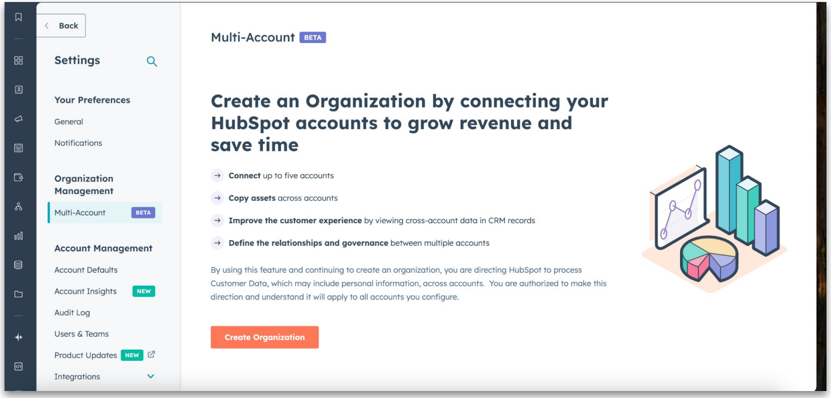
# Multi-Account Management

Manage multiple HubSpot accounts with shared governance, synced customer data, and cross-account asset sharing.

## Use Case

When overseeing multiple divisions, brands, or regions in HubSpot, you can now define relationships between accounts, mirror contact data, and reuse assets across instances. This ensures collaboration without compromising data integrity or organizational boundaries.




**Launch region:** Global

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

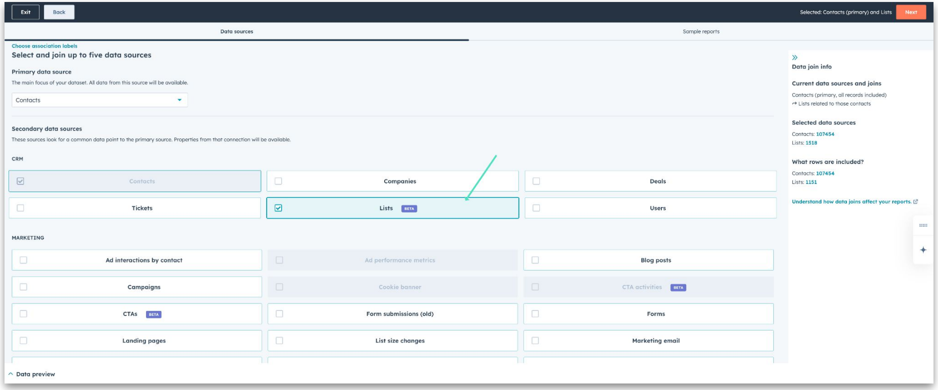
Marketing Hub®

# Lists as a Data Source in Custom Report Builder

Use static or active Lists as data sources in reports to compare performance across segments and improve targeting.

## Use Case

When evaluating the effectiveness of different audience segments, you can now build reports that compare list growth, engagement, and quality metrics—like email open rates or lead scores—all in one place. This empowers teams to double down on what's working and refine where needed.




**Launch region:** Global

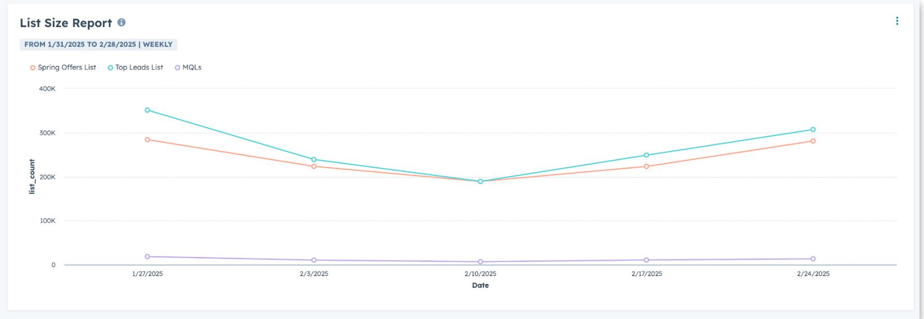
Free Starter **Pro** **Enterprise** **Live**

HubSpot

Marketing Hub®

# Monitor Lists Performance in new Insights tab

Use the new Insights tab to monitor list growth and engagement trends, and explore deeper metrics in the Custom Report Builder.




## Use Case

When evaluating which segments to prioritize for upcoming campaigns, you can now compare email metrics and growth directly within the Lists tool. This makes it easier to identify high-performing audiences and refine your targeting strategy.

**Launch region:** Global

Free | Starter | Pro | Enterprise | Public Beta

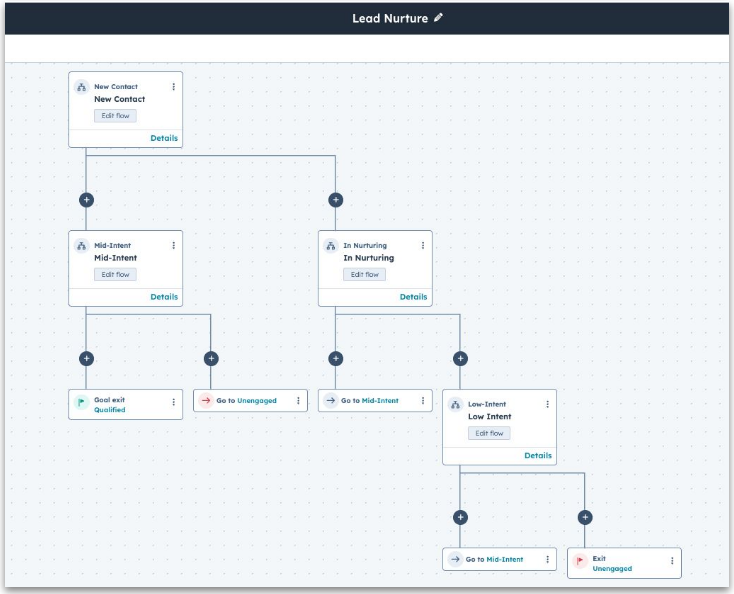
HubSpot

Marketing Hub®

# Journey Automation

Learn More

Plan, automate, and optimize full-funnel customer journeys in a single view with new tools for strategy, analytics, testing, and governance.




## Use Case

When building lead nurture or re-engagement campaigns, marketers can now plan the entire journey visually, spot drop-off points with real-time analytics, and test improvements without disrupting live workflows. This reduces reliance on siloed workflows and drives better outcomes across the full customer lifecycle.

**Launch region:** Global

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

# New Modern Marketing Email Templates

Access a new library of polished, responsive email templates to launch high-impact campaigns faster.

**Use Case**

When preparing your next product launch or event invite, you can now start with a professionally designed template and quickly customize it to match your brand. This accelerates campaign delivery and ensures a seamless experience across desktop and mobile.

Note: After joining this beta, the new templates will automatically be listed in your template selection screen. The previous default templates will no longer be available to choose from. All Saved Templates will remain.

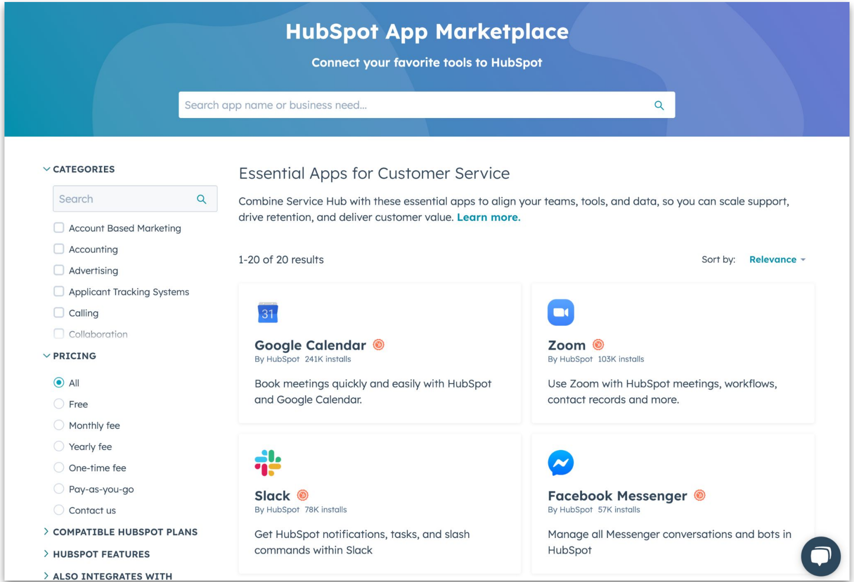
**Launch region:** Global

Free | Starter | Pro | Enterprise | Public Beta

Marketing Hub®

# Essential Apps for Marketers 2025

Power your marketing strategy with essential apps that support personalized content creation, multichannel outreach, and connected reporting.




## Use Case

When building a campaign, marketers can now streamline design in Canva, personalize outreach through HeyGen or Vidyard, and sync performance data with Supermetrics—all without leaving HubSpot. This accelerates execution and ensures a consistent, insight-driven experience across the funnel.

**Launch region:** Global

Free Starter Pro Enterprise Live

HubSpot

Marketing Hub®

# Conversational Enrichment for Email

Conversational Enrichment for Email uses AI to extract and update CRM contact data from unstructured emails.

**Use Case**

While managing incoming sales inquiries, reps can automatically update job titles or detect job changes directly from the email body. This automation reduces manual entry, keeps data fresh, and surfaces key intent signals without interrupting workflow.

**Launch region:** Global

Free Starter Pro Enterprise Public Beta

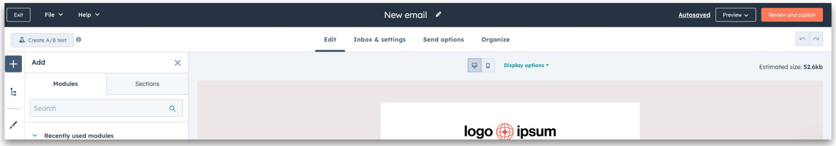
HubSpot

# Email Editor: Improved Tab Navigation

The email editor now features a reorganized tab structure for faster access to editing tools.

## Use Case

When building marketing emails, users can quickly find settings grouped by task—like “Inbox,” “Send,” or “After Send.” This improves navigation and reduces errors.




**Launch region:** Global

Free | Starter | Pro | Enterprise | Public Beta

Marketing Hub®

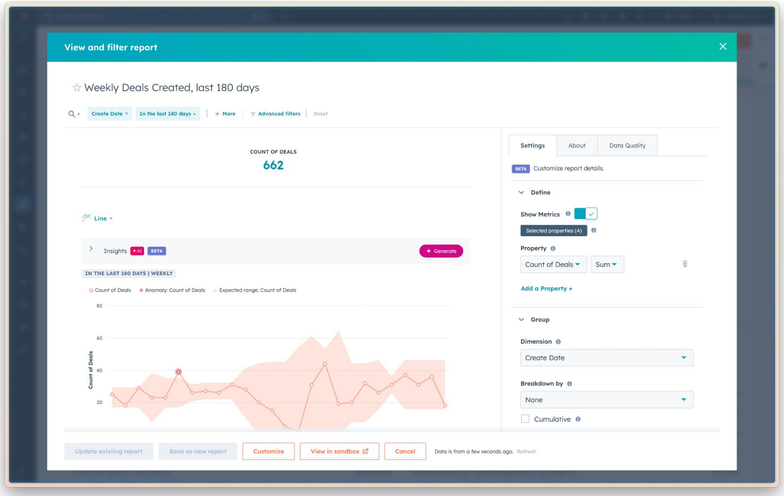
# Quick Access Report Options

Learn More

Edit reports directly from the Report Viewer with quick-access options, reducing time spent navigating settings.

## Use Case

While reviewing a report, you can now adjust filters or settings instantly without switching views. This eliminates extra steps, speeds up reporting adjustments, and keeps your insights accurate and actionable.




**Launch region:** Global

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HubSpot

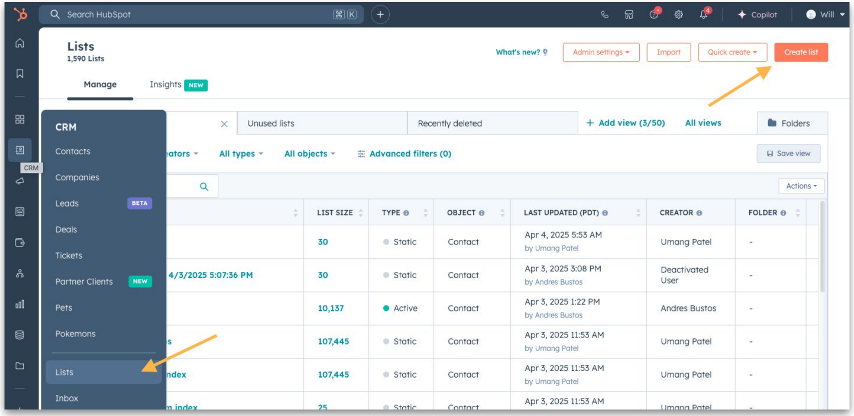
Marketing Hub®

# Build Lists Using Document Events

Create static and active lists based on document engagement metrics like opens, views, and completions.

## Use Case

When tracking content engagement, marketers and sales teams can now segment contacts by how they interact with shared documents. This unlocks smarter targeting based on intent signals, without relying on custom properties or external tools.




