



August 2025 Product Updates.





Marketing Hub[®]

Powered by ✨ Breeze

Send form submissions from excluded IP and referrers to spam

With this update, all form submissions from excluded IPs and referrers will be treated as spam and will be sent to the spam folder automatically, keeping your data clean without manual intervention.

- Automatic spam filtering
- Cleaner submission data
- Less manual work

Free

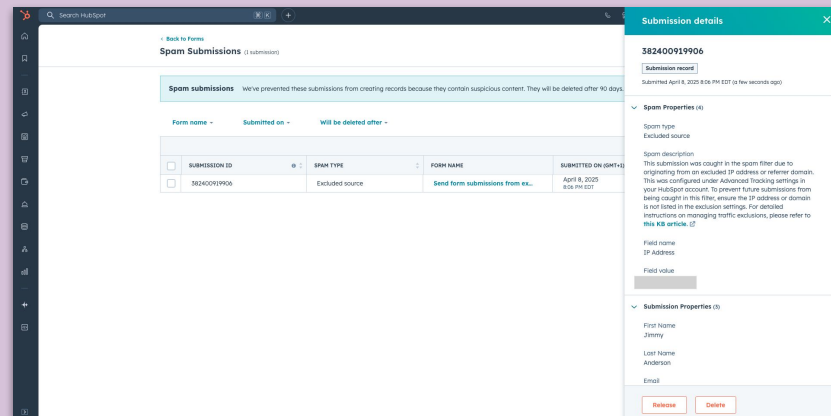
Starter

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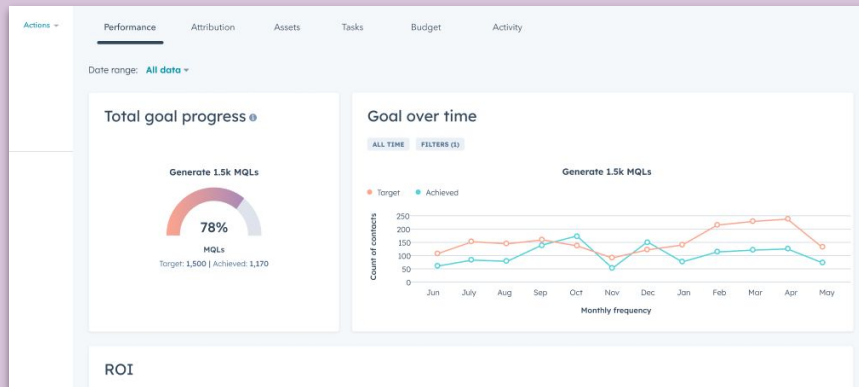
Launch region: Global



A smarter Campaign Goals experience

Introducing the Campaign Goals Tracker - a smarter way to set, track, and report on your campaigns! A redesigned and more intelligent approach to measuring campaign performance.

- Smart goal tracking
- Better reporting
- Campaign insights



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Starter

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Launch region: Global

Shared Users and Team Properties on Additional Objects

We're adding shared users and teams properties to the appointment, course, listing, and service objects. This enables better collaboration and visibility across your entire team.

- Team visibility
- Shared ownership
- Better collaboration

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Launch region: Global

Object Property Snapshots for Event Data

HubSpot now automatically captures and stores key property values when events occur, giving you historical context for better reporting and analysis. This feature helps you understand how your data changes over time for more informed decisions.

- Point-in-time tracking
- Historical analysis
- Better trend insights

[Learn More](#)

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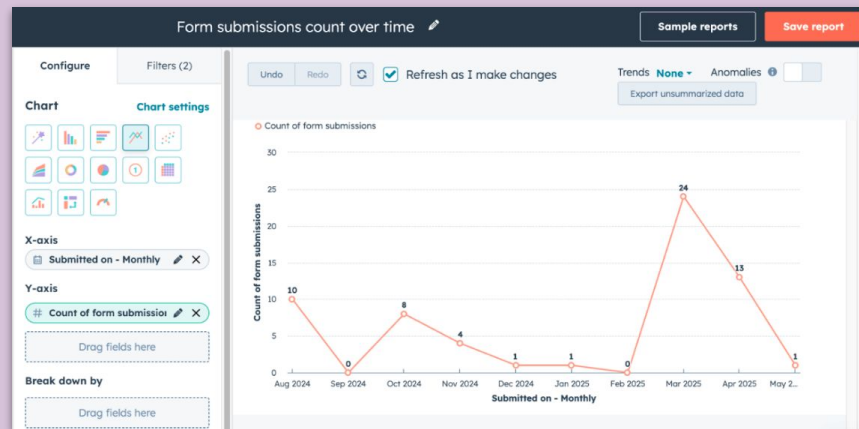
Live

Launch region: Global

Build Custom Reports on Form Submissions

We are excited to announce the Public beta for supporting form submissions as a data source in the Custom Report Builder. Understand form performance, conversion rates, and submission patterns.

- Form submission analytics
- Conversion insights
- Performance tracking



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Public Beta

Launch region: Global

Healthy / Unhealthy Lists in Email Health

You can now view a new report within the Email Health dashboard to surface the healthiest and unhealthiest performing recipient lists based on engagement metrics and deliverability.

- List health metrics
- Engagement insights
- Deliverability improvement

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Launch region: Global

Unified campaign and CRM tasks

Customers now have access to a unified task system in HubSpot. This means all tasks whether created in Marketing Hub tools or CRM are now in one place for better coordination.

- Unified task system
- Better coordination
- Single task view

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Launch region: Global

Add active contact lists to campaigns

Users can now add active contact lists to their campaigns - saving time, reducing manual work, and giving them more confidence in reaching the right audience. Lists automatically update as contacts meet criteria.

- Active list support
- Automatic updates
- Always current audience

Free

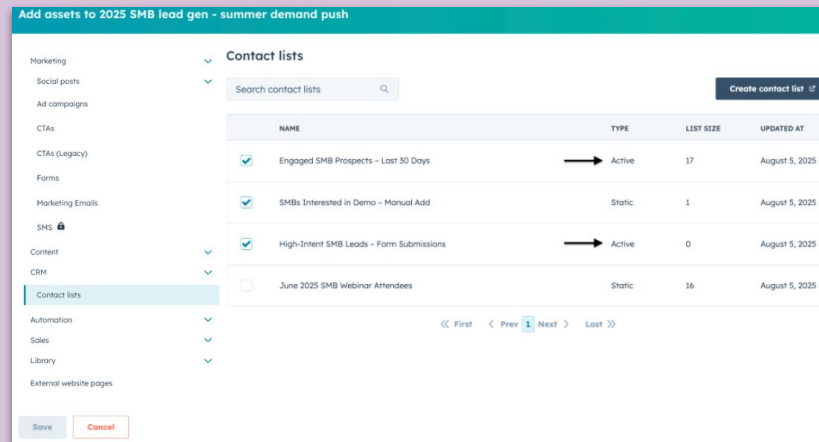
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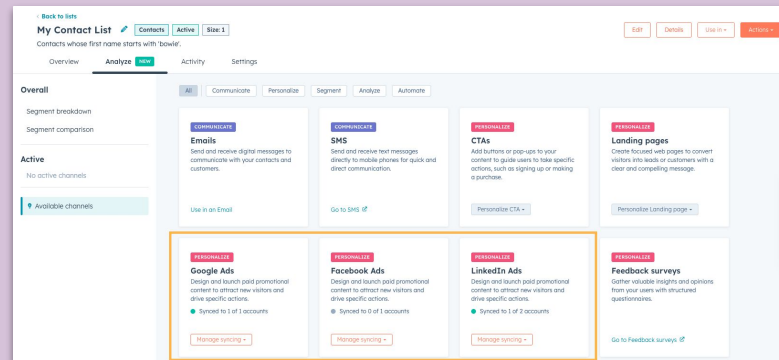
Launch region: Global



Sync to Ads from Lists

Easily activate contact lists across ad networks like LinkedIn, Google, and Facebook right from your list, unlocking segment creation and activation without manual CSV exports or complex integrations.

- Direct ad activation
- Multi-network support
- No manual exports



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Launch region: Global

Send Size Preview with exclusion details

Send Size Preview shows an estimated recipient count before you send a marketing email. This feature now includes detailed reasons why certain contacts won't receive the email.

- Pre-send insights
- Deliverability optimization
- Better email performance

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Launch region: Global

Don't send to

Select lists or contacts

200 out of 300 estimated recipients100 contacts won't be sent this email. [Review them](#)

View reasons contacts won't be sent to

REASON EMAIL WON'T BE SENT	CONTACTS AFFECTED	RECOMMENDED ACTIONS
Incorrect email format Emails must be formatted like this (XXX XXXX)	50 View in lists	Fix email formatting See recommended formatting
Not a Marketing Contact Contacts must be set as Marketing Contacts to receive Emails	50 View in lists	Set contacts as Marketing Contacts... See how-to guide
Missing email address Then contact has no email address	50 View in lists	Add email address
Not subscribed to Marketing Contacts must be subscribed to receive Emails	50 View in lists	Collect opt-in or update contacts' su... See how to update subscription status
Suppressed contact Contacts are on Don't Send list(s)	50 View in lists	Change list membership of contacts Go to list
Bounced contact Contacts are hard bounced	50 View in lists	Remove hard bounced contacts fro...
Removed for optimization Contacts are removed to optimize for open rate	125 View in list	None needed
Send frequency cap reached Contacts have already been sent the maximum emails	125 View in list	Change the send frequency setting Go to settings

Close



Content HubTM

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Audio Uploads in Video Editor

The new audio upload feature allows marketers to easily upload and overlay external audio tracks—including voice recordings, background music, or sound effects—directly in the video editor.

