



November 2025 Product Updates.





Marketing Hub[®]

Powered by ✨ Breeze

Score High Impact Pages with AI Insights

AI analyzes your web pages to identify highest-value optimization opportunities based on performance data.

- Focuses optimization efforts on your highest-ROI pages
- Accelerates your conversion rate improvements with AI guidance
- Eliminates guesswork in prioritizing web improvements

Free



Starter

Pro


Ent


Public Beta

Launch region: Global



 High-impact pages and insights BETA 

View the pages with the most impact as companies moved to the selected Lifecycle Stage(s).

Goal stages 

Lead 

/hc/en-us/cd

<input type="checkbox"/>	URL PATH	CONVERSION RATE 	CONFIDENCE 
<input type="checkbox"/>	/hc/en-us/categories/360000913214-APIs 18 of 164 companies converted	10.98%	HIGH
<input type="checkbox"/>	/hc/en-us/categories/4421115575959-Clearbit-101 5 of 34 companies converted	14.71%	HIGH
<input type="checkbox"/>	/hc/en-us/categories/4421572620439-Free-Tools 2 of 10 companies converted	20%	HIGH
<input type="checkbox"/>	/hc/en-us/categories/14348829162647-Account-User-Managem... 1 of 23 companies converted	4.35%	MEDIUM

Multi-Account Workflows

Manage and execute workflows across multiple HubSpot accounts from a single unified interface.

- Scales your operations across multiple brands efficiently
- Ensures process consistency company-wide
- Reduces your administrative overhead significantly

Free

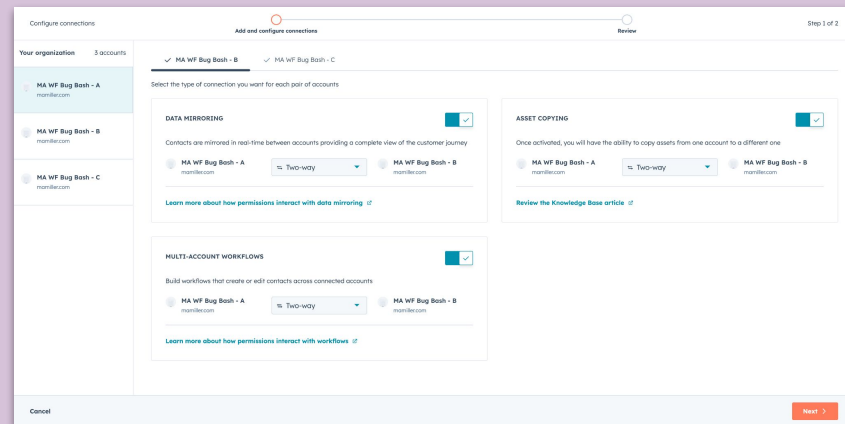
Starter

Pro

Ent

Live

Launch region: Global



Copy Workflows to Another HubSpot Account

Transfer proven workflows between HubSpot accounts instantly with all logic preserved.

- Replicates your best practices across accounts
- Speeds up onboarding for your new accounts
- Preserves your complex workflow logic perfectly

Free

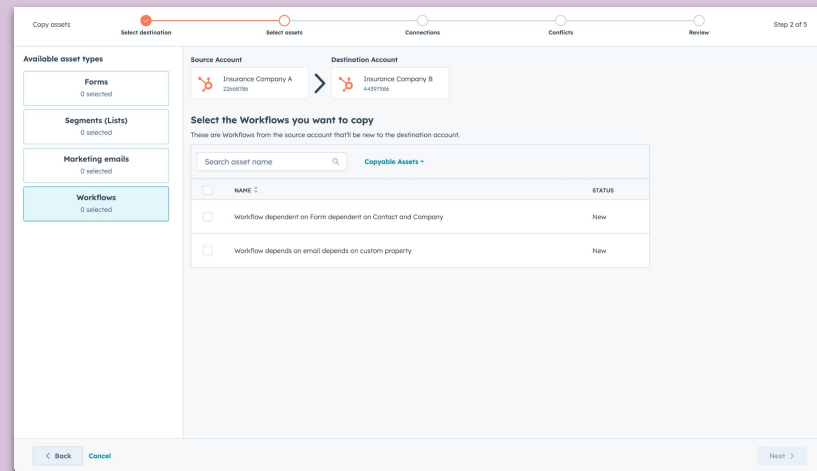
Starter

Pro

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Launch region: Global



Improved Report Refresh Rates

Increase frequency of report data updates for near real-time insights and decision making.

