HubSpot

October 2025 Partner Product Updates.

Marketing Hub®

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Marketing Hub®

A new workflow creation experience

Accelerate automation deployment with intuitive builder making complex workflows accessible to everyone. This democratization enables rapid testing and iteration of growth strategies.

- Reduce workflow creation time by 60%
- Enable non-technical teams to build automations
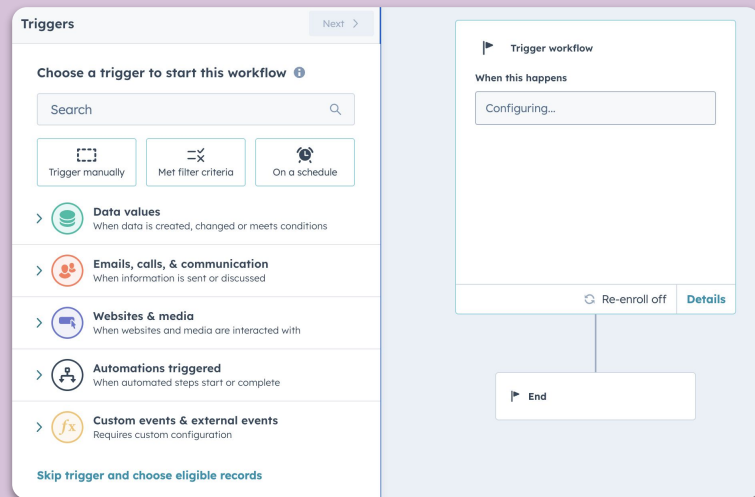- Prevent errors with real-time validation

Free   Starter   **Pro**   **Ent**   **Live**

Launch region: Global

Sales Hub®

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Sales Hub®

Leads Are Now a Standard CRM Object

Transform lead management with dedicated functionality that treats leads as first-class citizens. This enables sophisticated lead routing, scoring, and conversion tracking that wasn't possible before.

- Build lead-specific automated workflows instantly
- Track conversions with incredible precision
- Scale your lead generation confidently

Learn More

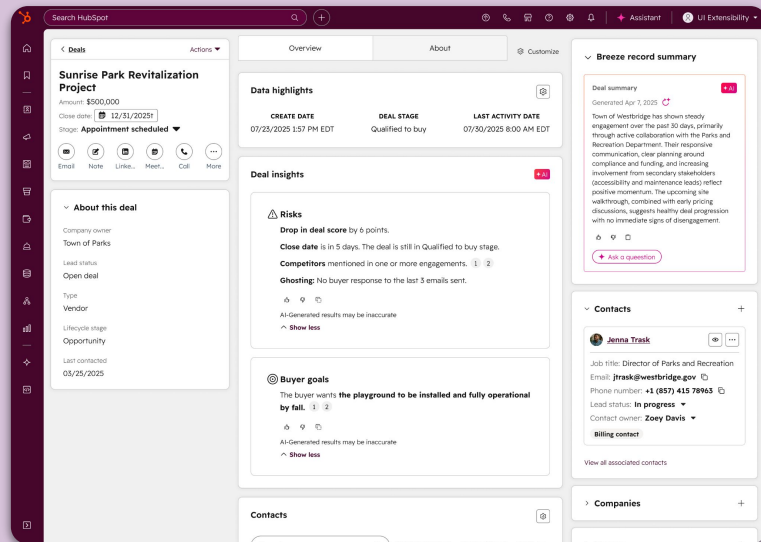Free   Starter   **Pro**   **Ent**   **Live**

Launch region: Global

Sales Hub®

Deal Insights CRM Card

Surface critical deal intelligence directly where reps work, eliminating multi-screen navigation. This contextual intelligence accelerates deal velocity by putting insights at your team's fingertips.