- Audio upload support
- Voice overlay
- Sound effects

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Launch region: Global

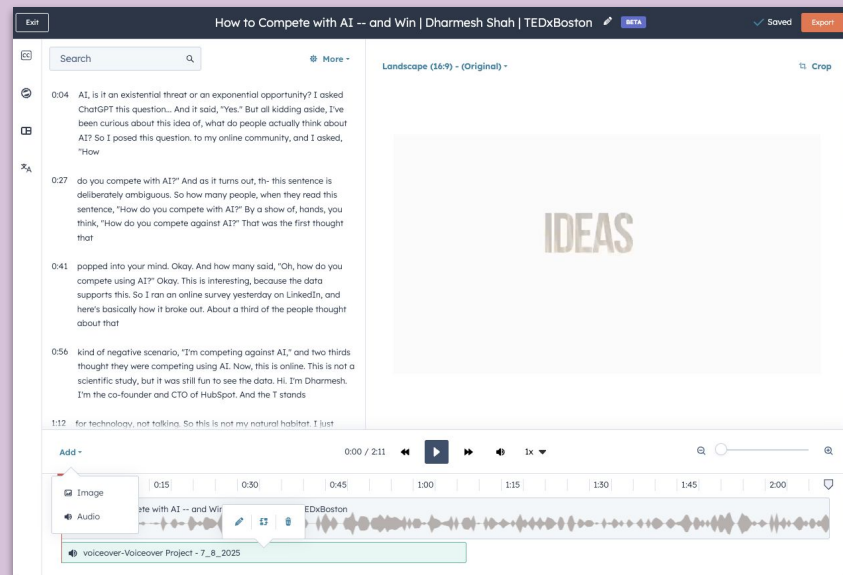


Image Overlays in Video Editor

Users can now add image overlays to their videos directly in the editor. Whether it's arrows, screenshots, or custom graphics, this feature helps create more engaging and informative video content.

- Image overlays
- Visual enhancement
- Better engagement

Free

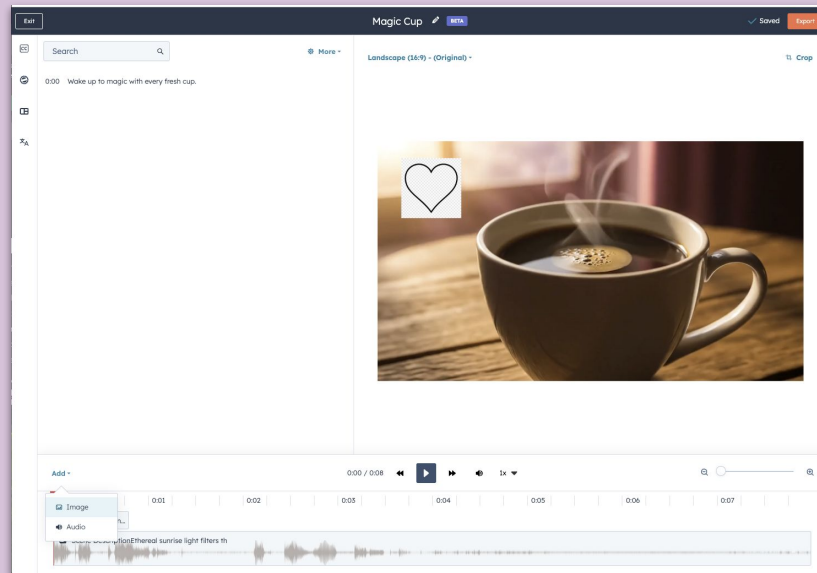
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Launch region: Global



Landing Pages: Clone with AI

When cloning a landing page, users can choose to generate content for the new page using AI. This helps marketers quickly create variations of successful pages for different campaigns.

- AI-powered cloning
- Content variations
- Faster creation

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Public Beta

Launch region: Global

AI-Powered Landing Pages: Custom Templates

When creating a landing page using AI, Content Hub Pro+ users will have the option to pick from any of the existing templates in their account, combining custom design with AI content.

- Custom template support
- AI content generation
- Brand consistency

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Public Beta

Launch region: Global

Create Personalized Content from Lists

Content that isn't tailored to a specific audience isn't going to resonate. With list-based remixing, creating content that is personalized to different segments is easier than ever with AI assistance.

- List-based personalization
- AI content remixing
- Segment-specific messaging

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Public Beta

Launch region: Global

Remix Google Drive Files

This update adds a new starting content type under the "Blogs, Pages, and Text" category: Start from a Google Drive file. As a content creator, you can now remix your existing Google Drive documents into HubSpot content.

- Google Drive integration
- AI content remixing
- Seamless workflow

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Public Beta

Launch region: Global

Enhancement: Template Selection in Landing Pages

We have been working on a new, streamlined landing page creation flow to decrease drop-off and increase landing page creation success. The new template selection makes it easier to get started.

- Streamlined creation
- Better template selection
- Reduced drop-off

Free

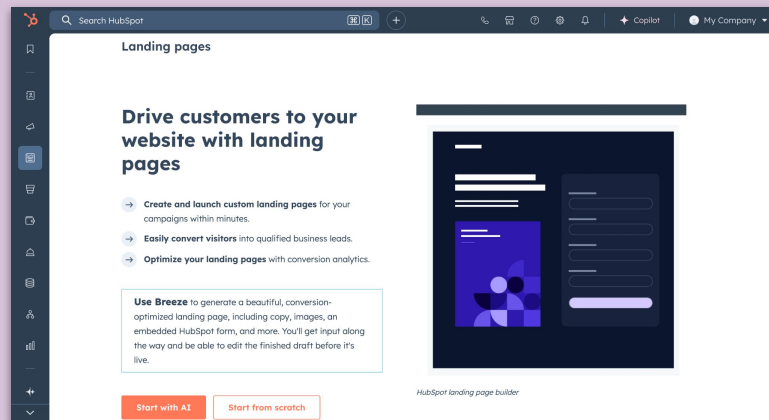
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Launch region: Global



Domains Activity Log

Users can now download a CSV file of their domain change and activity history from the past 90 days. This includes updates like domain additions, removals, and configuration changes for complete audit visibility.

- 90-day history
- CSV download
- Complete audit trail

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Launch region: Global



Sales Hub[®]

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Add Associations to Deals Table in Sales Workspace

You can now add columns for several types of associations in the Sales Workspace deals table. Get insight into the associations between deals and contacts, companies, or custom objects.

- Association visibility
- Relationship insights
- Better context

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Launch region: Global

Sales Workspace Updates

We've updated the sales workspace to integrate more seamlessly with the Smart CRM, making it easier for our customers to move between systems and focus on what matters most. This reduces context switching.

- Unified experience
- Less context switching
- Close deals faster

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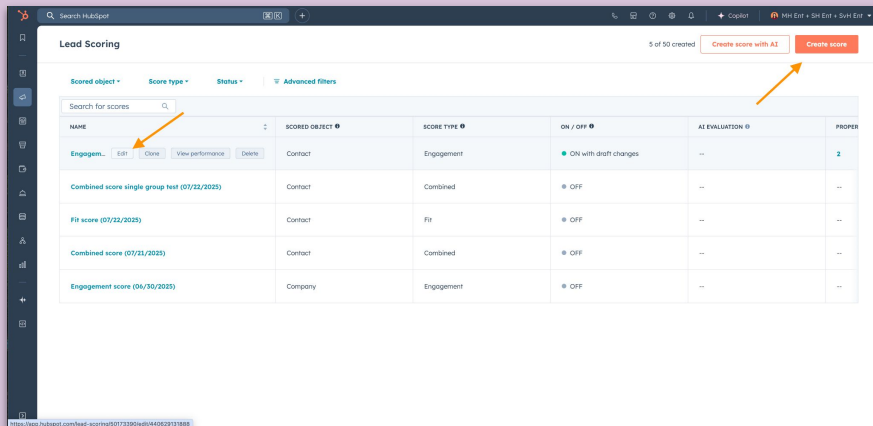
Live

Launch region: Global

Understand Lead Scoring Calculations with Improved "Test A Record"

The Test a Record feature in Lead Scoring has been improved to provide customers a clearer view into how scores are calculated. This transparency helps you fine-tune your scoring model and ensure it aligns with your sales process for better lead prioritization.

- Clear score breakdowns
- Easy model testing
- Better lead prioritization



Lead Scoring

5 of 50 created [Create score with AI](#) [Create score](#)

NAME	SCORED OBJECT	SCORE TYPE	ON / OFF	AI EVALUATION	PROPER
Engagem...	Contact	Engagement	ON with draft changes	---	2
Combined score single group test (07/22/2025)	Contact	Combined	OFF	---	---
Fir score (07/22/2025)	Contact	Fir	OFF	---	---
Combined score (07/21/2025)	Contact	Combined	OFF	---	---
Engagement score (06/30/2025)	Company	Engagement	OFF	---	---

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Launch region: Global

Call from other devices using the Call Remote

Users can now use the call remote to make calls using an external device or the HubSpot mobile app. This update provides flexibility in how and where you make calls.

- Device flexibility
- Mobile support
- Remote calling

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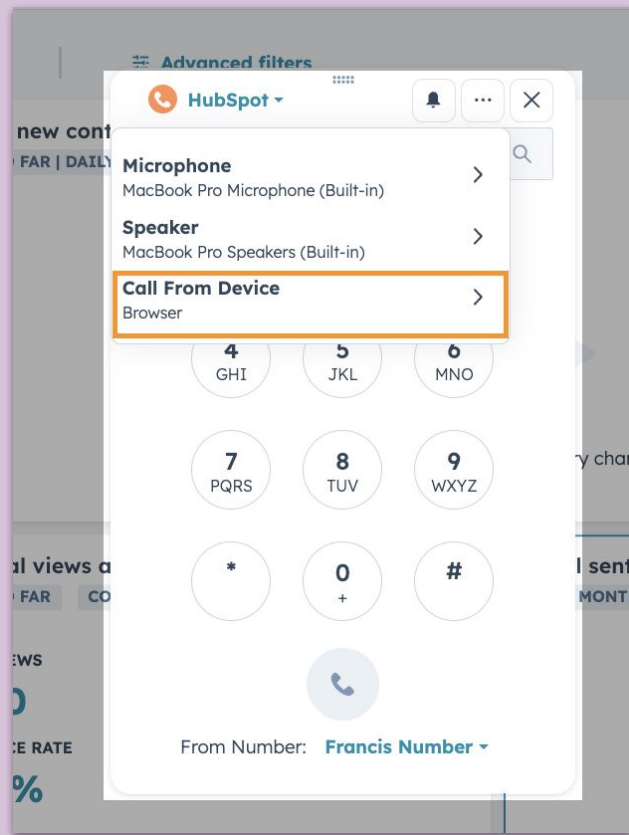
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Mobile App

Launch region: Global



Conversation-powered Deal Risks and Buyer Goals

Deal insights now pull from your conversations. HubSpot's Deal Risks and Buyer Goals now include call transcripts as a data source, surfacing critical information automatically.