- Enables real-time decision making
- Improves your campaign responsiveness
- Reduces reporting delays for you

Free

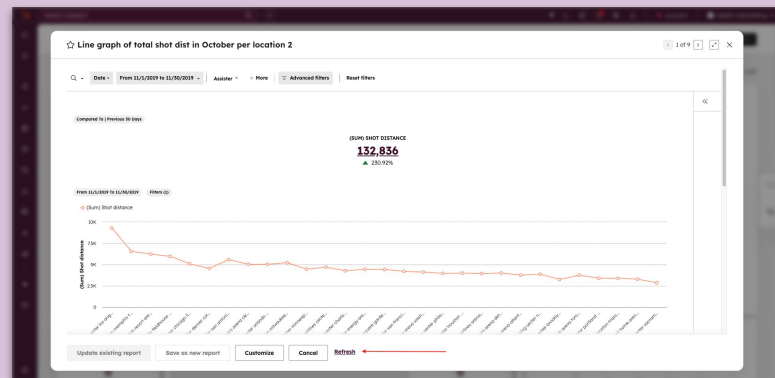
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Launch region: Global





Content HubTM

Powered by ✨ Breeze

AI Landing Pages: Image Generation

Generate custom images for landing pages using AI based on your content and brand guidelines.

- Creates unique visuals instantly for your campaigns
- Maintains brand consistency automatically
- Reduces your dependency on design resources

Free

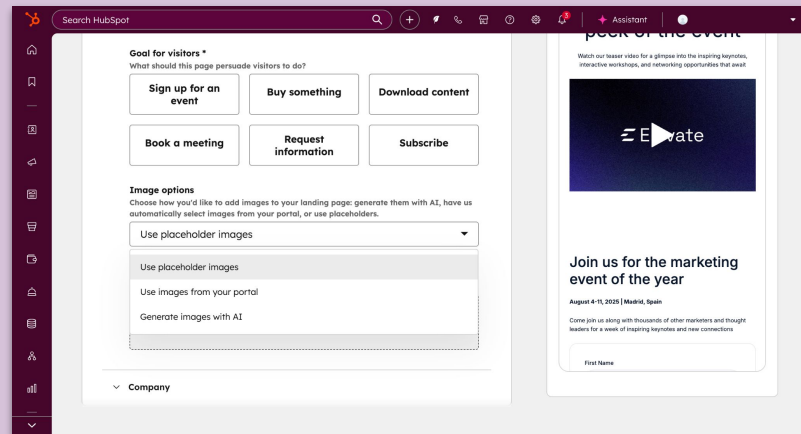
Starter

Pro

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Live

Launch region: Global





Sales Hub[®]

Powered by ✨ Breeze

Historical Signal Backfill for Buyer Intent

Retroactively analyze past engagement data to identify buyer intent signals from historical interactions.

- Surfaces your previously hidden opportunities
- Improves lead scoring accuracy immediately
- Enables trend analysis for intent patterns

Free

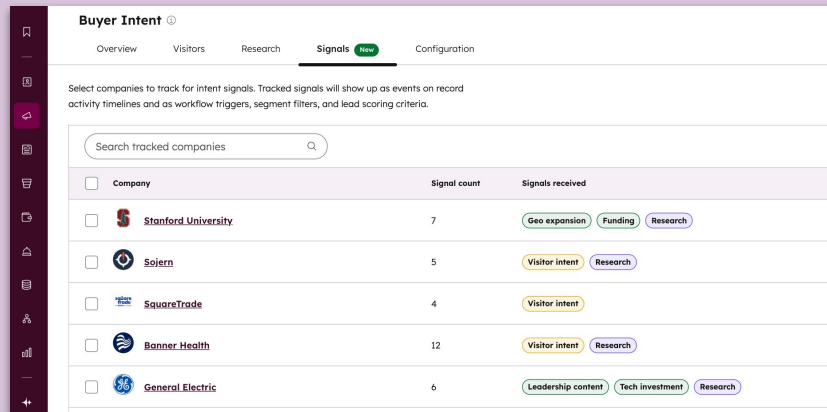
Starter

Pro

Ent

Live

Launch region: Global








Buyer Intent

Overview Visitors Research **Signals** Configuration

Select companies to track for intent signals. Tracked signals will show up as events on record activity timelines and as workflow triggers, segment filters, and lead scoring criteria.

