HubSpot

April 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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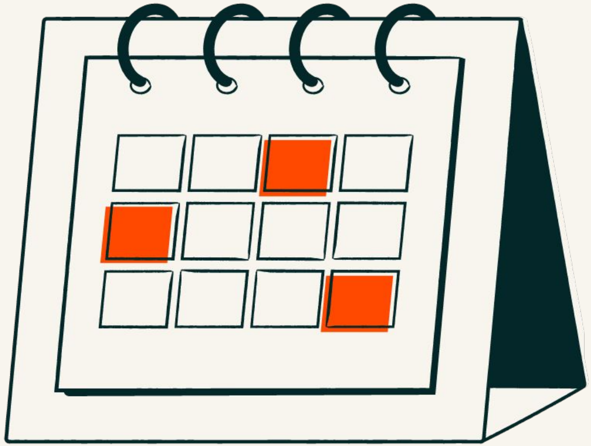


What's New for Marketers

HubSpot

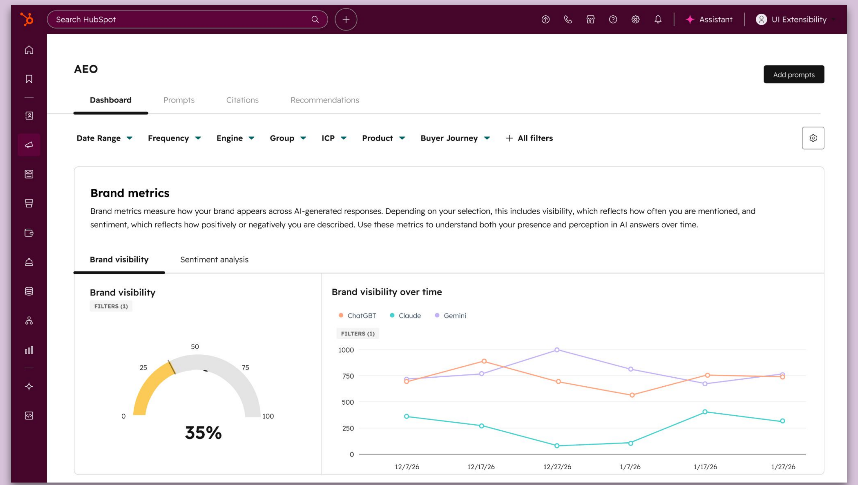
Answer Engine Optimization (AEO)

Measure and improve your brand's visibility in AI-powered search engines like ChatGPT, Perplexity, and Gemini — with recommendations tied directly to HubSpot's content tools.

- Track how often your brand appears in AI responses and how visibility changes across multiple answer engines.
- Get tailored content recommendations based on your prompt data, with direct links to act on them in HubSpot.
- HubSpot auto-suggests prompts from your CRM data including industries, competitors, and customer segments.

Marketing Hub | Professional+ | Live

Launch region: Global



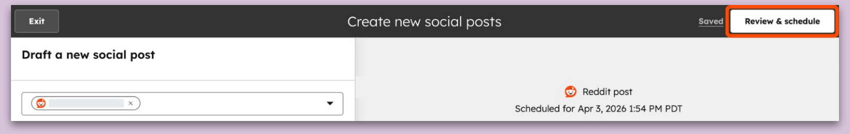
Reddit in HubSpot Social

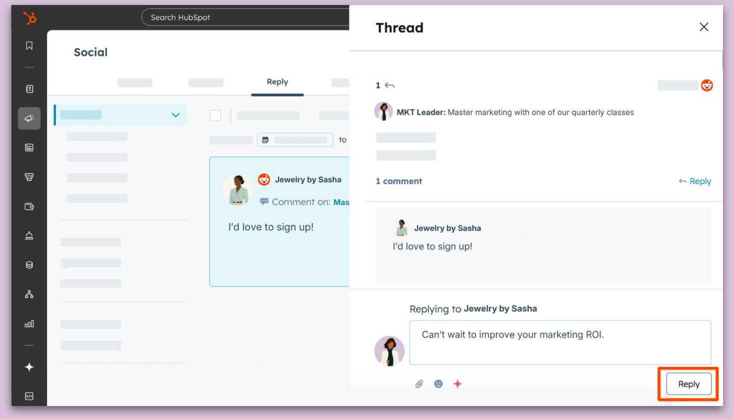
Publish, track, and monitor Reddit content directly in HubSpot Social alongside your other channels.

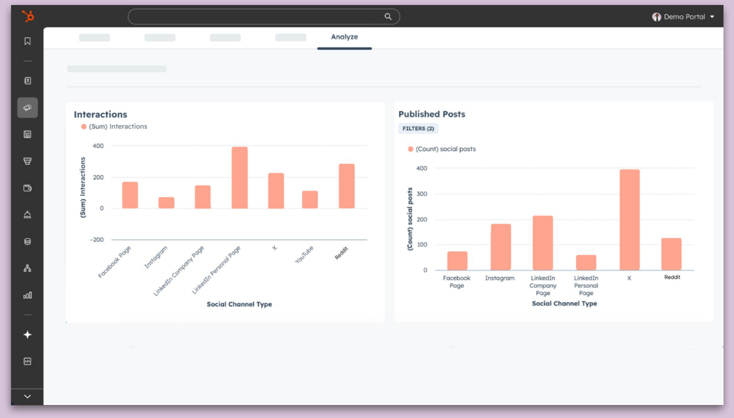
- Publish posts to subreddits, schedule them, and reply to comments from the same place you manage other social channels.
- Monitor brand sentiment, competitor mentions, and share of voice using the new Insights tab in Marketing > Social.
- Track post performance including comments and scores and review posts flagged for engagement.

Marketing Hub | **Professional+** | **Public Beta**

Launch region: Global



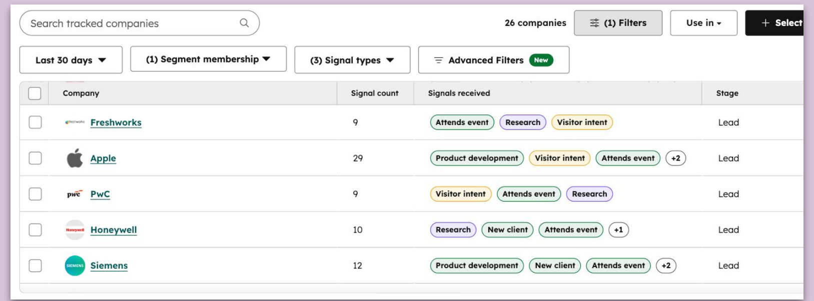




New Company News Signals

Three new company news signals, Attends Event, Product Development, and Client Signing, give sales and marketing teams timely, specific triggers to reach out to high-value accounts at the right moment.

