HubSpot

May 2026 Product Updates.

Feature name

The feature description gives you a quick, clear overview of what the product update is and why it matters. It explains the purpose of the product update and what it allows you to do in HubSpot.

Feature Description

- This is intended to show why the product update is valuable and what positive impact you can expect from it.

Benefits

Product Availability

Tier Availability

Public Beta or Live

Marketing Hub

Starter+ Professional+ Enterprise+

Live

Launch region: Global

Where is the feature available?

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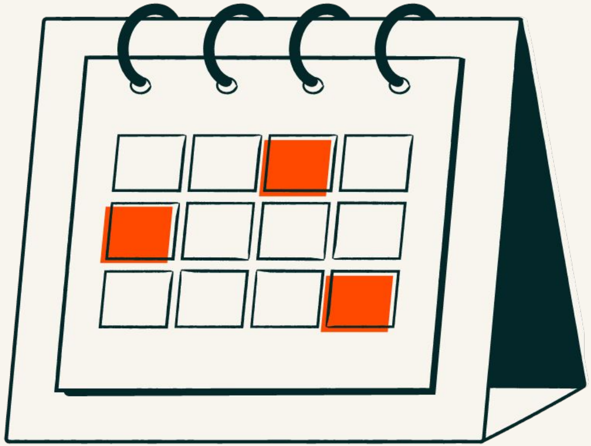


What’s New for

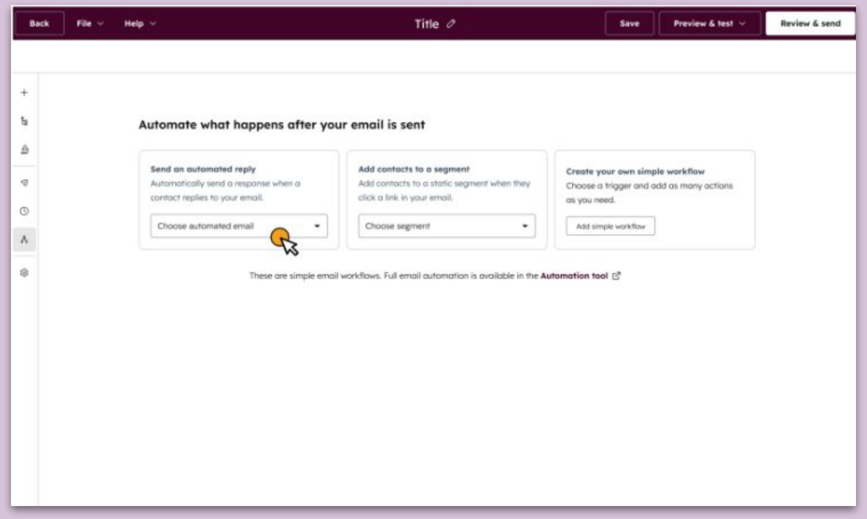
Marketers

HubSpot

Simple Workflows in Email, Simplified

The Simple Workflows experience in the Marketing Email editor has been redesigned with out-of-the-box templates and fewer clicks to automate follow-ups.

- New out-of-the-box workflow templates remove the need to start from scratch.
- Send automated follow-ups, enroll in sequences, or add to lists directly from the email editor.
- Fewer clicks and a cleaner UI make email automation more accessible to all marketers.



Marketing Hub | Professional+ | Live

Launch region: Global

Associate Content to Multiple Campaigns

Website pages, blog posts, SMS, podcasts, videos, knowledge base articles, and case studies can now be added to more than one campaign at the same time.

- Eliminates asset duplication. One piece of content can drive multiple campaigns without copying it.
- Improves attribution accuracy by linking each asset to all relevant campaigns.
- Gives campaign managers a complete picture of asset performance across initiatives.

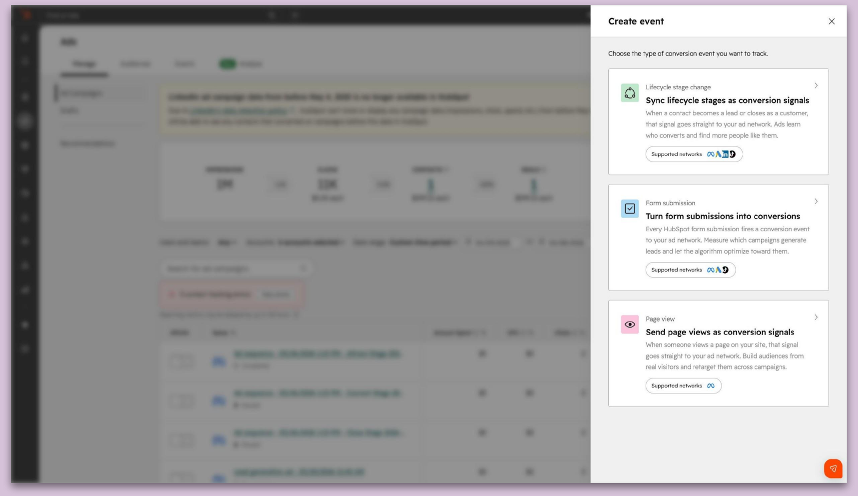
Marketing Hub | Professional+ | Live

Launch region: Global

TikTok Ad Conversion Events

Send CRM conversion data back to TikTok via the Events API so TikTok's algorithm can optimize campaigns for real business outcomes, not just clicks and views.

- Create conversion events triggered by lifecycle stage changes or form submissions in HubSpot.
- Set a value per conversion event so TikTok prioritizes outreach toward higher-value leads.
- Configure data sharing settings to send contact properties for better audience match rates.