- Conversation insights
- Risk identification
- Goal extraction

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Launch region: Global

Conversation-powered Recent Activities in Deal Insights

Conversation-powered summaries are now embedded directly within the Recent Activities card in Deal Insights. When reps view a deal, they see key conversation highlights without switching contexts.

- Integrated call summaries
- Deal context
- Faster insights

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Launch region: Global

Prospecting Agent for Advanced Research and Adaptive Outreach

Your Prospecting Agent received a major upgrade. The agent now makes strategic decisions about research depth and outreach approach based on your specific goals and context.

- Adaptive research
- Strategic outreach
- Goal-based approach

Learn More

Free

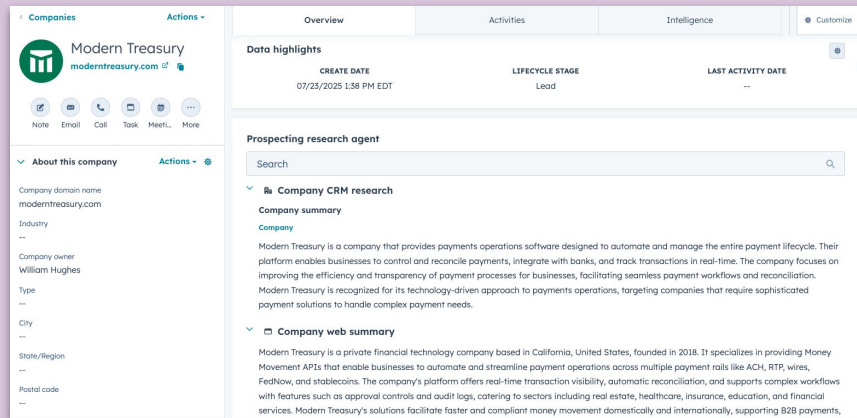
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Launch region: Global



Multiple dashboards in the Sales Workspace

You can now add multiple dashboards in your sales workspace and assign them to specific users or teams, all from the workspace settings. Create focused views for different roles and responsibilities.

- Multiple dashboards
- Team assignment
- Role-based views

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Launch region: Global



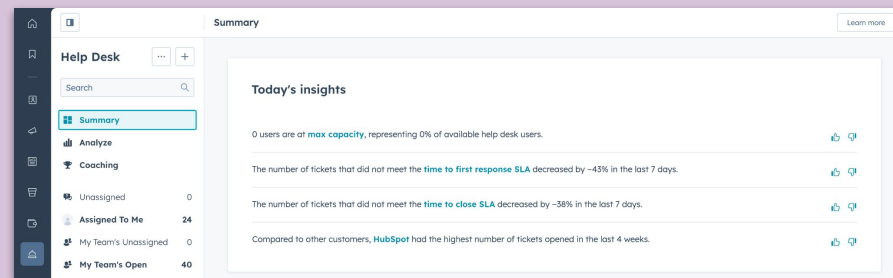
Service Hub[®]

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Today's Insights Card

The new Today's Insights card in Help Desk workspace shows key trends in rep availability, ticket volume, and team performance. Make staffing decisions based on real-time data.

- Real-time metrics
- Performance trends
- Staffing insights



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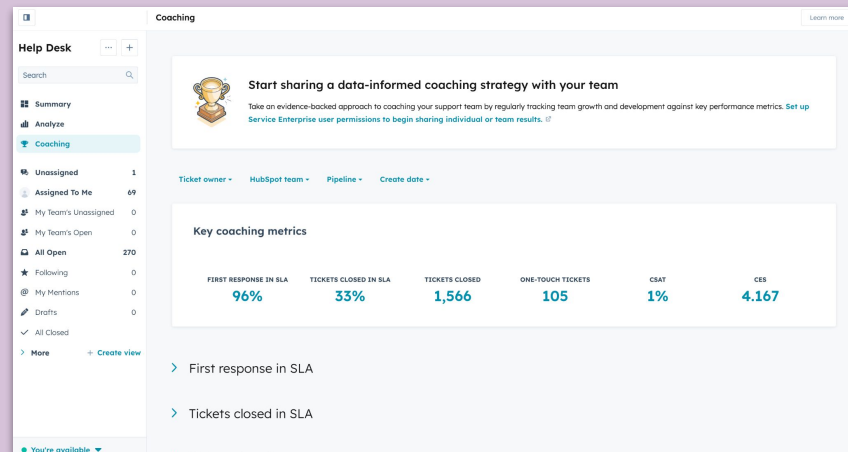
Live

Launch region: Global

Help Desk Coaching Tab with New Metrics

A new Coaching Tab in the Help Desk, built for support team leaders and reps alike. Support leaders can seamlessly coach their teams in context with performance metrics and conversation insights.

- In-context coaching
- Performance metrics
- Team development



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Launch region: Global

Help Desk Ticket Timeline

A dynamic reply editor in Help Desk that re-sizes automatically as the user composes their reply. Support reps need an efficient writing experience that adapts to response length without manual adjustments.

- Auto-resizing editor
- Better writing experience
- Improved efficiency

Free

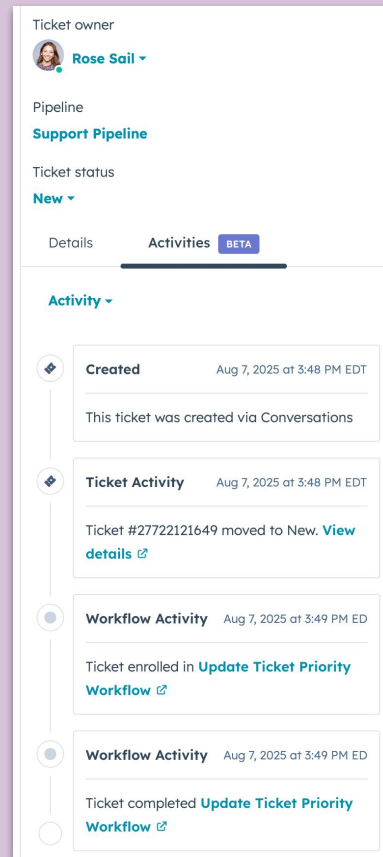
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Launch region: Global



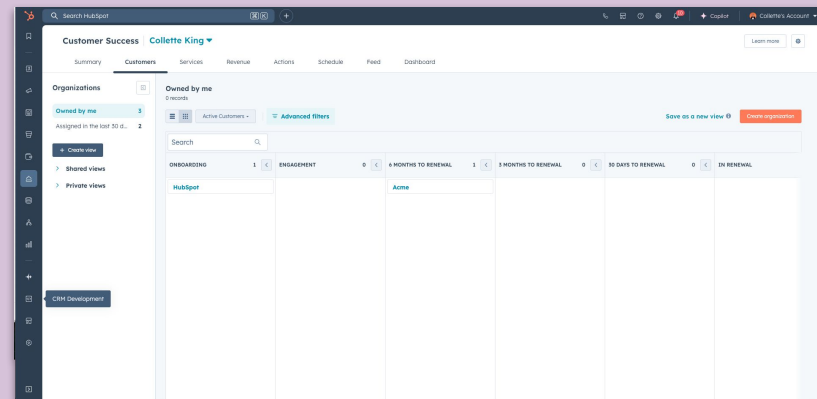
The screenshot displays the 'Ticket owner' section of a Help Desk interface. At the top, it shows the user 'Rose Sail' with a dropdown arrow. Below this, the 'Pipeline' is set to 'Support Pipeline' and the 'Ticket status' is 'New' with a dropdown arrow. A tab bar at the bottom of this section shows 'Details' and 'Activities' (which is highlighted and labeled 'BETA'). The 'Activity' section below the tab bar contains a vertical timeline of four events:

- Created** (Aug 7, 2025 at 3:48 PM EDT): This ticket was created via Conversations.
- Ticket Activity** (Aug 7, 2025 at 3:48 PM EDT): Ticket #27722121649 moved to New. [View details](#)
- Workflow Activity** (Aug 7, 2025 at 3:49 PM EDT): Ticket enrolled in [Update Ticket Priority Workflow](#)
- Workflow Activity** (Aug 7, 2025 at 3:49 PM EDT): Ticket completed [Update Ticket Priority Workflow](#)

Board view for customer tab in Customer Success Workspace

You can now view your customers in a board view (in addition to a list view) in the Customer Success Workspace. This visual approach helps CSMs track customer status and health at a glance.

- Board visualization
- Customer health tracking
- Status management



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Launch region: Global

Default email in help desk

Default email allows admins to set a default email address by team in help desk. For many large multi team support orgs with many different email addresses, this saves time and prevents errors.

- Team email defaults
- Error prevention
- Time savings

Free

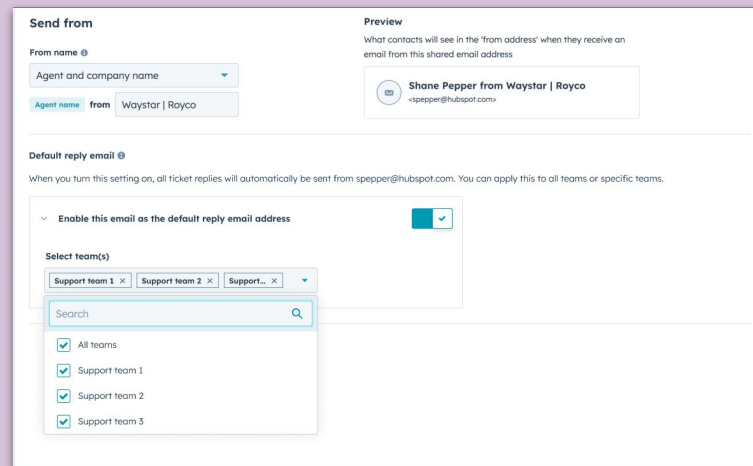
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Launch region: Global



Send from

From name ⓘ

Agent and company name

Agent name from Waystar | Royco

Preview

What contacts will see in the 'from address' when they receive an email from this shared email address

Shane Pepper from Waystar | Royco
s.pepper@hubspot.com

Default reply email ⓘ

When you turn this setting on, all ticket replies will automatically be sent from s.pepper@hubspot.com. You can apply this to all teams or specific teams.