- Track when target companies attend events, launch a product, or sign a major client.
- Signals are enabled by default and recorded on the company's activity timeline when detected.
- Use signals as criteria for segments, workflows, lead scoring, and custom reports.



All Products | All Plans | Live | Requires Credits

Launch region: Global

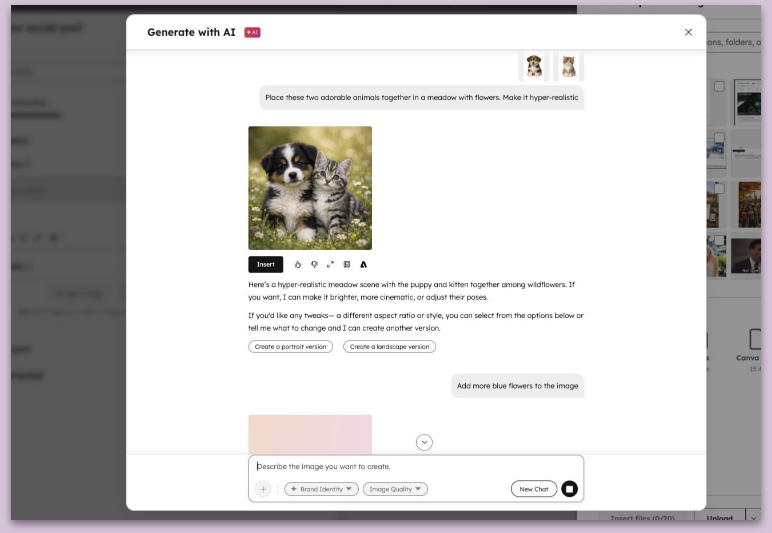
AI Image Creation and Editing Experience

HubSpot's AI image creation experience now supports a conversational workflow so you can refine images through follow-up instructions instead of starting over.

- Refine images with follow-up prompts like 'make it warmer' or 'remove the background.'
- Upload reference images to guide style or composition instead of describing your vision in text.
- Toggle Brand Identity to generate images using your brand kit colors and style automatically.

Content Hub | Starter+ | Public Beta

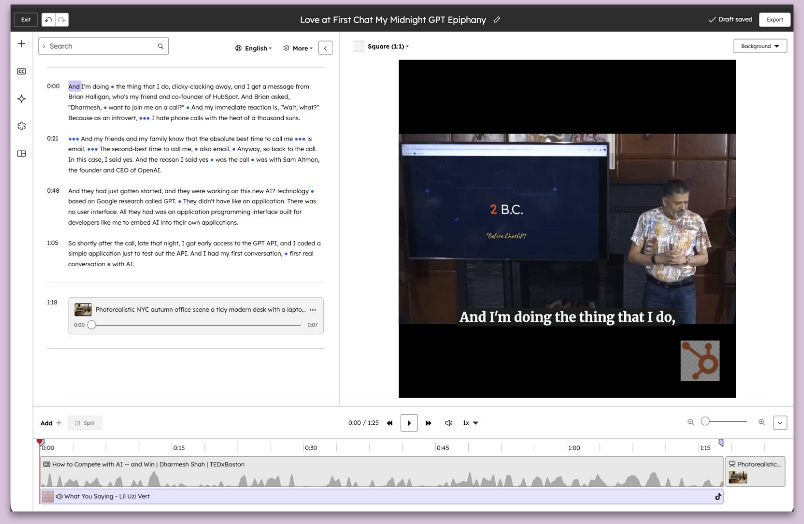
Launch region: Global



Video Editor for Marketing Hub

The HubSpot video editor is now available to Marketing Hub Professional and Enterprise customers for full video creation within the social composer.

- Trim videos, add text and image overlays, apply branded backgrounds, and export entirely in HubSpot.
- Add trending TikTok audio tracks directly in the editor when a TikTok account is connected.
- Use AI tools including voice isolation and multilanguage caption translation via the Breeze icon.



Marketing Hub | Professional+ | Live

Launch region: Global

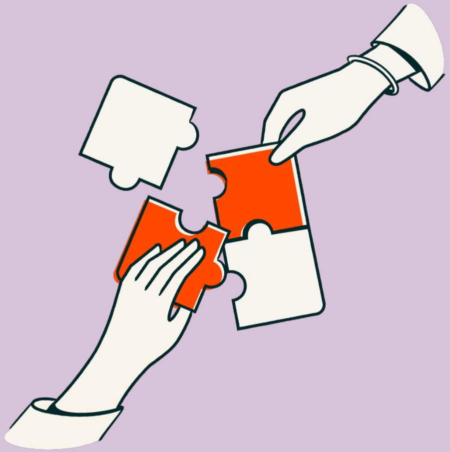
HubSpot Connector for Claude: Campaigns and Team Context

The HubSpot connector for Claude now includes marketing campaign data and team context so you can ask questions about performance and org structure directly in Claude.

- Access campaign metrics and published content through plain-language questions in Claude.
- Query team memberships and reporting structures including user roles and seat assignments.
- All data access respects your existing HubSpot user permissions.

Marketing Hub | Content Hub | Professional+ | Live

Launch region: Global



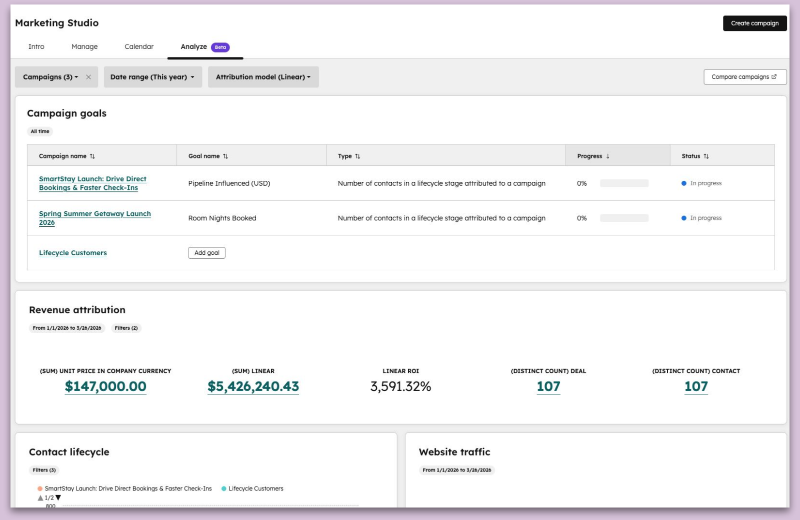
Multi-campaign reporting

View influenced contact, attribution, and asset data across multiple campaigns in aggregate with no custom dashboards or spreadsheet exports needed.