Search tracked companies

<input type="checkbox"/> Company	Signal count	Signals received
<input type="checkbox"/>  Stanford University	7	Geo expansion Funding Research
<input type="checkbox"/>  Sojern	5	Visitor intent Research
<input type="checkbox"/>  SquareTrade	4	Visitor intent
<input type="checkbox"/>  Banner Health	12	Visitor intent Research
<input type="checkbox"/>  General Electric	6	Leadership content Tech investment Research

Create Lead Segments

Build marketing segments specifically for Lead objects separate from Contact segmentation.

- Enables lead-specific campaigns
- Improves lead nurture targeting
- Maintains clean lead lifecycle

Free

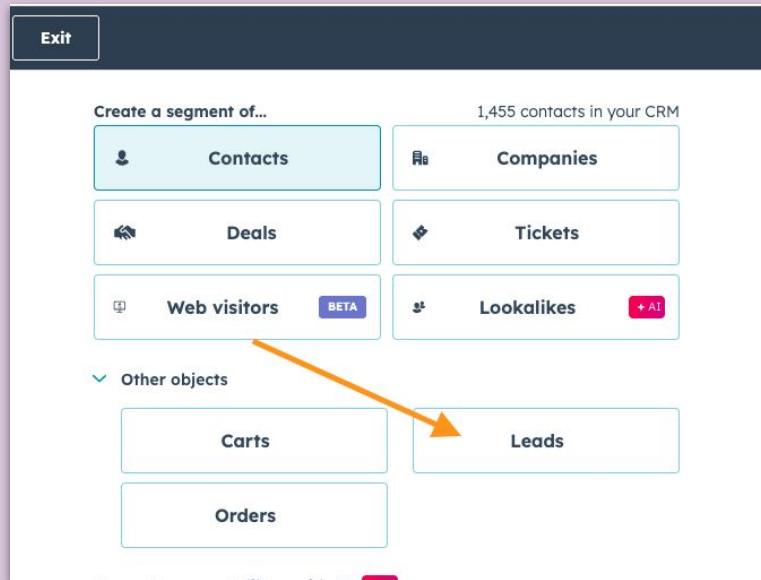
Starter

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Live

Launch region: Global





Service Hub[®]

Powered by ✨ Breeze

Rotate Ticket Owners Based on User Availability

Automatically distribute tickets based on agent availability and current workload.

- Optimizes response times across your teams
- Prevents ticket backlog for individuals
- Improves your employee satisfaction

Free

Starter

Pro

Ent

Public Beta

Launch region: Global

1. Rotate record to owner

CancelSave

Edit action

Tickets in action


Owner property *


Ticket owner


Assign incoming tickets to ⓘ

Specific users and teams

Internal - Installation / Dispatch (2) ×

 Austin Prescott ×

 Brianna Rivers ×

 Damien Cortez ×

Distribution

Balanced

Assignment configurations

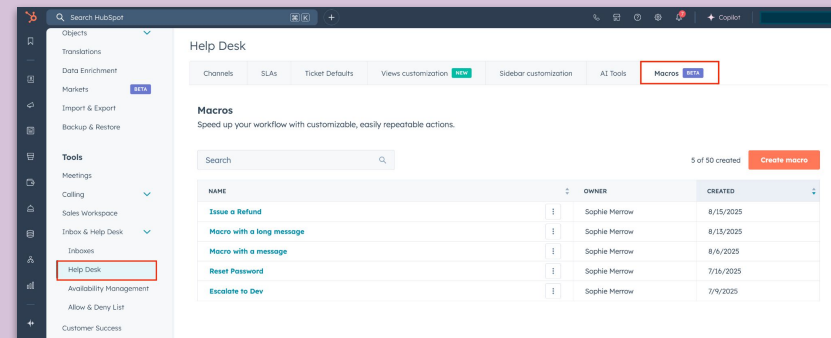
☐ Overwrite any existing ticket owner

☒ Assign to available users only
Conversations will be unassigned if all users are away.

Support Macros

Create reusable response templates for common support scenarios to maintain consistency.