- Increase close rates with AI insights
- Enable faster, smarter rep decisions
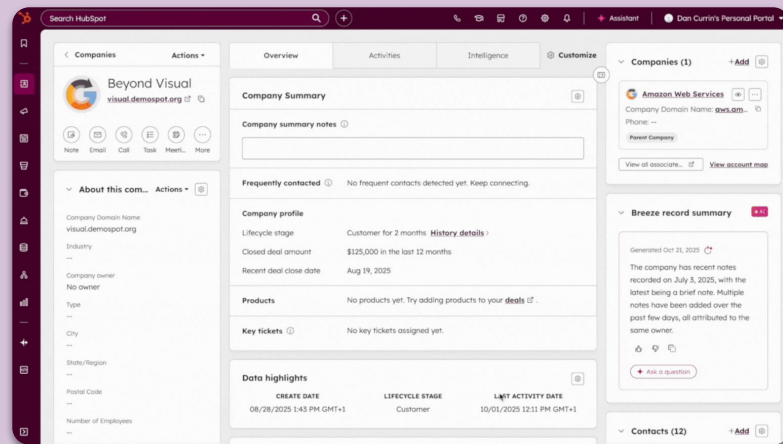- Reduce new rep ramp time significantly

Free Starter **Pro** **Ent** **Live**

Launch region: Global

Sales Hub®

Introducing Buying Groups

Align sales process with B2B reality by tracking all stakeholders in complex deals. This enables account-based strategies that accelerate enterprise sales cycles.

- Increase your win rates significantly
- Shorten sales cycles dramatically
- Master multi-threading strategies effortlessly
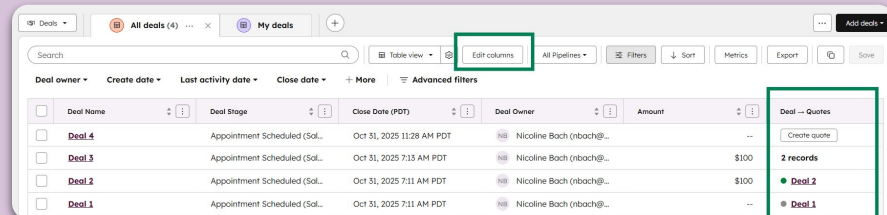
Free   Starter   Pro   Ent   Public Beta

Launch region: Global

Sales Hub®

Create Quotes from Deal Index

Accelerate quote-to-cash by generating quotes directly from deal pipeline view. This eliminates context switching and reduces quote creation time dramatically.

- Reduce quote creation time by 75%
- Enable bulk quoting operations instantly
- Accelerate your critical sales moments

Free   Starter   Pro   Ent   Live

Launch region: Global

Service Hub®

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Service Hub®

Task Queues in CS Workspace

Transform reactive customer success into proactive account management with intelligent task prioritization. This ensures teams focus on high-impact activities preventing churn and driving expansion.

- Reduce your churn by 30%
- Increase upsell opportunities systematically
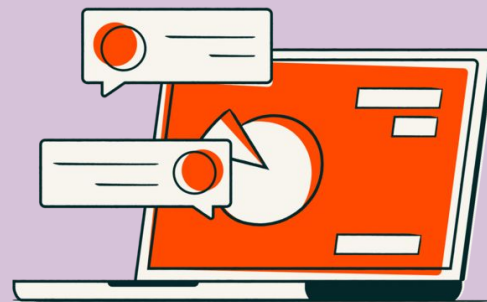- Help CSMs handle 2x more accounts

Free   Starter   **Pro**   **Ent**   **Live**

Launch region: Global

Service Hub®

Round Robin: New ticket distribution option for Help desk tickets

Ensure fair ticket distribution maximizing team capacity while maintaining consistent response times. This eliminates cherry-picking and ensures every customer gets prompt support.

- Distribute workload evenly across your team
- Eliminate response time variability completely
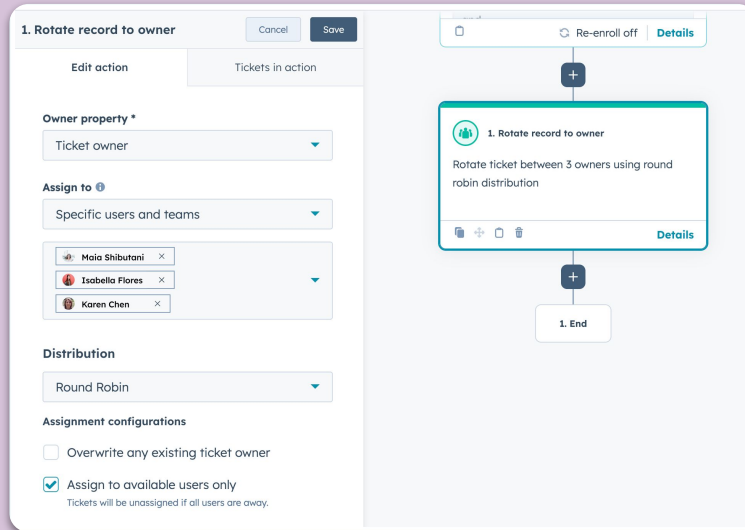- Scale support operations without adding complexity