- Select campaigns via bulk actions, folders, or the campaign filter in the Analyze tab to see combined performance data.
- Use folders to create parent/child campaign structures and analyze an entire folder's campaigns in one view.
- Share a filtered multi-campaign view with teammates via URL so they see the same data without extra setup.

Marketing Hub | Professional+ | Public Beta

Launch region: Global



Automate Workflows with Campaign Data

Campaign properties and events are now available as workflow triggers and criteria, replacing manual monitoring with automated responses to campaign activity.

- Use campaign properties like budget, spend, revenue, owner, and date range as enrollment criteria.
- A new Influenced Contact event fires when a contact is touched by a specific campaign, enabling automated follow-up.
- Use Breeze Assistant to create campaign-based workflows directly.

Marketing Hub | Professional+ | Live

Launch region: Global

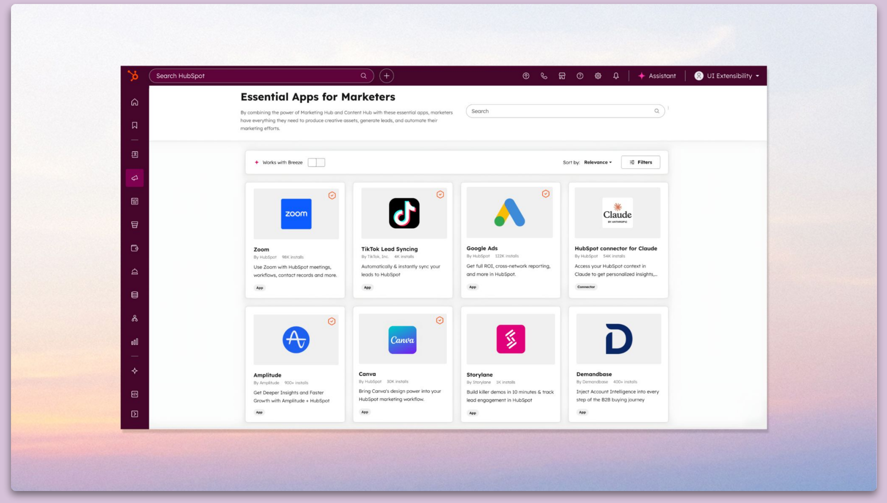
Essential Apps for Marketers 2026

HubSpot's Essential Apps for Marketers collection has been refreshed with a curated list of apps vetted for 2026.

- Browse 15 featured apps across analytics, content creation, ads, events, and AI.
- Apps include Amplitude, Canva, Demandbase, Google Ads, Reddit, Sendoso, TikTok Lead Syncing, Webflow, Zoom, and more.
- Access the collection in the HubSpot Marketplace under Apps > View all collections.

All Products | All Plans | Live

Launch region: Global



What's New for

Sellers

HubSpot

Prospecting Agent now available in Sales Hub Starter

Sales Hub Starter customers can try Prospecting Agent free for 28 days — with full access to buying signal detection, contact sourcing, and personalized outreach before any credits are used.

- Start your trial by publishing your first Play with no credits required for the full 28-day period.
- Detect companies showing buying signals, source contacts, and enroll them in personalized email and calling tasks.
- After the trial, Plays pause automatically. Starter plans include 500 credits per month at 100 credits per recommendation.

Sales Hub | Starter+ | Live | Requires Credits

Launch region: Global

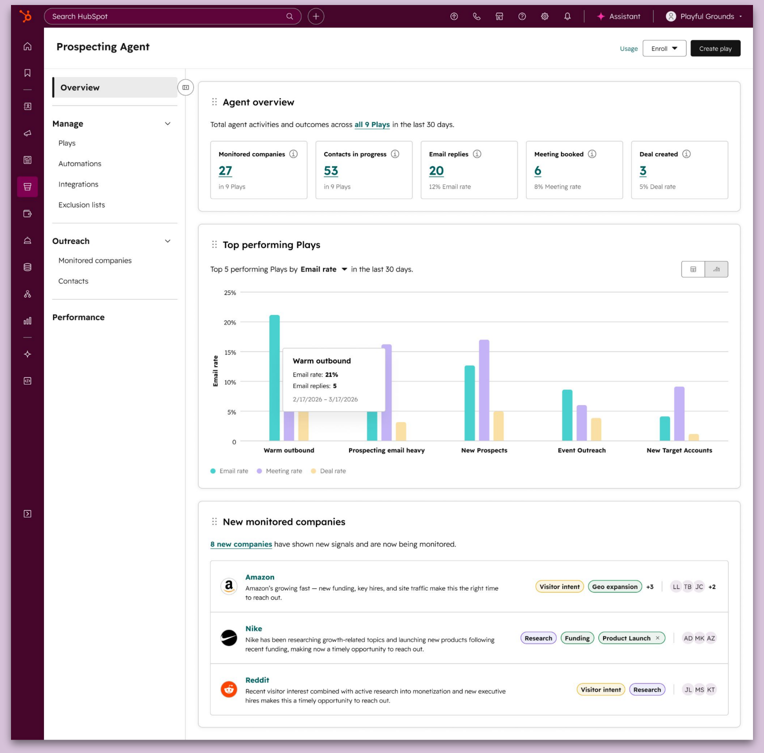
Prospecting Agent: Buying Signals and Contact Sourcing

Prospecting Agent now identifies companies showing buying signals and sources relevant contacts automatically, replacing manual account list building.

- Detect companies matching signals like growth, hiring, or funding, then automatically source contacts from your CRM or connected providers.
- Generate and enroll contacts in personalized email and calling tasks based on signal-triggered company matches.
- Eligible customers get 28-day free access to test signal-powered prospecting before credits are required.

Sales Hub | Professional+ | Public Beta | Requires Credits

Launch region: Global



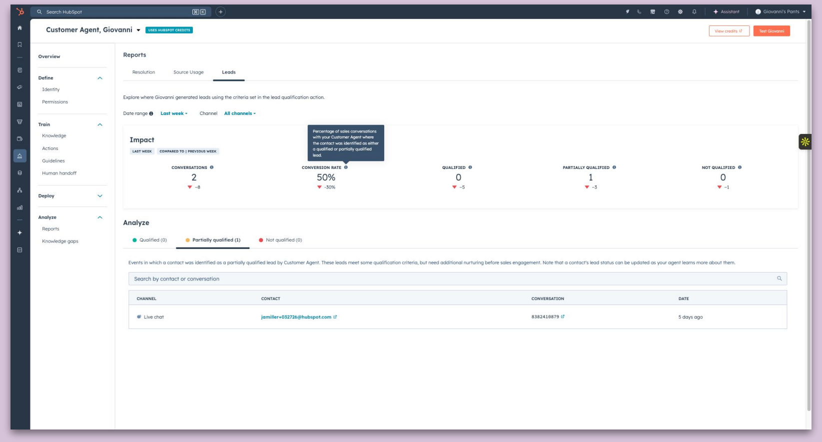
See How Customer Agent Lead Qualification Is Performing

Sales managers now have a dedicated reporting view showing how Customer Agent performs as a lead qualifier, with metrics on conversations, conversion rates, and outcomes.