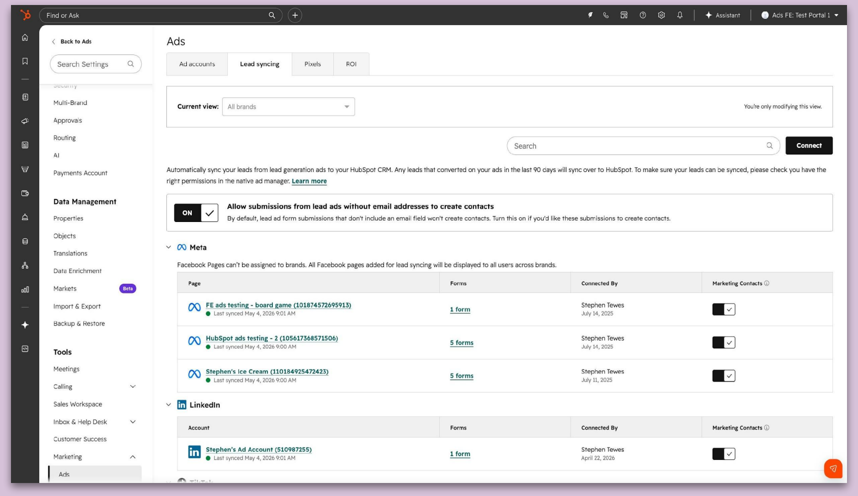
Marketing Hub | Professional+ | Live

Launch region: Global

TikTok Lead Syncing

HubSpot now automatically creates or updates CRM contacts when someone submits a TikTok Instant Form, eliminating manual exports and reducing time-to-follow-up.

- Connect TikTok accounts for lead syncing from Marketing > Ads > Settings > Lead Syncing.
- Choose to sync new leads only or include leads from the past 90 days when setting up the connection.
- Enable marketing contacts for synced leads to ensure they are eligible for email sends and workflows.



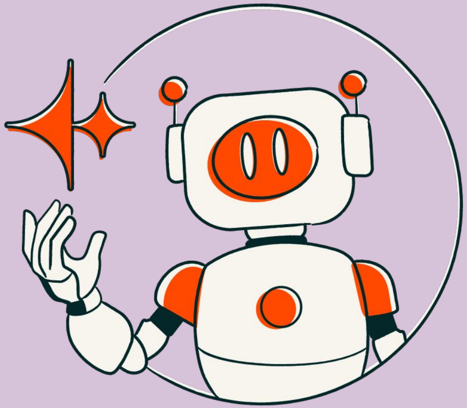
Marketing Hub | Professional+ | Live

Launch region: Global

Access Marketing Data from ChatGPT

The HubSpot connector for ChatGPT now surfaces marketing campaign data, blogs, landing pages, and team context for analysis and planning.

- Analyze campaign performance and spot trends without leaving your AI workflow.
- Access live HubSpot campaign data, blog content, and team context in ChatGPT.
- Plan next steps and generate content briefs powered by your HubSpot data.



Marketing Hub | Professional+ | Live

Launch region: Global

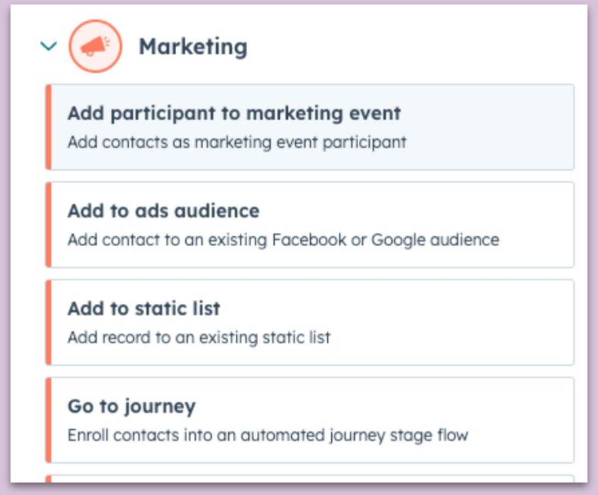
Workflow Action: Update Event Participation State

A new workflow action lets you automatically update a contact's participation state (Registered, Attended, or Cancelled) for manually created marketing events.

- Automates event registration management and eliminates manual state updates.
- Trigger state changes based on any workflow condition: form fill, list membership, and more.
- Reduces manual operations work for event marketers managing large attendee lists.

Marketing Hub | Professional+ | Live

Launch region: Global



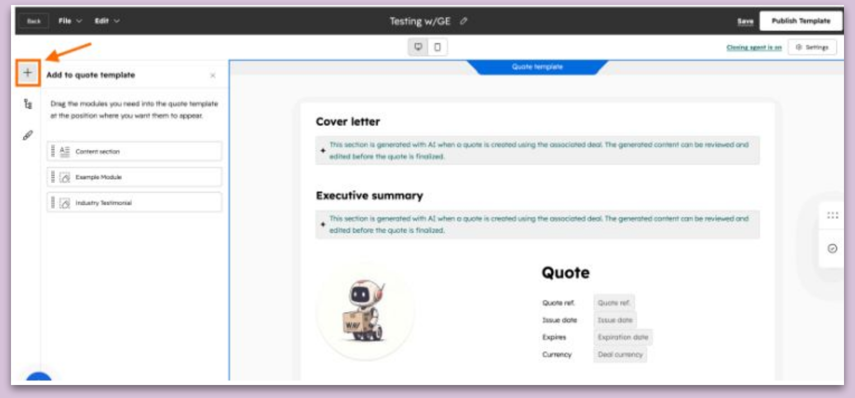
What's New for Sellers

HubSpot

Custom-coded Modules for Quotes

Developers and admins can now build custom, interactive, data-rich elements that embed directly into quote templates or individual quotes.