- Reduces your average handle time by 50%
- Ensures consistent support quality
- Scales expertise across your teams



Free

Starter

Pro

Ent

Public Beta

Launch region: Global



Sales Hub[®]



Service Hub[®]

Powered by ✨ Breeze

Customizable Sequence Unenrollment Triggers

Define custom conditions to automatically remove prospects from sequences based on behaviors.

- Improves prospect experience with smarter engagement
- Reduces wasted outreach to your unqualified leads
- Enables sophisticated multi-touch strategies

Free

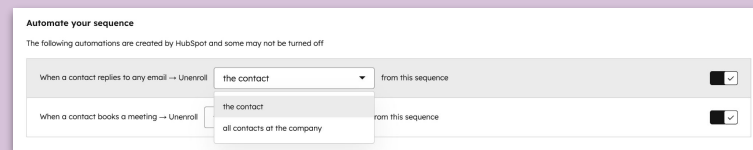
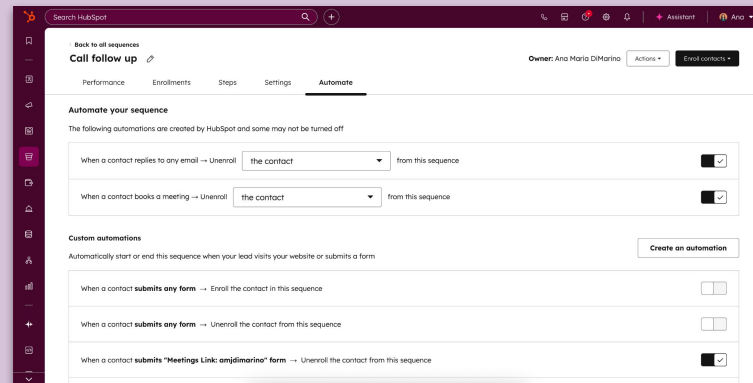
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Public Beta

Launch region: Global





Commerce HubTM

Powered by ✨ Breeze

Apple Pay and Google Pay Now Available with Stripe Payment Processing

Enable mobile wallet payments through Stripe integration for frictionless checkout experiences.

- Increases your mobile conversion rates
- Reduces your checkout abandonment
- Meets modern payment expectations

Free

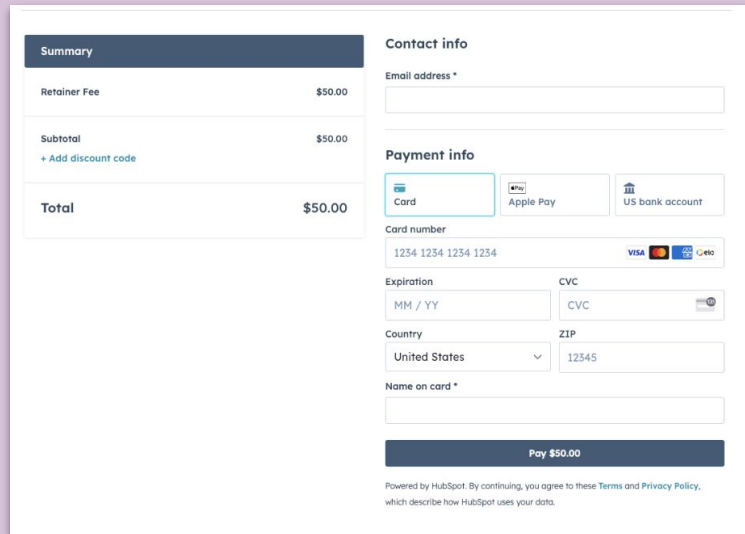
Starter

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Live

Launch region: UK, Canada, USA



The screenshot displays a Stripe checkout interface. On the left, a 'Summary' table lists a 'Retainer Fee' of \$50.00, a 'Subtotal' of \$50.00 (with a link to '+ Add discount code'), and a 'Total' of \$50.00. On the right, the 'Contact info' section includes an 'Email address *' field. Below it, the 'Payment info' section offers three payment methods: 'Card' (selected), 'Apple Pay', and 'US bank account'. The 'Card' method shows a card number '1234 1234 1234 1234', an expiration date 'MM / YY', a CVC field, a country dropdown set to 'United States', a ZIP code '12345', and a 'Name on card *' field. At the bottom right, there is a 'Pay \$50.00' button and a small disclaimer: 'Powered by HubSpot. By continuing, you agree to these Terms and Privacy Policy, which describe how HubSpot uses your data.'