Enable this email as the default reply email address ☒

Select team(s)

Support team 1 × Support team 2 × Support... ×

Search

- ☒ All teams
- ☒ Support team 1
- ☒ Support team 2
- ☒ Support team 3

Help Desk Views Customization Experience and Improvements

This set of updates unlocks more ways to customize and manage the views sidebar in the help desk. Via the new Views customization experience, create the perfect workflow for your team.

- Customizable views
- Personalized sidebar
- Better workflow

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Launch region: Global

Help Desk Settings

Users and teams



Users

Manage users and access



User availability

Set users online or away



Skills

Manage skills used for routing

ENT

Ticket sources and routing



Channels

Generate tickets in help desk



Chatflows

Automate chat behaviors



Skill-based routing

Assign tickets based on user skills

ENT



IVR

Manage phone trees

ENT

Self-service and AI



Knowledge base

Answer common questions



Customer agent

Automate customer responses



Customer portal

Keep customers updated on inquiries

Help desk customization



Spaces

Organize your teams in help desk

BETA



Views customization

Customize, share, and manage views

BETA



Sidebar customization

Prioritize ticket information

Average NPS Rating and Customer Satisfaction Score CRM Cards

Two new CRM reporting cards integrate directly into Company and Contact record pages, displaying average Net Promoter Score and Customer Satisfaction ratings.

- NPS visibility
- CSAT scores
- Better conversations

[Learn More](#)

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Launch region: Global

Customer satisfaction score (CSAT)

Report summary Beta

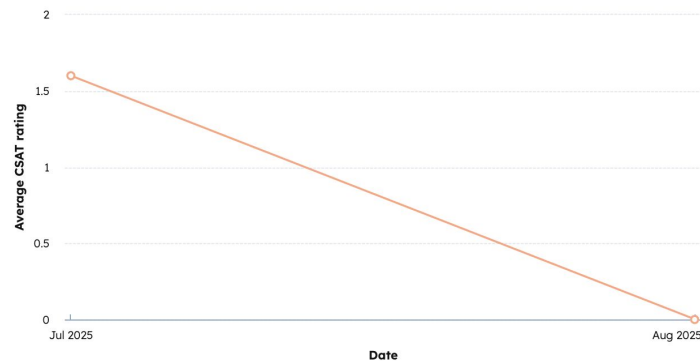
Show summary

ALL TIME AVERAGE CSAT RATING

1.6

All Time | Monthly FILTERS (2)

Average CSAT rating



Dynamic reply editor in help desk

This update adds a new ticket timeline panel to the help desk sidebar, giving users quick access to details on historic ticket events—like merges, assignments, and status changes.

- Complete ticket history
- Quick access sidebar
- Better context

[Learn More](#)

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Public Beta

Launch region: Global

Create and View Notes in Help Desk (Replacing Comments)

Create and view notes directly in the Help Desk interface, replacing the previous comments system. This new feature provides better internal communication and context sharing for support teams.

- Better note management
- Enhanced collaboration
- Improved context

[Learn More](#)

Free

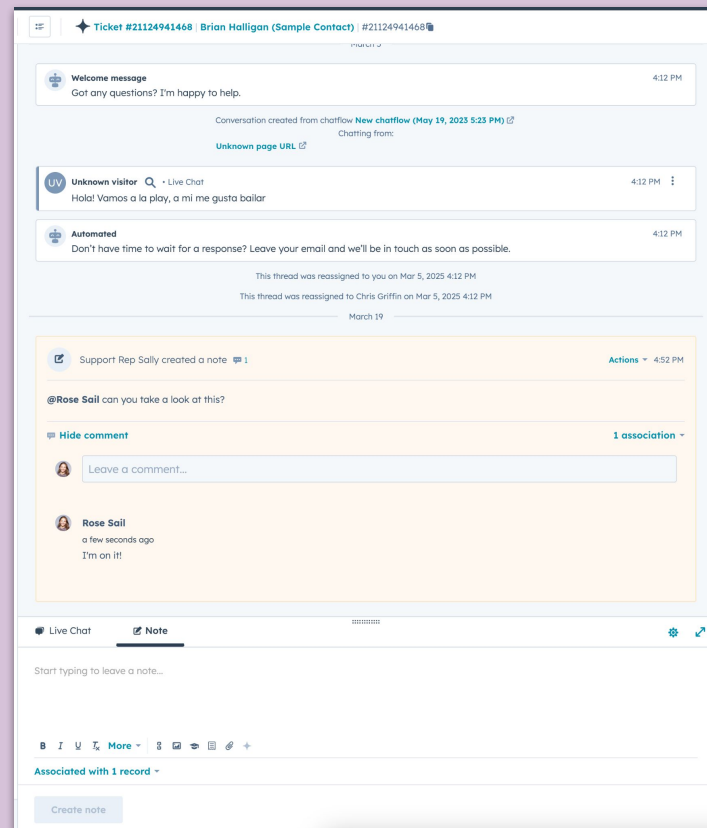
Starter

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Public Beta

Launch region: Global



Close Date Automation for Services

Close date automation is now available for service records. When you move a service to a closed stage in any service pipeline, the close date automatically updates, ensuring accurate reporting.

- Automatic close dates
- Accurate reporting
- Time savings

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Launch region: Global



Sales Hub®



Service Hub®

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Customize Inbound Recording Consent Message

You can now completely customize the message that callers hear before they're connected to your reps and teams. This message informs callers about call recording and ensures compliance.

- Custom consent messages
- Compliance support
- Brand consistency

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Launch region: Global

Name
This name will display next to your phone number in HubSpot.

Recording Consent Message
Choose a message that callers will hear to notify them when calls are being recorded. Click on "Add/Edit audio messages" in the dropdown menu to create new recording consent messages.

Default recording consent message

▶

Add an audio message

Edit existing audio messages

Create an audio message that can be used in an IVR menu, as a voicemail, or as a recording consent message.

Message name * ⓘ

Choose type of message

Text-To-Speech ▼

Enter your message
Enter text to create an audio version of your message. The written language must match the selected audio language. If the audio message is for call recording consent, you are responsible for compliance with call recording laws. [Learn more about call recording laws](#) ⓘ.

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Data HubTM

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Job title in Contact Data Enrichment

In addition to the role, sub-role, and seniority information that Breeze Intelligence previously provided, we now provide the job title as well for more complete contact enrichment.

- Job title data
- Complete profiles
- Better personalization

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Launch region: Global



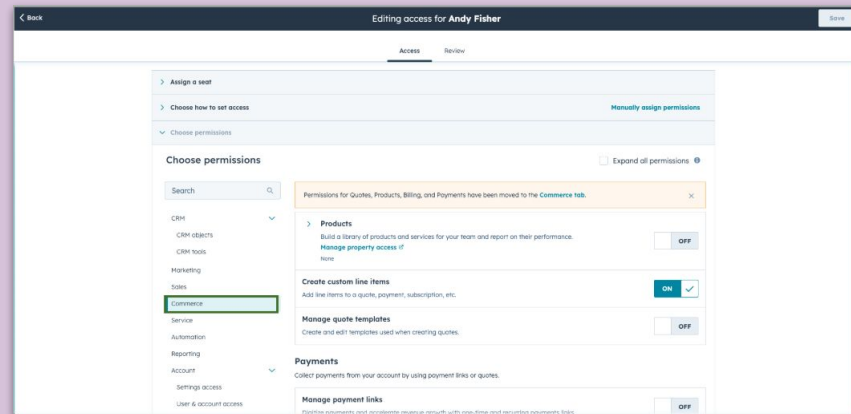
Commerce HubTM

Powered by ✨ Breeze

Commerce User Permissions Settings

You can now manage access to quotes, products, billing, and payments through Commerce permissions within Users and Teams. These settings were previously scattered - now they're centralized.

- Centralized permissions
- Granular access control
- Easier management



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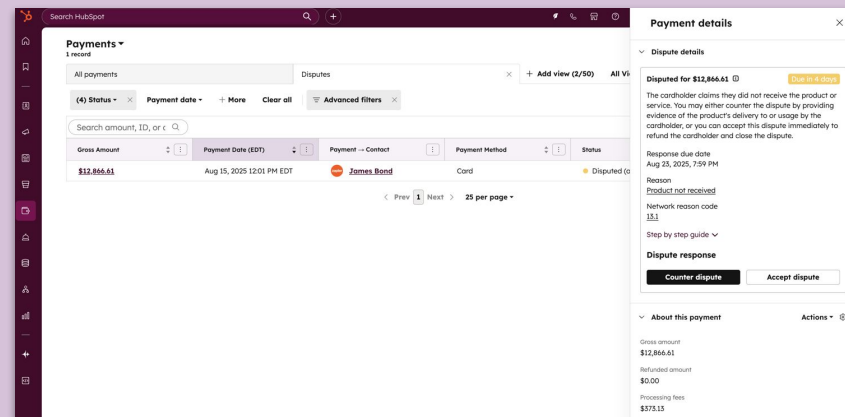
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Launch region: Global

Respond to Disputes & Chargebacks within Commerce Hub

Customers can now manage disputed payments directly within Commerce Hub using a new self service dispute resolution flow. Respond to chargebacks faster and track resolution status.

- In-app dispute handling
- Self-service resolution
- Faster response times



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Launch region: Global

Enable Automatic Billing After First Subscription Invoice Payment

You now have more options for subscription billing. With this update you can set up subscriptions to start automatic billing only after the first invoice is paid, reducing friction for new customers.

- Flexible billing start
- Reduced signup friction
- Better customer experience

[Learn More](#)

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Launch region: Global

Payment collection New

Collection process ⓘ

- ☒ Automatically charge the subscription

Charge method

Collect payment method on the first paid invoice ▼

The first invoice will be sent on the billing date. After the first invoice, the customer will be automatically charged on each billing date.

Payment terms for the first invoice

Net 7 ▼

- ☐ Manually collect payment on each invoice

Append Buyer Email to Payment Link Redirects

You can now append the buyer's email to your redirect URL in payment links. When someone completes a purchase, their email is automatically included in the redirect.

- Better attribution
- Personalized redirects
- Enhanced tracking

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Launch region: Global

Checkout confirmation

- ☐ Show the default confirmation page
- ☒ Redirect to a different page 

☐ Include customer email in redirect URL for improved tracking.