**Launch region:** Global

Free Starter Pro Enterprise Live

HubSpot

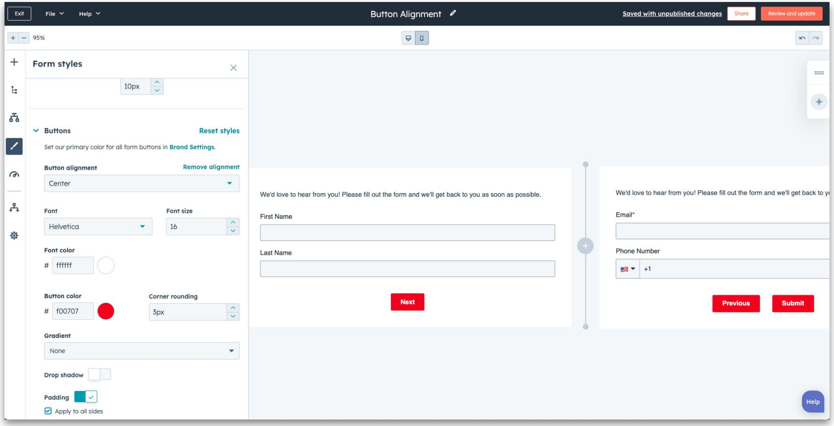
Marketing Hub®

# Button Alignment Options for Forms

Form builders can now align submission buttons left, center, or right—directly within the form editor.

## Use Case

When tailoring form layout to match branding or landing page design, users can now control the placement of submit buttons with ease. This eliminates the need for custom code or CSS adjustments and supports faster publishing.




**Launch region:** Global

Free Starter Pro Enterprise Live

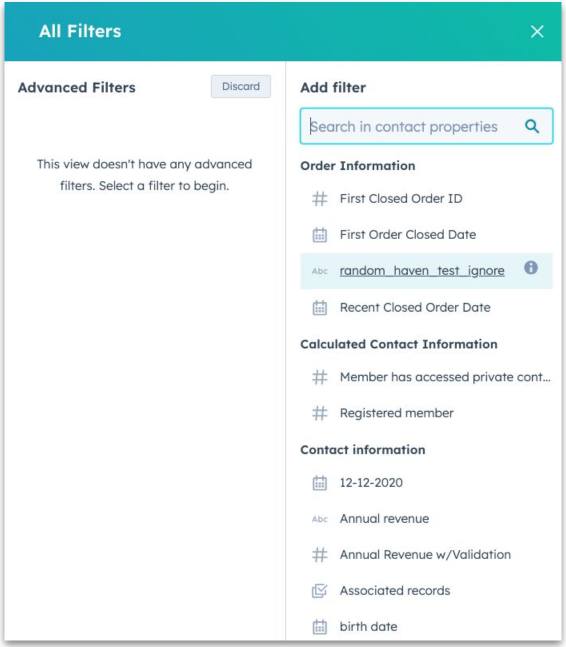
HubSpot

# Property Information in Filters

HubSpot now displays property type and field type when creating filters for reports, lists, and workflows.

### Use Case

When building filtered views, users can now easily identify which properties are date pickers, text fields, or dropdowns. This helps avoid confusion, speeds up logic building, and ensures the right filters are applied every time.




**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

# A New Workflow Creation Experience

Enjoy a more intuitive and streamlined interface when creating workflows in HubSpot.

**Use Case**

When building a new automation, admins now have a simplified layout with fewer distractions and more actionable guidance. This allows users to focus on building logic without confusion or unnecessary steps.

**Launch region:** Global

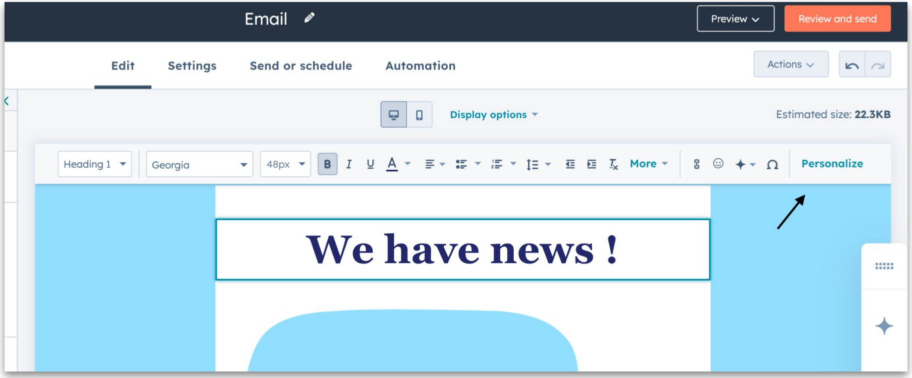
Free Starter Pro Enterprise Public Beta

# Enhanced Datetime Property in Marketing Email

Marketing emails can now use enhanced datetime formatting for personalization and smart content.

## Use Case

Instead of inserting basic timestamps, marketers can now display dynamic dates tailored to the recipient's timezone or workflow stage. This increases relevance and improves user experience across email campaigns.




**Launch region:** Global

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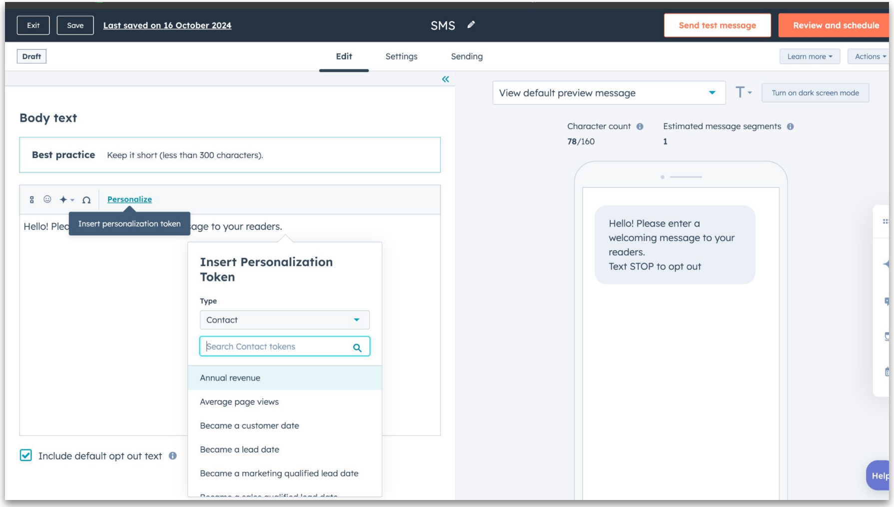
Marketing Hub®

# Enhanced Datetime Property in SMS

SMS messages now support enhanced datetime formatting for greater clarity and personalization.




### Use Case

When notifying contacts of upcoming events or deadlines, marketers can dynamically insert friendly date formats. This ensures better comprehension and boosts engagement with time-sensitive content.

**Launch region:** Global

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

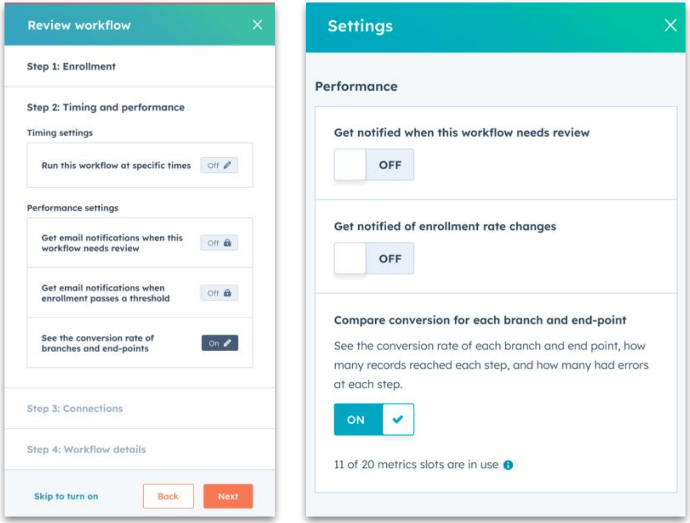
HubSpot

# Manage Workflow Metrics in Workflow Settings

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

## Use Case

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




**Launch region:** Global

Free | Starter | Pro | Enterprise | Public Beta

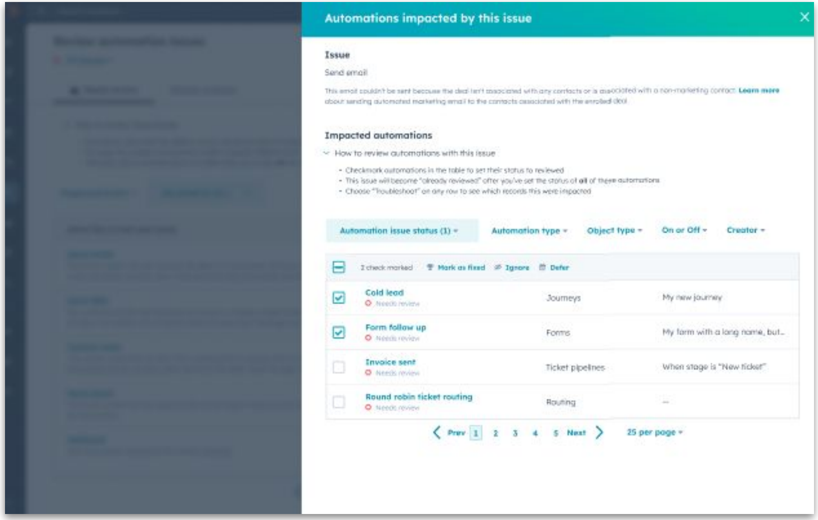
# Expanded Automation Issue Management

Learn More

Users can now view and manage more types of automation issues directly in the workflows tool.

**Use Case**

Instead of chasing down failed actions across tools, ops teams now get real-time visibility into issues like enrollment failures or property mismatches. This allows for faster resolution and stronger automation reliability.




**Launch region:** Global

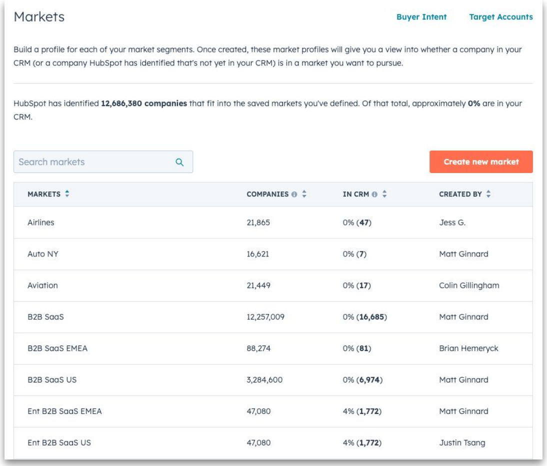
Free | Starter | Pro | Enterprise | Public Beta

# New Name, Home, and Limits for Target Markets

Target Accounts is now called Target Markets, with a new navigation location and usage limits.

## Use Case

When building your go-to-market motion, sales and RevOps teams will now see clearer naming and boundaries around market targeting. This helps standardize how companies segment and prioritize outreach.



Markets

Buyer Intent Target Accounts

Build a profile for each of your market segments. Once created, these market profiles will give you a view into whether a company in your CRM (or a company HubSpot has identified that's not yet in your CRM) is in a market you want to pursue.

HubSpot has identified **12,686,380 companies** that fit into the saved markets you've defined. Of that total, approximately **0%** are in your CRM.

Search markets

Create new market

| MARKETS | COMPANIES | IN CRM | CREATED BY |
|---|---|---|---|
| Airlines | 21,865 | 0% (**47**) | Jess G. |
| Auto NY | 16,621 | 0% (**7**) | Matt Ginnard |
| Aviation | 21,449 | 0% (**17**) | Colin Gillingham |
| B2B SaaS | 12,257,009 | 0% (**16,685**) | Matt Ginnard |
| B2B SaaS EMEA | 88,274 | 0% (**81**) | Brian Hemeryck |
| B2B SaaS US | 3,284,600 | 0% (**6,974**) | Matt Ginnard |
| Ent B2B SaaS EMEA | 47,080 | 4% (**1,772**) | Matt Ginnard |
| Ent B2B SaaS US | 47,080 | 4% (**1,772**) | Justin Tsang |

**Launch region:** Global

Free Starter Pro Enterprise Live

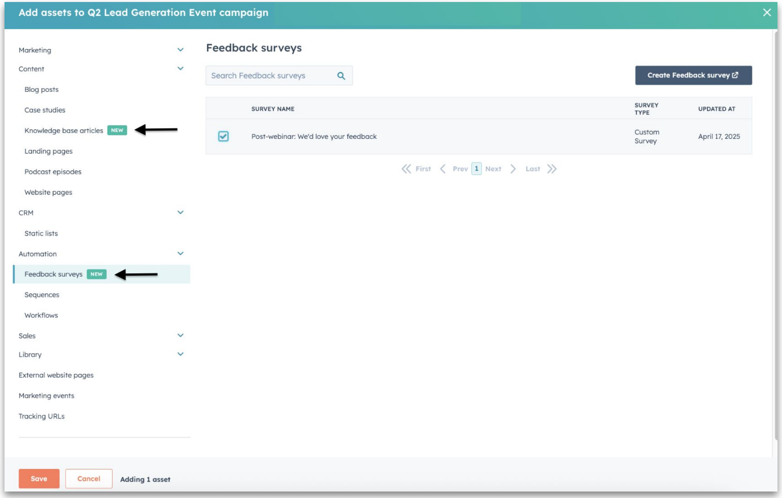
Marketing Hub®

# Add Knowledge Base Articles & Feedback Surveys to Your Campaign

You can now include Knowledge Base articles and Feedback Surveys as assets in HubSpot Campaigns.