Free   Starter   **Pro**   **Ent**   **Live**

Launch region: Global

Sales Hub®

Service Hub®

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Import Goals via CSV

Accelerate goal-setting by bulk uploading targets for entire teams simultaneously. This transforms quarterly planning from weeks-long manual processes into same-day strategic exercises.

- Deploy company-wide quotas in minutes
- Adjust goals quickly and dynamically
- Maintain perfect historical performance tracking

Free   **Starter**   **Pro**   **Ent**   Live

Launch region: Global

Import team targets   ✕

What to know before importing your goal targets

⚠ This is a bulk action. If you're editing a goal for an existing team or rep, you must include all new and existing targets for that team or rep.

Setting up the csv

The .csv must have columns for:
- primary team or user, and
- each goal target start date; for example, a monthly goal needs 12 columns for each month.

Or edit goals by downloading the pre-populated .csv files ⧉

Goal target file

◎ Drag and drop or **choose a file** to upload your goal targets
All .csv file types are supported.

Import   **Cancel**
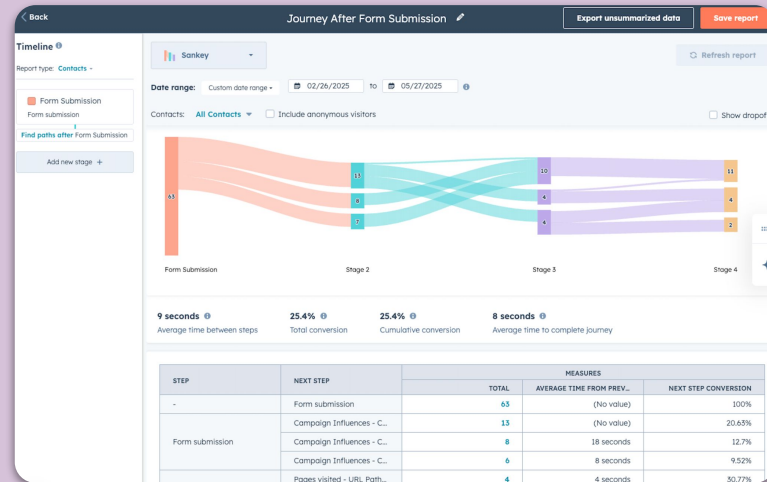
Pathfinder in Customer Journey Analytics

Visualize actual customer paths through your business, not just ideal journeys. This reality-based analysis reveals optimization opportunities hidden in traditional funnel reports.

- Discover your hidden revenue paths
- Make customer friction points visible
- Optimize spend using actual journey data

Free   Starter   Pro   Ent   Live

Launch region: Global

Sequences: Use Default "From Address" for Workflow Enrollment

Maintain sender reputation while automating personalized outreach at scale. This ensures automated sequences perform as well as manual emails.

- Keep email deliverability rates high
- Scale personalized outreach authentically
- Maintain genuinely personal sender identities

Free **Starter** **Pro** **Ent** **Public Beta**

Launch region: Global

Data Hub™

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Data Hub™

Databricks connection to Data Studio

Unlock advanced analytics by connecting your data warehouse directly to HubSpot. This integration enables sophisticated analysis driving predictive revenue strategies.