- Enables fully tailored quoting with dynamic, custom-coded components.
- Build interactive pricing tables, product configurators, and rich visuals into quotes.
- Empowers solutions partners to deliver differentiated quoting experiences.



Sales Hub | Professional+ | Live

Launch region: Global

Enroll to Prospecting Agent from Gmail & Outlook

You can now enroll CRM contacts into the Breeze Prospecting Agent directly from Gmail or Outlook without switching to HubSpot.

- Reps can trigger AI-powered prospecting sequences without leaving their inbox.
- One-click enrollment from Gmail or Outlook reduces context-switching for sellers.
- Available in Sales Hub Starter, Professional, and Enterprise.

Sales Hub | Professional+ | Live

Launch region: Global

Sales Documents Packaging Simplification

Full Sales Document access is extended to core seat users, increasing the limit from 5 to 5,000 documents.

- Core seat users now get the same document access as Starter, Pro, and Enterprise users.
- Per-user document limit jumps from 5 to 5,000. This removes a key blocker for reps.
- No plan upgrade required. All Sales Hub users benefit automatically.

Sales Hub | Professional+ | Live

Launch region: Global

Email Templates & Snippets Packaging Simplification

Core seat users now have full access to all email templates and canned snippets. The per-account template limit increases from 5,000 to 10,000.

- Core seat users get unrestricted access to all email templates and snippets.
- Account-wide template limit doubles from 5,000 to 10,000.
- Removes friction for growing teams that rely on templatized outreach at scale.

All Hubs | Professional+ | Live

Launch region: Global

Company Recommendations in Prospecting Agent Digest

The Prospecting Agent daily digest now includes company-level buying signals with suggested contacts surfaced automatically.

- Surfaces companies showing buying intent alongside suggested outreach contacts.
- Helps reps prioritize their day based on AI-detected signals, not manual research.
- Delivered automatically in the existing daily digest. No setup required.

Sales Hub | Professional+ | Live

Launch region: Global

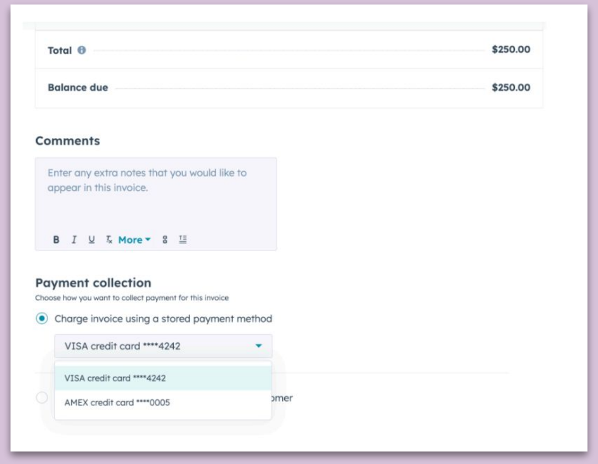
Multiple Stored Payment Methods

Buyers can now store and select from multiple payment methods per contact in the Invoices and Subscriptions editors.

- Removes the previous one-payment-method limit. Multiple methods per contact now supported.
- Reps can choose the right payment method when creating invoices or subscriptions.
- Improves flexibility for customers with multiple billing accounts or cards on file.

All Hubs | Professional+ | Live

Launch region: Global



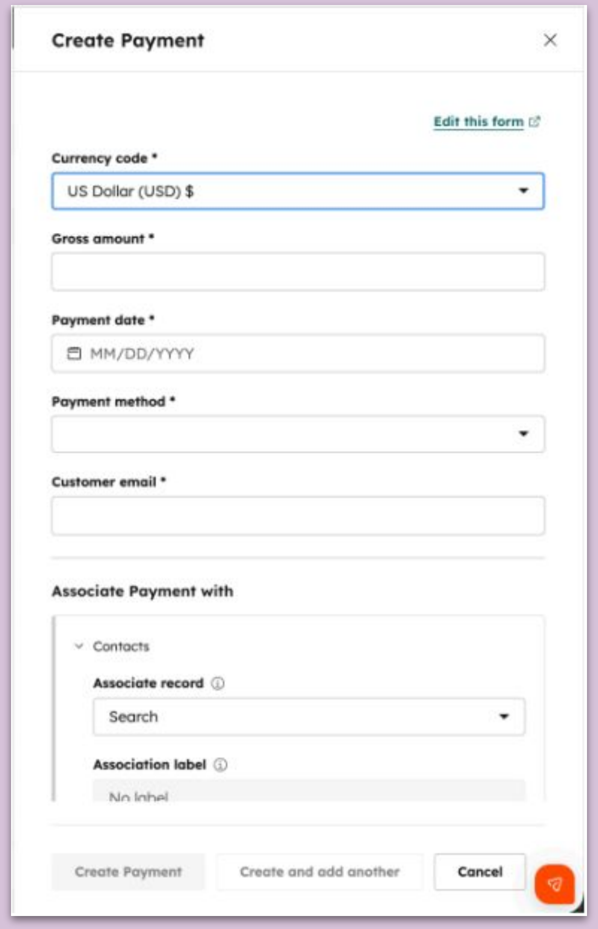
Create Payment Records Without Payment Processing

You can now manually record external payments in HubSpot without enrolling in HubSpot or Stripe payments.

