



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

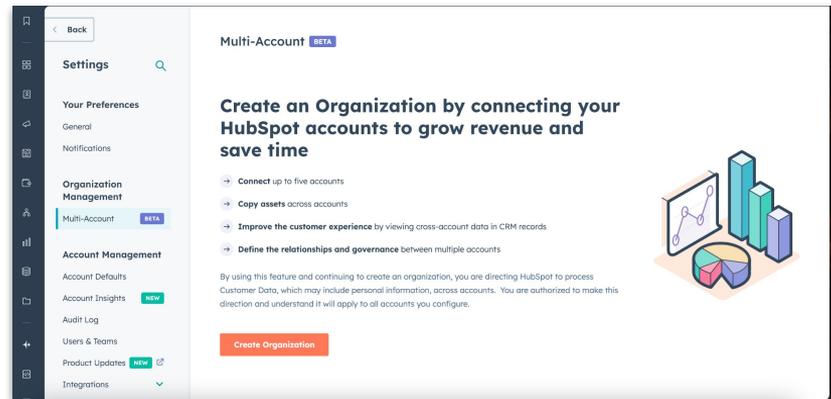
Free

Starter

Pro

Enterprise

Live

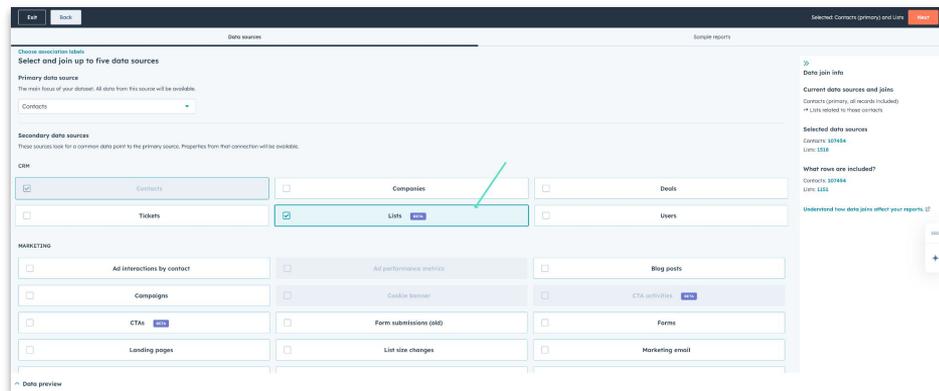


Lists as a Data Source in Custom Report Builder

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

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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

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Public Beta

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

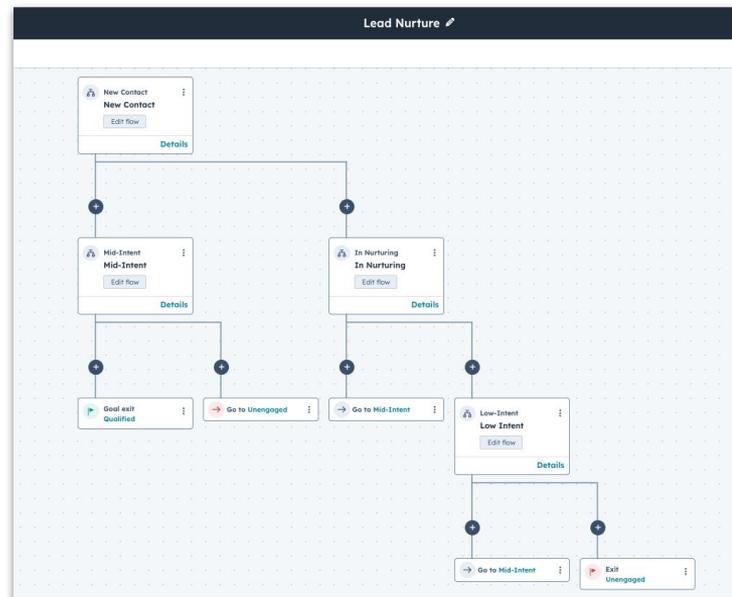
Free

Starter

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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

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Public Beta

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

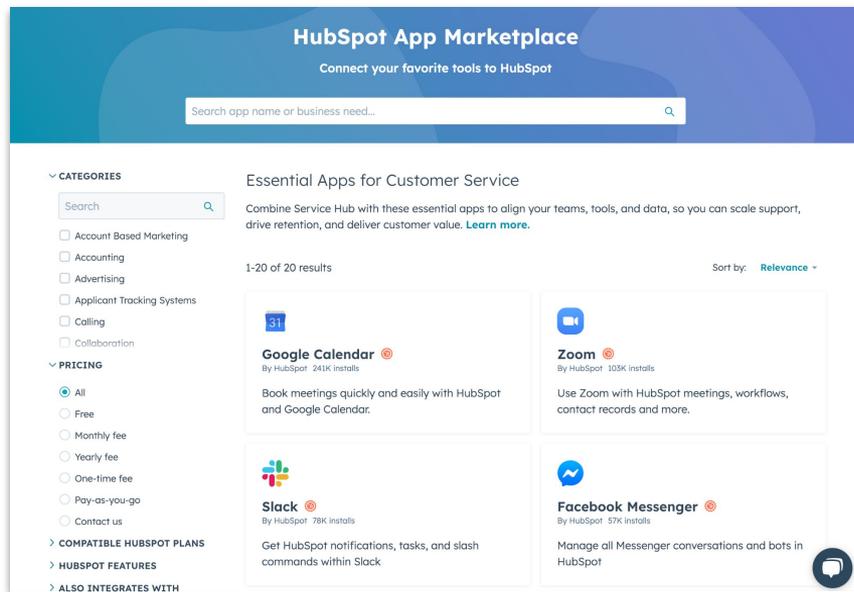
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The screenshot displays the HubSpot App Marketplace interface. At the top, it says "HubSpot App Marketplace" and "Connect your favorite tools to HubSpot". Below this is a search bar with the placeholder text "Search app name or business need...". On the left side, there are filters for "CATEGORIES" and "PRICING". Under "CATEGORIES", there are checkboxes for "Account Based Marketing", "Accounting", "Advertising", "Applicant Tracking Systems", "Calling", and "Collaboration". Under "PRICING", there are radio buttons for "All", "Free", "Monthly fee", "Yearly fee", "One-time fee", "Pay-as-you-go", and "Contact us". Below these filters, there are sections for "COMPATIBLE HUBSPOT PLANS" and "ALSO INTEGRATES WITH". The main content area shows "Essential Apps for Customer Service" with a description: "Combine Service Hub with these essential apps to align your teams, tools, and data, so you can scale support, drive retention, and deliver customer value. [Learn more.](#)". It indicates "1-20 of 20 results" and a "Sort by: Relevance" dropdown. Four app cards are displayed: "Google Calendar" (241K installs), "Zoom" (103K installs), "Slack" (78K installs), and "Facebook Messenger" (57K installs). Each card includes a brief description of the app's functionality.

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.

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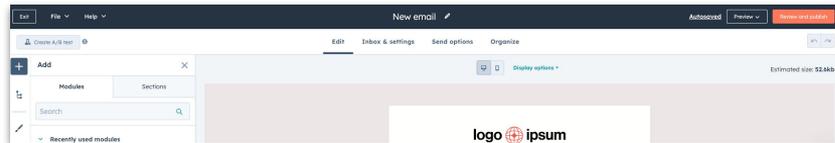
Public Beta

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.



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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

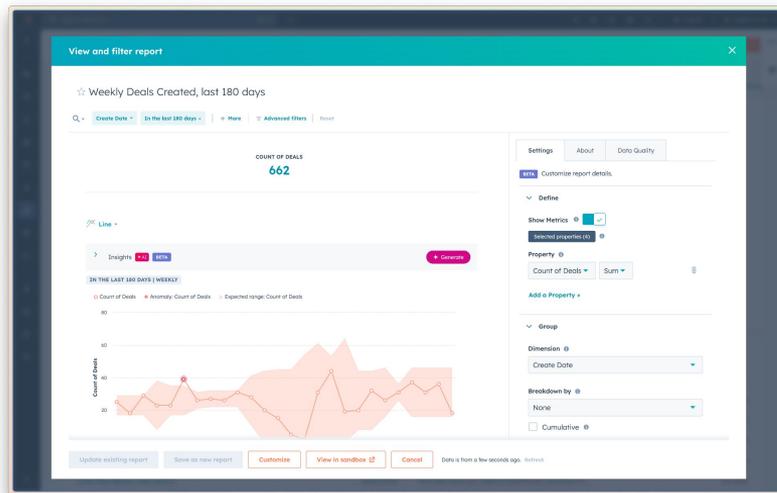
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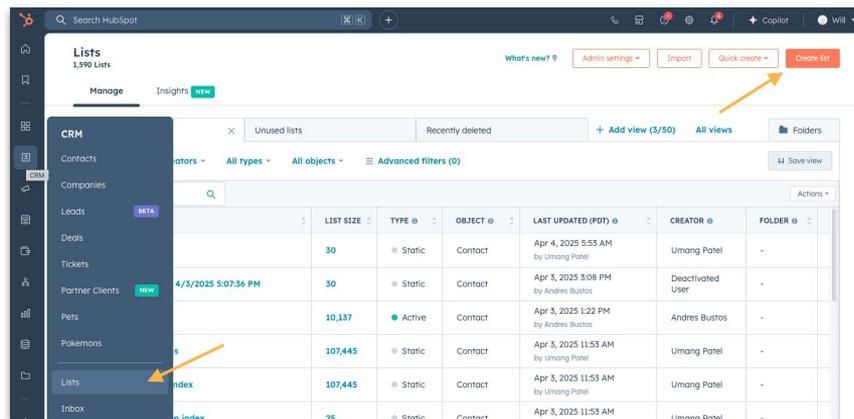


Build Lists Using Document Events

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.



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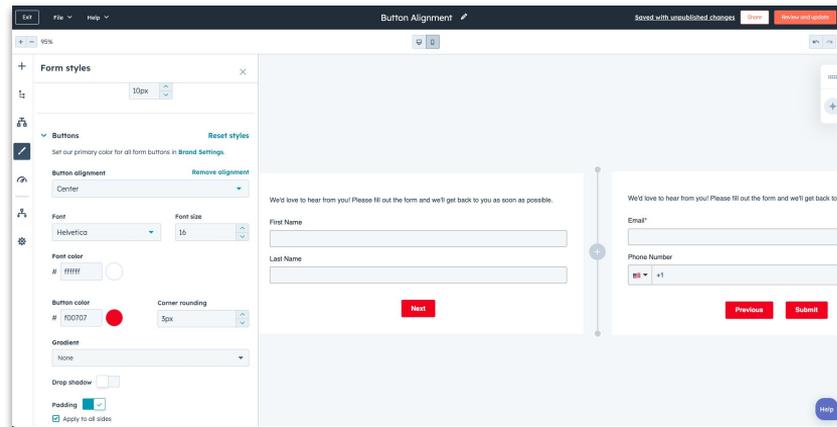
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Button Alignment Options for Forms

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.