- Build predictive scoring models easily
- Unify all data sources in dashboards
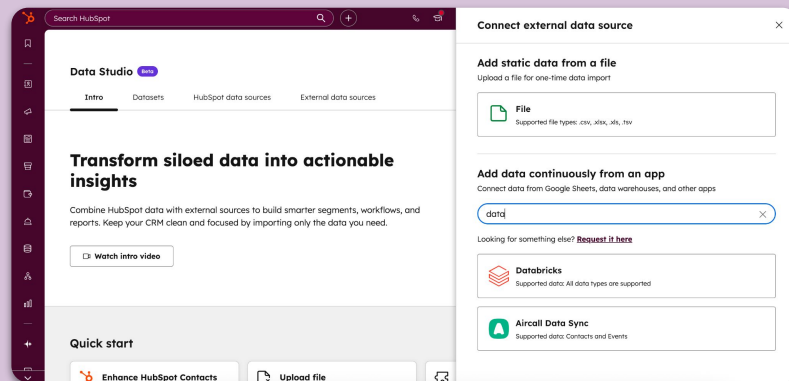- Deploy ML directly into workflows

Free   Starter   Pro   Ent   Live

Launch region: Global

App Marketplace

2,000+ Apps and 2.5M+ Active Installs: New and Recently Updated Apps

Leverage an explosive ecosystem extending HubSpot's capabilities into every corner of your tech stack. This massive marketplace transforms HubSpot into your revenue operations' central nervous system.

- Connect every tool in your stack seamlessly
- Automate cross-platform workflows without coding
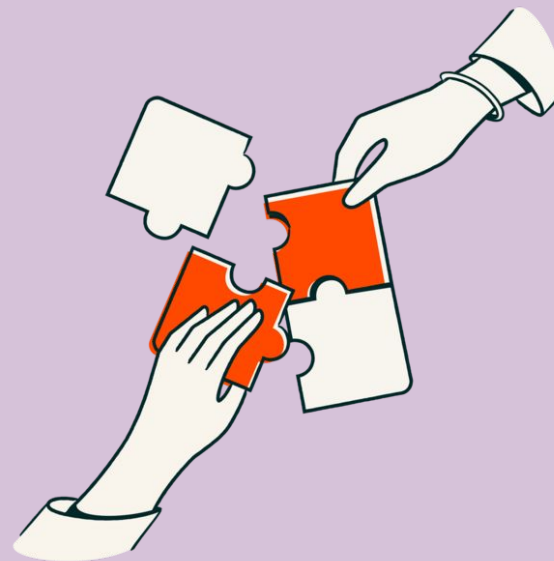- Stay current with continuously updated integrations

Free   **Starter**   **Pro**   **Ent**   **Live**

Launch region: Global

Zapier App: Additional CRM Objects Support

Expand automation exponentially by connecting custom objects to thousands of external tools. This transforms HubSpot from closed system into open platform for growth.

- Automate across your entire tech stack
- Create bi-directional data flows effortlessly
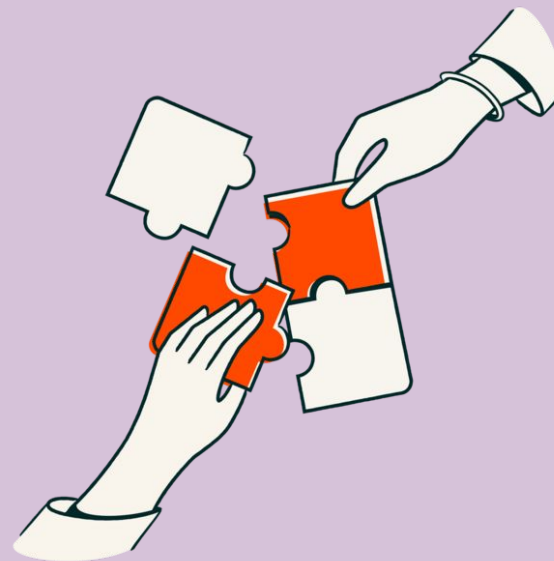- Build sophisticated multi-system automations easily

Free   **Starter**   **Pro**   **Ent**   **Live**

Launch region: Global

App Workflow Action Insights

Optimize automation performance with detailed analytics on integrated app performance within workflows. This visibility transforms third-party actions into measurable growth drivers.