Developer Platform

Additional details returned when generating OAuth access tokens

New details are included in the response body for API POST requests made to the OAuth endpoint. This provides developers with more information for better integration management and debugging.

- Enhanced response data
- Better debugging info
- Improved integration management

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Launch region: Global

App Marketplace

App Certification Lifecycle Status & Renewal Update

This update introduces enhanced visual indicators for App Certification statuses in the developer portal, aligned with the new recertification policy. Under this policy, certified apps must renew their certification every two years to maintain their status, with clearer actionable status indicators throughout the lifecycle.

- Two-year renewal cycle
- Clear status indicators
- Automated reminders

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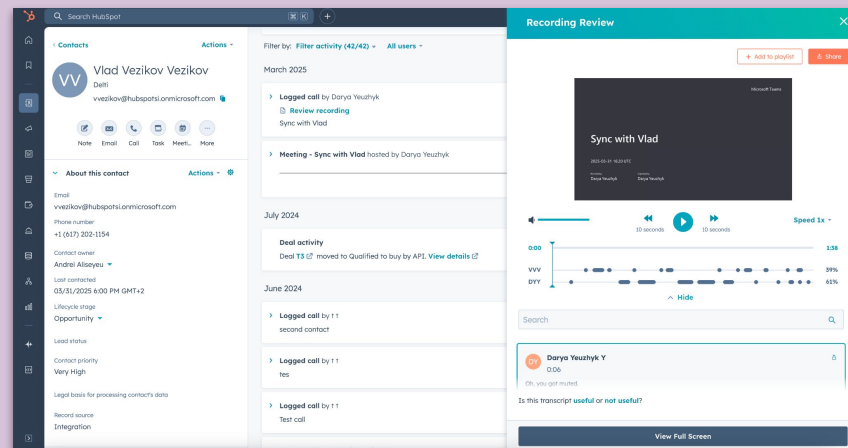
Launch region: Global

CERTIFICATION STATUS	INSTALL
● Not certified ⓘ Minimum requirements not met	
● Certified ⓘ Renew your certification	
● Certified ⓘ Certified on 06/03/2025 Expires on 06/03/2027	
● Not certified ⓘ Apply for certification	
● Certification under review ⓘ Cancel certification request	
● Expiring soon ⓘ Renew your certification	

Sync Microsoft Teams Meeting Recording and Transcripts to HubSpot

You can now use the Microsoft Teams integration to sync your organization's Microsoft Teams meeting data including recordings and transcripts directly to HubSpot for complete conversation context.

- Meeting recordings
- Transcript sync
- Complete context



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Launch region: Global

Marketplace Listing Editor Infrastructure Upgrade & Language Flexibility

We're upgrading our listing editor's core infrastructure to deliver a smoother, more efficient experience. This update also introduces support for multiple languages in your marketplace listings.

- Faster editor performance
- Multi-language support
- Better user experience

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Launch region: Global

Google Performance Max Ad Creation and Enhanced Reporting

HubSpot users can now create and view more granular reporting on Google Performance Max ad campaigns right from HubSpot. This integration streamlines your advertising workflow and provides deeper insights.

- Native ad creation
- Granular reporting
- Better optimization

[Learn More](#)

Free

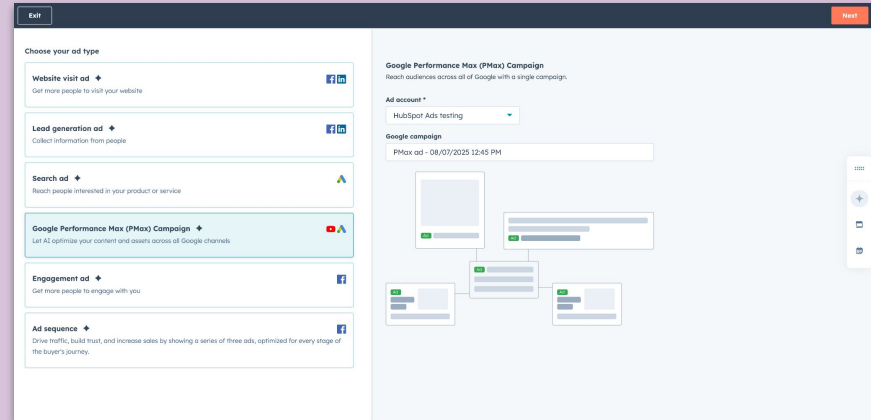
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Launch region: Global



HubSpot connector for Claude: Additional Object Access (Read-Only) and Admin Controls

The HubSpot connector for Claude now supports read-only access to additional CRM objects and includes new admin controls for better governance. This expansion enables more sophisticated AI powered workflows while maintaining security and control.

- More object access
- Enhanced admin controls
- Enterprise-grade security

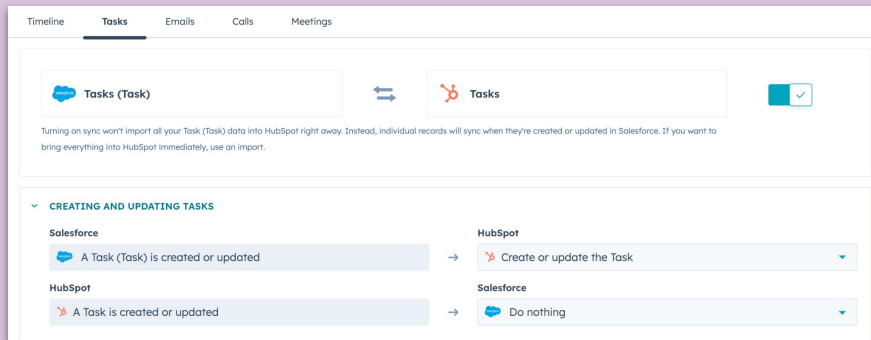
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Launch region: Global

Bidirectional associations sync for Salesforce Tickets, Tasks, and custom objects

HubSpot's integration with Salesforce already supports syncing object associations for standard objects, and now extends this to tickets, tasks, and custom objects for complete data synchronization.

- Full object sync
- Bidirectional updates
- Custom object support



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Launch region: Global

LinkedIn Audience Insights

HubSpot users now have access to LinkedIn Audience Insights, a new feature that uses the LinkedIn Audience Insights API to show characteristics about your contacts' professional profiles and behaviors.

- Professional insights
- Audience characteristics
- Better targeting

[Learn More](#)

Free

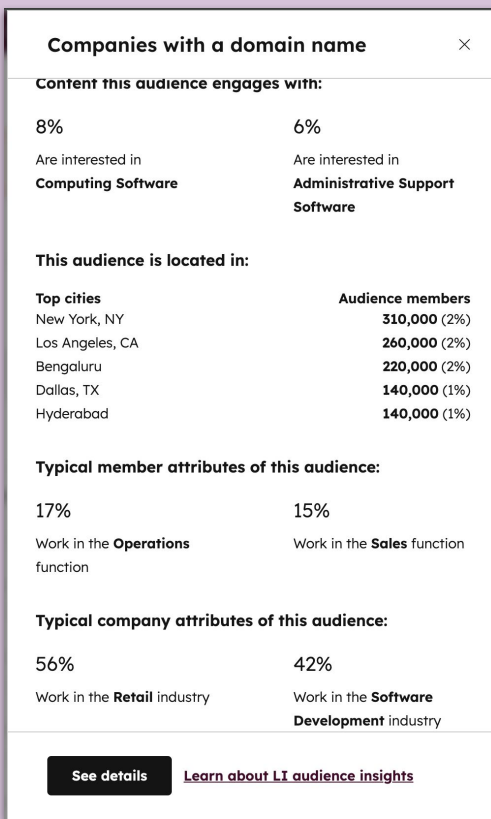
Starter

Pro

Ent

Public Beta

Launch region: Global





Smart CRMTM

AI Powered

Rename HubSpot Defined Objects

Admins can now configure the term they'd like to use in lieu of the HubSpot default for a particular object. For example, you might label deals as "opportunities" to match your team's terminology and reduce friction.

- Custom object naming
- Team terminology
- Reduced confusion

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Launch region: Global

Formula Fields update in Custom Report Builder (AI Assist and more)

Formula fields can be created directly in the custom report builder, letting you transform your data with AI assistance. This powerful feature helps you create complex calculations without needing technical expertise.

- AI formula suggestions
- In-report calculations
- No coding required

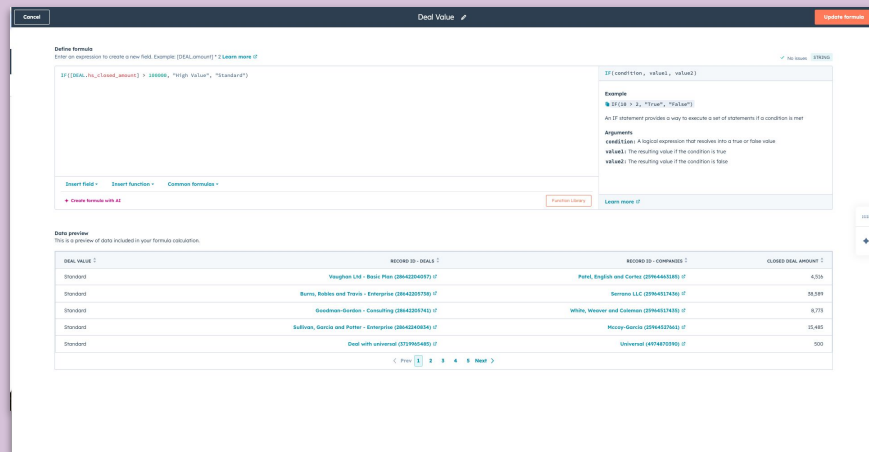
Learn More

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Public Beta

Launch region: Global



The Customer Agent is now 2X smarter

The Customer Agent now has enhanced reasoning skills that bring it even closer to human-level problem solving. It's not just about answering questions - it's about understanding context and providing thoughtful solutions.

- Enhanced reasoning
- Better problem solving
- Human-like responses

Free

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Launch region: Global

Assign Customer Agent to Email

Businesses can now assign the Customer Agent to their Email accounts, streamlining support and lightening the load on human agents. For routine inquiries, let AI handle the response.