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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

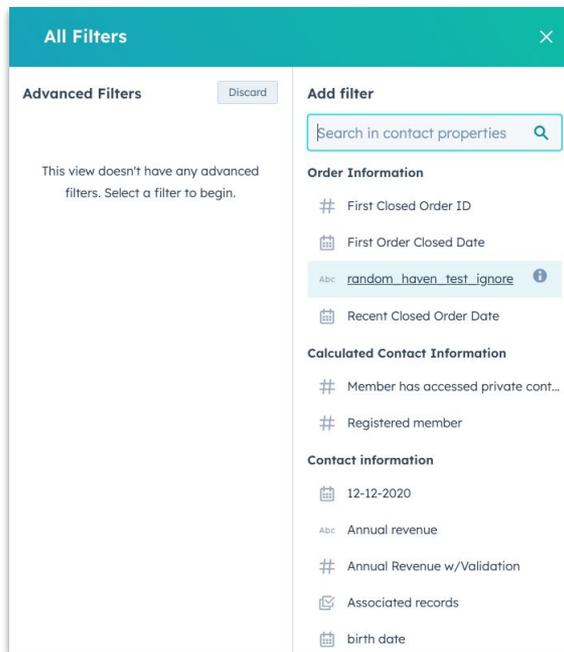
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A New Workflow Creation Experience

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.

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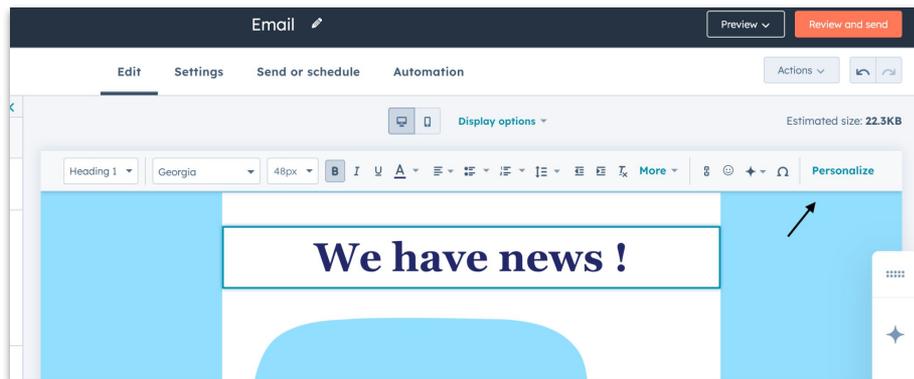
Public Beta

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.



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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

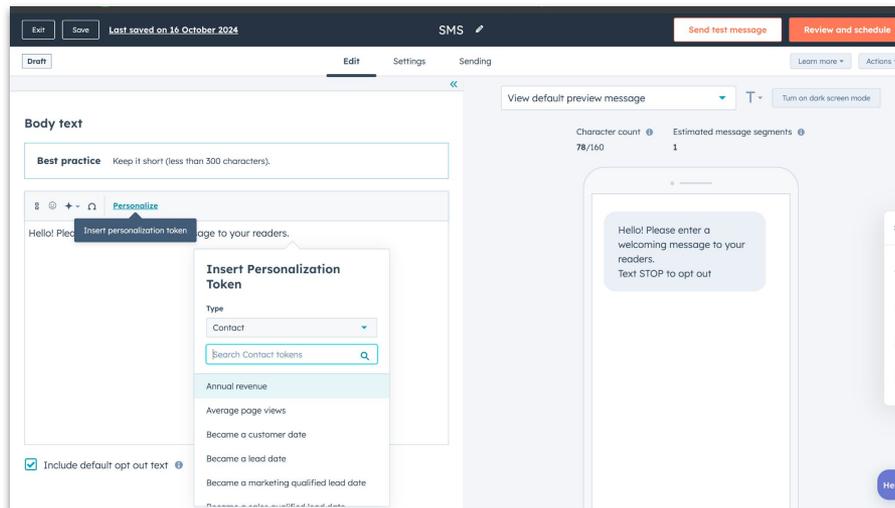
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Manage Workflow Metrics in Workflow Settings

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

Use Case

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

Launch region: Global

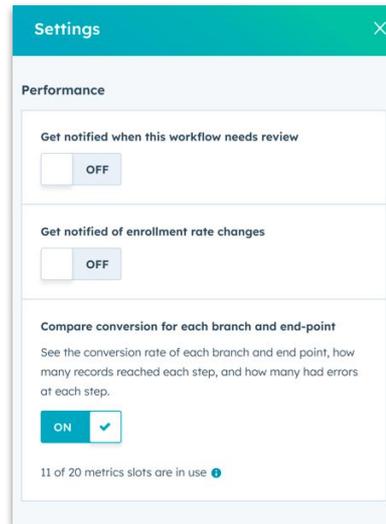
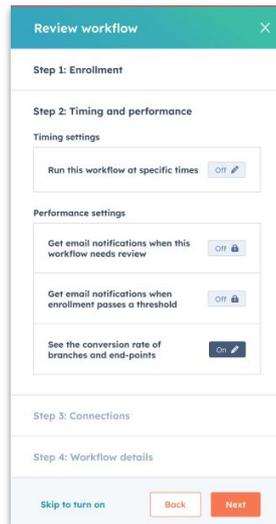
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Expanded Automation Issue Management [Learn More](#)

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.

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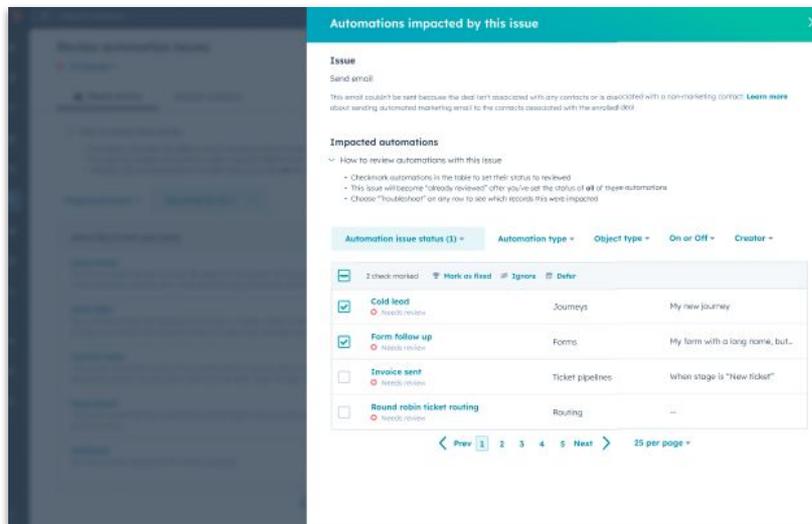
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Automations impacted by this issue

Issue
Send email
This email couldn't be sent because the list isn't associated with any contacts or is associated with a non-marketing contact. [Learn more](#) about sending automated marketing email to the contacts associated with the enrolled list.

Impacted automations

- How to review automations with this issue
 - Checkmark automations in the table to set their status to reviewed
 - This issue will become "already reviewed" after you've set the status of all of these automations
 - Choose "Troubleshoot" on any row to see which records this issue impacted

Automation issue status (1)	Automation type	Object type	On or Off	Creator
<input type="checkbox"/>	1 check marked	<input type="checkbox"/> Mark as fixed	<input type="checkbox"/> Ignore	<input type="checkbox"/> Defer
<input checked="" type="checkbox"/>	Cold lead	Journeys		My new journey
<input checked="" type="checkbox"/>	Form follow up	Forms		My form with a long name, but...
<input type="checkbox"/>	Invoice sent	Ticket pipelines		When stage is "New ticket"
<input type="checkbox"/>	Round robin ticket routing	Routing		...

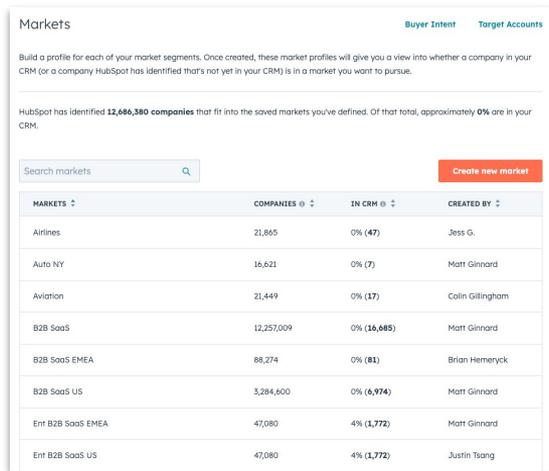
< Prev 1 2 3 4 5 Next > 25 per page

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.



The screenshot shows the 'Markets' page in HubSpot. At the top right, there are tabs for 'Buyer Intent' and 'Target Accounts'. Below the tabs, there is a descriptive paragraph: '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.' Below this, a summary line states: '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.' There is a search bar labeled 'Search markets' and a red button labeled 'Create new market'. Below these is a table with the following data:

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)	Collin Gillingham
B2B SaaS	12,257,009	0% (16,685)	Matt Ginnard
B2B SaaS EMEA	68,274	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

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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

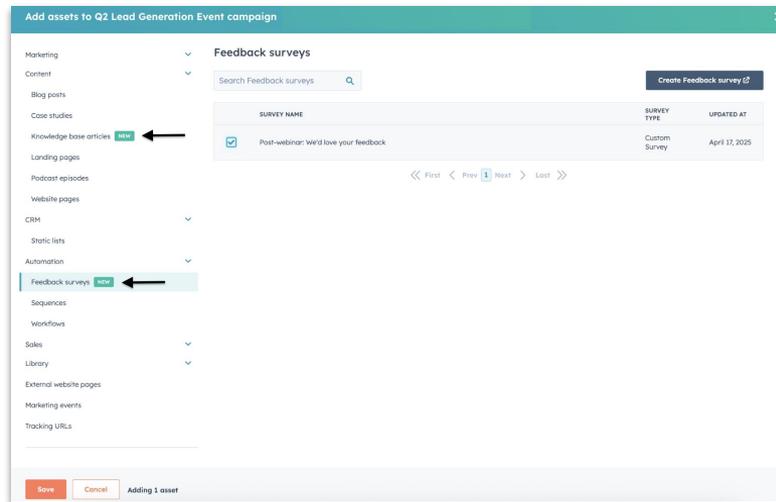
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Edit Labels for SMS Test Numbers

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

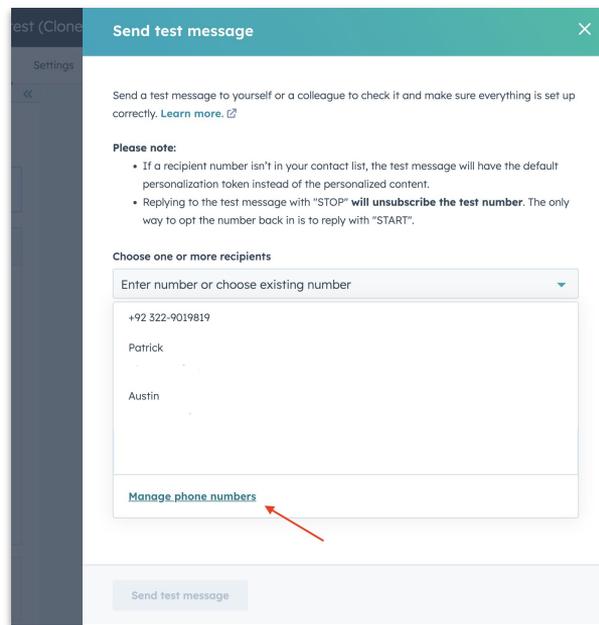
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Permissions for Custom Events