## Use Case

Instead of tracking support content and feedback tools separately, marketers can now centralize those assets under one campaign. This streamlines performance tracking and provides a holistic view of campaign impact.




**Launch region:** Global

Free Starter Pro Enterprise Live

HubSpot

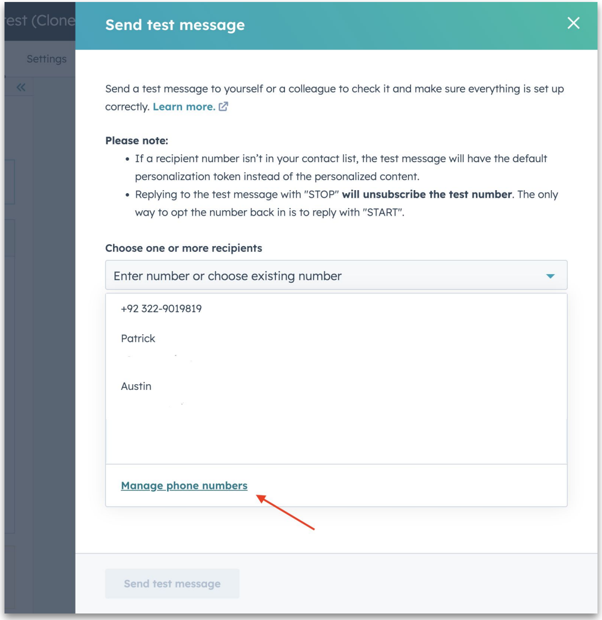
Marketing Hub®

# Edit Labels for SMS Test Numbers

You can now rename and organize SMS test numbers using custom labels.

**Use Case**

When sending SMS previews, marketers can label test numbers by role or team for faster selection and fewer mistakes. This improves message review workflows and ensures tests go to the right people.




**Launch region:** Global

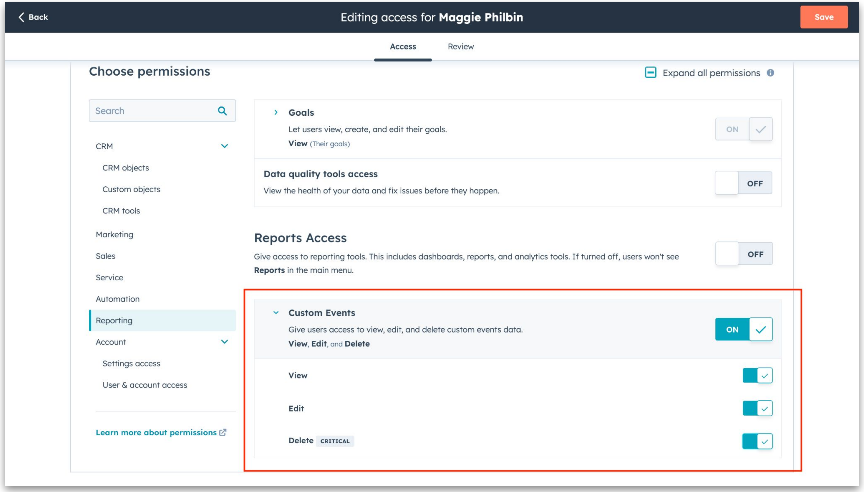
Free Starter Pro Enterprise Live

HubSpot

Marketing Hub®

# Permissions for Custom Events

Admins can now control which users can view, edit, or delete custom behavioral events.




## Use Case

When managing event-based tracking, admins can now restrict edit access to avoid errors or accidental data loss. This secures your analytics setup and gives teams more confidence in reporting.

**Launch region:** Global

Free Starter Pro Enterprise Live

HubSpot

# Separate WhatsApp Transactional and Marketing Subscription Types

Manage separate opt-ins for WhatsApp Marketing and Transactional messages to improve consent tracking and outreach flexibility.

**Use Case**

When sending WhatsApp messages outside the 24-hour window, you can now differentiate between promotional and utility communications by message type. This ensures compliance, prevents message delivery issues, and protects essential updates like order confirmations or account alerts.

**Launch region:** Global

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

# Content Hub™

Powered by Breeze

# Brand Identity

Infuse AI-generated content with your brand’s unique voice and style for consistent messaging across every customer interaction.

**Use Case**

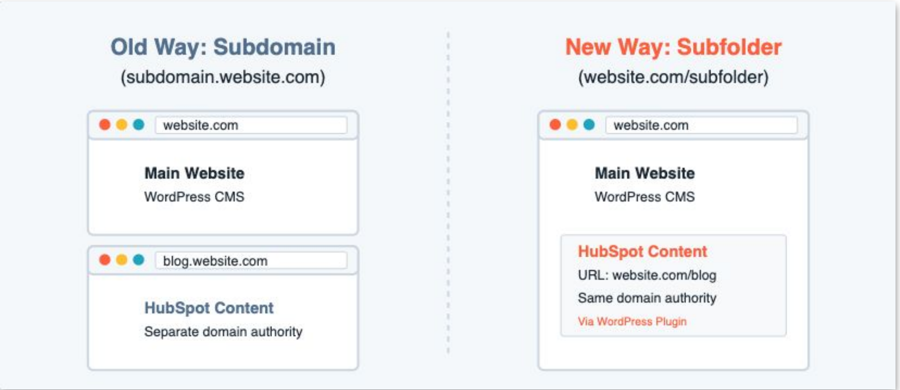
When generating content with AI—whether for emails, landing pages, or blogs—you can now rely on built-in brand identity to guide tone and messaging. This ensures the content aligns with your brand’s character and reduces the need for manual edits or rewrites.

**Launch region:** Global

Free Starter Pro Enterprise Live

# Host HubSpot content on a WordPress subfolder

Host HubSpot content in a subfolder of your WordPress site to preserve domain authority and SEO performance.




**Use Case**

When publishing new HubSpot pages, you can now keep them on your primary domain structure without relying on a subdomain. This improves search engine ranking potential, maintains backlink equity, and delivers a more unified brand experience.

**Launch region:** Global

Free | Starter | Pro | Enterprise | Public Beta

# Increased Video Limits

Host more video content with expanded limits across Hubs, enabling richer marketing, web, and service experiences.

**Use Case**

When scaling video strategies for product education, webinars, or customer onboarding, you can now upload and manage more videos without hitting capacity. This helps you grow your content footprint and deliver more value across customer touchpoints.

**Launch region:** Global

Free Starter Pro Enterprise Live

# Easily remix blog posts after publishing

Quickly transform published blog posts into social media, ad, and email content with HubSpot's post-publish remix prompt.

**Use Case**

When your blog post goes live, you can immediately convert key insights into a carousel for LinkedIn, a promo email, or short ad copy—all within a few clicks. This keeps your content strategy efficient and extends your blog's reach across channels.

**Launch region:** Global

Free | Starter | Pro | Enterprise | Public Beta

# 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** **Public Beta**

Marketing Hub®

Content Hub™

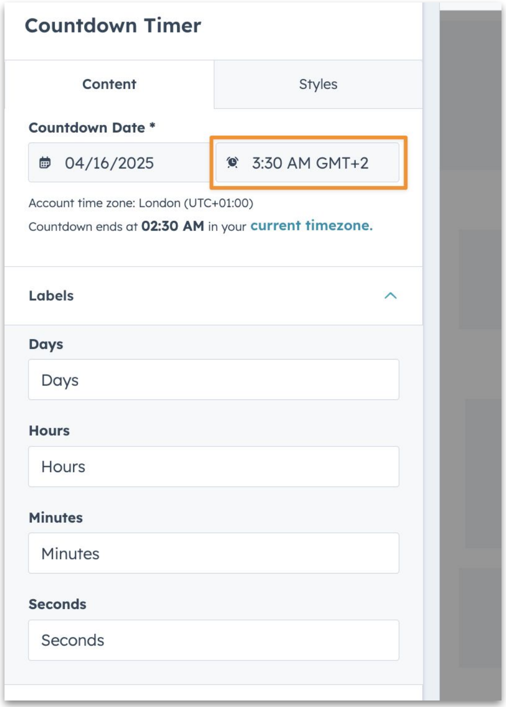
Powered by Breeze

# Add end time to Countdown CTAs

Set a precise end time for countdown CTAs to boost urgency and eliminate confusion around offer expiration.

**Use Case**

When running a promotion that ends at midnight or a webinar with a strict registration cutoff, you can now display the exact time remaining. This helps align expectations across time zones and drives higher conversion through clear, time-sensitive messaging.




**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

Marketing Hub® Content Hub™

# Improved AI-powered gibberish detection for form submissions

Filter out nonsense in form submissions with AI that detects gibberish across all text fields, not just names and messages.

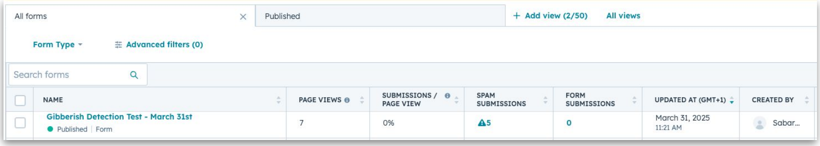
## Use Case

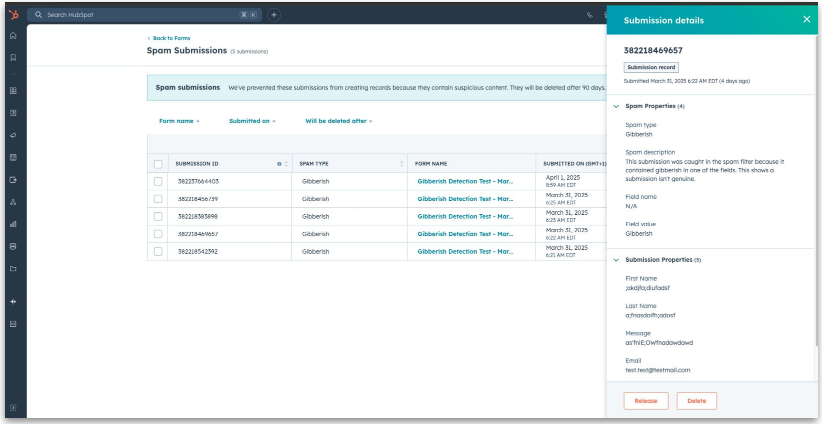
When reviewing new leads, you'll no longer waste time sorting through form submissions filled with random characters or junk data. This reduces CRM clutter and ensures your marketing team focuses only on meaningful, high-quality submissions.

Note: Detecting gibberish detection for Sensitive data fields is not included in this update.

**Launch region:** Global

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




HubSpot

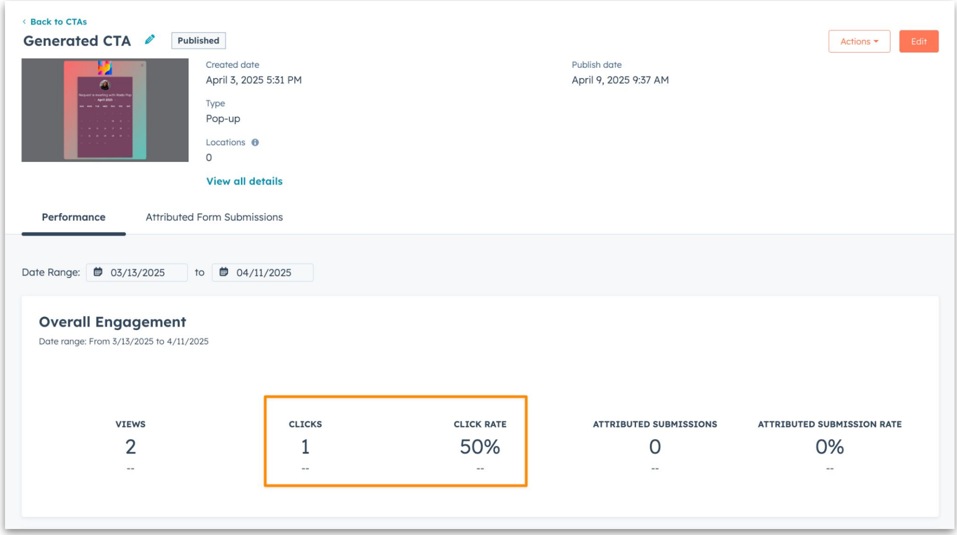
Marketing Hub® Content Hub™

# Add a Meeting Calendar to CTAs

CTAs now support embedded meeting calendars to drive direct booking actions.

### Use Case

Instead of linking away to a scheduling page, marketers can now embed a calendar directly within the CTA. This reduces clicks and increases meeting conversion on-site or in emails.




**Launch region:** Global

Free Starter Pro Enterprise Live

HubSpot

# Hidden Fields in Logic & Redirects

You can now use hidden fields in logic-based form redirects and personalization rules.

**Use Case**

When building forms, marketers can now use hidden fields like UTMs or campaign IDs to personalize confirmation pages. This adds targeting power without exposing backend logic to users.