- Identify integration bottlenecks quickly
- Improve workflow performance continuously
- Make data-driven integration decisions confidently

Free   Starter   Pro   Ent   Live

Launch region: Global

Smart CRM™

Powered by ✦ Breeze

Automation Overview Redesign

Gain unprecedented visibility into your automation ecosystem with a performance command center. This intelligence transforms automation from black box into strategic growth driver.

- Spot automation bottlenecks instantly
- Optimize resource allocation strategically
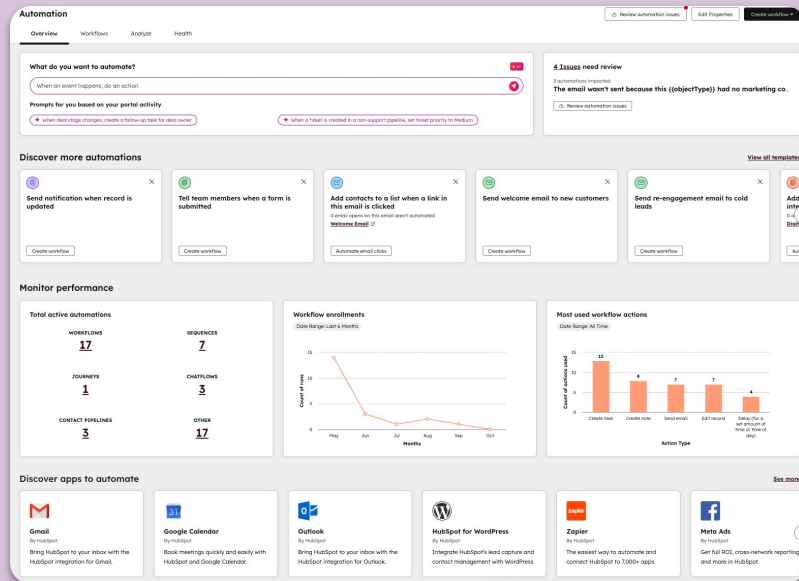- Prevent workflow conflicts before they happen

Free   Starter   **Pro**   **Ent**   **Live**

Launch region: Global

Smart CRM™

Custom Assistants can now read HubSpot CRM data

Unleash AI-powered productivity with specialized assistants understanding your unique business context. This transforms generic AI into a force multiplier tailored to your growth challenges.

- Build AI agents for your deals
- Create specialized assistant tools per team
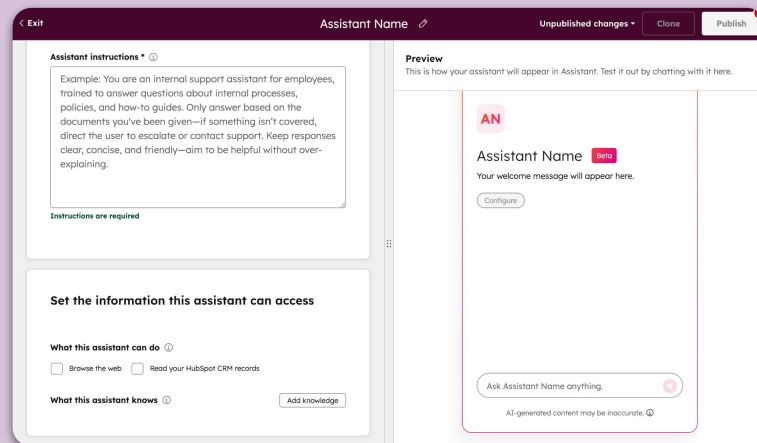- Generate insights using natural language

Free   Starter   Pro   Ent   Live
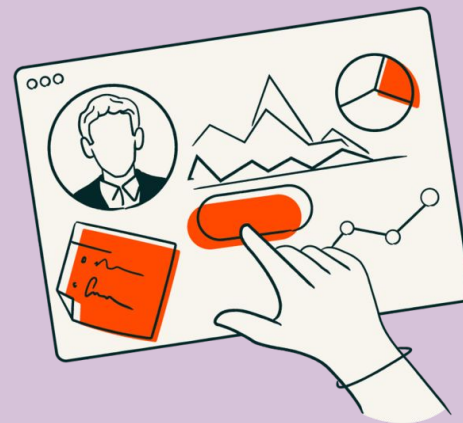
Launch region: Global

Smart CRM™

Object Library Migrating into Data Model Builder

Centralize data architecture management in a unified interface making custom object creation intuitive. This eliminates complexity that blocks teams from leveraging custom objects.

