

HubSpot

January (December) Partner Product Updates.



Unified Multi-Brand Data Privacy Request Forms

Organizations managing multiple brands in a single HubSpot portal can now create and customize data privacy request forms for each brand from one centralized location.

- Build branded data privacy request forms that match each brand's visual identity.
- Filter, review, and manage incoming privacy requests by specific brand.
- Reduces manual work by consolidating multi-brand privacy form management into the Data Privacy settings area.

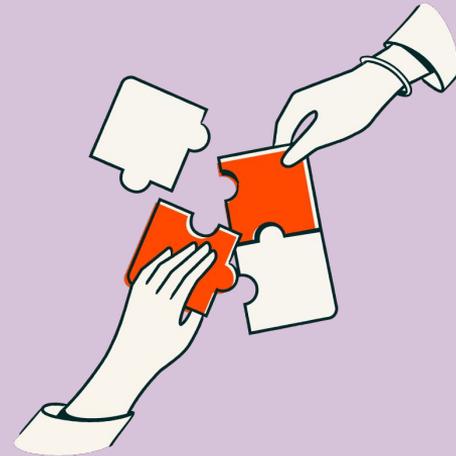
Note: Requires the Brands add-on.

Marketing Hub

Enterprise+

Public Beta

Launch region: Global



Enhanced Multi-step Form Logic

New conditional logic options for multi-step forms let you dynamically hide or reveal steps based on visitor responses to create cleaner, more personalized form experiences.

- Two new step actions (**Hide steps** and **Show steps**) replace the "Skip to step" functionality with a more flexible approach.
- Supports rich text and content blocks to reveal contextual messaging based on visitor input.
- Helps eliminate unnecessary navigation while keeping the visitor in control.

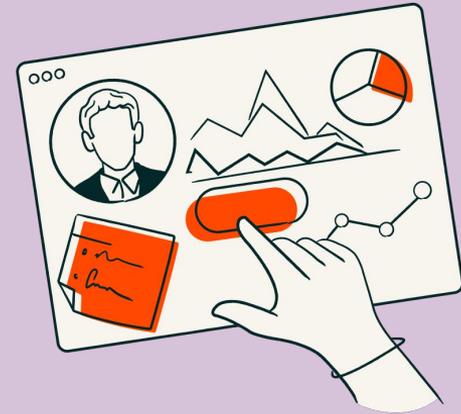
Marketing Hub

Content Hub

Professional+

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Payments in the New Forms Editor

Add payment links directly into forms built in the new Forms Editor, letting visitors complete a form and pay in a single step.

- Collect payments at form submission for use cases such as event registrations, donations, or product purchases.
- Choose between simple redirects or conditional redirects (requires Marketing or Content Hub Professional+).
- Form submission and payment data stay connected in HubSpot for easy tracking and reporting.

All Products

All Plans

Live

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Form contents > Step 2

Edit step

Options Form styles

On submission

Show thank you message

Redirect to a page, URL, Meeting or Payment link

Redirect to a page, URL, Meeting or Payment link

Payment link ←

Bundle 1 | \$1,000

Help Desk Search Experience Updates

Finding the right ticket just got easier with an improved search experience in help desk.

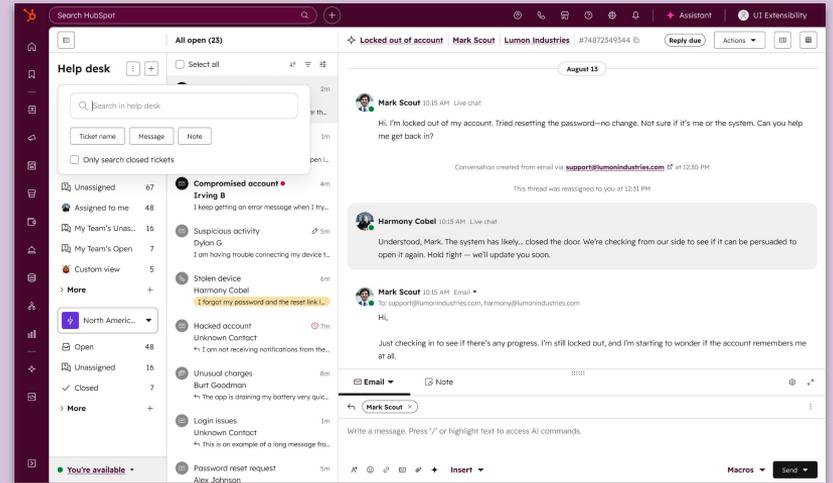
- A new search popover lets you apply filters so search results are more relevant.
- Layer on additional quick or advanced filters as needed.
- Makes it easier to understand why results appear and refine your search with confidence.