- The Leads tab under Analyze > Reports surfaces an impact summary including conversations, conversion rate, and qualified vs. not qualified breakdowns.
- Drill into individual conversations to understand what drove each qualification outcome.

All Products | **Professional+** | **Live** | **Requires Credits**

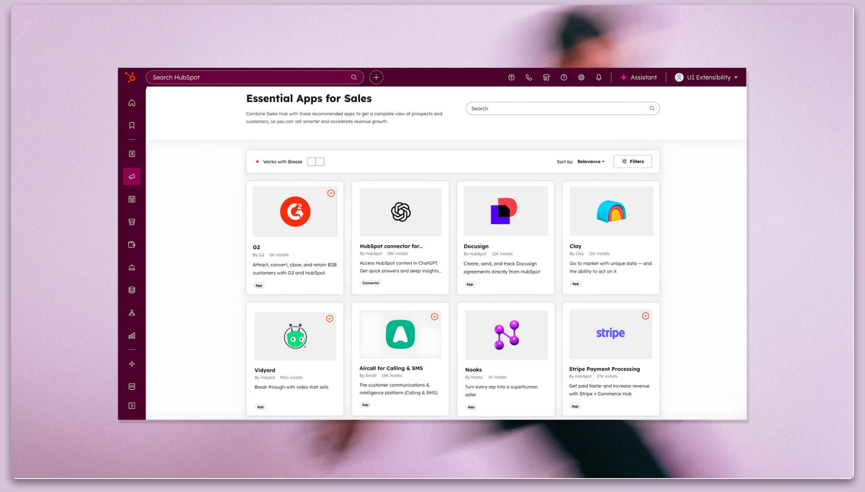
Launch region: Global



Essential Apps for Sales 2026

HubSpot's Essential Apps for Sales collection has been refreshed with a curated list of apps vetted for 2026.

- Browse 15 featured apps across calling, enrichment, e-signature, intent data, video, and AI.
- Apps include Aircall, Clay, DocuSign, G2, Gong, Gmail, Google Drive, Nooks, Stripe, Vidyard, and more.
- Access the collection in the HubSpot Marketplace under Apps > View all collections.



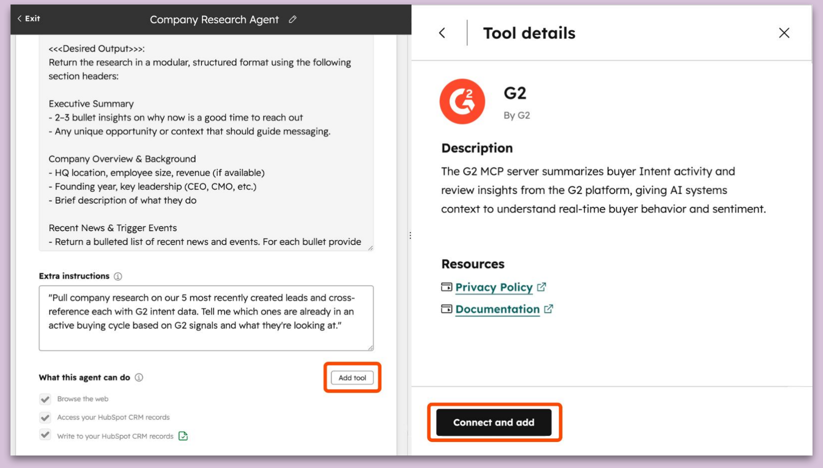
All Products | All Plans | Live

Launch region: Global

G2 MCP for HubSpot

Breeze Agents can now pull live G2 buyer intent signals and verified review data directly into HubSpot, replacing manual research before outreach.

- Surface which products prospects are researching, which competitors they're evaluating, and what drove real buyers' decisions.
- Identify when accounts return to market using live first-party G2 intent signals, replacing manual monitoring.
- Connect G2 to any Breeze Agent in minutes via Breeze Studio with no data engineering required.



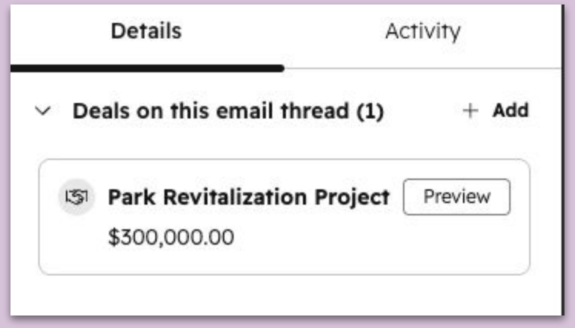
All Products | Professional+ | Live

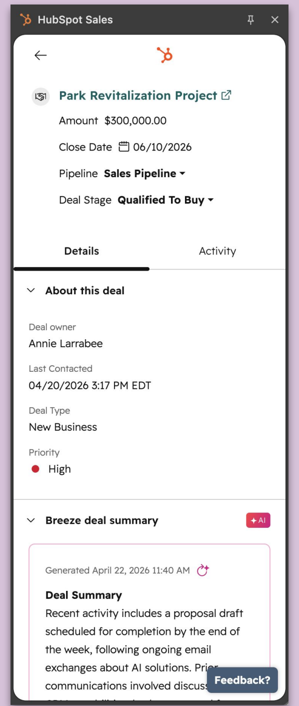
Launch region: Global

Deal Context in Gmail Extension

Sales reps can now view key deal details like properties, Breeze summaries, recent activity, and associated records directly in the HubSpot Gmail extension.

- Access deal properties, Breeze deal summaries, recent activities, and associated contacts, companies, and tasks from within Gmail.
- Edit deal properties inline while reading an email, keeping CRM data current without leaving your inbox.
- Configure which properties appear in the deal sidebar from HubSpot settings.