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

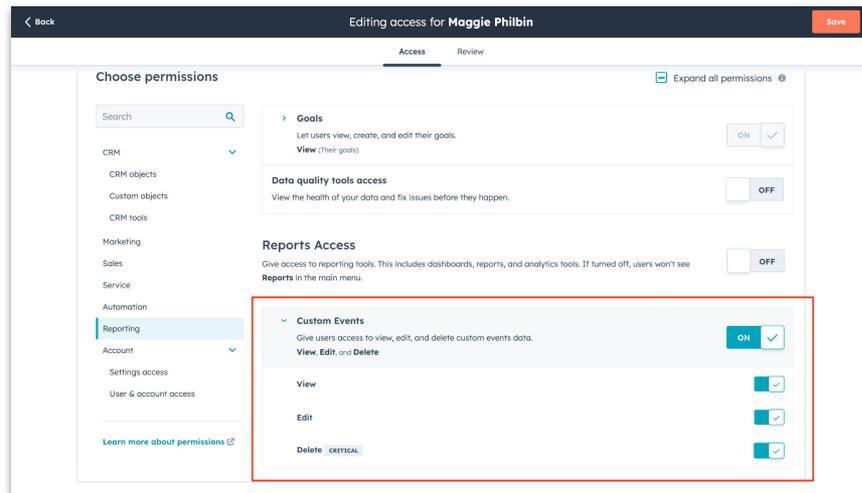
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Separate WhatsApp Transactional and Marketing Subscription Types

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.

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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.

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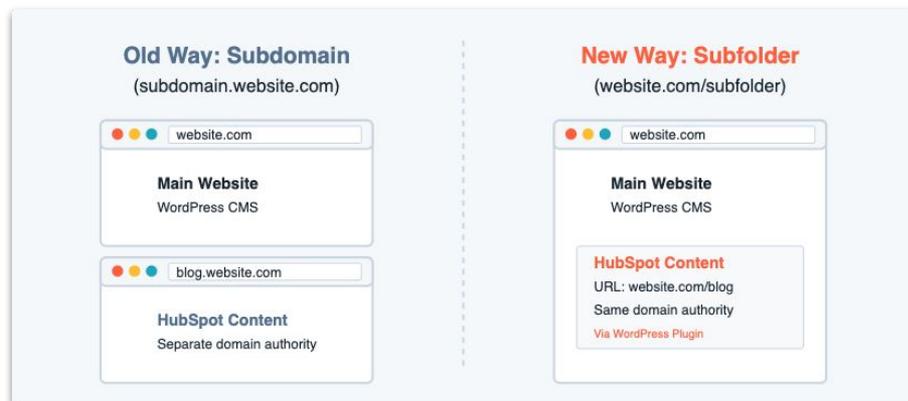
Live

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

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Starter

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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

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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.

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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.

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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.

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Countdown Timer

Content Styles

Countdown Date *

04/16/2025 3:30 AM GMT+2

Account time zone: London (UTC+01:00)
Countdown ends at **02:30 AM** in your **current timezone**.

Labels ^

Days

Hours

Minutes

Seconds

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

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Public Beta

Form Type	Advanced filters (0)	Search forms	NAME	PAGE VIEWS	SUBMISSIONS / PAGE VIEW	SPAM SUBMISSIONS	FORM SUBMISSIONS	UPDATED AT (GMT+1)	CREATED BY
Gibberish Detection Test - March 31st	Published Form			7	0%	5	0	March 31, 2025 12:23 AM	Sabor...

Form name	Submitted on	Will be deleted after
3822184649457	April 1, 2025 6:21 AM EDT	90 days
3822184649457	March 31, 2025 6:21 AM EDT	90 days
3822184649457	March 31, 2025 6:21 AM EDT	90 days
3822184649457	March 31, 2025 6:21 AM EDT	90 days
3822184649457	March 31, 2025 6:21 AM EDT	90 days

Submission details

3822184649457

Submitted: March 31, 2025 6:21 AM EDT (4 days ago)

Spam Properties (1)

Spam type: Gibberish

Spam description: This submission was caught in the spam filter because it contained gibberish in one of the fields. This shows a submission isn't genuine.

Field name: N/A

Field value: Gibberish

Submission Properties (1)

First name: josh@redleaf

Last name: ct@redleaf@redleaf

Message: dxTNECwffh03bxb0awd

Email: test.test@redmail.com

[Release](#) [Delete](#)

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.

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Generated CTA Published Actions Edit

Created date: April 3, 2025 5:31 PM
Publish date: April 9, 2025 9:37 AM

Type: Pop-up
Locations: 0
[View all details](#)

Performance Attributed Form Submissions

Date Range: 03/13/2025 to 04/11/2025

Overall Engagement
Date range: From 3/13/2025 to 4/11/2025

VIEWS	CLICKS	CLICK RATE	ATTRIBUTED SUBMISSIONS	ATTRIBUTED SUBMISSION RATE
2	1	50%	0	0%
--	--	--	--	--

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.

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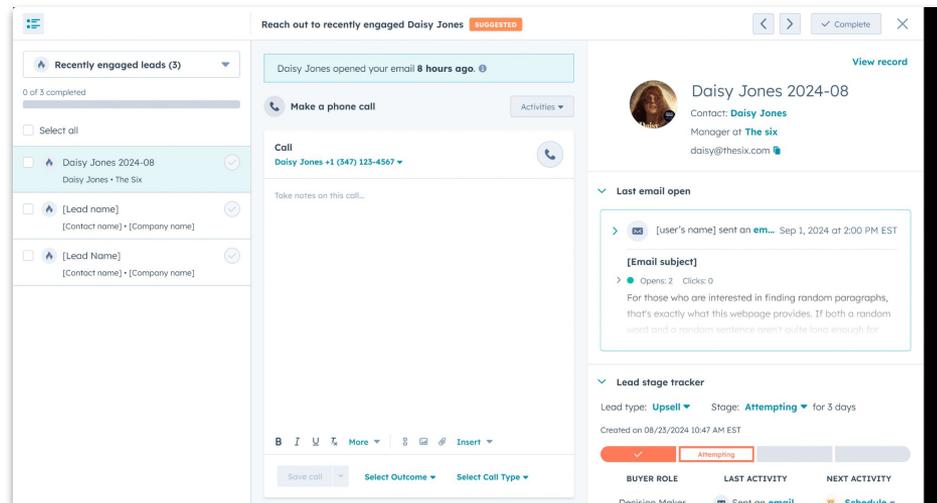


Guided Execution of Activities in the Sales Workspace

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

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Public Beta



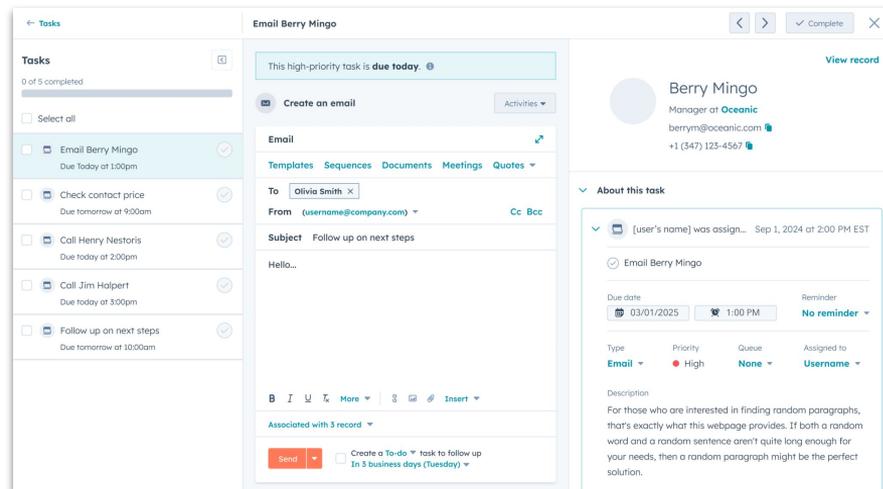
Tasks in the Sales Workspace

[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.



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Leads Saved Views

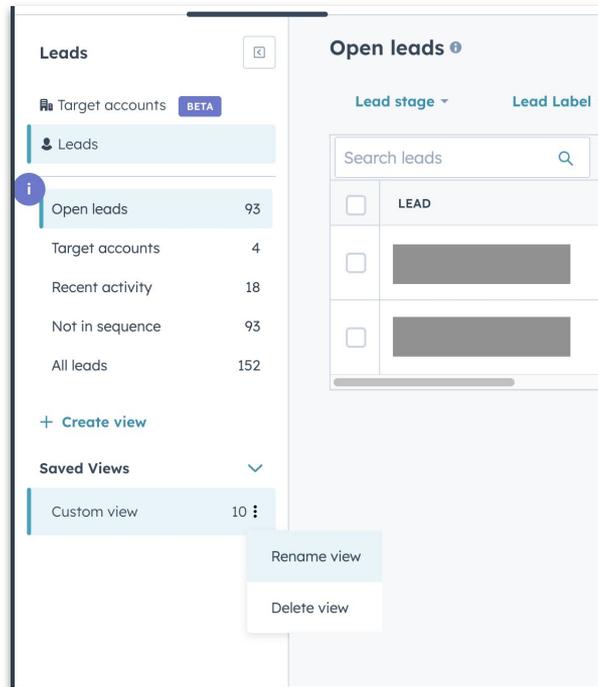
Save filtered lead views to streamline prospecting, prioritize outreach, and personalize your sales workflow.

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



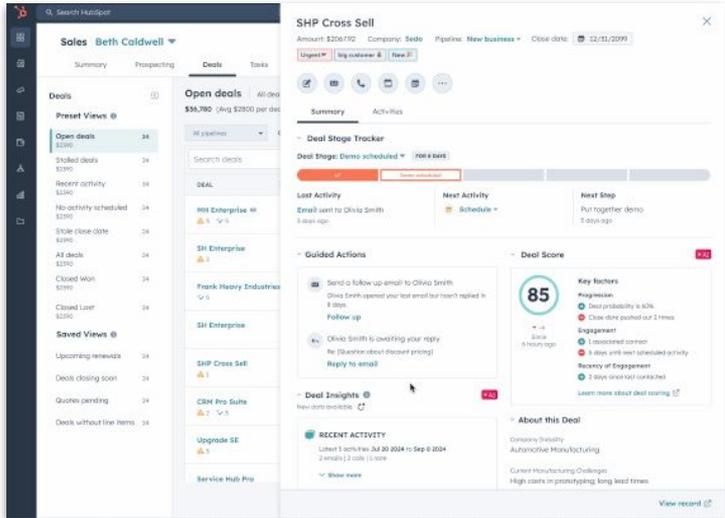


Enhanced Deals Sidebar Experience

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.