**Launch region:** Global

Free Starter Pro Enterprise Live

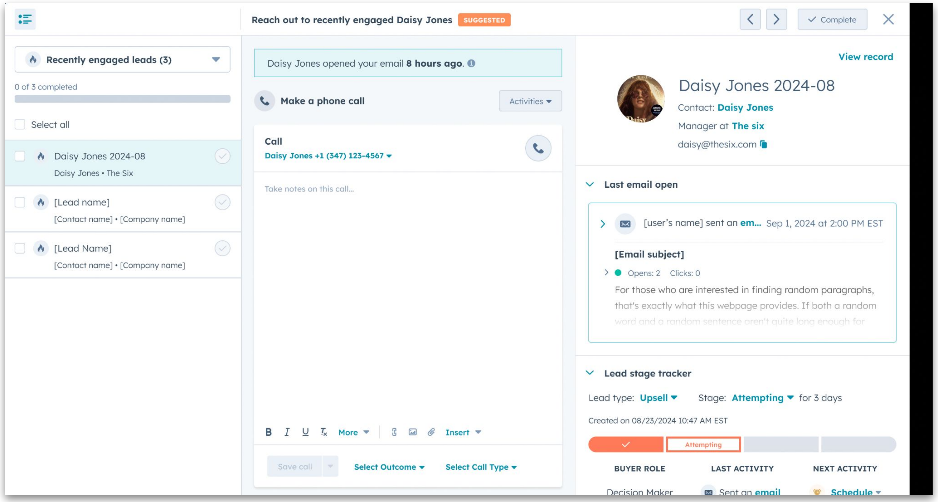
# Sales Hub®

Powered by Breeze

Sales Hub®

# Guided Execution of Activities in the Sales Workspace

Complete sales tasks more efficiently with a streamlined view that surfaces only the information you need.




## Use Case

While working through call lists or follow-ups, reps can now stay focused on one activity at a time without jumping between tabs or records. This improves daily task execution and gives reps more time to focus on building pipeline and closing deals.

**Launch region:** Global

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

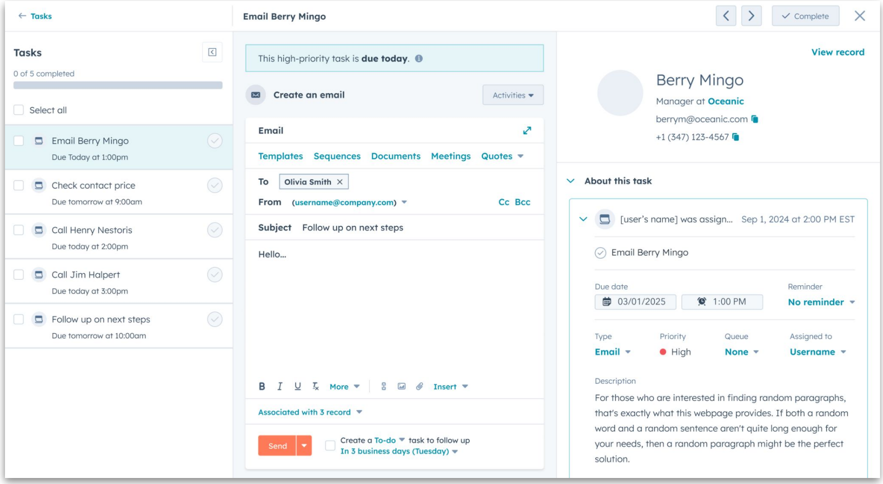
HubSpot

Sales Hub®

# Tasks in the Sales Workspace

Learn More

Manage, prioritize, and complete tasks directly within the Sales Workspace—no context switching required.




## Use Case

While working through daily outreach or deal follow-ups, sales reps can now view and update their tasks without jumping between tools. This keeps them focused, reduces app fatigue, and enables faster progress across their pipeline.

**Launch region:** Global

Free Starter Pro Enterprise Live

HubSpot

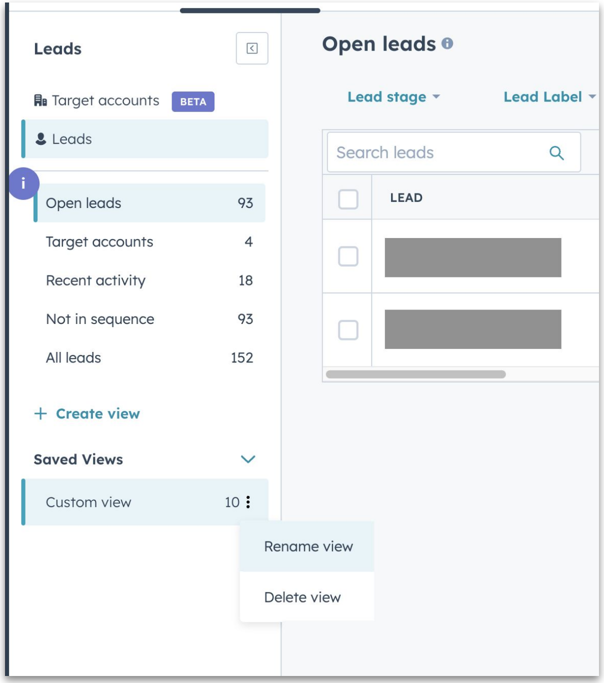
Sales Hub®

# Leads Saved Views

Save filtered lead views to streamline prospecting, prioritize outreach, and personalize your sales workflow.

### Use Case

When managing high volumes of leads, reps can now switch between saved views—like “high intent leads” or “follow-ups this week”—without rebuilding filters each time. This keeps their workflow focused and aligned to sales goals.



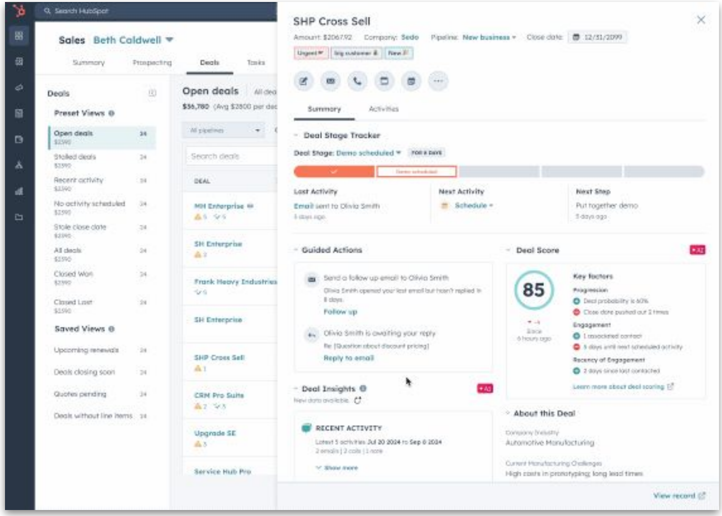

**Launch region:** Global

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

Sales Hub®

# Enhanced Deals Sidebar Experience

Access deal insights faster with a customizable two-column sidebar that puts key context at your fingertips.




## Use Case

When updating a deal or prepping for a call, reps can now see next steps, risks, and contact details all in one view—without excessive scrolling or switching tabs. This keeps them in flow and improves pipeline momentum.

**Launch region:** Global

Free Starter Pro Enterprise Public Beta

HubSpot

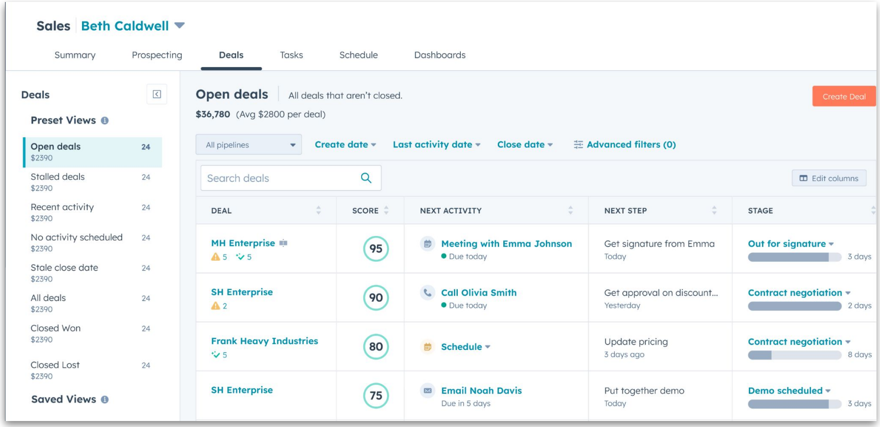
Sales Hub®

# View Guided Actions & Deal Risks in the Deals Table

New visual indicators in the deals table flag risks and suggest actions to help reps close deals more effectively.

## Use Case

When working through a long list of deals, sales reps can quickly scan for red flags or recommended next steps. This cuts down decision fatigue and improves pipeline outcomes by prompting action where it matters most.




**Launch region:** Global

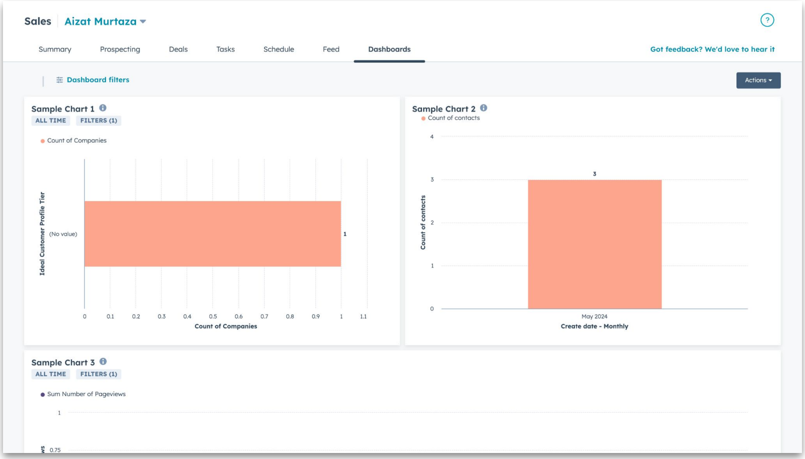
Free Starter Pro Enterprise Live

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

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

**Launch region:** Global

Free Starter Pro Enterprise Public Beta

HubSpot

# Service Hub®

Powered by Breeze

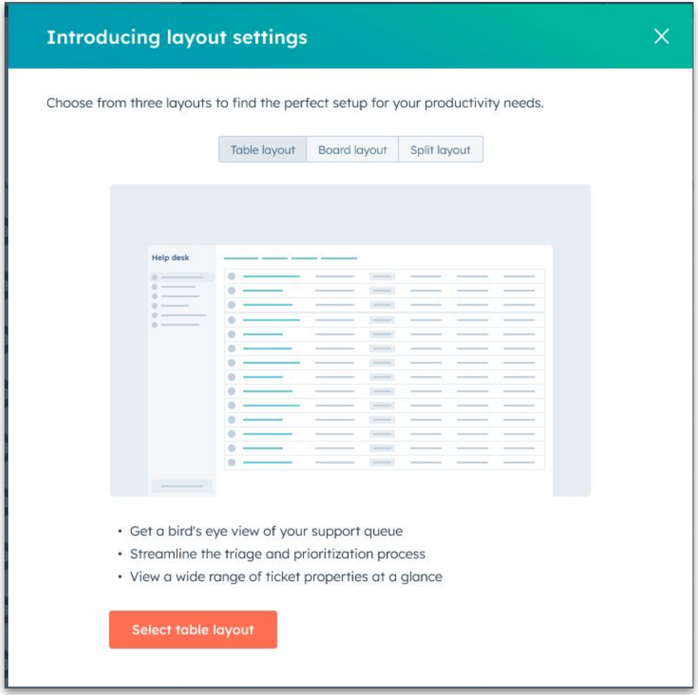
Service Hub®

# Layout Settings in Help Desk

Customize your Help Desk layout and reply faster with an updated preview panel and simplified navigation.

**Use Case**

When resolving tickets, support reps can now work in the layout that best fits their style—whether it's board, split, or table—and reply directly from the preview panel. This boosts efficiency, reduces cognitive load, and helps teams stay focused while delivering faster support.




**Launch region:** Global

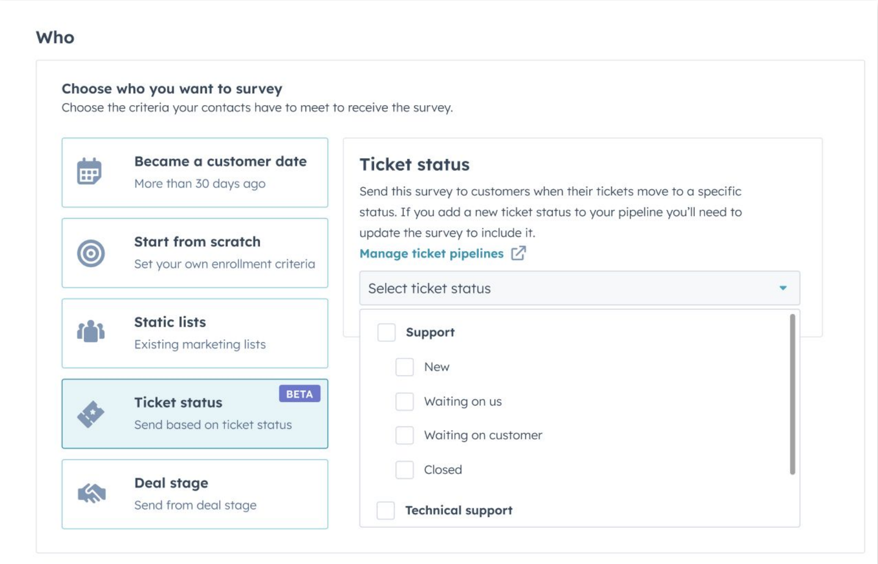
Free Starter Pro Enterprise Live

# Trigger Feedback by Ticket Stages

Control when surveys are triggered based on ticket stage to capture accurate, context-specific feedback.