All Products | All Plans | Live

Launch region: Global

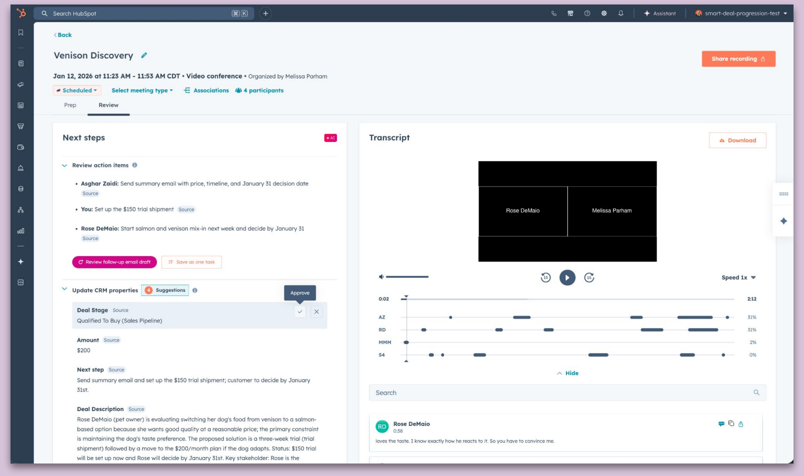
Notetaker with Smart Deal Progression

Smart Deal Progression turns every recorded call into suggested CRM updates, next steps, and a drafted follow-up email, reducing post-meeting manual work.

- Review and approve AI-suggested CRM property updates, next steps, and a follow-up email draft after each call.
- Access a meeting prep view with deal score, risks, buyer goals, and recent activity before each conversation.
- Ask Breeze questions across all recorded conversations at once to surface patterns without replaying recordings.

Service Hub | Sales Hub | Professional+ | Public Beta

Launch region: Global



Unstructured Engagement Signals for Buyer Intent

HubSpot now automatically extracts signals like Budget and Deal Timing from your calls, emails, and notes — converting conversational intent into structured company-level data.

- AI analyzes your engagements and fires a signal to the company record automatically when a match is detected.
- Use signals to alert reps when a prospect mentions budget, enroll companies in workflows, or refine lead scoring.
- Signals appear in the Buyer Intent app, Prospecting Agent, and on Company records.

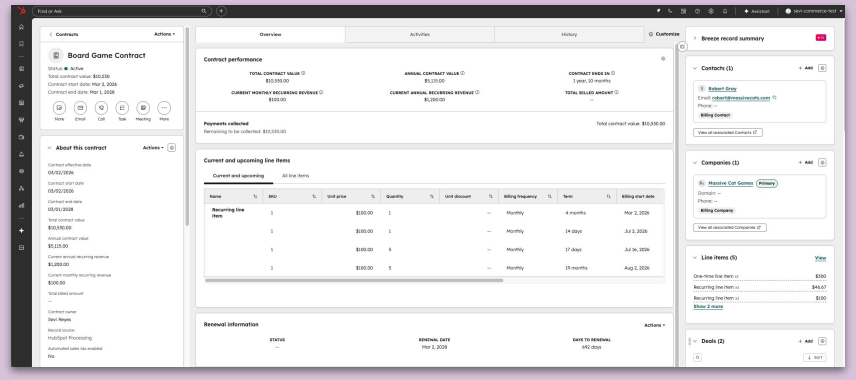
All Products | All Plans | **Live** | **Requires Credits**

Launch region: Global

Manage Renewals and Changes with HubSpot Contracts

Manage contracts from first deal through every renewal in HubSpot, with automatic generation from accepted quotes and full tracking of mid-term changes.

- When a buyer accepts a Commerce Hub quote, HubSpot automatically generates a contract with all deal details linked.
- Handle mid-term upgrades, downgrades, and pricing adjustments through change quotes created from any existing contract.
- Import existing contracts via CSV to centralize your full contract history without manual entry.



Commerce Hub | Professional+ | Public Beta

Launch region: Global

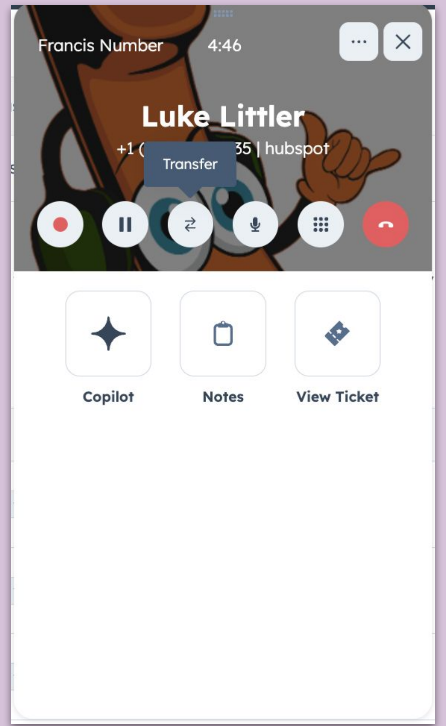
Transfer Calls Across Workspaces and Outbound

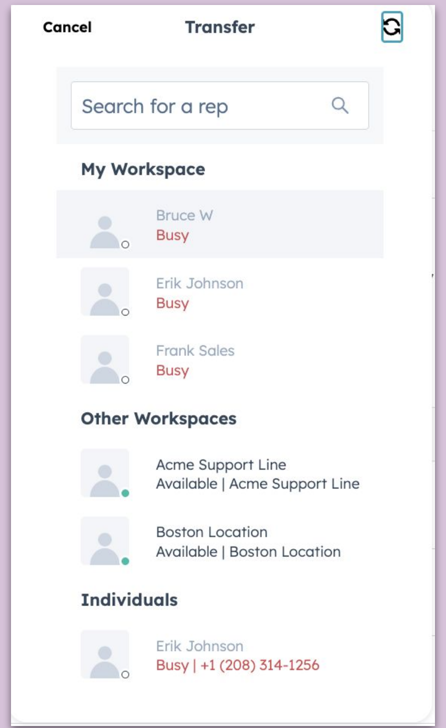
Reps can now transfer both inbound and outbound calls to other team members or workspaces without dropping the call.

- Transfer any active call to an available rep or workspace directly from the call interface.
- Cross-workspace transfers ring all available reps in the destination workspace simultaneously.
- To receive transferred calls, users must be assigned to a HubSpot number.