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- Public Beta

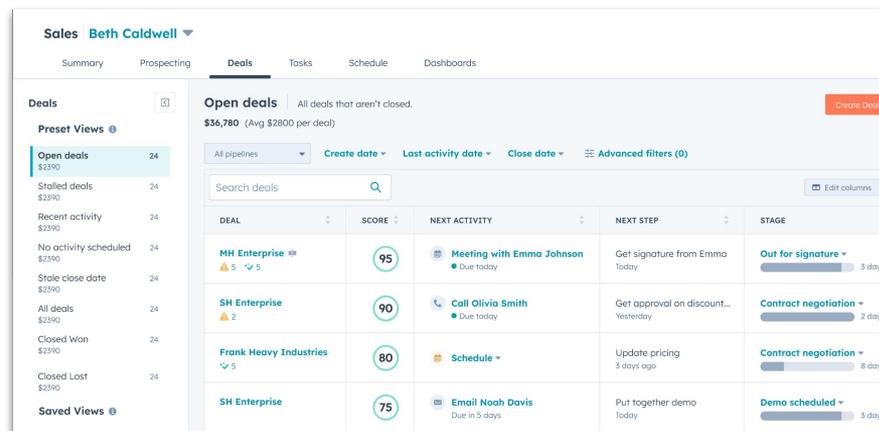


View Guided Actions & Deal Risks in the Deals Table

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.



The screenshot shows the 'Deals' table in the Sales Hub interface for user Beth Caldwell. The table is filtered to 'Open deals' with a total value of \$36,780. The table columns include DEAL, SCORE, NEXT ACTIVITY, NEXT STEP, and STAGE. Each row represents a deal with visual indicators for risks (e.g., warning triangles) and suggested next steps (e.g., 'Meeting with Emma Johnson', 'Call Olivia Smith').

DEAL	SCORE	NEXT ACTIVITY	NEXT STEP	STAGE
MH Enterprise ⚠️ 5 ⚡ 5	95	Meeting with Emma Johnson Due today	Get signature from Emma Today	Out for signature 3 days
SH Enterprise ⚠️ 2	90	Call Olivia Smith Due today	Get approval on discount... Yesterday	Contract negotiation 2 days
Frank Heavy Industries ⚡ 5	80	Schedule	Update pricing 3 days ago	Contract negotiation 8 days
SH Enterprise	75	Email Noah Davis Due in 5 days	Put together demo Today	Demo scheduled 3 days

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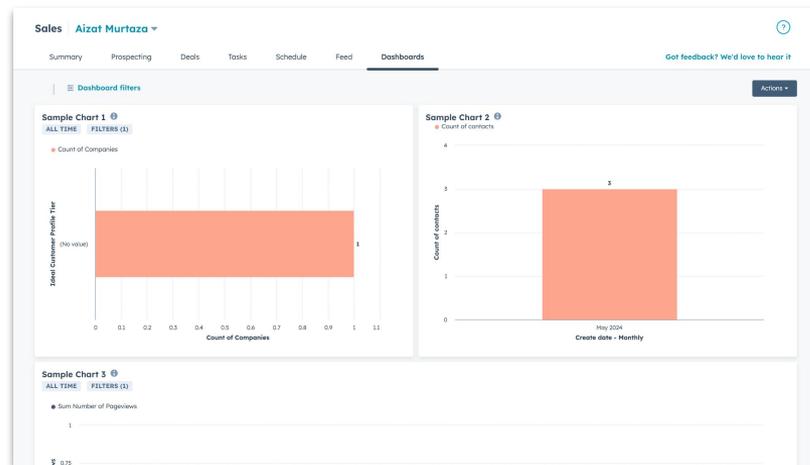


Sales Workspace Dashboards

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.



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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

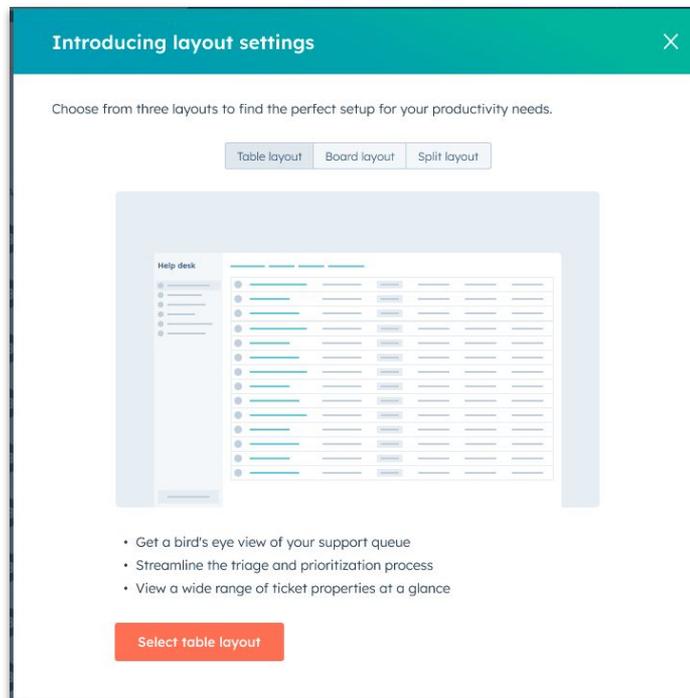
Free

Starter

Pro

Enterprise

Live



Introducing layout settings ×

Choose from three layouts to find the perfect setup for your productivity needs.

Table layout Board layout Split layout

Help desk

- Get a bird's eye view of your support queue
- Streamline the triage and prioritization process
- View a wide range of ticket properties at a glance

Select table layout



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

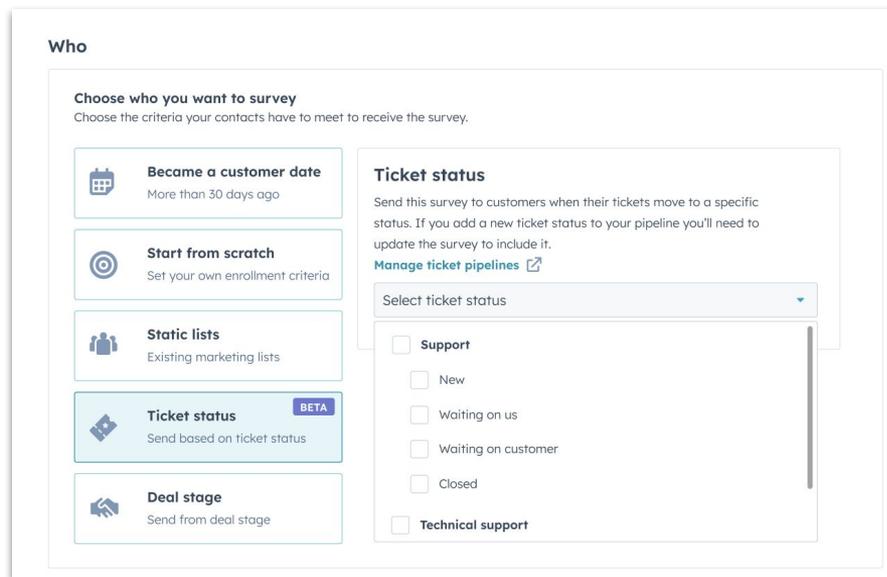
Free

Starter

Pro

Enterprise

Live



Who

Choose who you want to survey
Choose the criteria your contacts have to meet to receive the survey.

- Became a customer date**
More than 30 days ago
- Start from scratch**
Set your own enrollment criteria
- Static lists**
Existing marketing lists
- Ticket status** BETA
Send based on ticket status
- Deal stage**
Send from deal stage

Ticket status
Send this survey to customers when their tickets move to a specific status. If you add a new ticket status to your pipeline you'll need to update the survey to include it.
[Manage ticket pipelines](#)

Select ticket status

- Support
 - New
 - Waiting on us
 - Waiting on customer
 - Closed
- Technical support



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

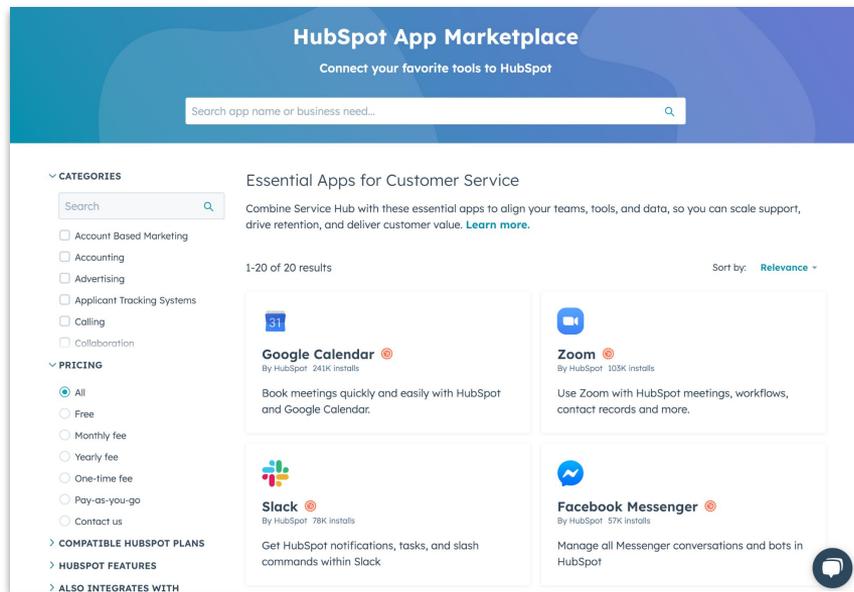
Free

Starter

Pro

Enterprise

Live



HubSpot App Marketplace
Connect your favorite tools to HubSpot

Search app name or business need...

Essential Apps for Customer Service
Combine Service Hub with these essential apps to align your teams, tools, and data, so you can scale support, drive retention, and deliver customer value. [Learn more.](#)

1-20 of 20 results Sort by: Relevance

- Google Calendar** (241K installs)
Book meetings quickly and easily with HubSpot and Google Calendar.
- Zoom** (103K installs)
Use Zoom with HubSpot meetings, workflows, contact records and more.
- Slack** (78K installs)
Get HubSpot notifications, tasks, and slash commands within Slack.
- Facebook Messenger** (57K installs)
Manage all Messenger conversations and bots in HubSpot.

Categories: Account Based Marketing, Accounting, Advertising, Applicant Tracking Systems, Calling, Collaboration

Pricing: All (selected), Free, Monthly fee, Yearly fee, One-time fee, Pay-as-you-go, Contact us

Compatible HubSpot Plans, HubSpot Features, Also Integrates With

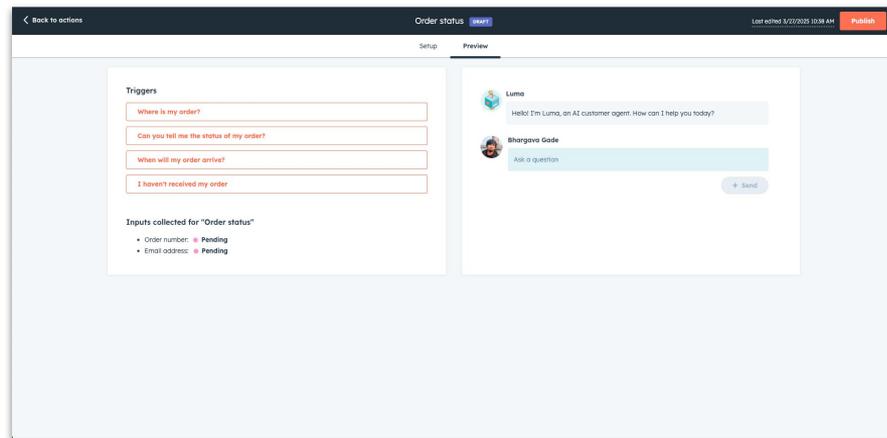


Customer Agent can perform actions in your business systems

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.