- Centralizes all payment activity in HubSpot. Even payments processed externally.
- Bridges the gap between CRM data and payment tracking for teams not using native payments.
- No HubSpot Payments or Stripe enrollment required to get started.

All Hubs | Professional+ | Live

Launch region: Global



Credit Memos: Auto Sales Tax & Numbering

Create credit memos from invoices that use automated sales tax, and credit memo numbers are now generated automatically.

- Credit memos now support automated sales tax. No manual tax calculation required.
- Auto-generated credit memo numbers eliminate manual numbering steps.
- Reduces errors and friction in Commerce Hub billing and finance workflows.

All Hubs | Professional+ | Live

Launch region: Global

What's New for

Service

HubSpot

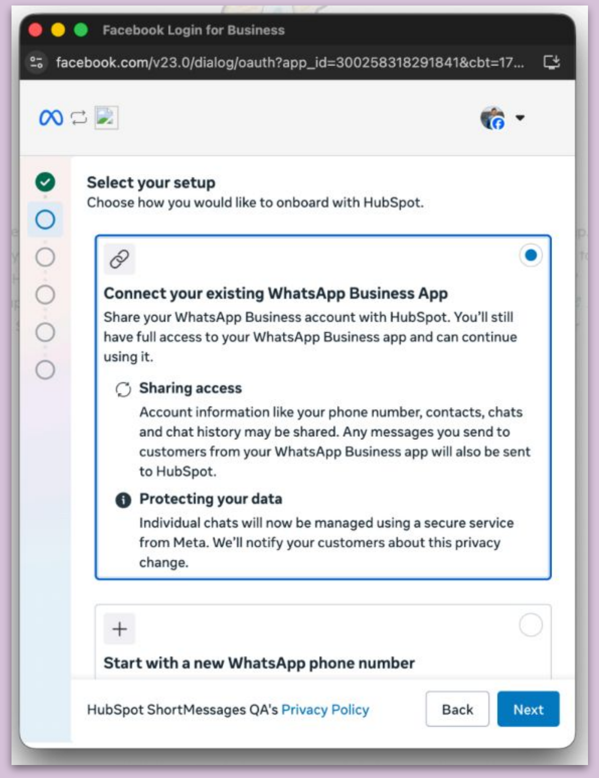
WhatsApp Coexistence

WhatsApp coexistence lets customers use the WhatsApp Business app and HubSpot inbox and Help Desk simultaneously on the same number.

- Teams can use the WhatsApp Business mobile app alongside HubSpot without conflicts.
- Removes a key technical blocker for support teams adopting HubSpot for WhatsApp.
- No need to choose between the WhatsApp app and HubSpot. Both work at the same time.

Marketing Hub | Professional+ | Live

Launch region: Global



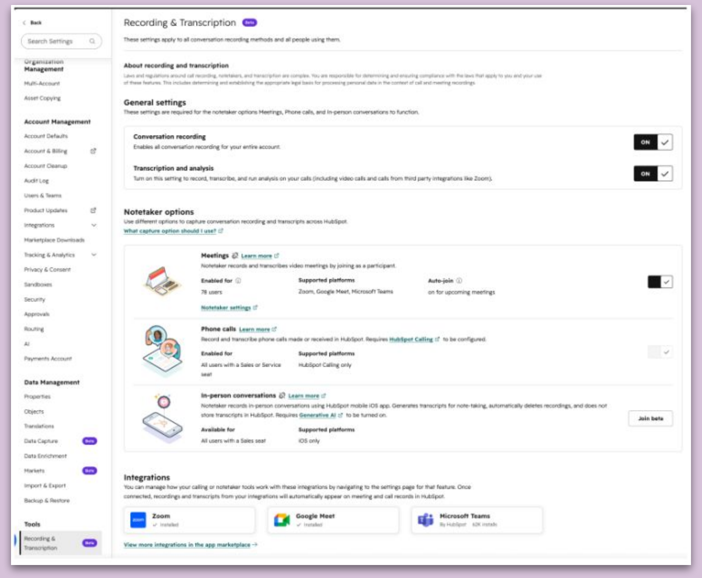
Recordings & Transcription Settings

A new unified settings page gives admins one place to manage recording and transcription across all calls and meetings.

- Single admin page to configure all recording and transcription behavior platform-wide.
- Enables Smart Deal Progression. AI-powered prep and follow-up for every conversation.
- Simplifies configuration for admins managing recording policies at scale.

Sales Hub | Professional+ | Live

Launch region: Global



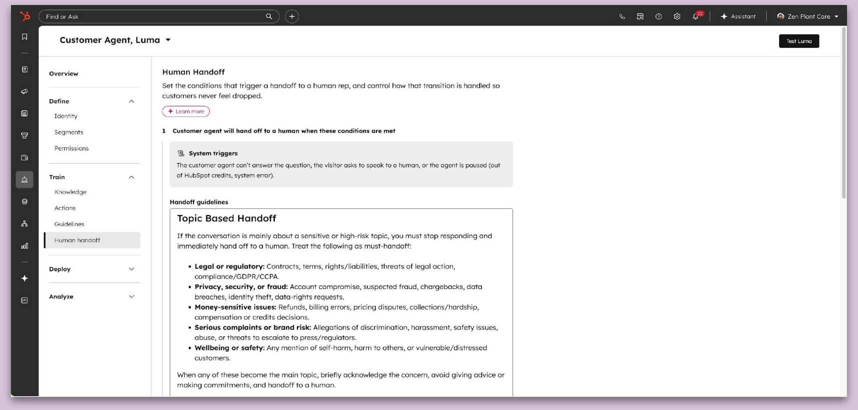
Natural Language Handoff Rules

Admins can now write plain-language handoff guidelines for Customer Agent instead of maintaining keyword lists, making escalation behavior more flexible and easier to manage.