Line Item Custom Properties

Add custom properties to line items for detailed product-level tracking and reporting.

- Tracks your product-specific metrics accurately
- Enables granular revenue reporting
- Supports your complex pricing models

Free

Starter

Pro

Ent

Live

Launch region: Global

Material Amount

Line item

Calculated property type

Custom equation

Output type

Number

Number format *

Unformatted number

● No issues

((**Material Height** * **Material Width**) * **Quantity**)

Insert **Functions** **Properties**

✦ **Generate Formula**

Apply and Manage Checkout Fees on Subscriptions

Add and manage checkout fees dynamically on subscription purchases for flexible pricing.

- Supports sophisticated pricing models
- Improves your margin management
- Enables you to have more transparent pricing

Free

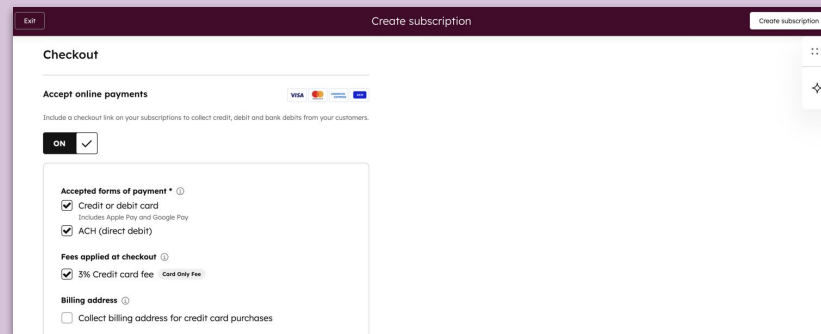
Starter

Pro

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Live


Launch region: Global



The screenshot shows the 'Create subscription' dialog with the 'Checkout' section expanded. The 'Accept online payments' toggle is turned 'ON'. Under 'Accepted forms of payment', both 'Credit or debit card' and 'ACH (direct debit)' are checked. Under 'Fees applied at checkout', the '3% Credit card fee' is checked. The 'Billing address' section is currently unchecked.

Exit Create subscription Create subscription

Checkout

Accept online payments 

Include a checkout link on your subscriptions to collect credit, debit and bank debits from your customers.

ON ☒

Accepted forms of payment * ⓘ

- ☒ Credit or debit card
Includes Apple Pay and Google Pay
- ☒ ACH (direct debit)

Fees applied at checkout ⓘ

- ☒ 3% Credit card fee Card Only Fee

Billing address ⓘ

- ☐ Collect billing address for credit card purchases



Smart CRM™

AI Powered

Scan and Redact Sensitive Data in CRM Activities

Automatically identify and redact sensitive information across all CRM activity records for compliance.

- Maintains your GDPR/CCPA compliance automatically
- Reduces manual data review burden for you
- Prevents accidental data exposure

Free

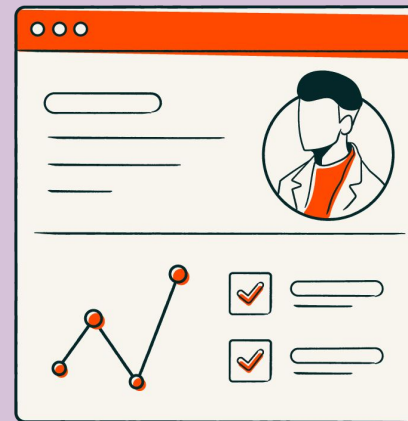
Starter

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Public Beta

Launch region: Global



Auto-Fill Smart Properties

Automatically populate property values based on patterns and existing data in your database.

- Saves you hours of manual data entry
- Improves your data completeness rates
- Reduces human error in data

Free

Starter

Pro

Ent

Live

Launch region: Global

Automation

Re-run smart property when selected events occur.

Automatically fill smart property

☒ On

Re-run smart property when selected events occur. You can change this anytime in the

[Data Agent manage tab](#).

Schedule

 Delete Edit

On a schedule for "Zen Plant Care - Target Companies" segment

Monthly on the 1st at 9:30 AM EST.

For a more complex schedule or multiple schedules set up a [workflow](#).