Service Hub | Sales Hub | Professional+ | Live

Launch region: Global

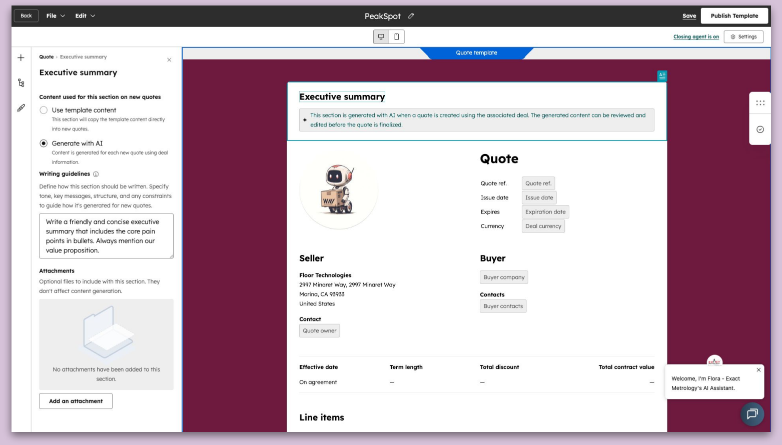




Writing Guidelines for Quote Templates

Admins can now add section-level writing instructions to quote templates so Breeze generates consistent, on-brand content every time.

- Add instructions to any quote template section specifying what to include, what to avoid, and tone preferences.
- Breeze applies your guidelines automatically each time a quote is generated from that template.
- Reps can still refine AI-generated content while built-in guidance keeps every quote on-brand.



Commerce Hub | Professional+ | Live

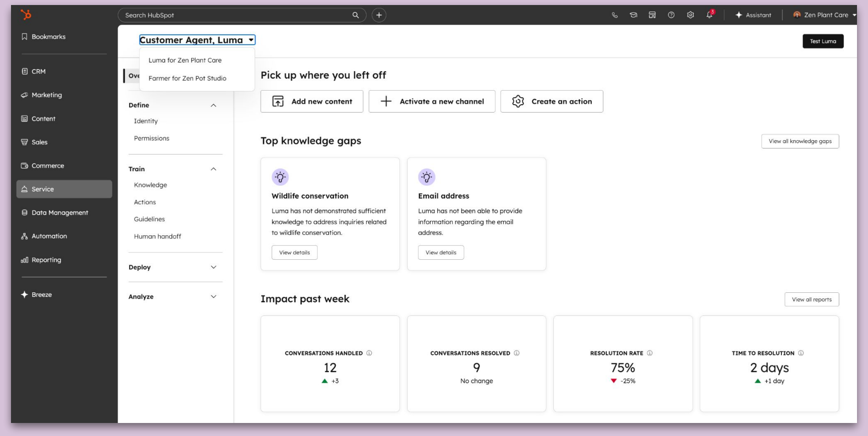
Launch region: Global

What's New for
Service

Customer Agent now Supports Multiple Brands

Multi-brand organizations can now create a distinct Customer Agent per brand in a single portal, each with its own identity, voice, and knowledge base.

- Configure separate identity, brand voice, and knowledge for each agent to prevent tone and context bleed between brands.
- Each agent deploys to its own channels with safeguards against accidental multi-agent deployment on the same channel.
- All agents appear as distinct entities across Help Desk, reporting dashboards, workflow builder, and channel assignments.



All Products | Professional+ | Live | Requires Credits

Launch region: Global

Customer Agent Language Switching

Visitors can now ask Customer Agent to switch languages mid-conversation and the agent will honor that request for the rest of the conversation.

- Visitors request a language change naturally, such as 'Can you reply in Spanish?' and the agent switches immediately.
- The agent remembers the language choice for the rest of the conversation without any configuration changes.
- If a requested language is not enabled, the agent informs the visitor and continues in the current language.

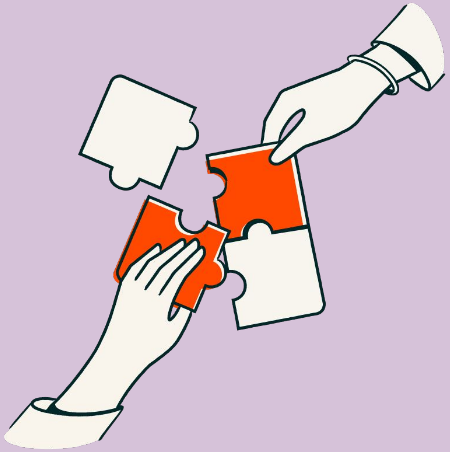
All Products | Professional+ | Live | Requires Credits

Launch region: Global

Cleanup Automation for Tickets

Automate the removal of outdated tickets using the account cleanup tool, keeping your pipeline clear of stale records without manual effort.

- Set criteria such as time since last update to define which tickets are eligible, then enable automation.
- Eligible tickets are removed immediately, and new tickets meeting your criteria are removed on the first of each month.
- Deleted tickets can be recovered from the recycle bin within 90 days.



All Products | Enterprise+ | Public Beta

Launch region: Global

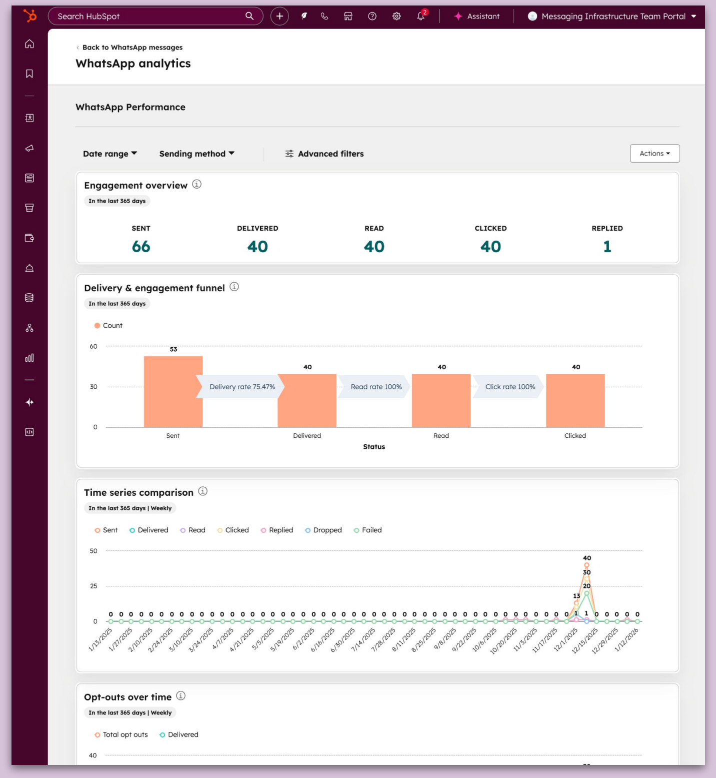
WhatsApp Home

WhatsApp now has a dedicated Home in HubSpot, giving teams a central place to manage messaging, templates, and performance reporting.