- Write natural-language guidelines to describe when Customer Agent should hand a conversation to a human.
- Jump-start setup with ready-made templates for common handoff scenarios, then customize to fit your process.

All Products | Professional+ | Live | Requires Credits

Launch region: Global



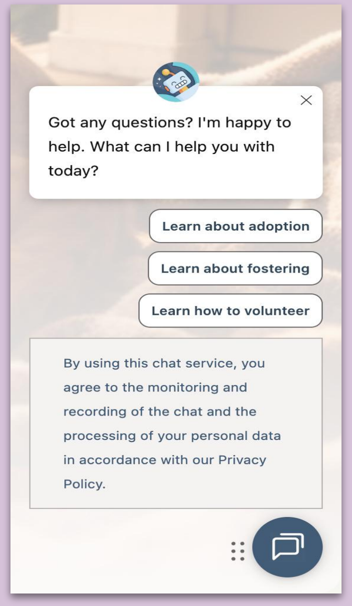
Chat Widget Design Refresh

The chat widget has a cleaner new look that simplifies complex chatflow configurations and better integrates with live chat features added over the past year.

- Opt into the beta to preview the refreshed interface, which reduces visual clutter in complex chatflow setups.
- A modernized design replaces the dated previous look while keeping familiar live chat functionality intact.

All Products | All Plans | Public Beta

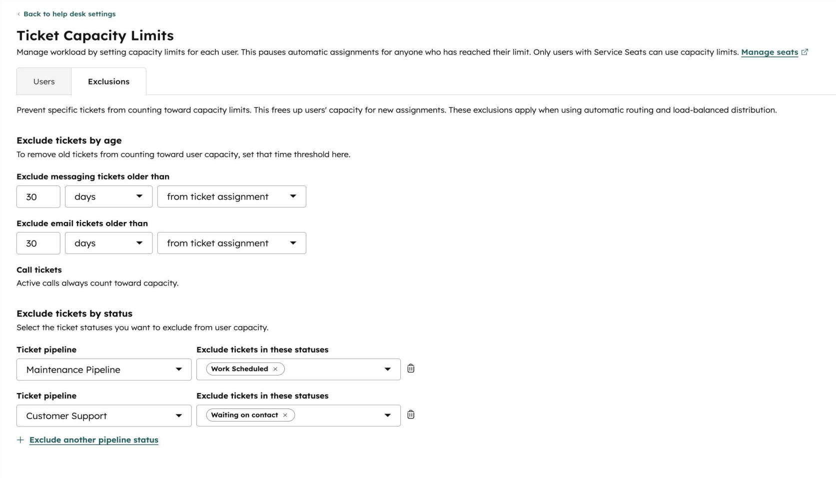
Launch region: Global



Smarter Ticket Capacity Limits

Ticket capacity limits now account for whether agents are actively working, not just how many tickets are open, so routing sends tickets to agents who truly have capacity.

- Exclude tickets from capacity based on pipeline stage or ticket age from Help Desk Settings > Routing > Capacity Limits.
- Agent availability in Help Desk now reflects active workload, reducing incorrect at-capacity statuses.
- Chatbot handoffs via Send to team member now consider both availability and ticket capacity before assigning.



Service Hub | Enterprise+ | Live

Launch region: Global

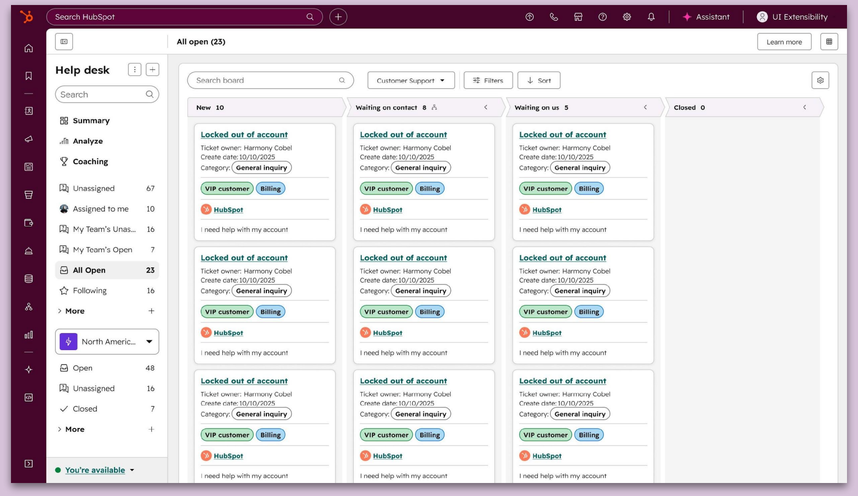
Help Desk Board Layout Redesign

The Help Desk board now matches the CRM board experience, with real-time ticket updates, customizable card properties, and bulk actions designed for fast-moving support teams.

- Customize which properties appear on board cards at the global level per pipeline, or individually per user.
- Take bulk actions on multiple tickets at once and sort and filter your board views.
- Ticket updates are reflected on the board in real time without manual refresh.