- Accelerate your custom object deployment
- Enable business users to model data
- Reduce architecture errors by 90%

Free   **Starter**   **Pro**   **Ent**   **Live**

Launch region: Global

Smart CRM™

Remove Whitespace and Format Casing in Text Properties

Automatically standardize data at entry point, eliminating inconsistencies that break segmentation and reporting. This foundational improvement enables accurate automation at scale.

- Improve email deliverability automatically
- Enable perfect deduplication every time
- Decrease cleanup projects by 95%

Free   **Starter**   **Pro**   **Ent**   **Live**

Launch region: Global

Allowed characters
- ○ Allow all characters
- ○ Allow numbers only ⓘ
- ● Don't allow symbols or special characters ⓘ

Formatting
- ☑ Automatically remove disallowed characters
- ☑ Automatically remove all whitespace

Case-sensitivity
- ● Not case-sensitive
- ○ Allow uppercase letters only
- ○ Allow lowercase letters only
- ○ Require title casing ⓘ

Customer Agent AI Recommended Short Answers

Empower support teams with AI-suggested responses based on knowledge base and historical resolutions. This augmentation enables consistent, accurate support at scale.

- Reduce response times by 70%
- Keep your brand voice perfectly consistent
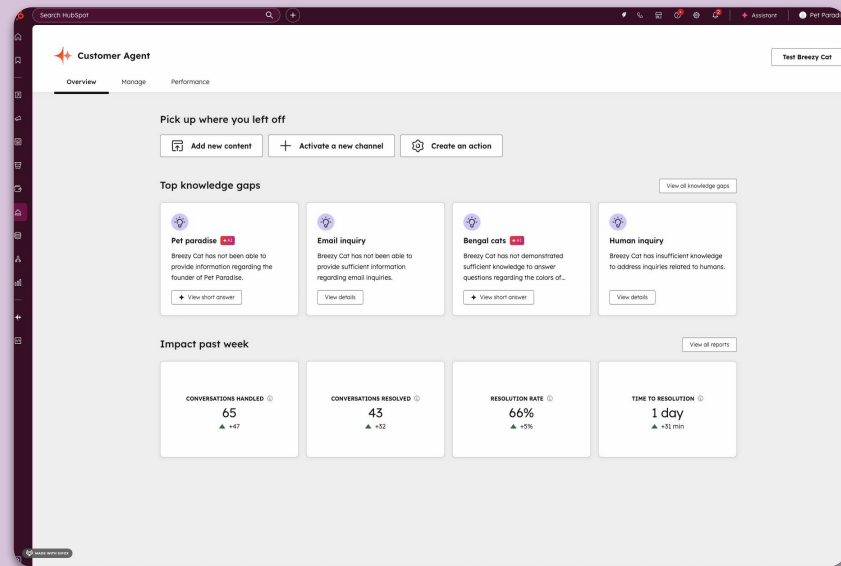- Scale support without adding headcount

Free   Starter   **Pro**   **Ent**   **Live**

Launch region: Global

Smart CRM™

Enhanced experience and view for Contacts & Companies

Transform contact and company management with visual pipelines making relationship progression tangible. This visualization enables systematic relationship building at scale.

- Develop key accounts systematically
- Make account strategies visually clear
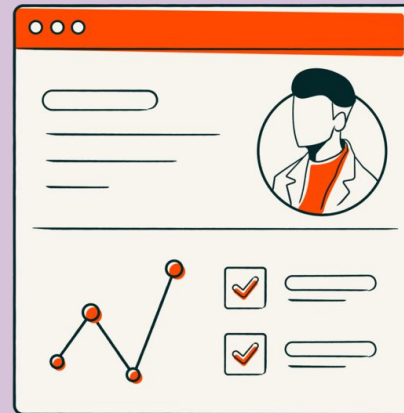- Improve team collaboration dramatically

Free   **Starter**   **Pro**   **Ent**   **Live**

Launch region: Global

Thank You