**Use Case**

When managing tickets with multiple resolution paths—like “Closed - Resolved” or “Closed - Escalated”—you can now ensure feedback is only requested when an issue is truly resolved. This improves response quality and helps support teams track performance more accurately.



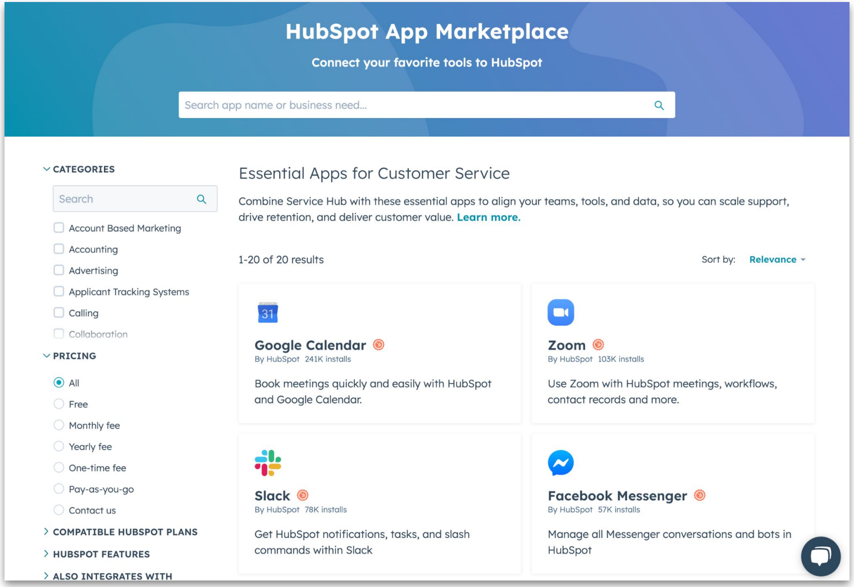

**Launch region:** Global

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

Service Hub®

# Essential Apps for Service 2025

Connect your support workflows with top-tier apps—from Aircall and Jira to WhatsApp and SurveyMonkey—to scale service and unify customer conversations.




## Use Case

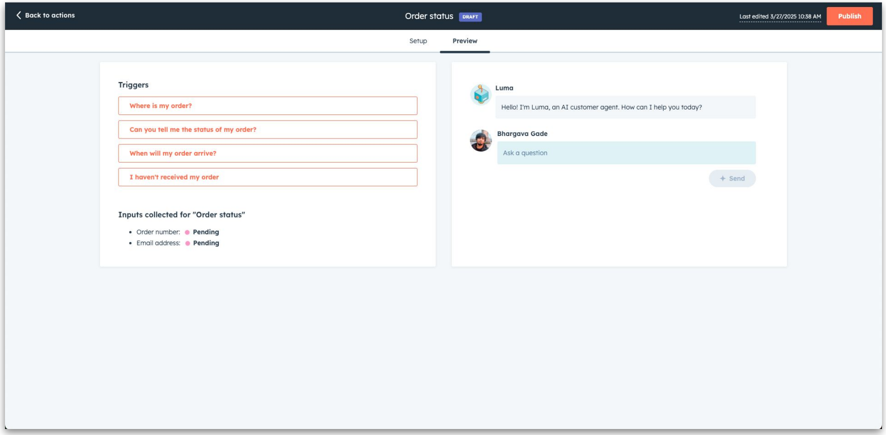
When managing onboarding, support cases, and retention campaigns, you can now streamline your tech stack with pre-built app integrations that centralize calls, tickets, feedback, and messaging. This improves team efficiency and ensures every customer touchpoint is tracked in HubSpot.

**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

# Customer Agent can perform actions in your business systems

Customer Agent can now trigger API-based actions, like fetching data or executing tasks, during conversations.




## Use Case

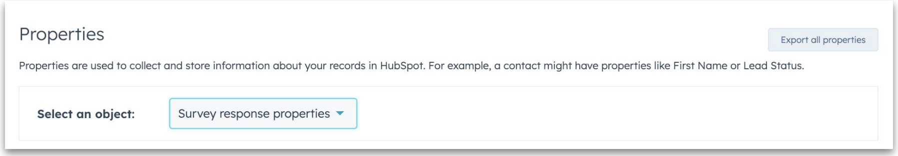
Instead of escalating requests to humans, the agent can reset passwords or look up billing info instantly. This speeds up support and improves self-service.

**Launch region:** Global

Free | Starter | Pro | Enterprise | Public Beta

# Feedback Submission Object Rename to "Survey Response"

The Feedback Submission object has been renamed to 'Survey Response' in HubSpot CRM.




## Use Case

When searching or filtering CRM data, users will now see 'Survey Response' to better reflect the nature of feedback collected. This improves clarity for reporting and aligns with naming consistency across other tools.

**Launch region:** Global

Free Starter Pro Enterprise Live

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

A new analytics card in Help Desk summarizes messaging activity by team and channel.

**Use Case**

Support leaders can now get quick insights into messaging volume, responsiveness, and trends—without diving into reports. This enables faster coaching, staffing, and performance decisions.


**Launch region:** Global

Free | Starter | Pro | Enterprise | Public Beta

Service Hub®

# Clarification to Allow/Deny List Behavior for Inbox & Help Desk

Learn More

HubSpot has clarified how Allow and Deny Lists apply to email forwarding into shared inboxes and Help Desk.

## Use Case

Support managers can now more confidently control which messages reach their inbox, reducing clutter or risk. This improves inbox reliability and helps enforce boundaries for inbound communication.

**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

HubSpot

Sales Hub®

Service Hub®

Powered by Breeze

Sales Hub® Service Hub®

# Phone Number Port - U.S.

Transfer your existing U.S. phone number to HubSpot without service disruptions, keeping customer communication smooth and consistent.

### Use Case

Instead of updating marketing materials and notifying customers about a new number, when you're switching call providers, you can now port your existing phone number to HubSpot. This preserves brand consistency, avoids communication gaps, and saves time on administrative updates.

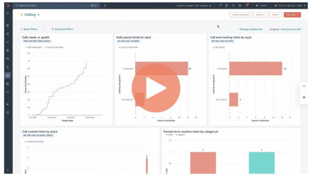
Note: Toll Free U.S. numbers are not supported at this time.

**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

## Acknowledgements

You are about to port your phone numbers into Twilio, which means that we will work with your current provider to move your numbers to your Twilio account. The process typically takes 2-4 weeks, but varies depending on how many numbers are being ported and the country of origin. Updates will be provided via email. Once complete, you will be able to use the full set of Twilio features on your current numbers.



Watch a tour of what's available with HubSpot calling!

### I understand and agree to the following:

- [ ] I understand billing for HubSpot phone numbers and minute usage, and how to buy more numbers and minutes.
- [ ] I must keep all numbers in service with the current carrier until porting is completed to avoid delays or rejections. The numbers do not have any downtime/loss of use during the porting period.
- [ ] I am responsible for any termination charges imposed by the current carrier for porting these numbers.
- [ ] I understand that porting these phone numbers only includes voice capabilities. SMS usage is not functional on this same line (in HubSpot) once ported.
- [ ] I understand that porting phone numbers into HubSpot will designate HubSpot as the new owner of the phone numbers.

Sales Hub®    Service Hub®

# Custom Channels API for Unified Messaging

Learn More

The Custom Channels API lets you integrate any messaging channel directly into the HubSpot Help Desk.

**Use Case**

If your support team relies on regional messaging apps like LINE or Telegram, this API allows developers to integrate them into the HubSpot inbox. This centralizes communication, improves tracking, and ensures your support team can serve customers on their preferred platforms.

**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

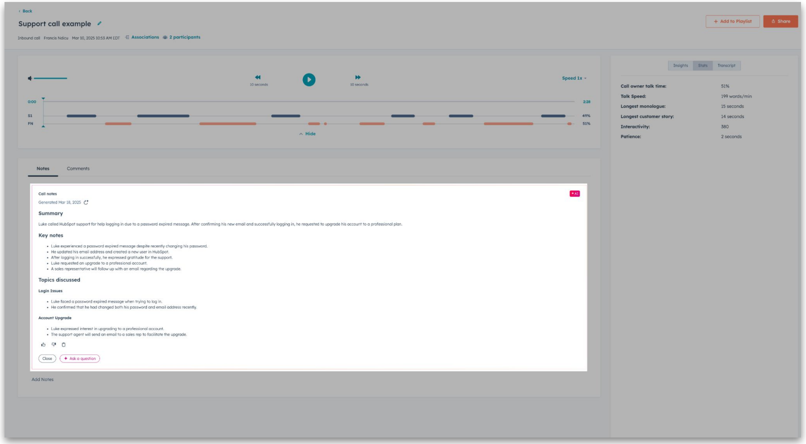
HubSpot

Sales Hub®

Service Hub®

# Updated Call Summaries

Call summaries now provide clearer formatting and better AI-driven highlights to surface key points.




## Use Case

When reviewing past calls, reps can now skim updated summaries to find key decisions or follow-ups faster. This saves time and ensures smoother handoffs.

**Launch region:** Global

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

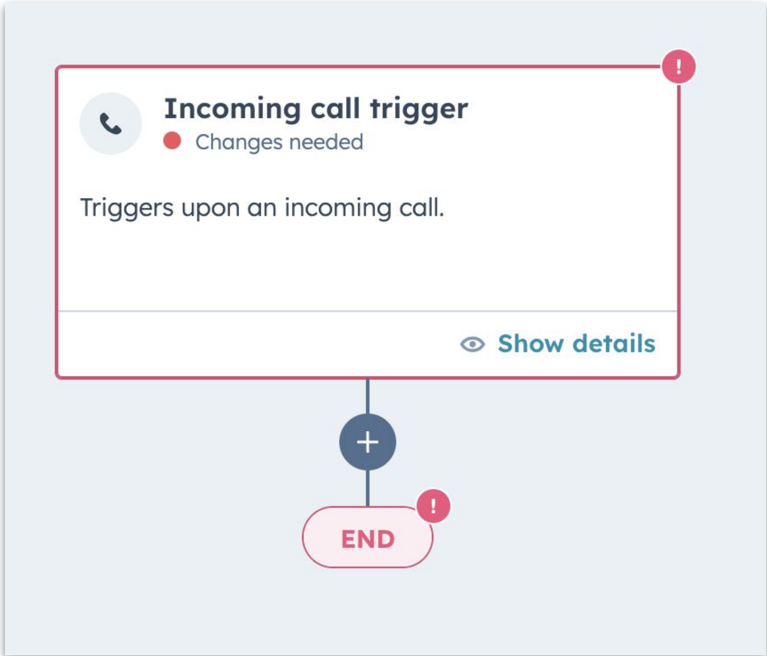
HubSpot

# Voice Routing in IVR

Voice IVR now supports intelligent routing to direct callers to the right team based on input.

**Use Case**

Instead of generic menus, you can now route callers directly to billing, support, or sales. This improves customer satisfaction and first-touch resolution.




**Launch region:** Global

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

# Operations Hub®

Powered by Breeze

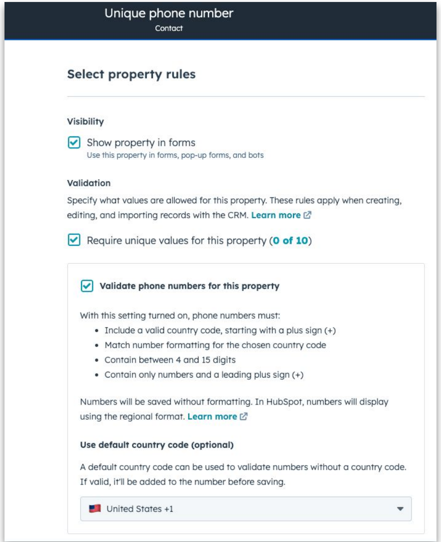
Operations Hub®

# Unique value enforcement for custom phone number properties

You can now enforce unique values for custom phone number properties to prevent duplicates.

## Use Case

When collecting phone numbers from leads or customers, ops teams can avoid duplicate entries with unique enforcement. This ensures cleaner data and fewer sync conflicts.




**Launch region:** Global

Free Starter Pro Enterprise Live

# Commerce Hub™

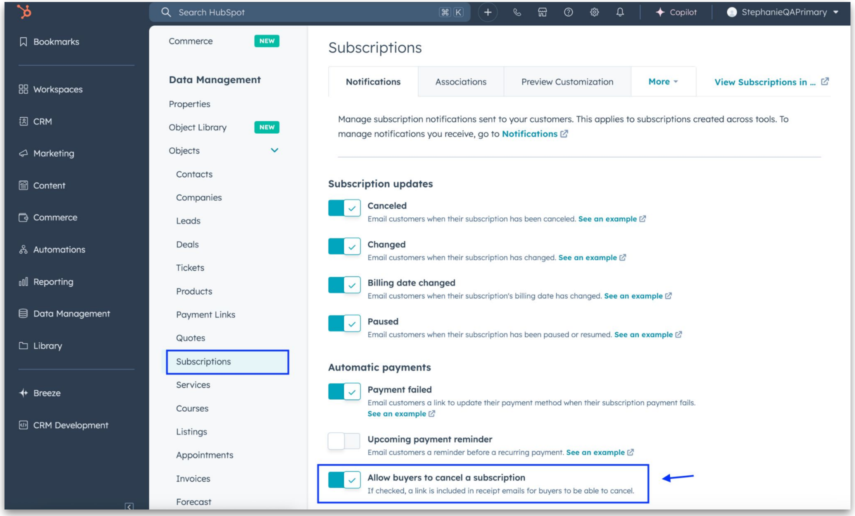
Commerce Hub™

# One-Click Subscription Cancellation

Let customers initiate subscription cancellation with a single click directly from their receipt.