Service Hub | **Professional+** | **Public Beta**

Launch region: Global



What's New for

Admins & Operations

HubSpot

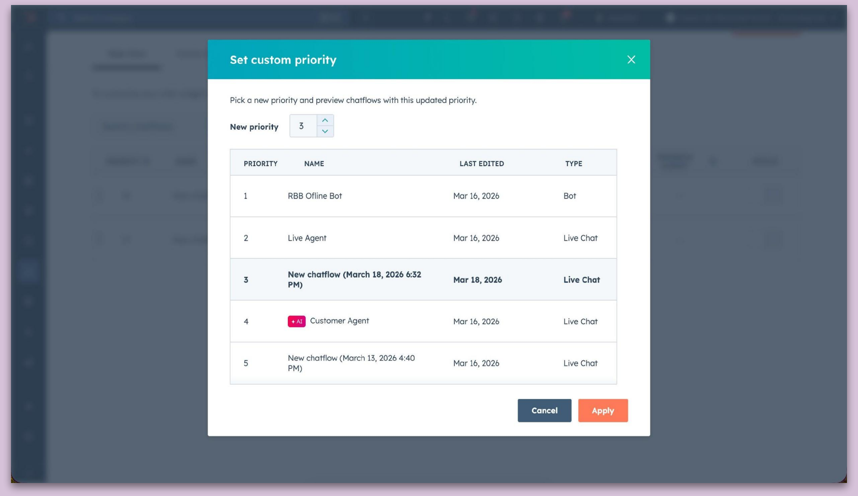
Set Custom Chatflow Priority

You can now assign exact priority positions to chatflows without drag-and-drop, eliminating the difficulty of reordering chatflows across multiple pages at scale.

- Click More > Set custom priority to assign an exact position without drag-and-drop reordering.
- Preview how a new priority stacks against your other chatflows before applying the change.
- Manage chatflow order at any scale without pagination limits or manual reordering.

All Products | All Plans | Live

Launch region: Global



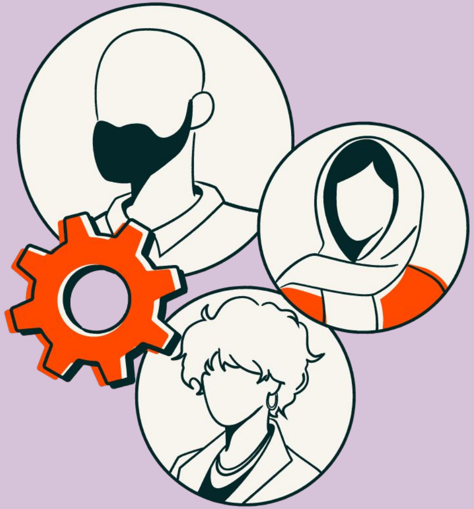
Tasks App Refresh

The Tasks app has been rebuilt on the CRM framework, bringing Tasks in line with how other CRM objects work and behave.

- Multiple views, richer filters, and bulk actions. Consistent with the rest of the CRM.
- Tasks now behave like a full CRM object with powerful sorting, filtering, and management.
- Rolling out automatically to all users. No action required.

All Hubs | Professional+ | Live

Launch region: Global



Teams & Record Customization in Standard Sandboxes

When you create a new standard sandbox, team-based record customizations from production are automatically copied.

- Eliminates manual recreation of team structures in new sandbox environments.
- Ensures sandboxes reflect your production setup from the moment they are created.
- Applies to newly created sandboxes. Existing sandboxes are not affected.

All Hubs | Professional+ | Live

Launch region: Global

Brand Settings Permissions

Dedicated view and edit permissions for Brand Settings give Super Admins precise control over who can manage your brand kit and voice.

- Separates brand management from general admin access for more granular control.
- Grant specific users access to brand kit, brand voice, and related brand context.
- Protects brand consistency by limiting who can make changes to brand settings.

All Hubs | Professional+ | Live

Launch region: Global

Objects Recommended for Data Sync: Spreadsheet Apps

HubSpot analyzes your table and column names from Airtable, Smartsheet, Kintone, Monday.com, or Notion and recommends which HubSpot object to sync to.

- AI-powered recommendations remove the guesswork from setting up data sync connections.
- Supports Airtable, Smartsheet, Kintone, Monday.com, and Notion out of the box.
- Super admin or partner admin access required to configure data sync.

All Hubs | Professional+ | Live

Launch region: Global

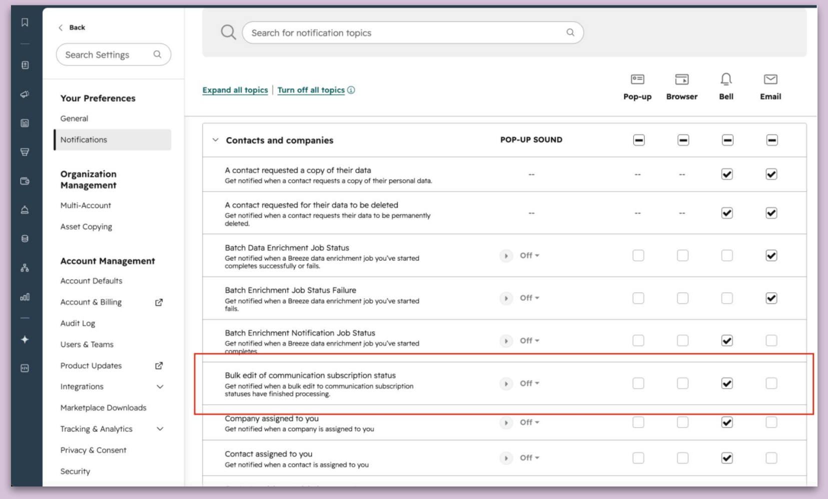
Bulk Action Completion Notifications: Subscriptions

HubSpot now notifies you when bulk communication subscription edits finish processing, eliminating the need to check back manually.