- Manage WhatsApp message templates with filtering by message type, team, account, and status.
- Track delivery, engagement, clicks, opt-outs, and messaging errors through a new reporting suite.
- Access WhatsApp Home via CRM in the left-hand panel.

Marketing Hub | Service Hub | Professional+ | Public Beta

Launch region: Global



Inline Images for HTML Knowledge Sources

Agents and Assistants can now access and reason over inline images embedded in Knowledge Articles, Blog Posts, Landing Pages, and Site Pages.

- Up to 10 qualifying inline images per page are automatically extracted, described, and indexed alongside text content.
- Agents receive relevant images and descriptions as context, enabling them to reference visual information in responses.
- Existing content is re-processed automatically. No action is required.

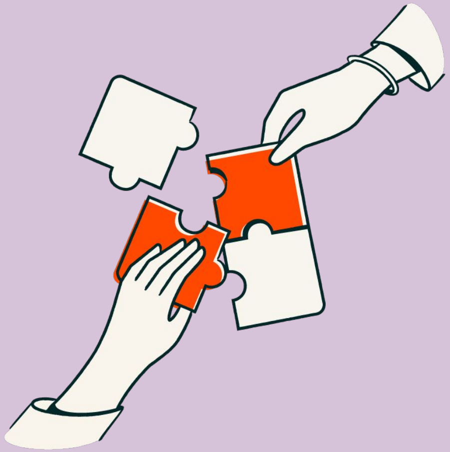
All Products | All Plans | Live

Launch region: Global

Onboarding Plans

Customer success teams can now create and manage structured onboarding plans inside HubSpot to track tasks required for customer activation.

- A new default 'Onboarding' pipeline is automatically created when the Project object is enabled in Service Hub portals.
- Select 'onboarding plan' as a project type to share plans with customers through the customer success portal.



Service Hub | Professional+ | Live

Launch region: Global

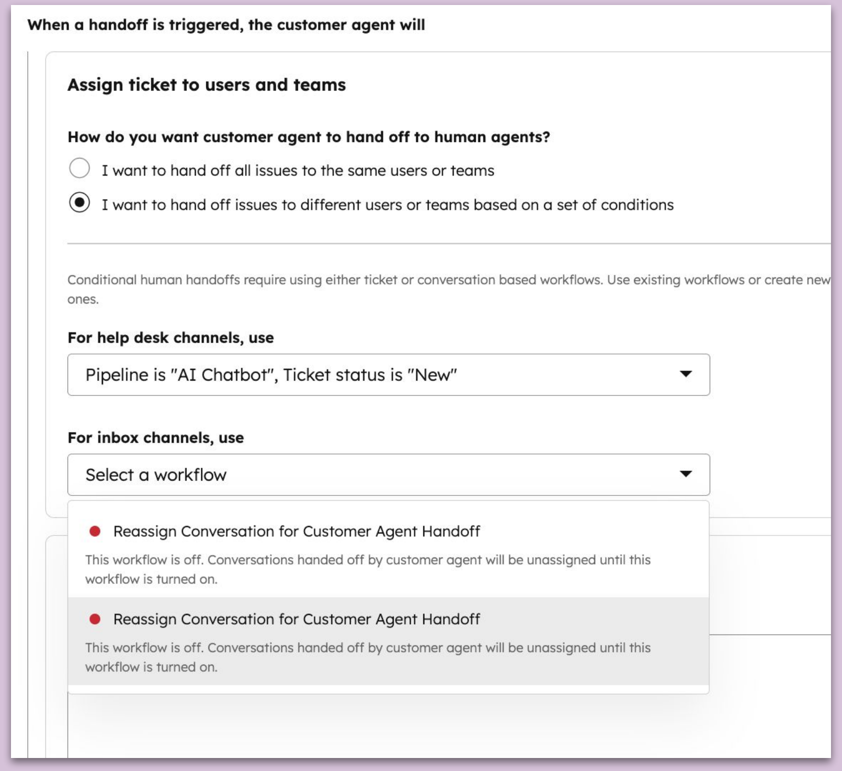
Conversation-Based Routing in Customer Agent Handoffs

Customer Agent now supports conversation-based workflows for human handoffs, enabling routing by properties like channel type or language.

- Route conversations based on properties like channel type or language directly in Customer Agent handoff settings.
- Supports live and async handoffs using existing or new workflow templates with branching logic.
- Enables migration from channel-specific handoffs to global handoffs for customers who haven't yet made that move.

All Products | Professional+ | Live | Requires Credits

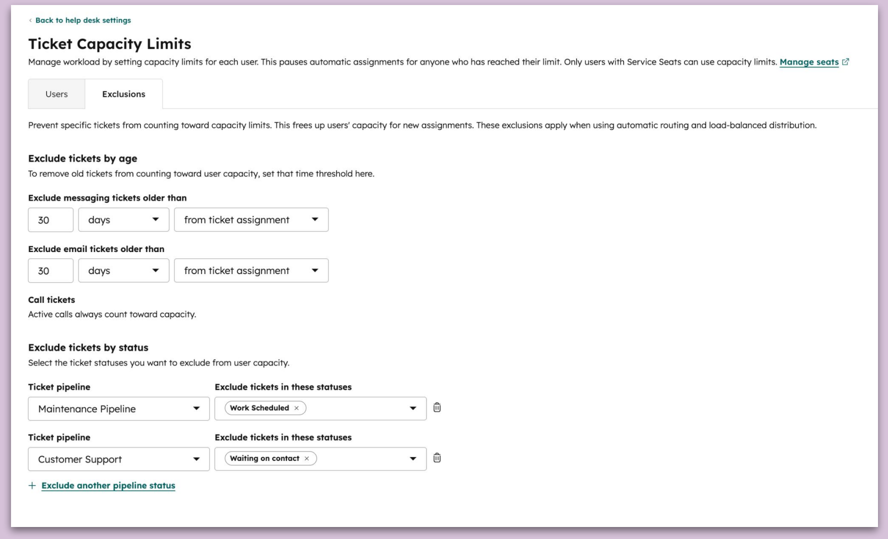
Launch region: Global



Smarter Ticket Capacity Limits That Reflect Active Work

Ticket Capacity Limits now reflect what agents are actively working on, not just total open tickets, leading to more accurate routing and fairer workload distribution.

- Configure which ticket stages or ages count toward capacity from Help Desk Settings, with different thresholds by ticket type.
- Routing rules and skill-based assignment now use updated capacity definitions so inactive tickets are less likely to block new ones.
- Agents can see real-time capacity status in their availability menu.