Service Hub

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Improving Zendesk to Help Desk Ticket Migration

Teams migrating from Zendesk can now bring over full historical conversation threads, not just ticket data, using the Smart Transfer tool.

- Migrated conversations appear as native threads in Help Desk, associated to their tickets with all relationships intact.
- Get full visibility into past customer interactions from day one to maintain continuity.

Service Hub

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BETA



Transfer your data

Seamlessly transfer your data using the Smart Transfer tool. [Learn more](#) 

Transfer data

Snooze Tickets in Help Desk

Support reps can now temporarily snooze tickets to hide them from their views, making it easier to focus on what's urgent and return to lower-priority items later.

- Snooze a ticket and choose when it reappears.
- Tickets automatically unsnooze when a customer replies, a note is added, the ticket is closed, or the snooze timer expires.
- Managers and teammates can track snoozed tickets across the team using the new "Snoozed by User" property in views and filters.

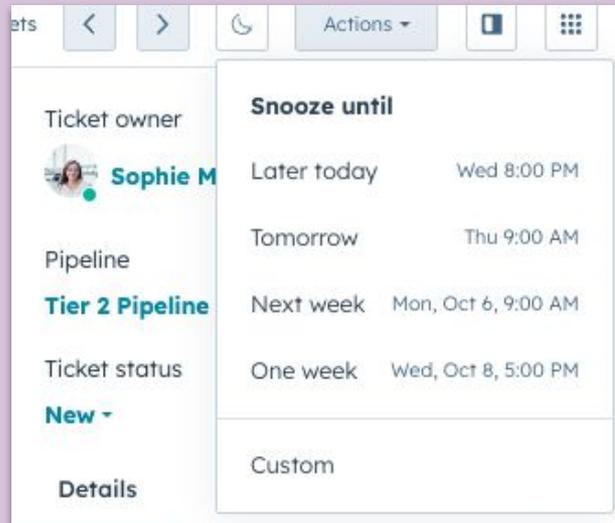
Service Hub



Professional+

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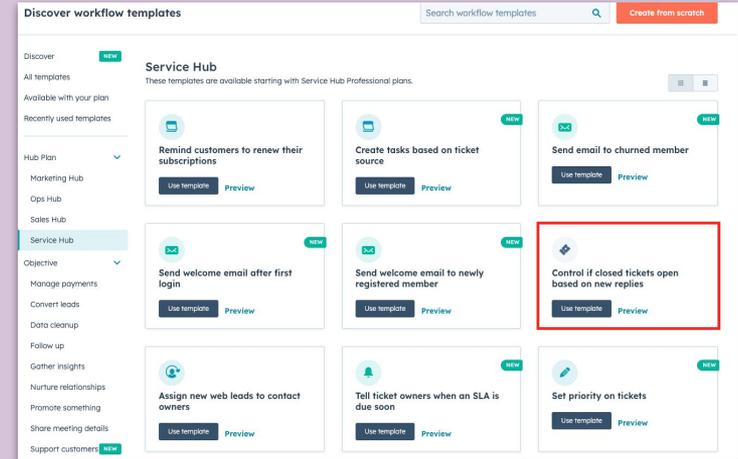
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Workflows for Reopening Tickets in Help Desk

Support teams can now control if, when, and how tickets re-open when customers reply to closed tickets to improve reporting accuracy and rep efficiency.

- Previously, any reply to a closed ticket would automatically re-open it. Now, the new workflow solution lets you set time-based rules for re-opening tickets.
- A workflow template is now available under Service Hub templates to help you set up this automation.



Launch region: Global

New Company News Signals for Buyer Intent

New Company News signals now surface key milestones for your tracked accounts, including executive hires, strategic partnerships, and mergers & acquisitions.

- Signals appear as events on company record timelines and can be used in workflows, list filters, and scoring models.
- Helps your team engage at the right moment with tailored outreach based on real company activity.

[Learn more](#)

All Products

All Plans

Requires Credits

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Create Contacts from the HubSpot Chrome Extension

Create contacts directly in the HubSpot Chrome extension while browsing a company's website and automatically associate the contact with that company.