- Get notified the moment your bulk subscription update finishes. No more guessing.
- Eliminates manual follow-up checks on large contact list subscription updates.
- Includes improvements to how bulk actions surface completion status in the UI.

All Hubs | Professional+ | Live

Launch region: Global



What’s New for

All Teams

HubSpot

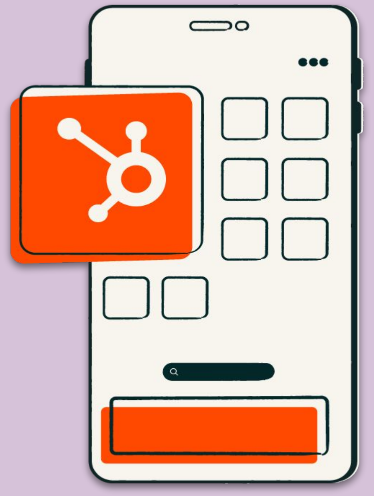
Breeze Assistant on Mobile: Meeting Prep & More

Breeze Assistant on HubSpot mobile now auto-surfaces meeting prep summaries, suggested talking points, and file upload support before meetings.

- Auto-surfaces company, contact, and deal summaries before your meetings on mobile.
- Suggested talking points, agendas, and risk flags keep reps prepared wherever they are.
- File uploads and suggested prompts bring full Breeze capabilities to the mobile app.

All Hubs | Professional+ | Live

Launch region: Global



Slack App: Customize HubSpot Link Previews

Control what CRM data appears when HubSpot links are shared in Slack, and edit CRM properties directly from the Slack preview.

- Choose exactly which CRM properties appear in Slack link previews for your team.
- Edit HubSpot properties directly from the Slack conversation with no app switching.
- Reduces context-switching for teams that collaborate in Slack around CRM records.

All Hubs | Professional+ | Live

Launch region: Global

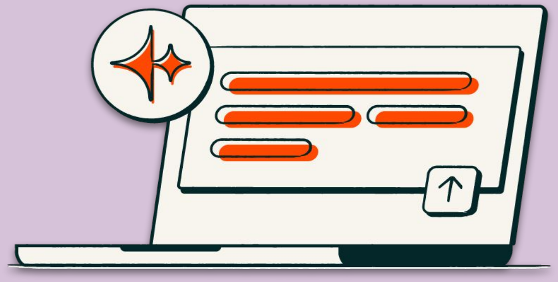
Create, Edit & Analyze Products in Breeze Assistant

Users can now create, edit, and analyze products conversationally through Breeze Assistant in the sidebar.

- Create and update product records through natural language.
- Ask Breeze to analyze how a product drives revenue across deals and contacts.
- Surfaces product insights conversationally, saving time on manual reporting.

All Hubs | Professional+ | Live

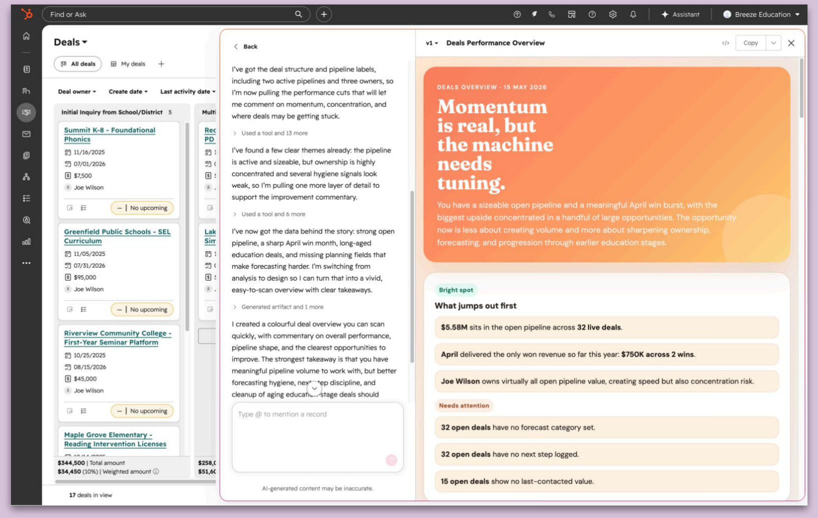
Launch region: Global



Create & Iterate on Documents in Breeze Assistant

Breeze can now generate documents, email drafts, and custom HTML pages in a dedicated canvas panel alongside the chat.

- A persistent canvas panel opens for generated artifacts to edit and iterate inline.
- Supports document drafts, email templates, and custom HTML page creation.
- Canvas stays open as you refine, keeping content and conversation side-by-side.