- Email automation
- AI responses
- Agent efficiency

Free

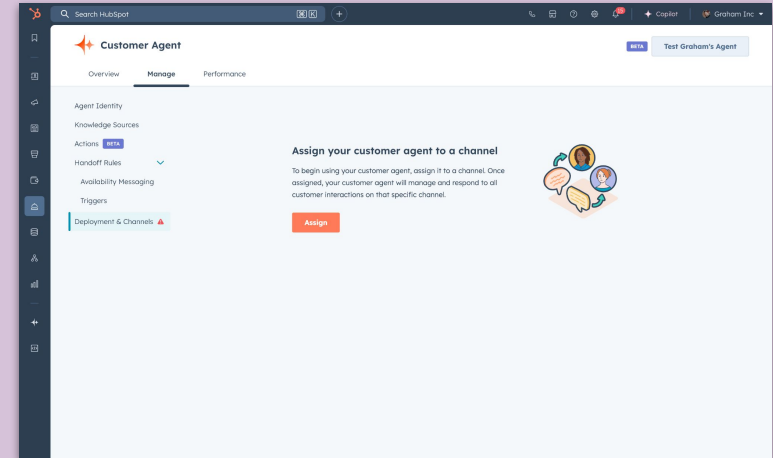
Starter

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Launch region: Global



Edit Brand Information

HubSpot now lets you customize your brand information used in AI tools. HubSpot's AI tools use brand information to provide helpful context for content generation, and now you have full control over how your brand is represented.

- Full brand control
- AI customization
- Better content alignment

Free

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Launch region: Global

AI-Powered Recommendations in Automation Overview

You can now see AI-powered automation suggestions based on how your team uses HubSpot directly on the Automation Overview page. These recommendations help you discover new ways to save time and scale your operations.

- Usage-based suggestions
- Time-saving workflows
- Personalized recommendations

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Launch region: Global

What do you want to automate?

+ AI

[+ Create automation](#)

Prompts for you based on your portal activity

[+ Set lead status to Open ...](#)[+ Assign contact owner when L...](#)[+ Add task to follow...](#)[+ Set lifecycle stage to L...](#)

Multiple Conditions for Rollup Properties

You can now apply multiple conditions to rollup-type calculated properties in HubSpot. This allows you to build smarter, more nuanced calculations that better reflect your business logic.

- Multiple conditions
- Complex calculations
- Business logic support

Free

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Launch region: Global

Revenue - Closed Won

Company

Rollup type

The sum of the values in this property.

Sum

Number format *

Currency

Choose the associated record type *

Deal

Choose association labels

☒ All association labels

☐ Select association labels

Choose the associated record property *

Amount

Conditions

If all of these conditions are true, this property will be calculated

Deal Stage is equal to: Closed won (Sales Pipeline)

and

Time since close date is less than: 1 year ago

Add condition

Clear 2 conditions

Mirroring Company Data Across Multi-Management Accounts

The Multi-Account Management data mirroring feature now supports mirroring the company object in addition to the contact object, enabling better data consistency across your entire business ecosystem.

- Company data sync
- Multi-account consistency
- Unified data view

[Learn More](#)

Free

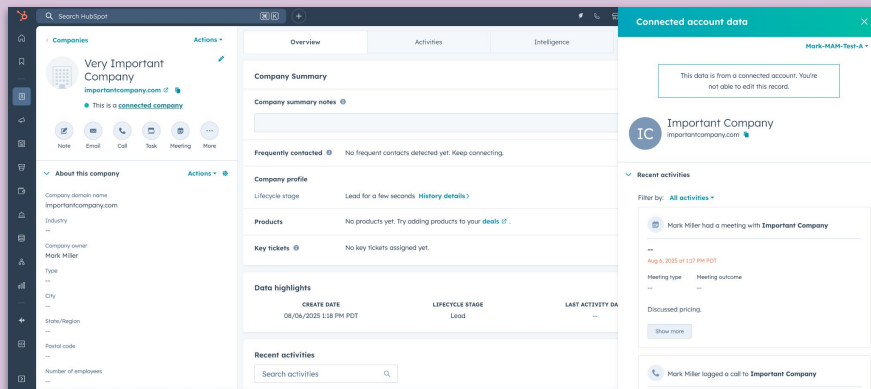
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Launch region: Global



Brand Identity Source Attribution

HubSpot now shows users where their brand information comes from across different sources. Brand information is gathered from multiple sources like manual input, AI suggestions, and imported data - now you can see the origin of each element.

- Source transparency
- Multi-source tracking
- Better brand control

Free

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Launch region: Global

Use Copilot to Build Workflows

Copilot is now your go-to, AI-first workflow builder, that makes it easier than ever to create automation for any use case and benefit from the full potential of HubSpot's automation capabilities. Simply describe what you want in plain language and Copilot creates it for you.

- Natural language building
- Any use case
- Minutes not hours

Free

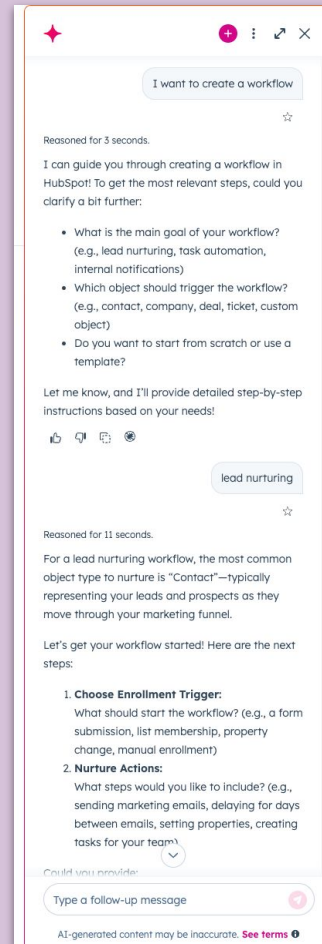
Starter

Pro

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Live

Launch region: Global



Introducing a New Testing Experience for Customer Agent

We've launched a redesigned testing experience that makes it easier to test, improve, and confidently deploy your Customer Agent. Preview responses and refine behavior before customer interactions.

- Enhanced testing
- Response preview
- Confident deployment

Free

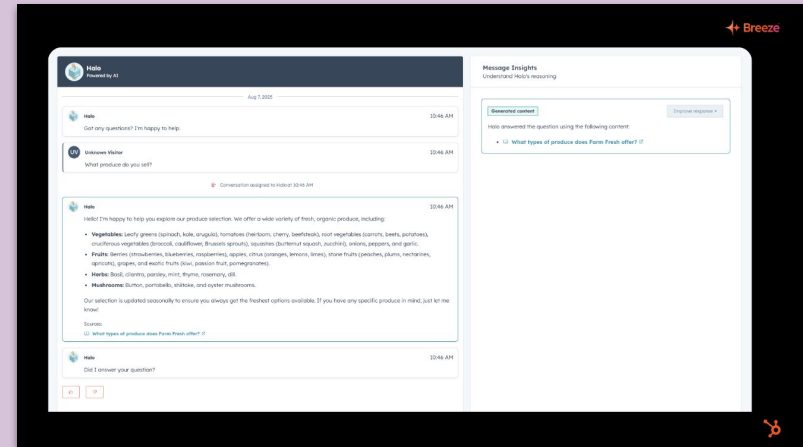
Starter

Pro

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Public Beta

Launch region: Global



Improved Search for Data Variables in Workflows

When searching for a data variable, you'll now see all potential matches, across all of your data sources. This makes it easier to find and use the right data in your workflow automations.

- Comprehensive search
- All data sources
- Faster workflow building

Free

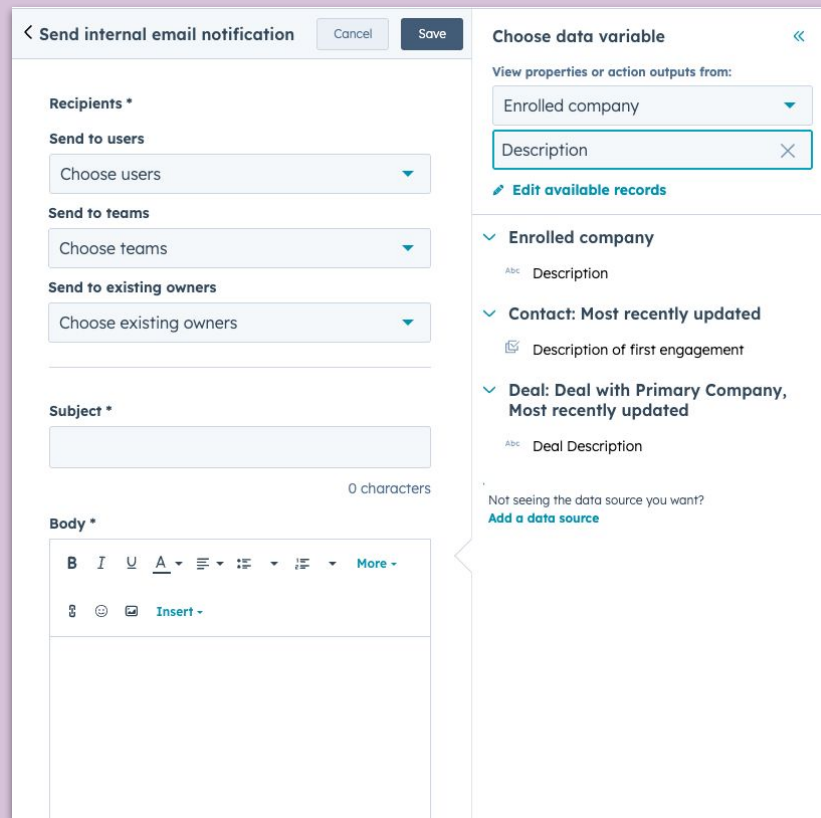
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Public Beta

Launch region: Global



The screenshot shows the 'Send internal email notification' configuration interface. It includes a title bar with 'Send internal email notification', 'Cancel', and 'Save' buttons. The main form has sections for 'Recipients *', 'Subject *', and 'Body *'. The 'Recipients *' section has three sub-sections: 'Send to users' with a 'Choose users' button, 'Send to teams' with a 'Choose teams' button, and 'Send to existing owners' with a 'Choose existing owners' button. The 'Subject *' section has a text input field and a character count '0 characters'. The 'Body *' section has a rich text editor with formatting tools (Bold, Italic, Underline, Text color, Background color, Bulleted list, Numbered list, Indent, Outdent, Link, Unlink, More) and an 'Insert' button. On the right, a 'Choose data variable' panel is open, showing a search for 'Description' under the 'Enrolled company' variable. It lists three results: 'Enrolled company' (Description), 'Contact: Most recently updated' (Description of first engagement), and 'Deal: Deal with Primary Company, Most recently updated' (Deal Description). A link 'Edit available records' is at the top of the results. A note at the bottom says 'Not seeing the data source you want? Add a data source'.