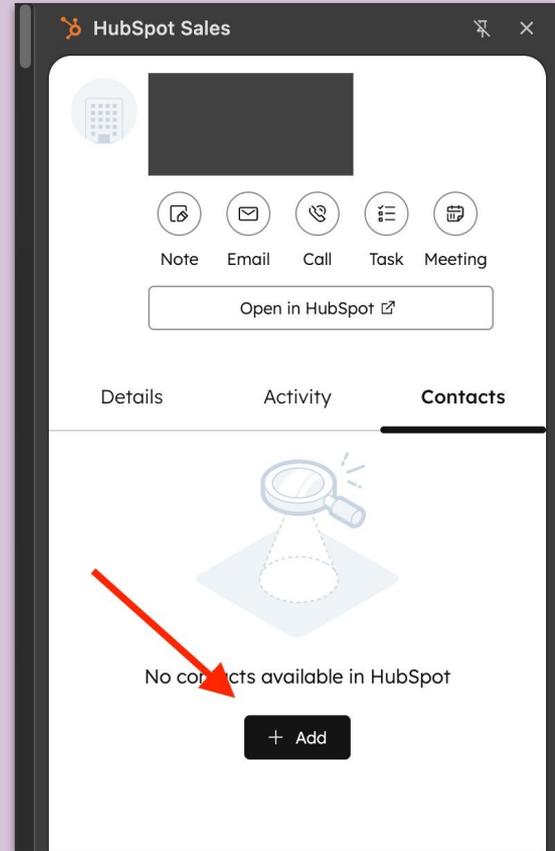
- Keeps prospecting momentum going without switching between tabs or manually linking records.
- Search for existing contacts or create new ones without leaving the page you're researching.
- All relationship data stays connected automatically, reducing manual work and data entry errors.

All Products

All Plans

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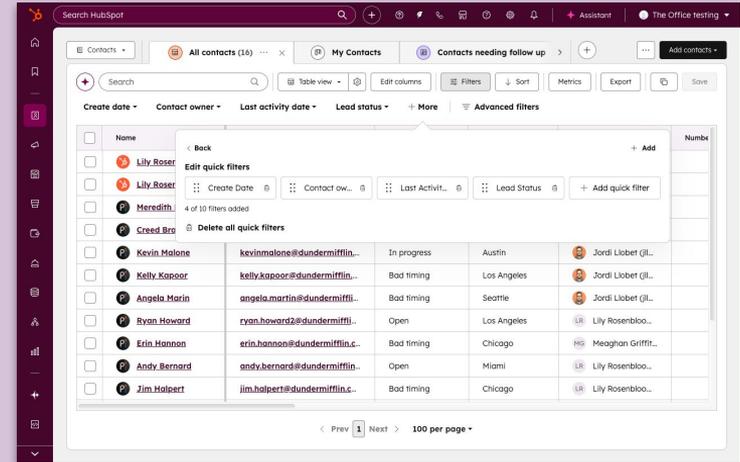
Launch region: Global



Fully Customizable Index Page Quick Filters

You can now customize the quick filters on your index pages. Add filters based on any property, remove defaults you don't use, and reorder them to match your workflow.

- Drag and drop to reorder filters, making it faster to take action on the records you care about.
- Saved views retain your quick filter setup to provide a consistent experience for your team.



All Products All Plans Live

Launch region: Global

New Email Property: Sequence ID

A new Sequence ID property on email objects lets you identify whether a one-to-one email was sent as part of a sequence and which sequence it belongs to.

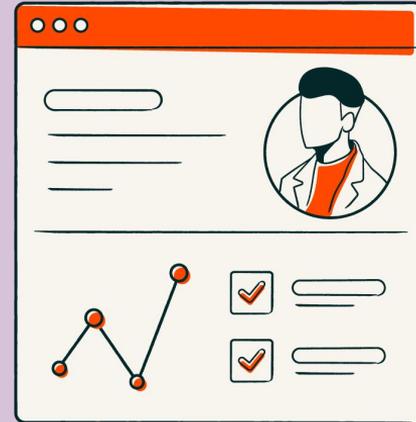
- Filter and report on emails more accurately based on their sequence association.
- Makes it easy to track sequence-driven activity from other one-to-one emails.
- Access the new email property in the Emails index page for filtering or in report builders for analysis.

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Custom Views on Reports List and Dashboards List

New custom views help you organize and find reports and dashboards faster using personalized filters and pinned tabs.