Properties

Export all properties

Properties are used to collect and store information about your records in HubSpot. For example, a contact might have properties like First Name or Lead Status.

Select an object:

Launch region: Global

Free

Starter

Pro

Enterprise

Live

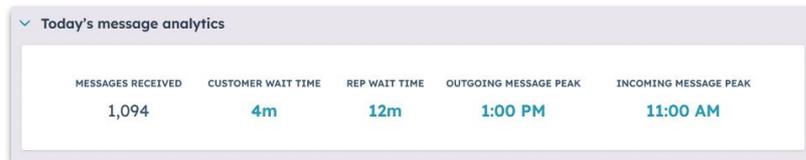


New Card: Message Analytics in the Help Desk Summary Tab

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



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](#)



Sales Hub[®]



Service Hub[®]



Powered by Breeze

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

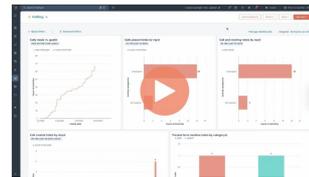
Pro

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.

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

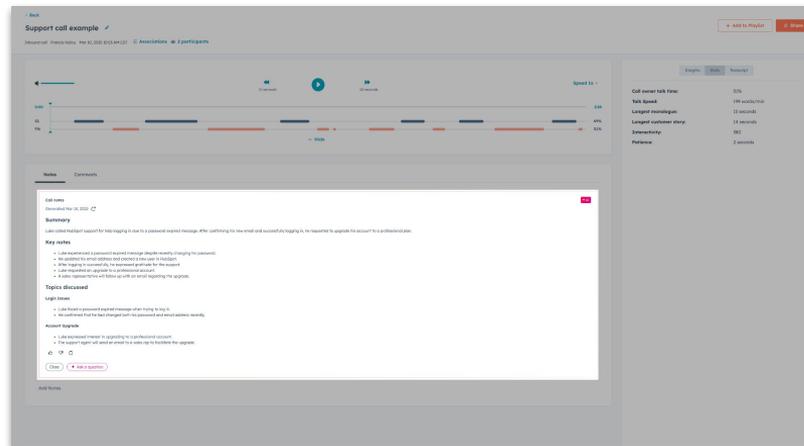
Live

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

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

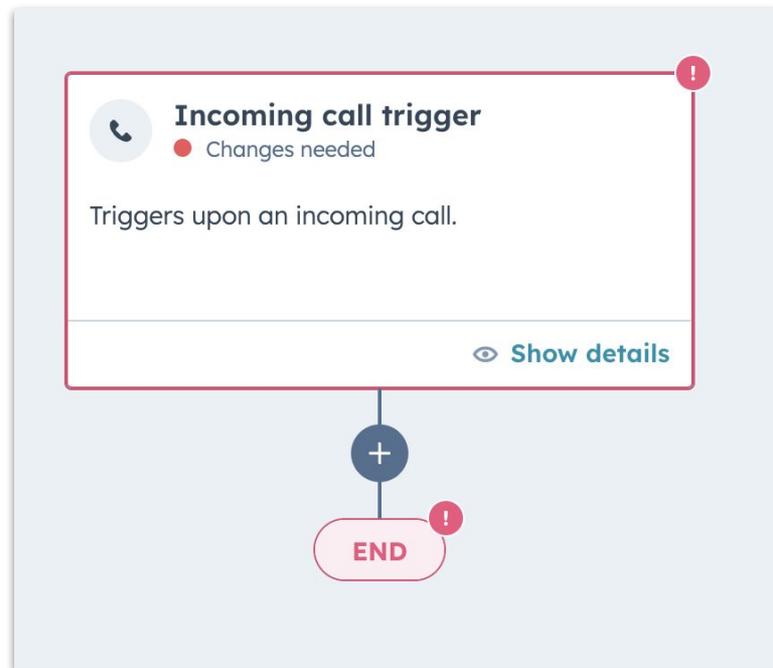
Free

Starter

Pro

Enterprise

Live





Operations Hub[®]



Powered by Breeze



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

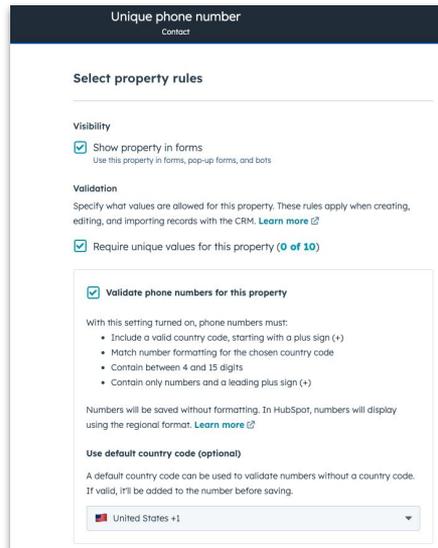
Free

Starter

Pro

Enterprise

Live



Unique phone number
Contact

Select property rules

Visibility

- Show property in forms
Use this property in forms, pop-up forms, and bots

Validation

Specify what values are allowed for this property. These rules apply when creating, editing, and importing records with the CRM. [Learn more](#)

- Require unique values for this property (0 of 10)

Validate phone numbers for this property

With this setting turned on, phone numbers must:

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

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

Use default country code (optional)

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

 United States +1



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

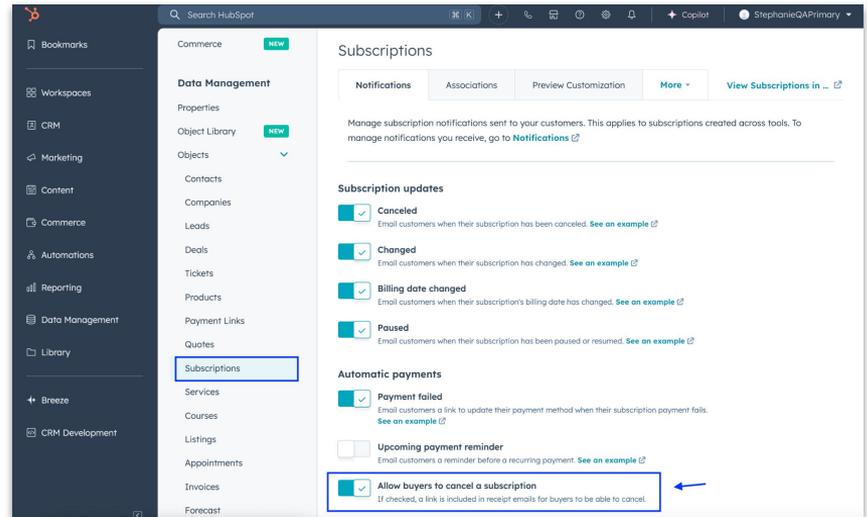
Free

Starter

Pro

Enterprise

Live



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.

Launch region: Global

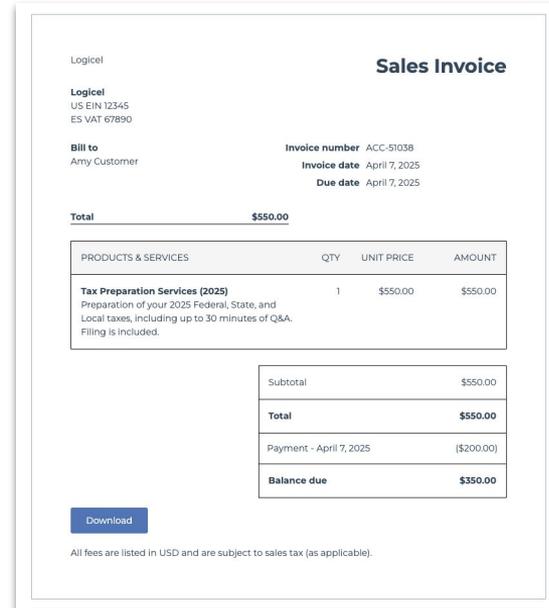
Free

Starter

Pro

Enterprise

Live



Logiciel

Sales Invoice

Logiciel
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).



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

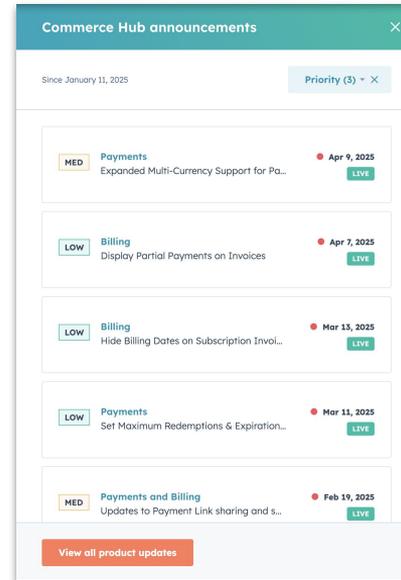
Free

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

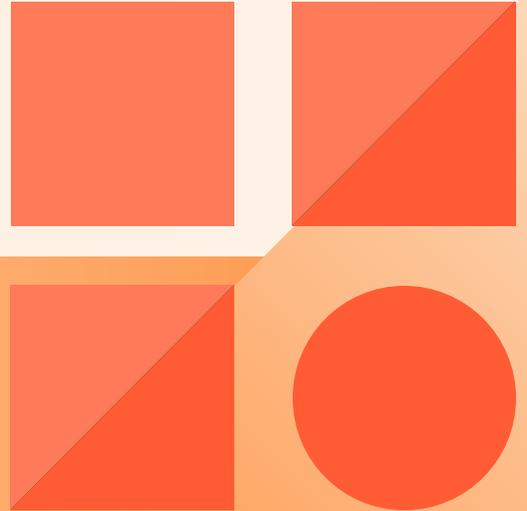
Starter

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

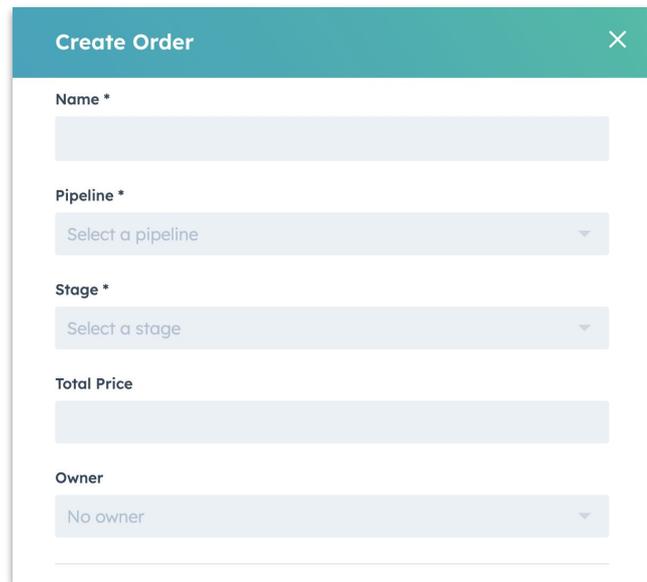
Free

Starter

Pro

Enterprise

Live



The screenshot shows a 'Create Order' modal window with a teal header and a close button (X) in the top right corner. The form contains the following fields:

- Name ***: A text input field.
- Pipeline ***: A dropdown menu with the placeholder text 'Select a pipeline'.
- Stage ***: A dropdown menu with the placeholder text 'Select a stage'.
- Total Price**: A text input field.
- Owner**: A dropdown menu with the placeholder text 'No owner'.