## Use Case

When a subscriber wants to cancel, they can simply follow the link in their receipt to open a pre-filled cancellation email—no extra steps required. This reduces support burden and provides a smoother, more customer-friendly experience.




**Launch region:** Global

Free Starter Pro Enterprise Live

HubSpot

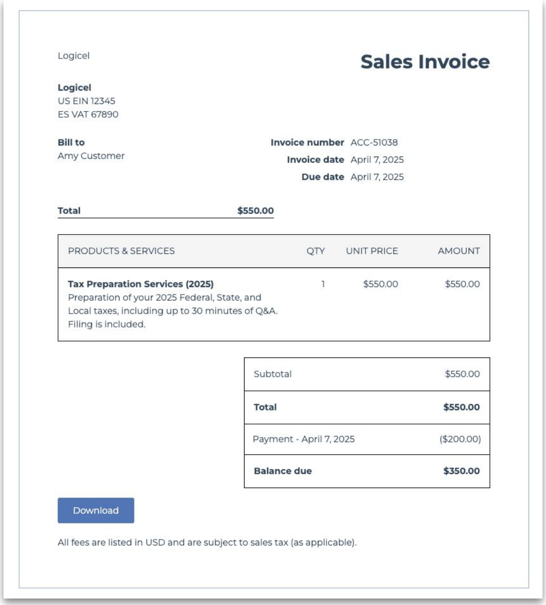
Commerce Hub™

# Display Partial Payments on Invoices

Show partial payment history directly on invoices to improve clarity for both customers and your finance team.

## Use Case

When a customer pays in installments, you can now provide an invoice that reflects each transaction and the remaining balance. This eliminates confusion, reduces back-and-forth, and ensures everyone is aligned on what's been paid and what's still due.


Logicel

**Sales Invoice**

**Logicel**
US EIN 12345
ES VAT 67890

**Bill to**
Amy Customer

**Invoice number** ACC-51038
**Invoice date** April 7, 2025
**Due date** April 7, 2025

**Total** **$550.00**

| PRODUCTS & SERVICES | QTY | UNIT PRICE | AMOUNT |
|---|---|---|---|
| **Tax Preparation Services (2025)** Preparation of your 2025 Federal, State, and Local taxes, including up to 30 minutes of Q&A. Filing is included. | 1 | $550.00 | $550.00 |

| | |
|---|---|
| Subtotal | $550.00 |
| **Total** | **$550.00** |
| Payment - April 7, 2025 | ($200.00) |
| **Balance due** | **$350.00** |

Download

All fees are listed in USD and are subject to sales tax (as applicable).

**Launch region:** Global

Free Starter Pro Enterprise Live

HubSpot

# Expanded Multi-Currency Support for Payments in Commerce Hub

Sell in 130+ global currencies through HubSpot Payments to deliver a localized and seamless buyer experience.

**Use Case**

When expanding into international markets, you can now present prices in the buyer's local currency to eliminate confusion and boost conversion rates. This helps remove exchange rate guesswork while making your brand feel more accessible to global customers.

**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

# Sharing Credit Card Details in Checkout

Buyers can now share credit card details during the checkout process with other team members for reuse.

**Use Case**

When one person checks out, they can now allow others on the team to reuse the same card for future purchases. This reduces friction for teams making repeat transactions and helps maintain purchasing consistency.

**Launch region:** Global

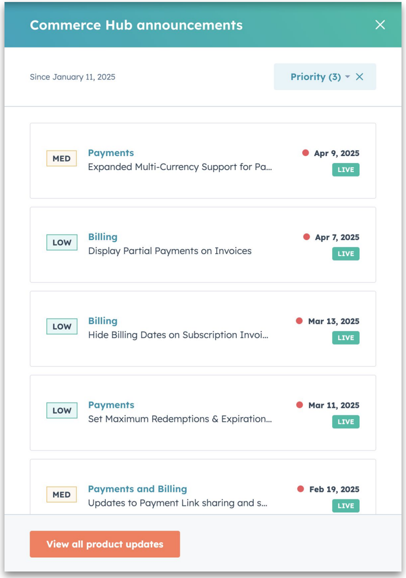
Free Starter Pro Enterprise Live

# Commerce Hub Product Updates on Overview

Merchants can now see product updates directly within the Commerce Hub Overview tab.

### Use Case

Instead of checking email or searching documentation, users can stay informed on key changes without leaving their workspace. This ensures smoother adoption of new features and fewer missed updates.




**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

# Developer Platform

# Developer Platform Version 2025.1 Release

Platform version 2025.1 is now live, requiring Node.js v20+ for all serverless and endpoint functions in developer projects.

**Use Case**

When building or updating serverless functions, developers can now upgrade to Node.js v20 to align with platform standards and access newer language features. This helps future-proof their projects and ensures continued support beyond October 1, 2025, when version 2023.2 is deprecated.

**Launch region:** Global

Free Starter Pro Enterprise Live

# Custom events now support custom IDs to match to objects

Link custom events to CRM objects using your own matching ID to reduce “unknown” events and improve data integrity.

**Use Case**

When sending events from external systems that don’t use HubSpot object IDs, you can now use a familiar field—like a user ID or email—to match incoming data to the right object. This simplifies integrations and ensures events show up correctly for reporting and automation.

**Launch region:** Global

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

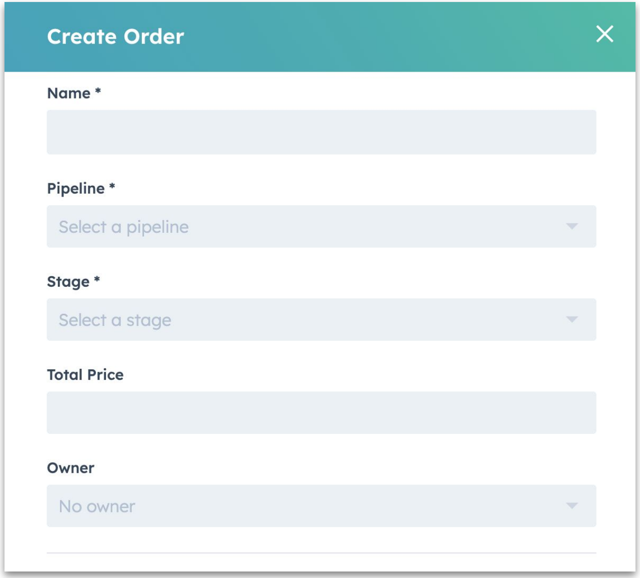
# App Marketplace

# Introducing Native Order Creation in HubSpot

Create and manage orders directly in HubSpot to streamline deal-to-fulfillment processes and maintain data consistency.

## Use Case

When a deal closes, you can now instantly generate an order from that deal and link it to the appropriate contact or company. This simplifies fulfillment workflows, eliminates duplicate data entry, and gives your team complete visibility into sales activity all in one place.




**Launch region:** Global

Free Starter Pro Enterprise Live

# Marketplace Apps can connect messaging channels to Help Desk

Learn More

Marketplace apps can now use the Custom Channels API to connect 1:1 messaging platforms to Help Desk.

**Use Case**

When your customers prefer WhatsApp or LINE, you can now integrate those platforms into Help Desk via certified apps. This improves support accessibility.

**Launch region:** Global

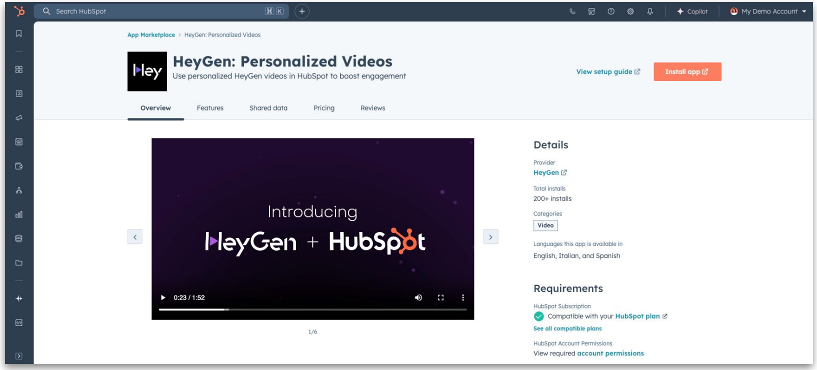
Free Starter Pro Enterprise Live

# Send Personalized AI Videos Through Email with the HeyGen App for HubSpot

Use the HeyGen app to send personalized AI-generated videos through HubSpot emails and workflows at scale.

## Use Case

When nurturing leads or welcoming new customers, you can now trigger personalized videos—complete with the recipient's name and relevant content—directly from workflows. This improves engagement and helps deliver a high-touch experience without manual effort.

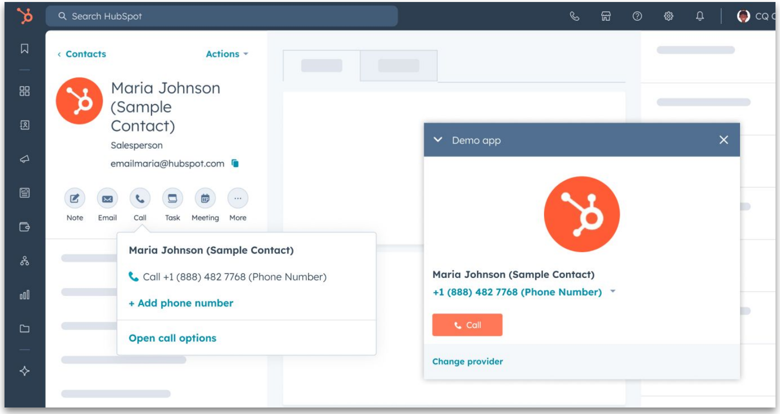



**Launch region:** Global

Free Starter Pro Enterprise Live

# Receive Inbound Calls with Calling Apps in HubSpot

Answer inbound calls from Zoom Phone and RingCentral within HubSpot and manage records while staying on the call.




## Use Case

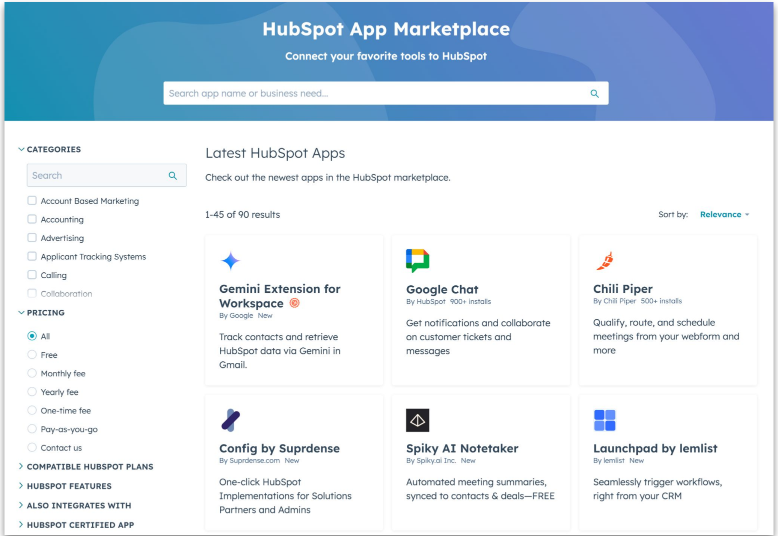
When taking an inbound call from a prospect or customer, you can now stay in HubSpot, view related records, and log notes in real time—all without switching apps. This streamlines conversations, improves productivity, and ensures complete call documentation.

**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

# App Marketplace Q1 roundup: 95+ new & 60+ updated apps

Discover 95+ new apps and 60+ major updates in the HubSpot App Marketplace to extend your tech stack and streamline work.




## Use Case

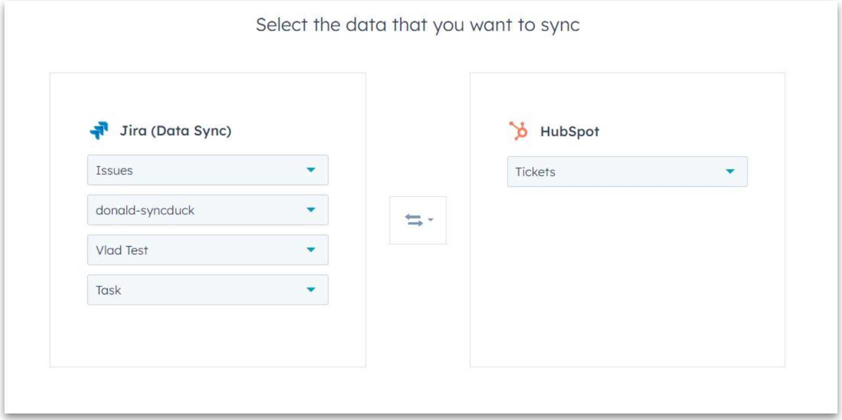
When scaling workflows or enhancing customer communication, you can now leverage new integrations—like syncing meeting summaries from Zoom or Fathom directly into HubSpot—or automate personalized video delivery via HeyGen. This gives your team more flexibility, less manual work, and better-connected tools across marketing, sales, and service.