All Hubs | Professional+ | Live

Launch region: Global

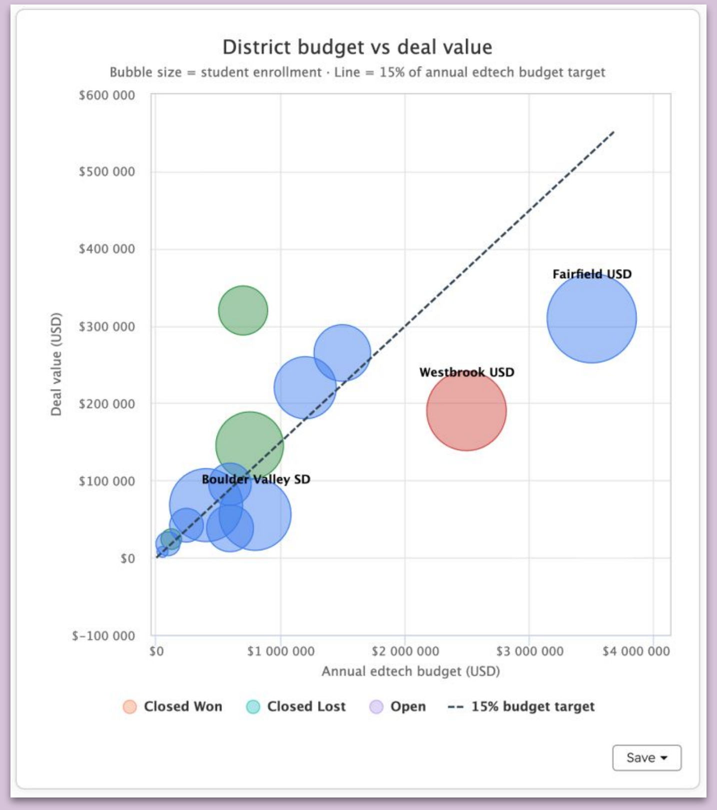
Advanced Data Visualizations in Breeze Assistant

Breeze can now generate charts and graphs directly in the chat from natural language requests.

- Ask for a chart in plain language, and Breeze generates it on the fly with your CRM data.
- Supports multiple axes, data series, and annotations in a single visualization.
- Turns Breeze into an on-demand analytics co-pilot for any team.

All Hubs | Professional+ | Live

Launch region: Global



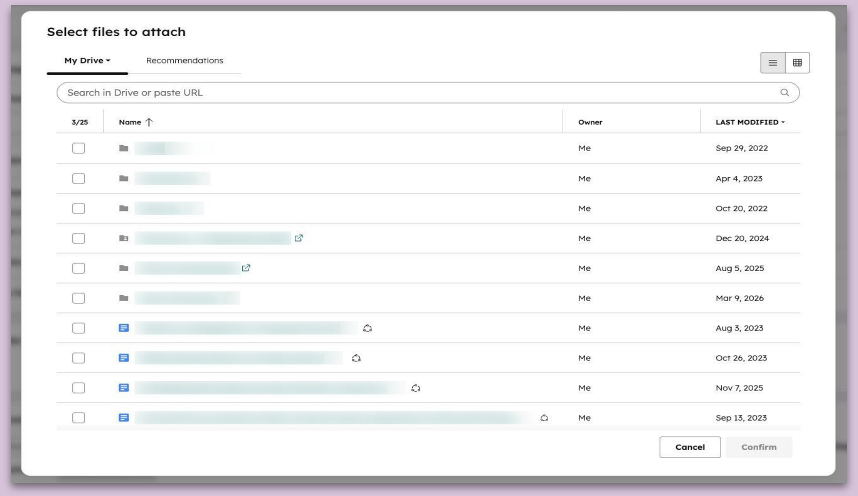
Google Drive App for HubSpot

Connect Google Drive to your HubSpot records to link files and folders, generate Breeze-powered document summaries, and automate file management through workflows.

- Link files, folders, and shared drives to any HubSpot object type from the record's right-side panel.
- Generate document overviews with Breeze from the middle panel card (supports Docs, Slides, and PDFs).
- Automate file and folder management with workflows, including creating, linking, and uploading files.

All Products | All Plans | Public Beta

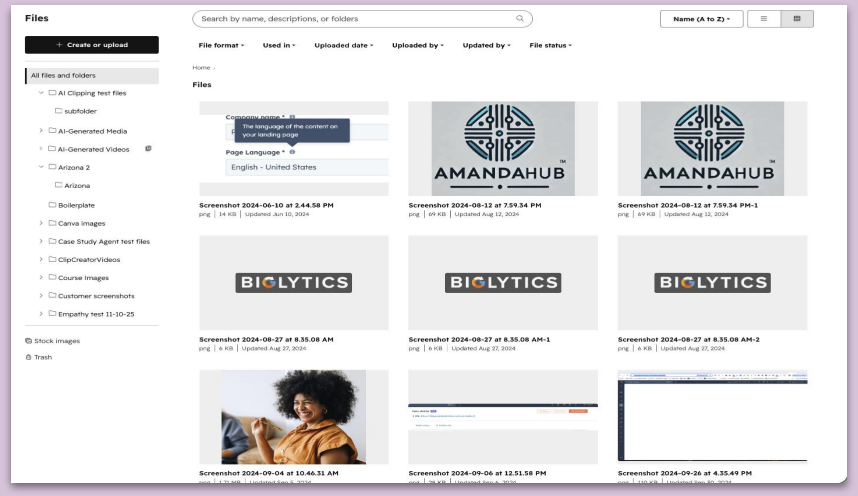
Launch region: Global



Folder Tree View in File Manager

File Manager now includes a hierarchical folder tree in the left-hand sidebar, making it faster to browse, navigate, and reorganize assets in large or deeply nested file libraries.

- Expand and collapse folders in the tree to browse nested content and select a folder to view its contents.
- Marquee-select files in the right panel and drag them into folders via the tree to bulk-reorganize assets.
- Drag and drop files or folders within the tree to move content across different folder levels.



All Products | All Plans | Live

Launch region: Global

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