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

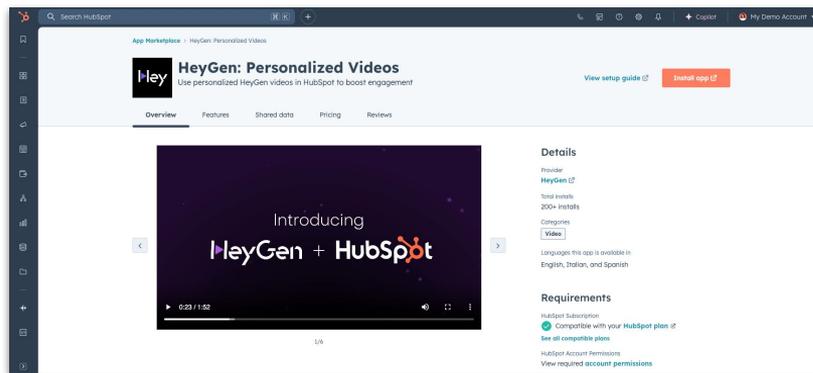
Live

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

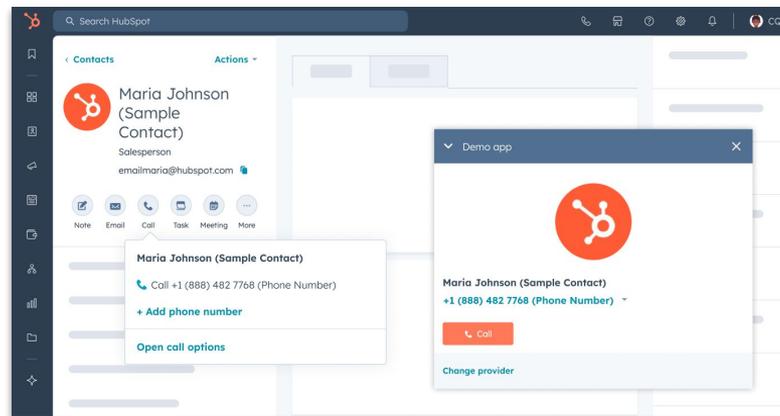
Free

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

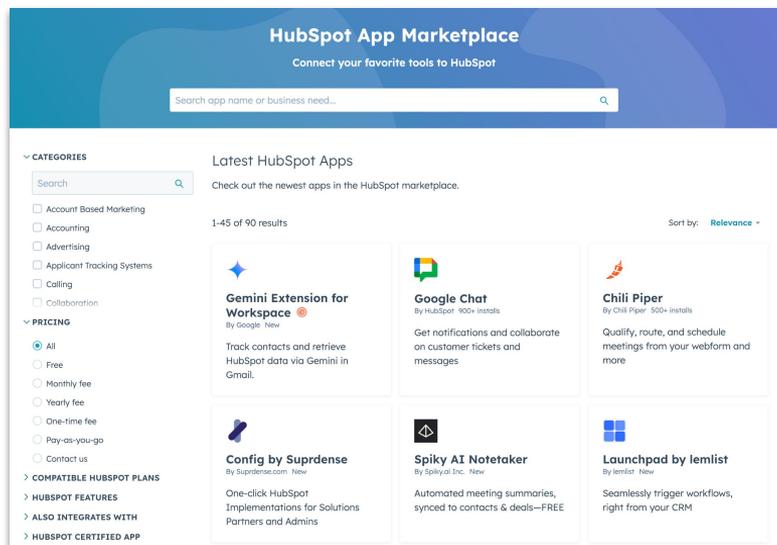
Free

Starter

Pro

Enterprise

Live

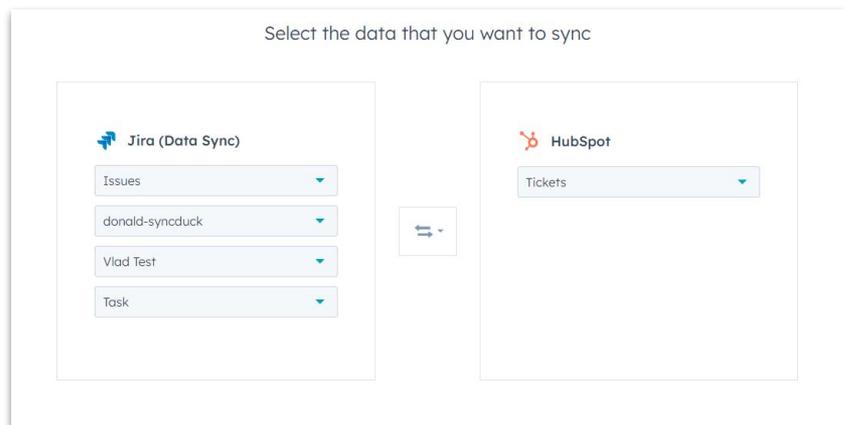


New Jira App Powered by Data Sync

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

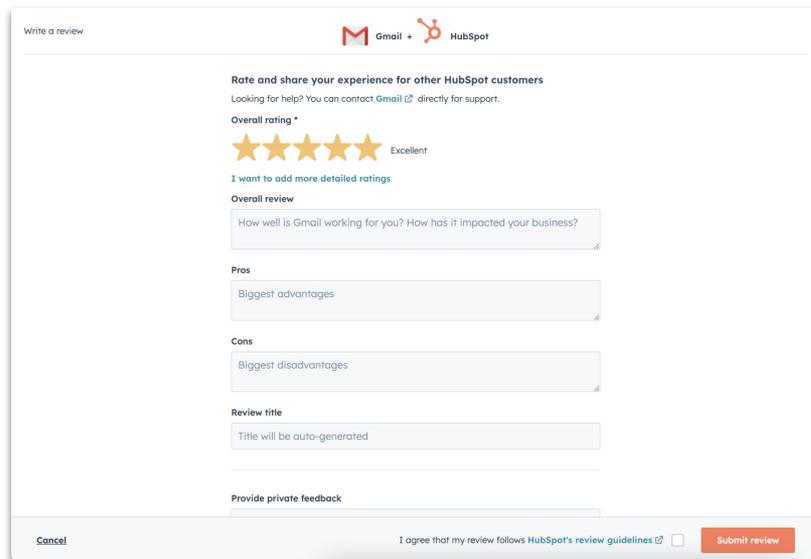
Free

Starter

Pro

Enterprise

Live



The screenshot shows a 'Write a review' form for the Gmail app on the HubSpot marketplace. The form includes a header with the Gmail and HubSpot logos. Below the header, there is a section titled 'Rate and share your experience for other HubSpot customers' with a subtext 'Looking for help? You can contact Gmail directly for support.' The 'Overall rating' is set to 5 stars, labeled 'Excellent'. There is a link 'I want to add more detailed ratings'. The 'Overall review' section contains a text box with the prompt 'How well is Gmail working for you? How has it impacted your business?'. Below this are sections for 'Pros' (Biggest advantages) and 'Cons' (Biggest disadvantages), each with a text box. The 'Review title' section has a text box with the note 'Title will be auto-generated'. At the bottom, there is a 'Provide private feedback' section and a 'Submit review' button. A checkbox at the bottom right indicates 'I agree that my review follows HubSpot's review guidelines'.



Smart CRM™



Powered by Breeze

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

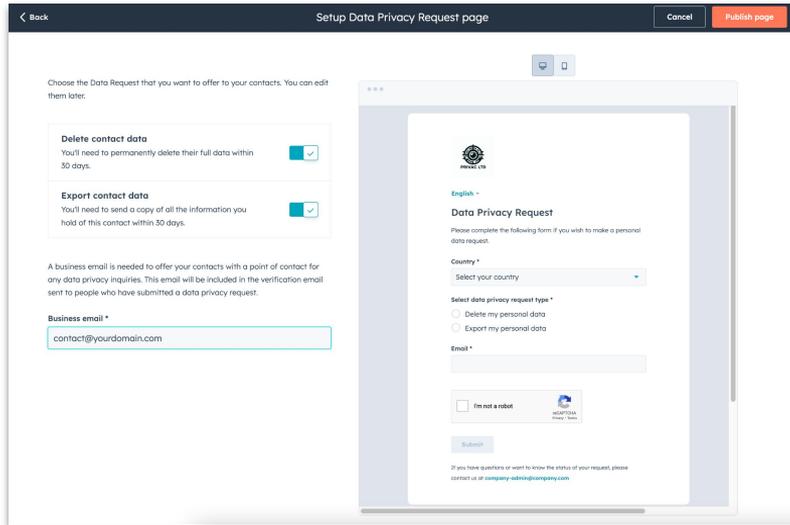
Free

Starter

Pro

Enterprise

Live



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

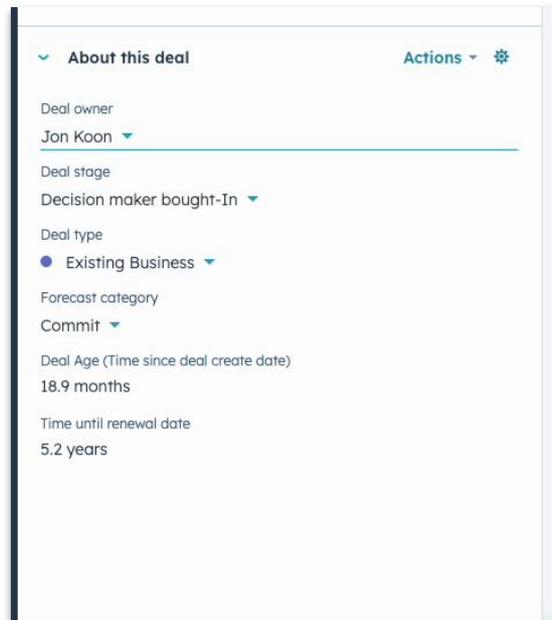
Free

Starter

Pro

Enterprise

Live



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

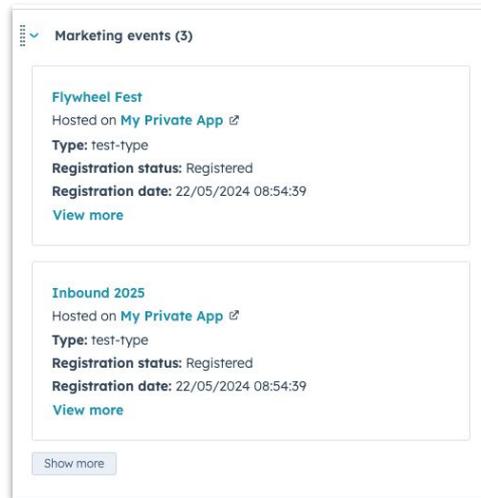
Free

Starter

Pro

Enterprise

Public Beta



Marketing events (3)