**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

# New Jira App Powered by Data Sync

Automatically sync HubSpot tickets and Jira issues—including notes and comments—for real-time collaboration between support and dev teams.




**Use Case**

When a support rep logs a bug in HubSpot, the issue automatically syncs to Jira and stays updated with new comments from either side. This keeps both teams aligned without extra manual work, helping resolve issues faster and improve communication across tools.

**Launch region:** Global

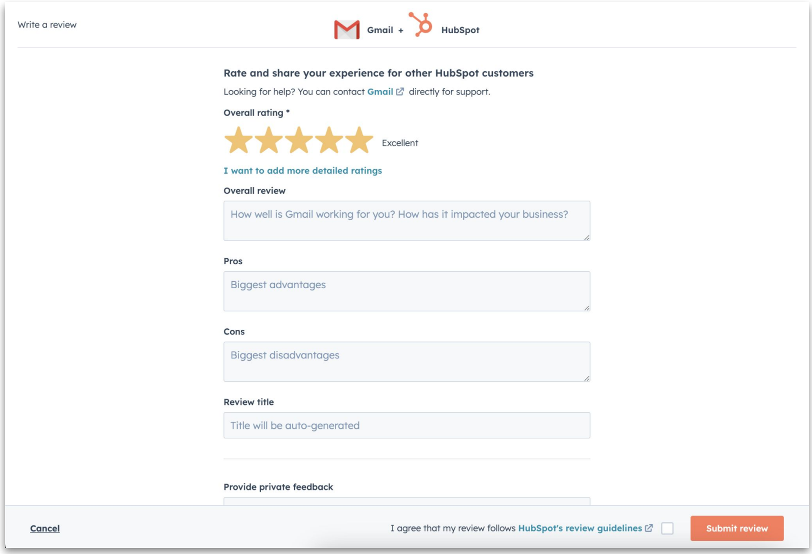
Free | Starter | Pro | Enterprise | Public Beta

# Publish App Reviews with AI-Generated Titles

App Marketplace reviews can now include AI-generated titles for faster publishing and greater clarity.

## Use Case

When writing a review for a connected app, users can choose from suggested titles generated by AI. This encourages more frequent feedback submissions and creates more consistent review formats for future readers.




**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

# Smart CRM™

Powered by Breeze

Smart CRM™

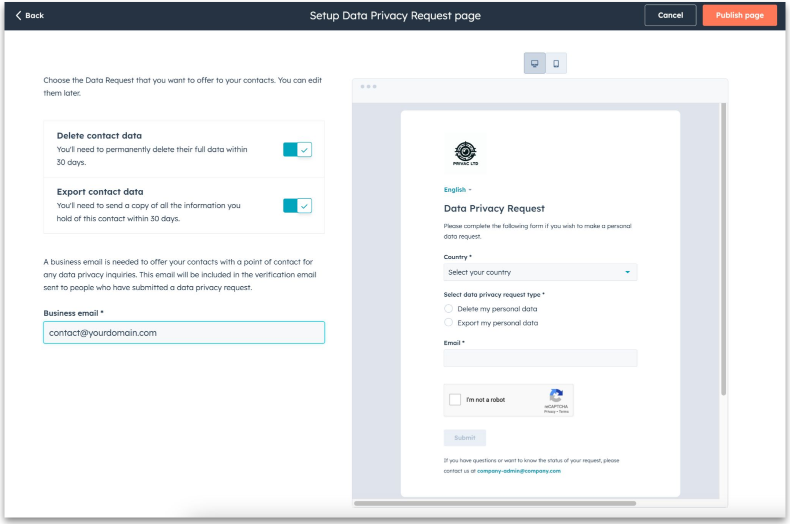
# Unified Data Privacy Request Management

Learn More

Easily configure, track, and manage data privacy requests in one place to stay compliant and reduce manual steps.

## Use Case

A compliance officer can now oversee all incoming data privacy requests within HubSpot, assign them to the right team members, and ensure timely completion—eliminating the need to track requests across multiple systems. This central hub enhances efficiency and accountability in data protection workflows.




**Launch region:** Global

Free

Starter

Pro

Enterprise

Live

HubSpot

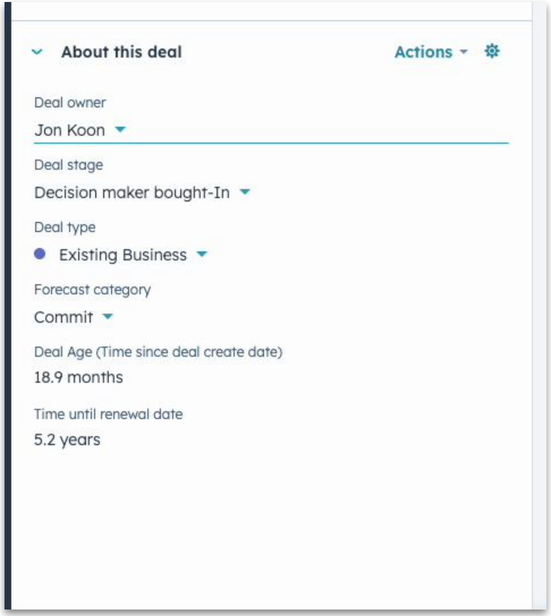
Smart CRM™

# Autosave properties on the about section and record preview

Edits made in the About section or record preview now autosave instantly, reducing clicks and preventing data loss.

**Use Case**

While updating contact or deal details, you can now make quick edits in the sidebar without worrying about clicking save. This ensures your updates are captured in real time and helps maintain clean, accurate records with less effort.




**Launch region:** Global

Free Starter Pro Enterprise Live

HubSpot

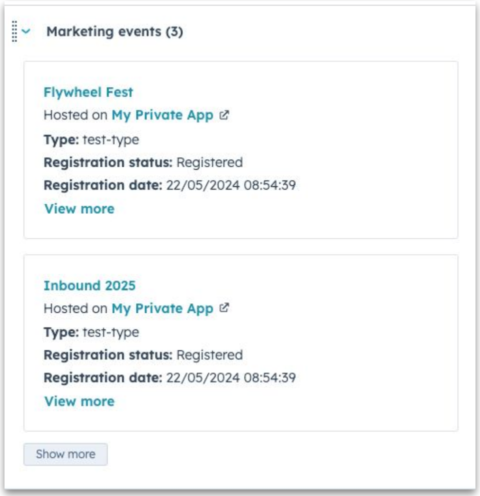
Smart CRM™

# 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 | Public Beta

HubSpot

Smart CRM™

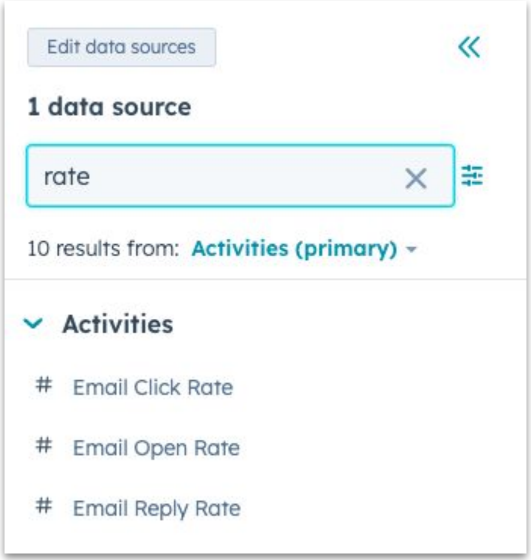
# Connected email analytics rates in Custom Report Builder

Learn More

Track 1:1 email open, click, and reply rates in Custom Report Builder to optimize sales outreach and engagement.

**Use Case**

When reviewing team performance, sales managers can now compare reps' email engagement rates to identify what messaging resonates. This supports coaching, enhances prospecting strategies, and helps boost reply rates over time.




**Launch region:** Global

Free Starter Pro Enterprise Live

HubSpot

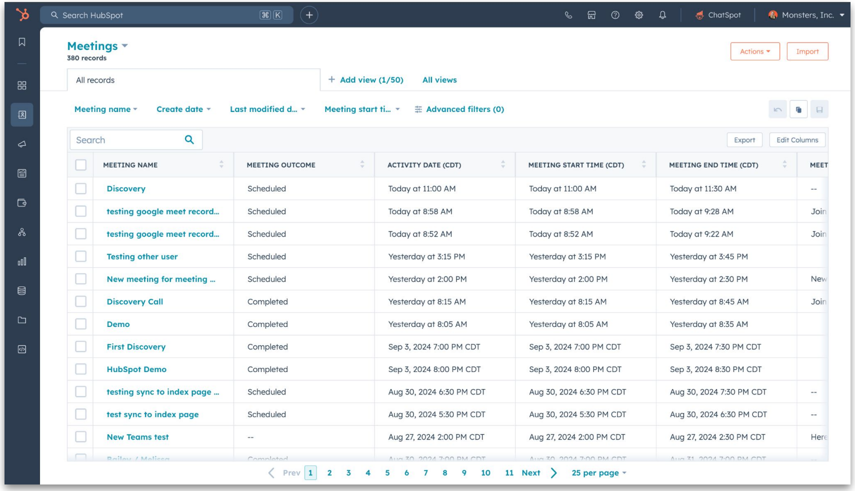
Smart CRM™

# Meetings Index Page & Custom Properties

You can now manage all HubSpot meetings in one place and add custom properties for better tracking.

## Use Case

When reviewing past customer meetings, teams can now filter and view meetings by custom fields such as purpose, type, or follow-up needed. This boosts visibility into engagement patterns and helps teams report on meetings in a more tailored way.



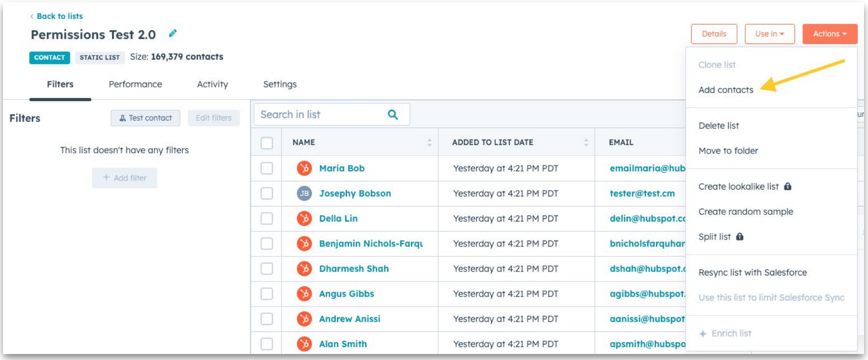

**Launch region:** Global

Free | Starter | Pro | Enterprise | Public Beta

HubSpot

# Add records to lists from actions dropdown

You can now add contacts to static lists directly from the list view's action menu.




## Use Case

While managing a list, you can quickly add more contacts without navigating away from the page. This speeds up prep for emails or workflows.

**Launch region:** Global

Free

Starter

Pro

Enterprise

Live

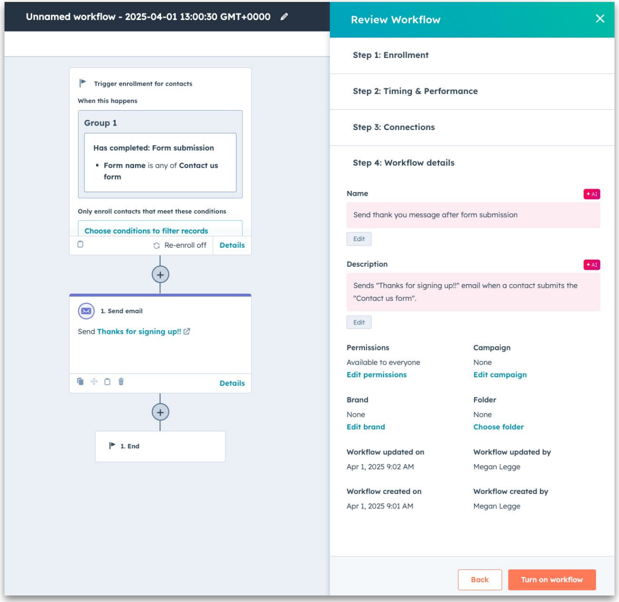
Smart CRM™

# AI-Generated Workflow Names

Automatically generate context-aware names for newly created workflows using HubSpot AI.

## Use Case

Instead of leaving workflows unnamed or duplicating generic templates, users can now generate names that reflect the automation's intent and audience. This helps teams stay organized and improves clarity when collaborating across departments.




**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

HubSpot

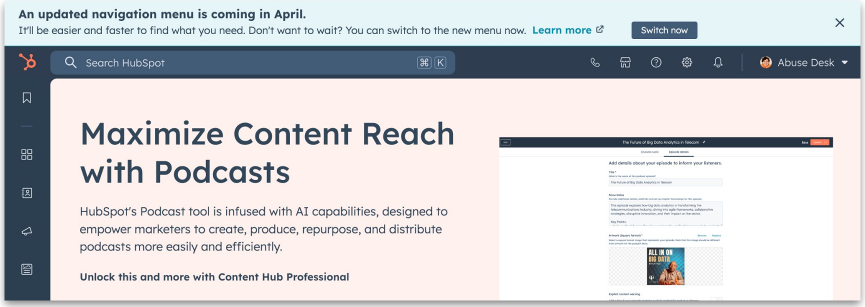
Smart CRM™

# Global Navigation updates to find your destination faster

The global navigation bar has been redesigned to better reflect hub-specific workspaces and common tasks.