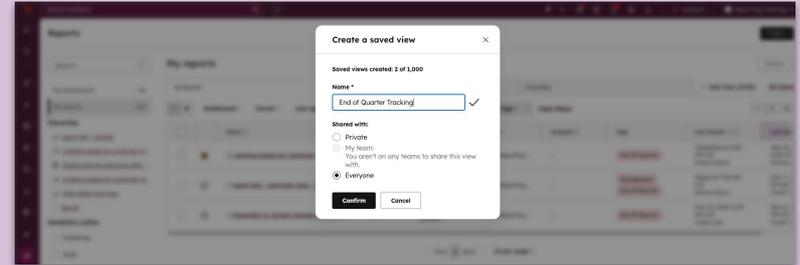
- Create saved views with filters, then pin your most-used views for quick access.
- Set view permissions to private, shared with your team, or accessible to everyone in your account.
- Spend less time looking for reports and dashboards, and more time using your data.

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Restore Property Edits for Bulk Changes

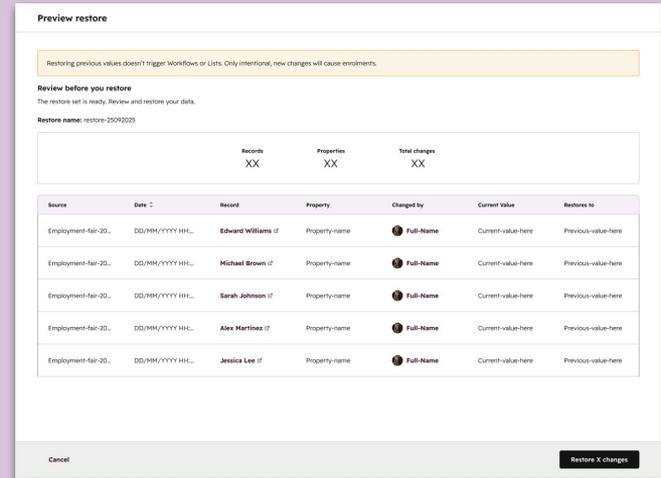
Allows bulk restoration of recent property changes made by workflows or imports providing a safety net for data integrity.

- Filter by source, property type, and date to find exactly what you need to restore.
- Preview changes before applying them, so you can confirm you're reverting the right data.
- Restored records won't re-enroll in workflows or lists, keeping your automation stable.

Note: Requires super admin permissions.



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Form Submissions on the Company Record

View all form submissions from associated contacts directly on the company record timeline, giving you a complete view of company-level engagement.

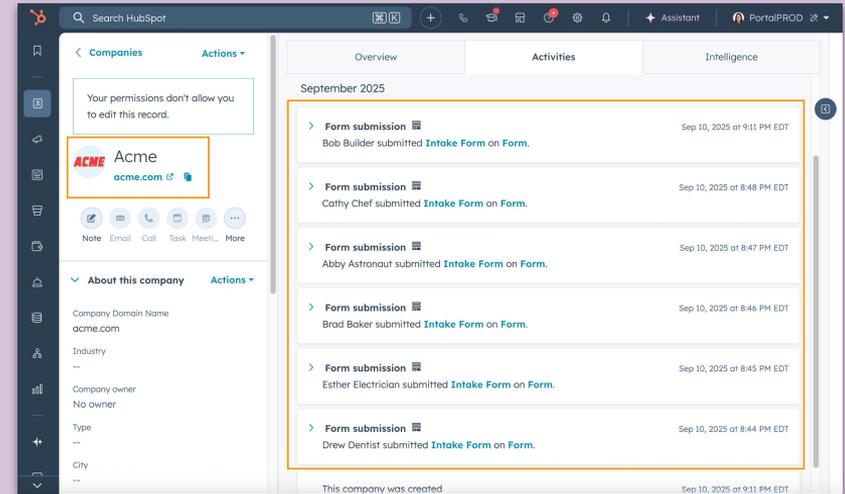
- Identify all stakeholders engaging with your content to help evaluate interest across an organization.
- Submissions automatically roll up based on your existing contact-company associations in the CRM.
- Use the Activity filter to quickly surface form submissions under Contact Activity.

All Products

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Customize Display of Line Item Properties in CPQ Quotes

You can now control how line item properties appear on CPQ quotes and templates, making it easier to tailor quotes to match your offering and buyer needs.