Flywheel Fest
Hosted on [My Private App](#) 
Type: test-type
Registration status: Registered
Registration date: 22/05/2024 08:54:39
[View more](#)

Inbound 2025
Hosted on [My Private App](#) 
Type: test-type
Registration status: Registered
Registration date: 22/05/2024 08:54:39
[View more](#)

[Show more](#)

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

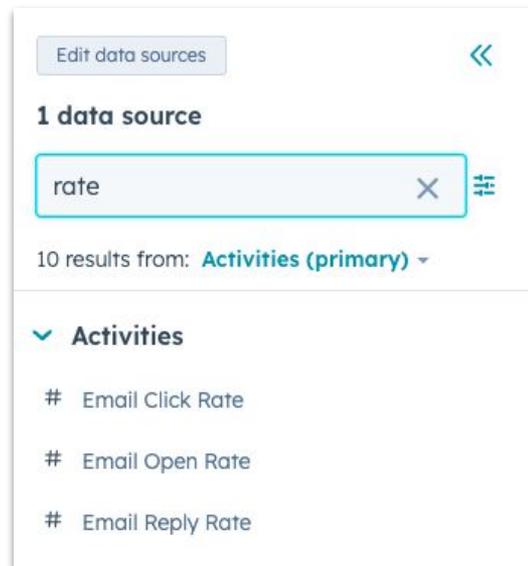
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Enterprise

Live

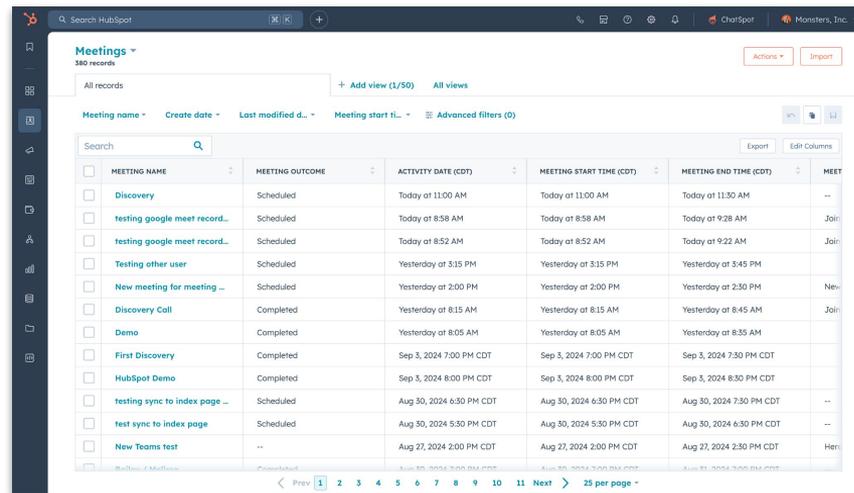


Meetings Index Page & Custom Properties

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.



MEETING NAME	MEETING OUTCOME	ACTIVITY DATE (CDT)	MEETING START TIME (CDT)	MEETING END TIME (CDT)	MEET
Discovery	Scheduled	Today at 11:00 AM	Today at 11:00 AM	Today at 11:30 AM	--
testing google meet record...	Scheduled	Today at 8:58 AM	Today at 8:58 AM	Today at 9:28 AM	Join
testing google meet record...	Scheduled	Today at 8:52 AM	Today at 8:52 AM	Today at 9:22 AM	Join
Testing other user	Scheduled	Yesterday at 3:15 PM	Yesterday at 3:15 PM	Yesterday at 3:45 PM	
New meeting for meeting ...	Scheduled	Yesterday at 2:00 PM	Yesterday at 2:00 PM	Yesterday at 2:30 PM	New
Discovery Call	Completed	Yesterday at 8:15 AM	Yesterday at 8:15 AM	Yesterday at 8:45 AM	Join
Demo	Completed	Yesterday at 8:05 AM	Yesterday at 8:05 AM	Yesterday at 8:35 AM	
First Discovery	Completed	Sep 3, 2024 7:00 PM CDT	Sep 3, 2024 7:00 PM CDT	Sep 3, 2024 7:30 PM CDT	
HubSpot Demo	Completed	Sep 3, 2024 8:00 PM CDT	Sep 3, 2024 8:00 PM CDT	Sep 3, 2024 8:30 PM CDT	
testing sync to index page ...	Scheduled	Aug 30, 2024 6:30 PM CDT	Aug 30, 2024 6:30 PM CDT	Aug 30, 2024 7:30 PM CDT	--
test sync to index page	Scheduled	Aug 30, 2024 5:30 PM CDT	Aug 30, 2024 5:30 PM CDT	Aug 30, 2024 6:30 PM CDT	--
New Teams test	--	Aug 27, 2024 2:00 PM CDT	Aug 27, 2024 2:00 PM CDT	Aug 27, 2024 2:30 PM CDT	Her

Launch region: Global

Free

Starter

Pro

Enterprise

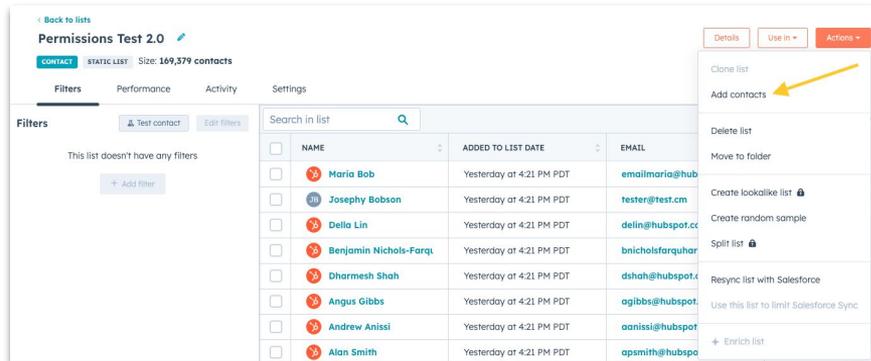
Public Beta

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.



The screenshot displays the Smart CRM interface for a static list named "Permissions Test 2.0" containing 169,379 contacts. The interface includes a search bar, filter options, and a table of contacts. An "Actions" dropdown menu is open, showing various options, with "Add contacts" highlighted by a yellow arrow.

NAME	ADDED TO LIST DATE	EMAIL
Maria Bob	Yesterday at 4:21 PM PDT	emailmaria@hubspot.com
Josephy Bobson	Yesterday at 4:21 PM PDT	tester@test.cm
Della Lin	Yesterday at 4:21 PM PDT	delin@hubspot.com
Benjamin Nichols-Farqi	Yesterday at 4:21 PM PDT	bnicholsfarquhar@hubspot.com
Dharmesh Shah	Yesterday at 4:21 PM PDT	dshah@hubspot.com
Angus Gibbs	Yesterday at 4:21 PM PDT	agibbs@hubspot.com
Andrew Anissi	Yesterday at 4:21 PM PDT	aanissi@hubspot.com
Alan Smith	Yesterday at 4:21 PM PDT	apsmith@hubspot.com

Launch region: Global

Free

Starter

Pro

Enterprise

Live

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

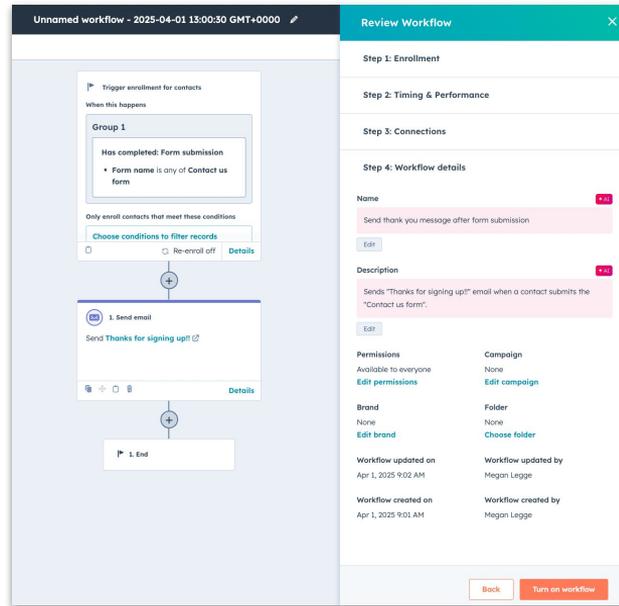
Free

Starter

Pro

Enterprise

Live



The screenshot displays the HubSpot workflow editor interface. The main workspace shows a workflow diagram with the following steps:

- Trigger enrollment for contacts** (When this happens)
 - Group 1**
 - Has completed: Form submission
 - Form name is any of Contact us form
- Only enroll contacts that meet these conditions**
 - Choose conditions to filter records
 - Re-enroll off
 - Details
- 1. Send email**
 - Send Thanks for signing up!
 - Details
- 1. End**

The right-hand panel, titled "Review Workflow", provides configuration options for the workflow:

- Step 1: Enrollment**
- Step 2: Timing & Performance**
- Step 3: Connections**
- Step 4: Workflow details**
 - Name:** Send thank you message after form submission
 - Description:** Sends "Thanks for signing up!" email when a contact submits the "Contact us form".
 - Permissions:** Available to everyone
 - Brand:** None
 - Workflow updated on:** Apr 1, 2025 9:02 AM
 - Workflow created on:** Apr 1, 2025 9:01 AM

Buttons for "Back" and "Turn on workflow" are visible at the bottom of the review panel.

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

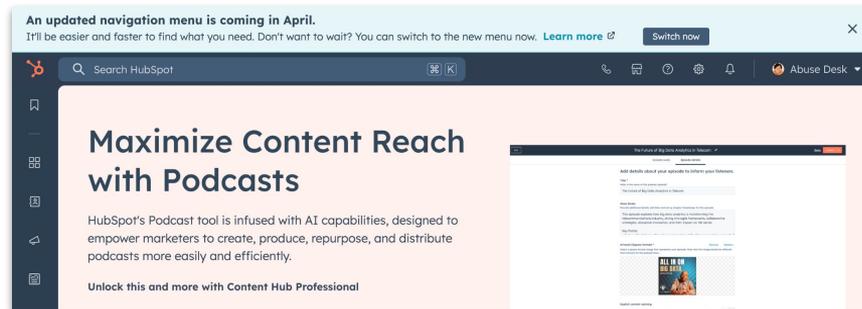
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Owner & Team Filtering on Mobile Dashboards

[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.