< Send internal email notification Cancel Save

Recipients *

Send to users

Choose users

Send to teams

Choose teams

Send to existing owners

Choose existing owners

Subject *

0 characters

Body *

B I U A [color picker] [background color picker] [bulleted list] [numbered list] [indent] [outdent] [link] [unlink] More

[emoji] [image] [video] Insert

Choose data variable <<

View properties or action outputs from:

Enrolled company

Description

Edit available records

Enrolled company

Description

Contact: Most recently updated

Description of first engagement

Deal: Deal with Primary Company, Most recently updated

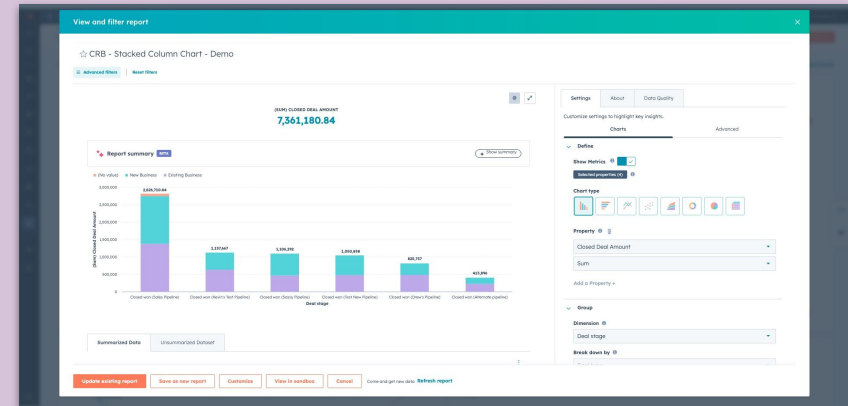
Deal Description

Not seeing the data source you want? Add a data source

Custom Report Builder Quick Access to Report Settings

You can now edit settings for reports built using the custom report builder, giving you the same flexibility as reports built in the legacy builder. Access permissions, sharing, and display options right from the report editor.

- In-builder settings
- Full configuration access
- Streamlined workflow



Free

Starter

Pro

Ent

Public Beta

Launch region: Global

Account Cleanup

Account Insights is now Account Cleanup. Account Cleanup allows admins to identify opportunities to tidy up and declutter their accounts. This includes both unused assets and optimization opportunities.

- Identify unused assets
- Optimization suggestions
- Cleaner account

Free

Starter

Pro

Ent

Public Beta

Launch region: Global

Smart Transfer: Move data easily to HubSpot

With HubSpot Smart Transfer, you can move your data from other CRM platforms to HubSpot. Through its structured workflow, you'll map fields, validate data, and migrate with confidence.

- Guided migration
- Field mapping
- Data validation

[Learn More](#)

Free

Starter

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Public Beta

Launch region: Global

BETA

Transfer your data

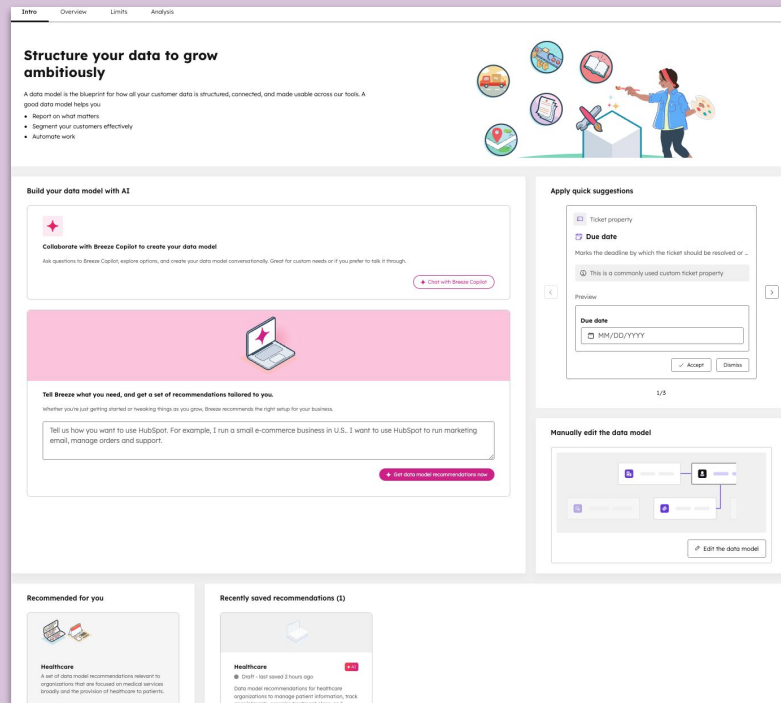
Seamlessly transfer your data using the Smart Transfer tool. [Learn more](#) 

[Transfer data](#)

New Data Model Intro Page

The data model space has a new intro page. This collection of tools helps you configure your data model quickly and confidently, even if you're new to HubSpot, with guided setup and best practice templates.

- Guided setup process
- Best practice templates
- Faster implementation



Free

Starter

Pro

Ent

Public Beta

Launch region: Global

Contact email logging rules

Contact email logging rules let admins configure their portal to automatically capture all email communications between users and existing contacts. This ensures complete communication history without manual logging.

- Automatic email capture
- Complete history
- Better collaboration

[Learn More](#)

Free

Starter

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Public Beta

Launch region: Global

Contact email logging rules

Configure which incoming contact emails are logged to the CRM. This setting only applies to new emails.

- ☐ Log replies only
Only logs emails from contacts that are part of an existing thread already logged to the CRM by a user. [Learn more.](#) 
- ☒ Log all emails **NEW**
Logs all emails between known contacts in the CRM and users with connected emails. [Learn more.](#) 

Customizable Search Results Display

Customers can now select and reorder the properties that display on contacts, companies, deals, tickets, and custom objects in their search results. See the most relevant information first for faster decision making.

- Customizable properties
- Reorderable display
- Faster insights

Free

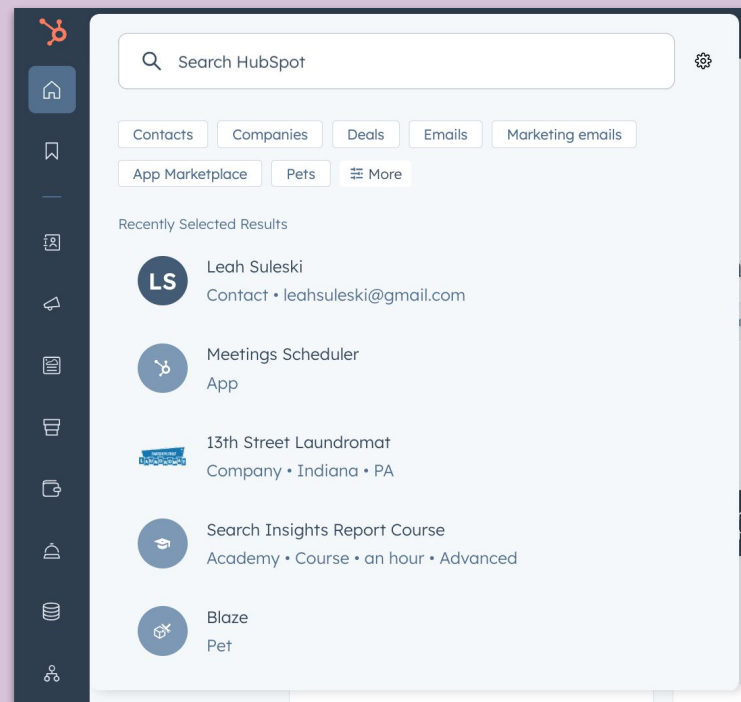
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Public Beta

Launch region: Global



Citations in Smart Properties

Smart Properties now include citations that show where AI agents found data, the reasoning behind decisions, and the sources used for that data. This transparency builds trust and helps you verify AI generated information.

- Decision transparency
- Source citations
- Trust building

Free

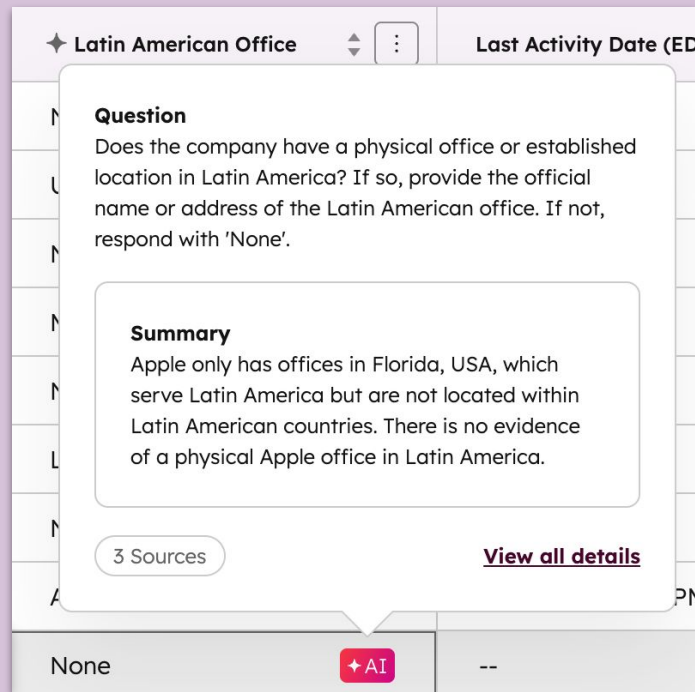
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The screenshot displays a user interface for 'Latin American Office'. At the top, there's a header with a star icon, the text 'Latin American Office', a dropdown arrow, and a menu icon. To the right is a tab labeled 'Last Activity Date (ED)'. Below this, a large white box contains a 'Question' section with the text: 'Does the company have a physical office or established location in Latin America? If so, provide the official name or address of the Latin American office. If not, respond with 'None'.' Below the question is a 'Summary' section with the text: 'Apple only has offices in Florida, USA, which serve Latin America but are not located within Latin American countries. There is no evidence of a physical Apple office in Latin America.' At the bottom of the white box, there's a button labeled '3 Sources' and a link labeled 'View all details'. Below the white box, there's a row of three buttons: 'None', a pink button with a star icon and 'AI', and a button with '--'.