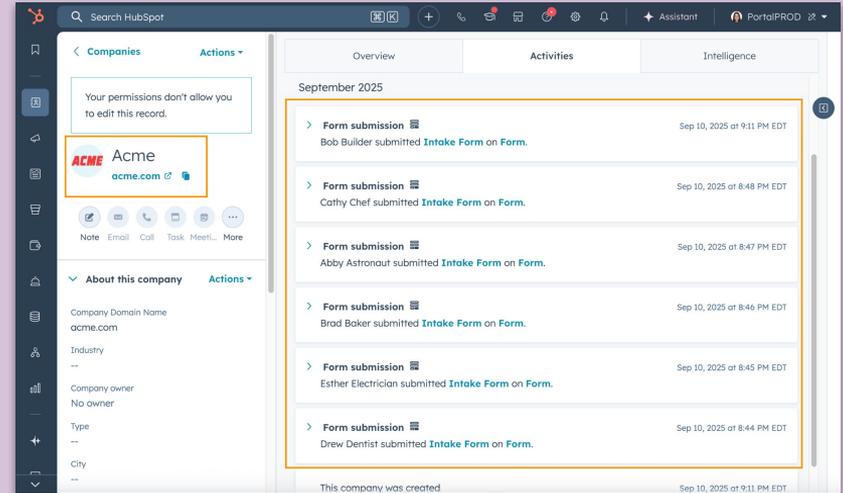
- Decide exactly what buyers see: show or hide properties, rename labels, and reorder everything to match how your offering makes sense.
- Useful for surfacing key details like Tax Amount that previously couldn't be displayed on quotes.

Commerce Hub

All Plans

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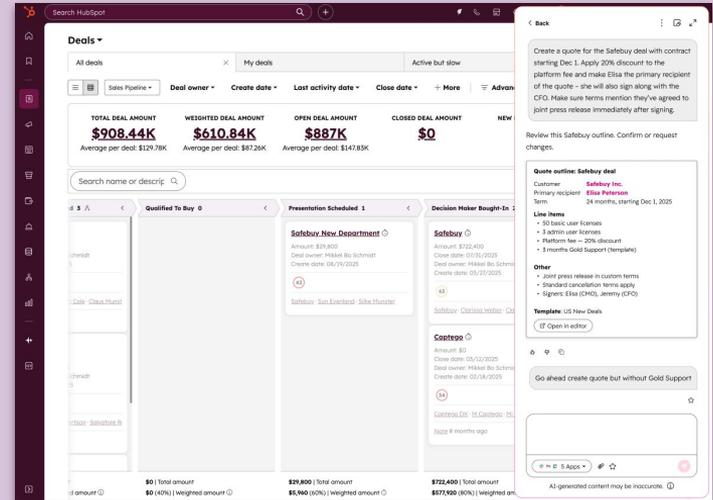
Launch region: Global



Create Quotes with Breeze Assistant

Breeze Assistant can now generate quotes from anywhere in HubSpot, using AI to intelligently pull in the right details so you can stay focused on the deal.

- Create quotes while they're top of mind without navigating away from where you're working, allowing you to remain focused and in-context.
- Preview the quote outline before it's created to make appropriate changes.
- The more details you provide, the better Breeze will create your desired quote.



Commerce Hub

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Test Customer Agent on Email

You can now preview exactly how your Customer Agent will respond to customer emails before going live.

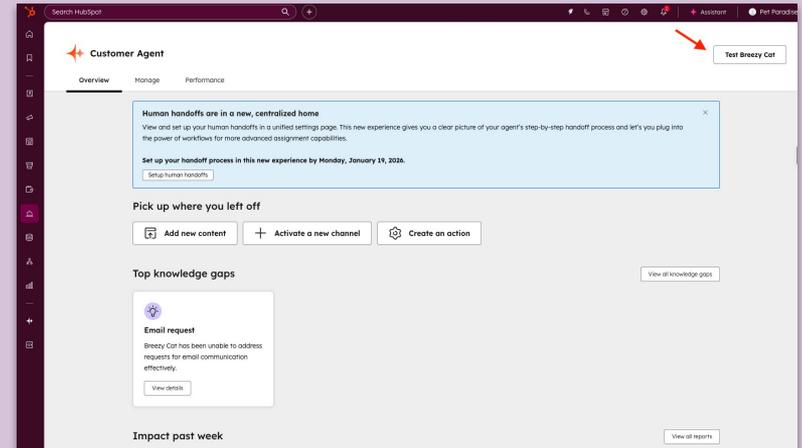
- Test Customer Agents tone, completeness, and formatting in advance.
- See which knowledge sources were used and refine responses by adding short answers, handoff triggers, actions, or new knowledge base articles.
- Test as many scenarios as you need to build confidence before turning on email for real customers without using credits.