**Use Case**

Instead of hunting for the right tools, users now see Sales and Service clearly organized. This reduces bounce rates and supports onboarding clarity.




**Launch region:** Global

Free | Starter | Pro | Enterprise | Public Beta

Smart CRM™

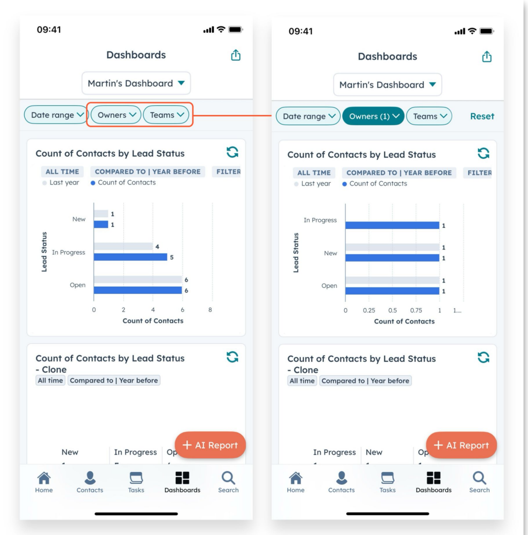
# Owner & Team Filtering on Mobile Dashboards

Learn More

You can now filter mobile dashboards by owner or team to get more targeted views on the go.

## Use Case

While checking metrics during a meeting or commute, managers can now isolate results for specific reps or teams. This allows for quicker performance checks and more focused decision-making from mobile devices.




NEW
Filter Dashboards and Reports by Owners and Teams

**Launch region:** Global

Free · Starter · Pro · Enterprise · Live

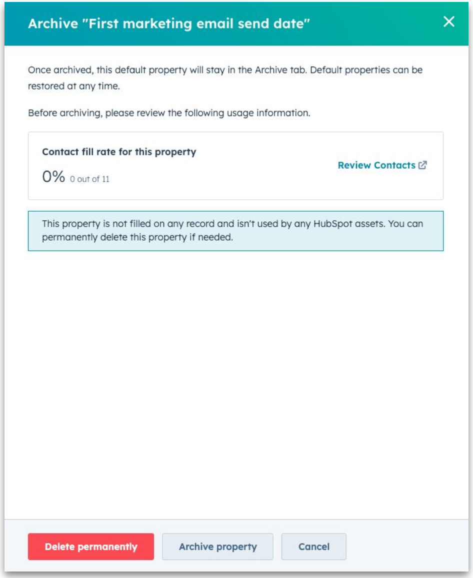
HubSpot

# Permanently Delete Unused and Unfilled Properties

Admins can now permanently delete properties that have no data or usage across records and tools.

**Use Case**

When cleaning up legacy properties, admins can now confidently delete unused fields without affecting forms, workflows, or reports. This improves system hygiene and simplifies data management across the CRM.




**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

# Custom events now support custom IDs to match to objects

Link custom events to CRM objects using your own matching ID to reduce “unknown” events and improve data integrity.

**Use Case**

When sending events from external systems that don’t use HubSpot object IDs, you can now use a familiar field—like a user ID or email—to match incoming data to the right object. This simplifies integrations and ensures events show up correctly for reporting and automation.

**Launch region:** Global

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

# CRM Platform

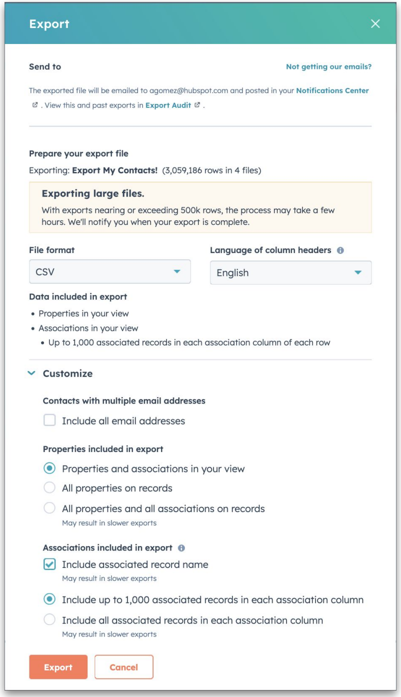
AI Powered

# Removing Associated Records Display Properties by Default in Export

Associated record display properties are now excluded by default in standard CRM exports.

## Use Case

When exporting contact, company, or deal data, ops teams no longer need to manually uncheck associated properties. This simplifies CSV formatting and prevents unintended data exposure or file bloat.




**Launch region:** Global

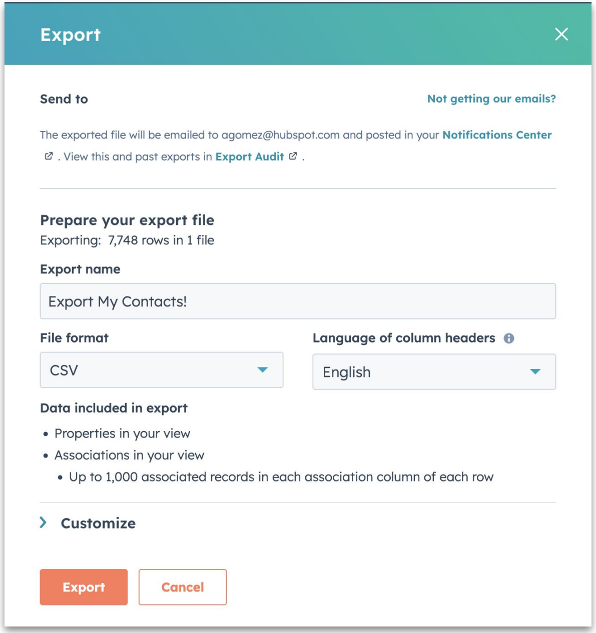
Free | Starter | Pro | Enterprise | Live

# Change the Name of Your Export

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

# Automated Inactive User Deactivation

Learn More

Automated inactive user deactivation is a workflow that removes inactive users (i.e. users who have not logged into HubSpot in over 90 days) on a monthly basis.

**Use Case**

Inactive user accounts pose a significant security risk, as they can be vulnerable to account takeovers (ATOs) and data breaches. Manually managing inactive users can be time-consuming and inefficient, often leading to oversights and delays. This feature automates the deactivation of inactive users, reducing the risk of unauthorized access and strengthening your account security.

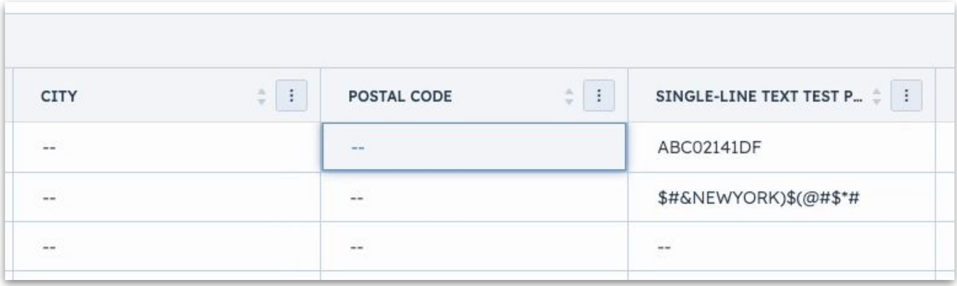
**Launch region:** Global

Free | Starter | Pro | Enterprise | Public Beta

# Automatically Format Property Data at the Point of Entry

[Learn More]

Property values can now be automatically formatted—like capitalizing names or trimming spaces—as they're entered.




**Use Case**

Ops teams can now standardize data quality in real-time instead of fixing it downstream. This reduces cleanup, improves segmentation, and strengthens reporting.

**Launch region:** Global

Free | Starter | Pro | Enterprise | Public Beta

# Property History Exports Now Only Include Records with Historical Values

HubSpot property history exports will now exclude records that never had a value for the selected property.

### Use Case

When exporting change logs, users no longer waste time filtering out irrelevant records. This speeds up audits and improves the clarity of historical reporting.

**Launch region:** Global

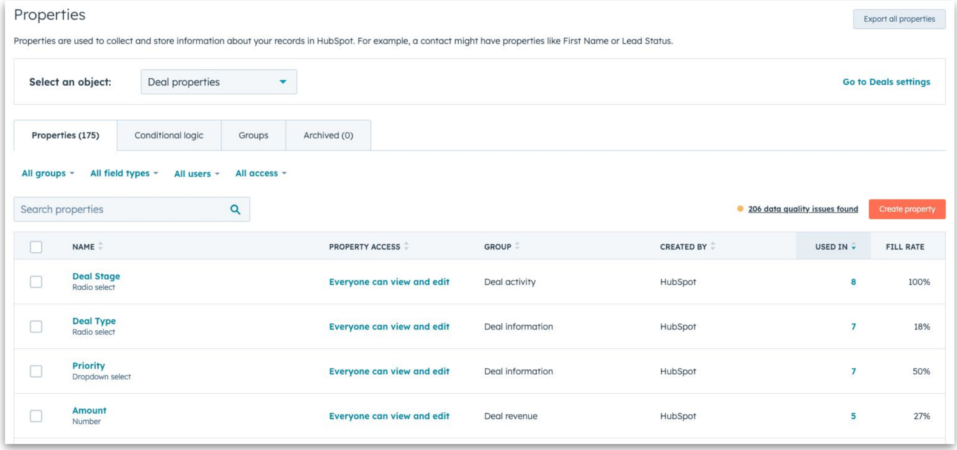
Free | Starter | Pro | Enterprise | Live

# View Property Fill Rate in Property Settings

You can now see how often each CRM property is populated directly in property settings.

## Use Case

Ops teams can now identify which properties are underused and which ones are fully adopted. This improves decisions around cleanup, required fields, and data strategy.




**Launch region:** Global

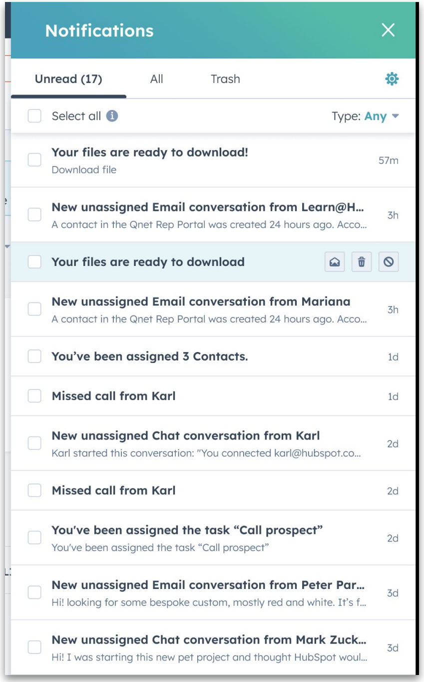
Free Starter Pro Enterprise Live

# Bell Notifications - sidebar redesign

Navigate and manage notifications faster with an improved sidebar that prioritizes unread alerts, bulk actions, and a more compact layout.

### Use Case

Users can now quickly scan unread notifications, apply bulk actions with checkboxes, and manage their preferences more efficiently. This streamlined experience reduces clutter and ensures important updates are easily accessible.




**Launch region:** Global

Free Starter Pro Enterprise Live

Breeze™

AI Powered

Breeze™

# Research intent

Learn More

Discover and engage high-fit accounts researching relevant topics—before they hit your site—with research-based intent data inside HubSpot.

**Use Case**

When targeting expansion or prospecting new accounts, you can now surface companies researching key topics and automatically enroll them into campaigns or workflows. This allows your team to engage earlier in the buying journey and stay ahead of churn or competitive switching.

**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

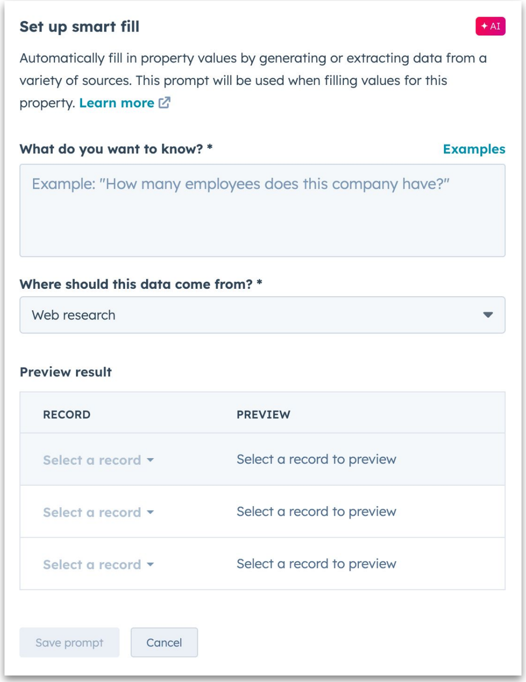
Breeze™

# Smart Properties [Learn More]

Smart Properties reduce manual property creation by automatically generating them from your data patterns.

## Use Case

When you're creating custom objects or forms, Smart Properties will proactively recommend fields based on past usage. This helps you set up consistent data collection quickly without needing to build everything from scratch.




**Launch region:** Global

Free | Starter | Pro | Enterprise | Public Beta

HubSpot

# Thank You