New Data Source for Smart Properties: Call Transcripts

You can now use call transcripts as a data source for smart properties. Important context is often shared during calls, and now that valuable information automatically populates your CRM properties, ensuring nothing falls through the cracks.

- Automatic call insights
- No manual entry
- Complete context capture

Free

Starter

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Launch region: Global

Where should this data come from? *

Web research ▼

Web research

Data from searching the internet. Best for reasoning, news, and research.

Company website

Data from the company's primary domain. Best for company data.

Property data

Data from another property on the same record, including files. Best for extracting or summarizing data.

Call transcripts

NEW

Data from the last five call transcripts associated with this record. Best for summarizing information from calls.

New Forms Editor: Reset Link Support

When forms are pre-populated with known visitor data, it can lead to confusion or incorrect submissions. The reset link allows visitors to clear pre-filled data and start fresh.

- Data reset option
- Visitor control
- Accuracy improvement

[Free](#)[Starter](#)[Pro](#)[Ent](#)[Live](#)

Launch region: Global

Updated Limits and Availability for Custom Tabs on CRM Record Pages

All HubSpot customers now have access to 10 custom tabs on CRM record pages. Custom tabs help organize related information and create focused experiences for different teams and use cases.

- 10 custom tabs
- Better organization
- Focused experiences

Free

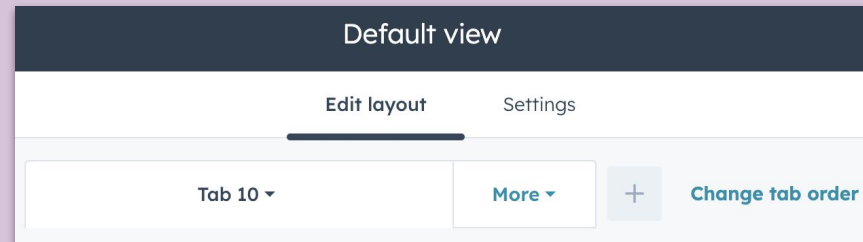
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Launch region: Global



Apply Activity Logging Defaults to External Emails

Admin-configured email logging rules now apply consistently across all email channels. Previously, these rules only applied to emails sent from HubSpot - now external email clients follow the same rules.

- Consistent logging rules
- All email channels
- Better compliance

[Learn More](#)

Free

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Launch region: Global

Quick fill an index page view with smart properties

You'll now be able to fill a view when you are creating a smart property, enabling you to more quickly start analyzing data. Skip the manual property selection and let AI suggest the most relevant fields.

- Instant view creation
- AI property suggestions
- Faster analysis

Free

Starter

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Launch region: Global

Create new property

Property label *

Hiring? </>

Field type *

Single checkbox

Smart property prompt ⓘ BETA + AI

"Is this company hiring in 2026?"

Edit smart property prompt →

Quick fill smart property

☒ Fill all companies in the current view (17 records)

If you don't wish to fill this smart property now, you can do this later for any record, list, or view.

Create and fill property

Cancel

Breeze Copilot Data Model Configuration

Breeze Copilot can now help you configure your data model and answer questions about best practices. You don't need to worry about making mistakes - Copilot guides you through the right configuration.

- AI configuration help
- Best practice guidance
- Mistake prevention

[Free](#)[Starter](#)[Pro](#)[Ent](#)[Live](#)

Launch region: Global

New Reporting CRM Cards: Customer Lifetime Value (CLV) & Revenue Attribution

We're excited to introduce new CRM Reporting Cards: Customer Lifetime Value (CLV) and Revenue Attribution. See revenue impact and customer value directly on contact and company records.

- CLV visibility
- Revenue attribution
- Smarter engagement

[Learn More](#)

Free

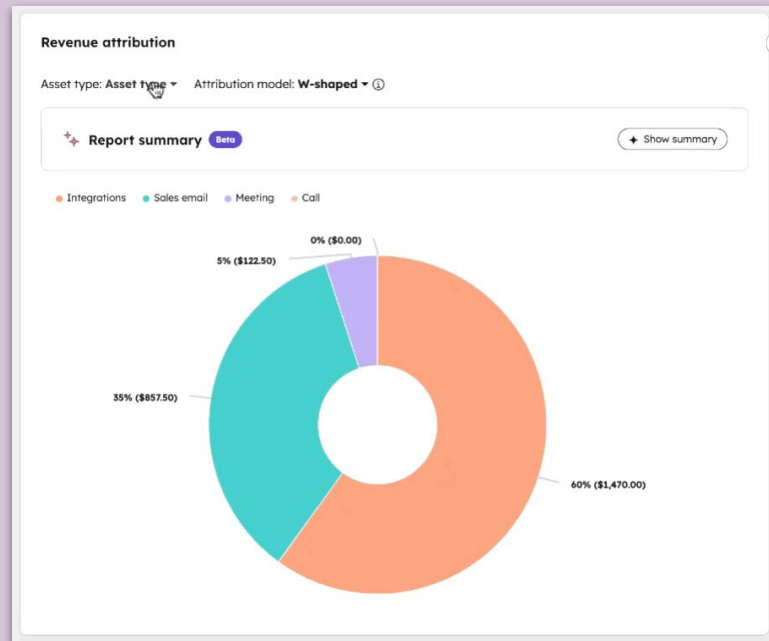
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Launch region: Global



New HubSpot Numbers Available in Nordics, France, Spain, and more!

HubSpot phone number acquisition is now available in additional countries! Nordics (Norway, Sweden, Denmark), France, Spain, and more regions now have local number availability.

- Expanded coverage
- Local presence
- Better connections

Free

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Launch region: Global

Get a HubSpot number

Generate a number

Set up a new phone number for making and receiving calls in HubSpot.

Country

Spain (+34)

Number type

Local

Please verify your business in Spain to comply with local regulations for getting phone numbers.

Get started



Global Number Porting

Porting is the process of transferring a phone number from one carrier to another. HubSpot is expanding the capability to port phone numbers globally to supported countries.

- Global porting support
- Business continuity
- Keep existing numbers

[Learn More](#)

Free

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Launch region: Global

Smart Properties: Dynamic Variables in Prompts

You can now insert property tokens into your smart property prompts. These tokens let you reference existing property values directly, creating more personalized and context-aware automated properties that scale with your business needs.

- Dynamic property tokens
- Contextual automation
- Zero manual updates

Free

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Launch region: Global

Domain Settings Improvements

We have made a number of improvements to domain settings management. Auto-associate new content types to domains, improved UI for better navigation, and clearer status indicators make domain management more intuitive and efficient.

- Auto-content association
- Improved UI navigation
- Clear status indicators

[Free](#)[Starter](#)[Pro](#)[Ent](#)[Live](#)

Launch region: Global

Information Pop-over for Events and Membership Filters

We've added information pop-overs for events and list memberships. These provide helpful context so customers can better understand and use these powerful filtering options without leaving their workflow.

- In-context guidance
- Better filter understanding
- Reduced confusion

Free

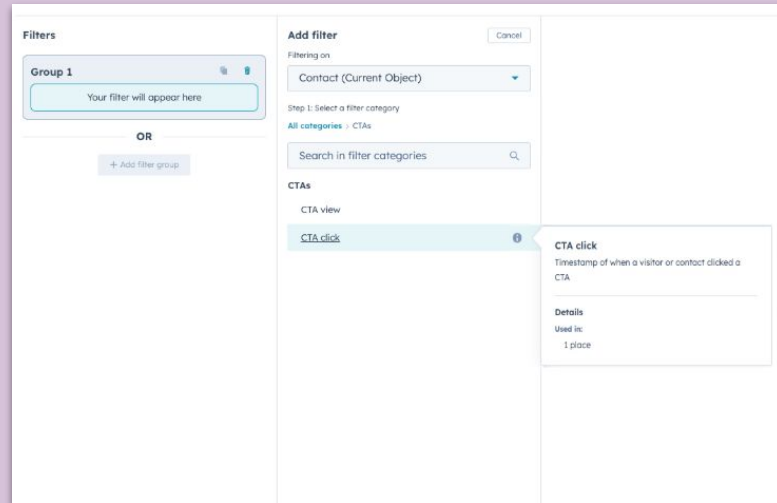
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Launch region: Global



Data Model Builder

A new centralized data model configuration space. Within this space, admins can see their objects, create new ones and make association and property decisions in one streamlined experience that guides them through best practices.

- Centralized configuration
- Guided best practices
- Streamlined management

Free

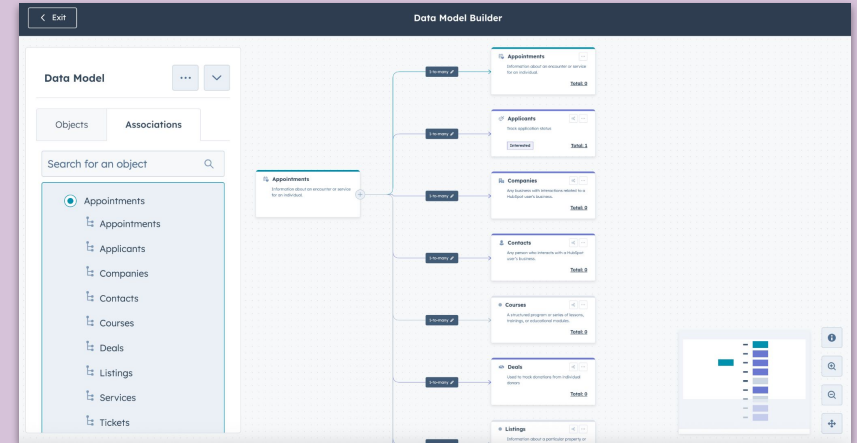
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Launch region: Global



More Flexibility in Property Field Type Changes

You can now change certain custom property field types even when they're in use on reports, views, or record pages. This flexibility means you can evolve your data model without disrupting existing workflows.

- Flexible field changes
- No workflow disruption
- Evolve with confidence

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Launch region: Global

Thank You