Launch region: Global

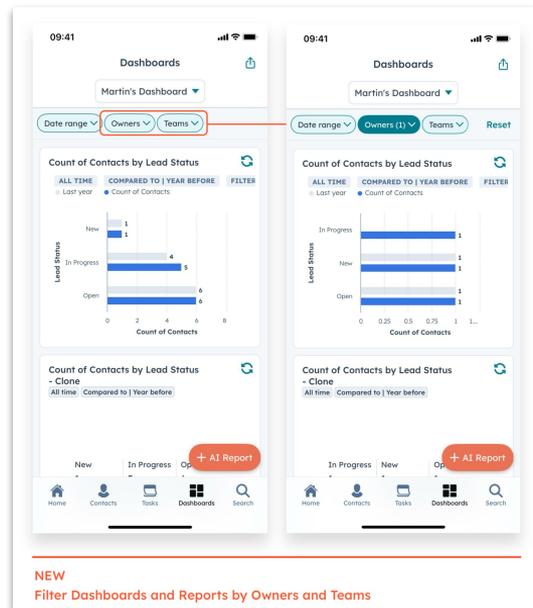
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Pro

Enterprise

Live



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

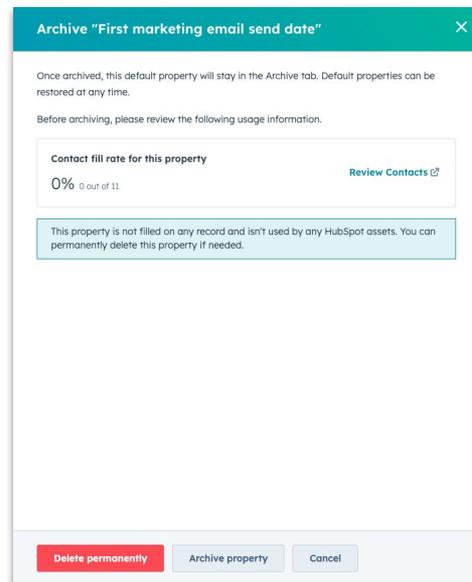
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Starter

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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

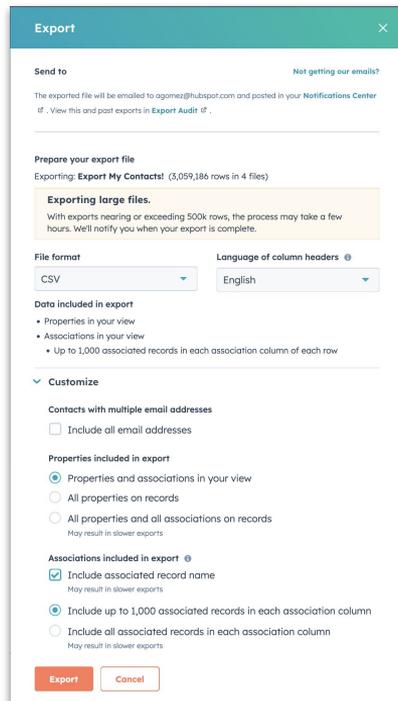
Free

Starter

Pro

Enterprise

Live



The screenshot shows the 'Export' dialog box in HubSpot CRM. It includes a 'Send to' field with an email address and a 'Not getting our emails?' link. Below that, it states the file will be emailed to 'ogomez@hubspot.com' and posted in the 'Notifications Center'. The main section is 'Prepare your export file', showing 'Exporting: Export My Contacts! (3,059,186 rows in 4 files)'. A yellow warning box indicates 'Exporting large files' with a note that exports near or over 500k rows may take hours. The 'File format' is set to 'CSV' and 'Language of column headers' is 'English'. Under 'Data included in export', it lists 'Properties in your view' and 'Associations in your view' (up to 1,000 records per column). The 'Customize' section has three main options: 'Contacts with multiple email addresses' (unchecked), 'Properties included in export' (radio buttons for 'Properties and associations in your view' selected, 'All properties on records', and 'All properties and all associations on records'), and 'Associations included in export' (checkbox for 'Include associated record name' checked, and radio buttons for 'Include up to 1,000 associated records in each association column' selected and 'Include all associated records in each association column'). At the bottom are 'Export' and 'Cancel' buttons.

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

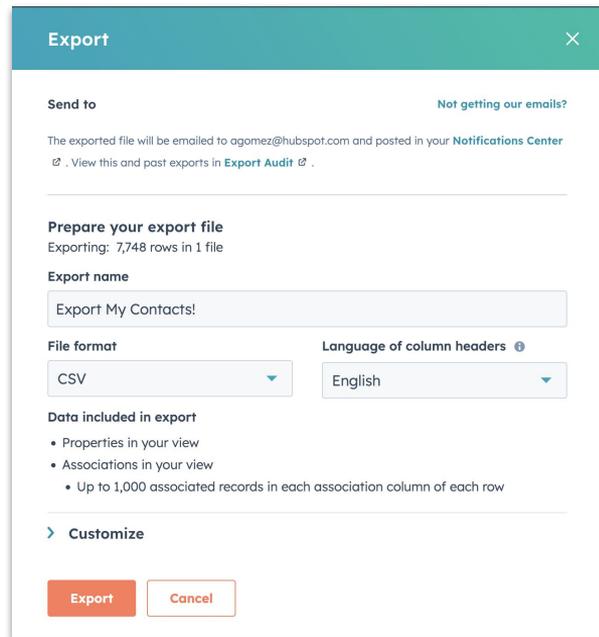
Free

Starter

Pro

Enterprise

Live



The screenshot shows a modal dialog titled "Export" with a close button (X) in the top right corner. The dialog is divided into several sections:

- Send to:** A text field containing "agomez@hubspot.com" and a link "Not getting our emails?". Below this, a message states: "The exported file will be emailed to agomez@hubspot.com and posted in your Notifications Center. View this and past exports in Export Audit."
- Prepare your export file:** A section indicating "Exporting: 7,748 rows in 1 file".
- Export name:** A text input field containing "Export My Contacts!".
- File format:** A dropdown menu set to "CSV".
- Language of column headers:** A dropdown menu set to "English".
- Data included in export:** A list of items:
 - Properties in your view
 - Associations in your view
 - Up to 1,000 associated records in each association column of each row
- Customize:** A section with a right-pointing chevron icon and the word "Customize".

At the bottom of the dialog are two buttons: "Export" (highlighted in orange) and "Cancel".

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.

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

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

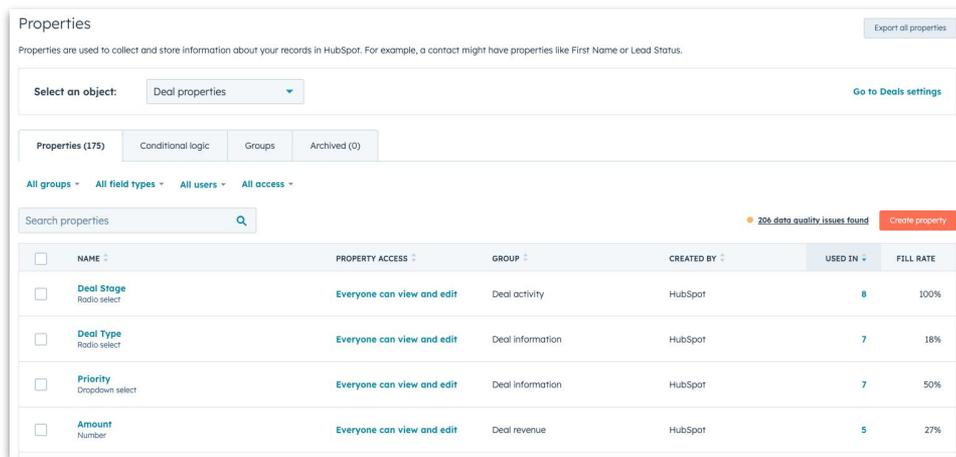
Live

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.



The screenshot shows the HubSpot Properties settings page. At the top, there's a header "Properties" with an "Export all properties" button. Below it, a description states: "Properties are used to collect and store information about your records in HubSpot. For example, a contact might have properties like First Name or Lead Status." There's a "Select an object:" dropdown set to "Deal properties" and a "Go to Deals settings" link. Below that are tabs for "Properties (175)", "Conditional logic", "Groups", and "Archived (0)". There are also filters for "All groups", "All field types", "All users", and "All access". A search bar is present with the text "Search properties". A notification says "206 data quality issues found" with a "Create property" button. The main content is a table with the following data:

<input type="checkbox"/>	NAME	PROPERTY ACCESS	GROUP	CREATED BY	USED IN	FILL RATE
<input type="checkbox"/>	Deal Stage Radio select	Everyone can view and edit	Deal activity	HubSpot	8	100%
<input type="checkbox"/>	Deal Type Radio select	Everyone can view and edit	Deal information	HubSpot	7	18%
<input type="checkbox"/>	Priority Dropdown select	Everyone can view and edit	Deal information	HubSpot	7	50%
<input type="checkbox"/>	Amount Number	Everyone can view and edit	Deal revenue	HubSpot	5	27%

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

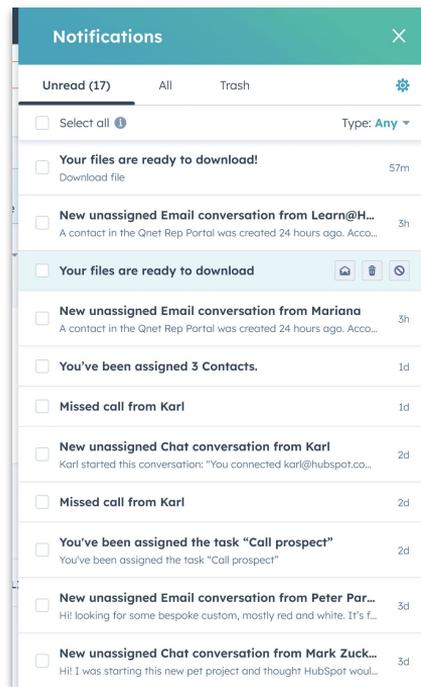
Free

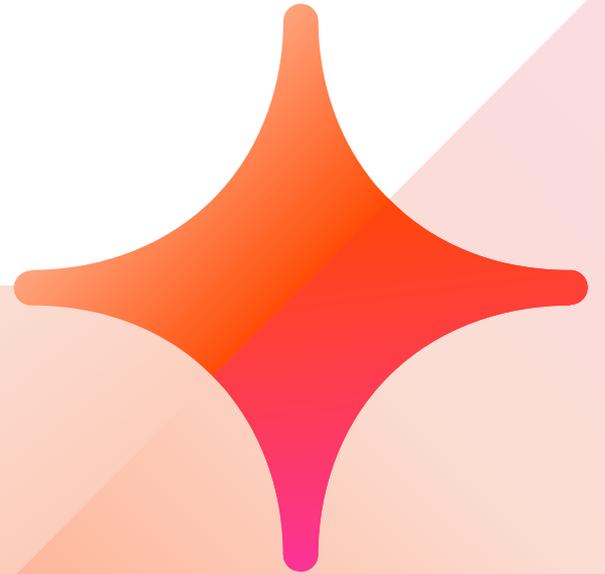
Starter

Pro

Enterprise

Live





✦ AI Powered



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

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

Set up smart fill + AI

Automatically fill in property values by generating or extracting data from a variety of sources. This prompt will be used when filling values for this property. [Learn more](#)

What do you want to know? * Examples

Example: "How many employees does this company have?"

Where should this data come from? *

Web research

Preview result

RECORD	PREVIEW
Select a record ▾	Select a record to preview
Select a record ▾	Select a record to preview
Select a record ▾	Select a record to preview

Save prompt Cancel

A large, semi-transparent orange circle is positioned on the left side of the image, overlapping the solid orange background. The circle is centered vertically and extends from the top to the bottom of the frame. The background is a solid, vibrant orange color.

Thank You