All Products

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Live

Launch region: Global



Set Working Hours for Customer Agent

You can now control exactly when Customer Agent responds to customers by setting custom working hours for each channel.

- Roll out Customer Agent gradually by limiting it to specific time windows.
- Use "Out of Office Only" mode to extend your support coverage after hours without adding to your team's workload during the day.
- Configure schedules per channel, with options for all hours, specific hours, or outside specific hours.

All Products

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Launch region: Global

Set working hours ✕

When should your Customer Agent respond? ⓘ

All hours
The agent responds to new conversations at any time

During specific hours
The agent responds only within the hours you set

Only outside specific hours
The agent responds only outside the hours you set

Time zone

UTC -05:00 Eastern Time ▾

Day	Start time	End time
Mon-Fri ▾	🕒 3:00 PM	🕒 5:00 PM

+ Add time slot

> **Assignments when the Customer Agent isn't set to respond**

Scale Video Content Production with the Descript App for HubSpot

The new app connects Descript's AI-powered video editing with your HubSpot marketing platform.

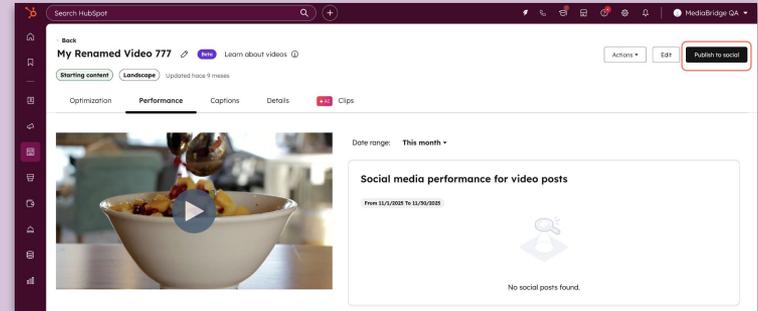
- Sync videos between Descript and HubSpot—no downloading or manual file management required.
- Automatically tracks video engagement in your CRM to measure video performance across channels and prove ROI.
- Turn one recording into clips for social, email, landing pages, and blog posts to get more from every piece of content.

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HubSpot Deal to Order Association with NetSuite Sales Orders

Automatically creates associations between HubSpot deals and NetSuite sales orders during order creation or through workflows.

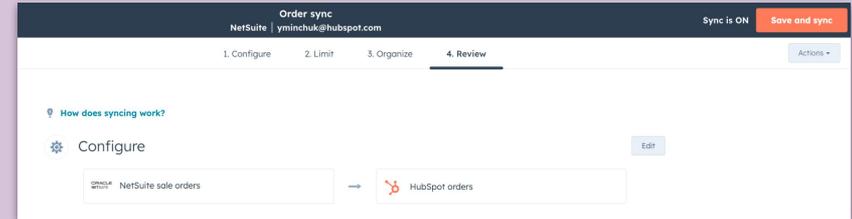
- Unifies your sales data across HubSpot and NetSuite, giving your team a more reliable source of truth.
- Reduces time spent on repetitive admin tasks and minimizes the risk of human error.
- Works with both manual sales order creation and deal-based workflows (Sales Hub Professional or Enterprise).

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Zapier Integration: Expanded CRM Objects Support

The Zapier integration now supports 16 additional CRM objects, giving you more flexibility to automate workflows across your HubSpot data.

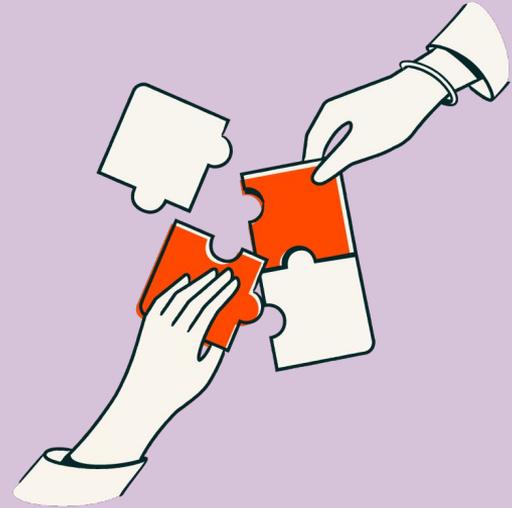
- Build automations with objects that matter to your business, such as Cart, Commerce Payment, Deal Registration, and more.
- Works with all the actions you'd expect, plus triggers for recently created or updated records.

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Thank You