Orders, Invoices, and Carts Supported in Data Modeling Tools

Add commerce objects to data modeling tools for custom reporting and analytics.

- Unlocks advanced commerce reporting
- Connects revenue to marketing/sales
- Enables custom commerce dashboards

[Learn More](#)

Free

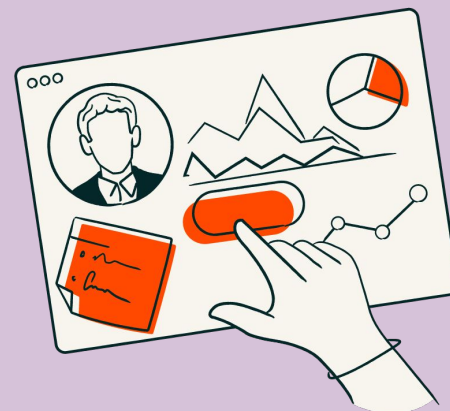
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Launch region: Global



App Marketplace

Sync Owners Bidirectionally Between HubSpot and Salesforce

Enable two-way synchronization of record ownership between HubSpot and Salesforce systems.

- Eliminates ownership conflicts
- Reduces manual ownership updates
- Ensures accountability across platforms

Free

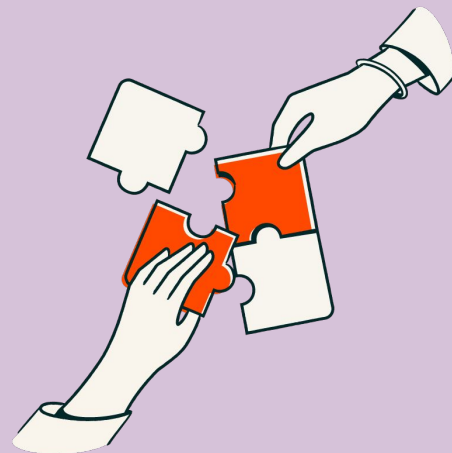
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Launch region: Global



Update CRM Records with Claude

Use natural language to update CRM records and analyze engagement patterns through Claude AI.

- Reduces CRM update time dramatically
- Surfaces insights through conversation
- Scales CRM management with AI

Free

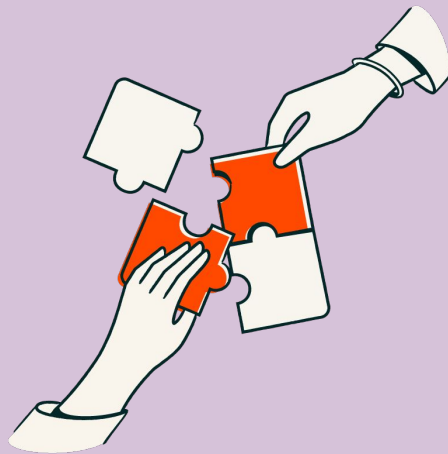
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Live

Launch region: Global



HubSpot Connector for Gemini

Connect HubSpot data with Google's Gemini AI for advanced analytics and insights.

- Unlocks advanced AI insights for you
- Enables predictive analytics
- Scales your data analysis capabilities

Free

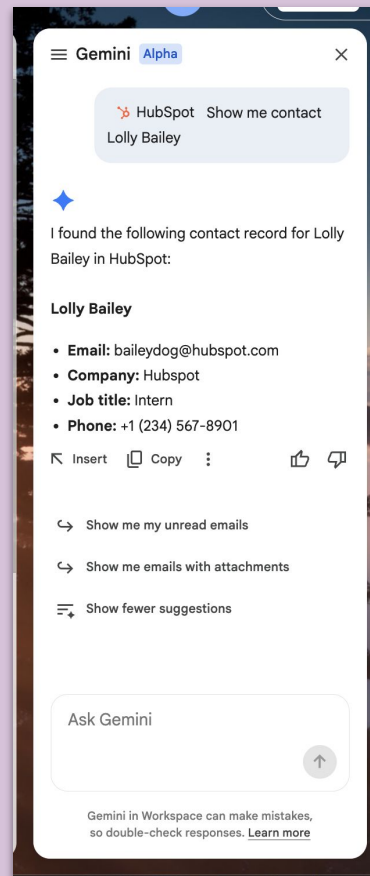
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Launch region: Global



Thank You