Service Hub | Enterprise+ | Live

Launch region: Global

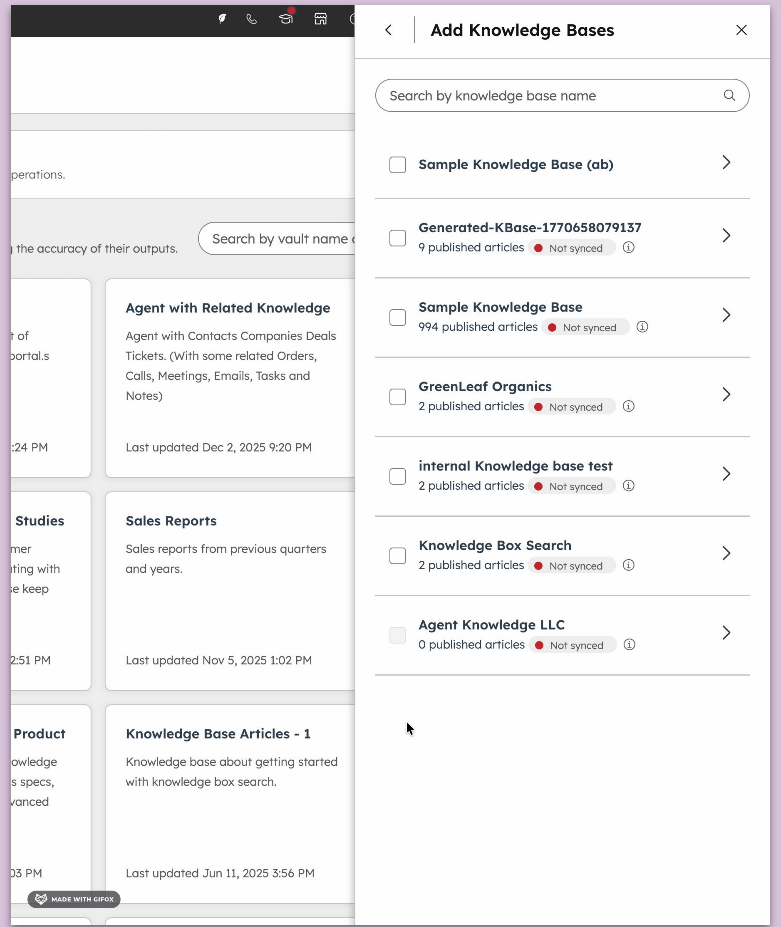
Connect Knowledge Base to Knowledge Vaults

Connect entire HubSpot Knowledge Bases to Knowledge Vaults, giving Breeze Agents and Custom Assistants direct access to your support content.

- All published articles, formatting, images, categories, tags, and metadata sync automatically with updates reflected as changes are made.
- Agents and assistants search across connected Knowledge Base content and include citations linking back to source articles.
- Only Knowledge Bases the user can access appear in the picker, and article visibility respects existing HubSpot permission settings.

All Products | All Plans | Live

Launch region: Global



What's New for

Admins & Operations

HubSpot

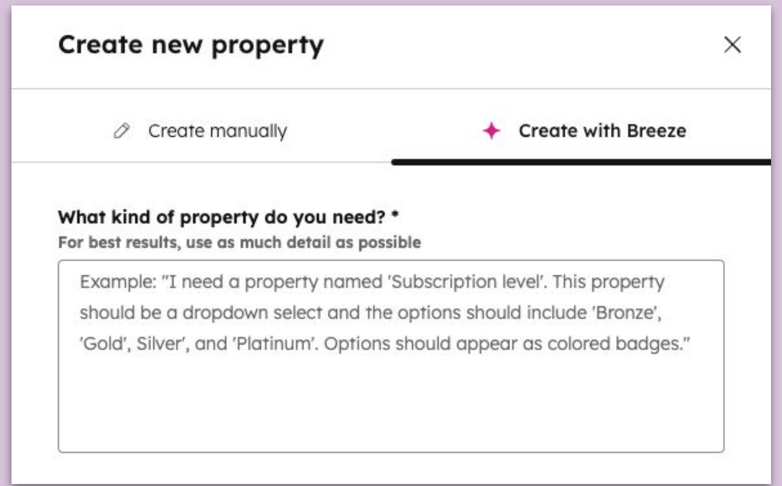
Create Calculation Properties using Breeze

Describe a calculated property in plain language and Breeze generates the formula, removing the need to build complex expressions manually.

- Describe what you want to calculate in plain language and Breeze proposes a formula you can review before saving.
- Supports custom equations and time-based formulas including Time since, Time until, and Time between.
- Review and edit the proposed formula before creating the property.

All Products | All Plans | Live

Launch region: Global



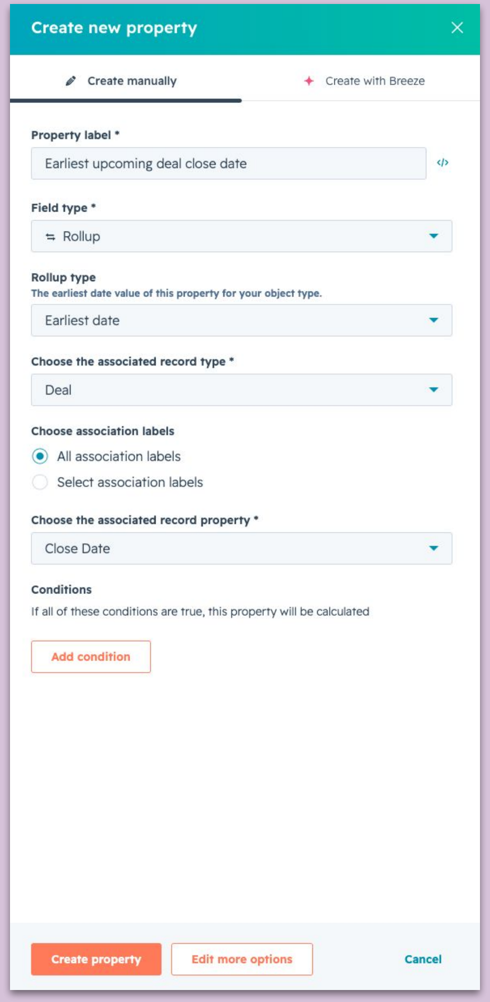
Earliest and Latest Date Rollup Properties

Two new rollup property types let you surface the earliest or most recent date across associated records, replacing manual workarounds for date-based insights.

- Create rollup properties that find the earliest or latest date value across any associated date or datetime field.
- Use cases include surfacing the nearest upcoming deal close date, tracking the latest ticket activity, or finding the earliest contract start date.

All Products | Professional+ | Live

Launch region: Global



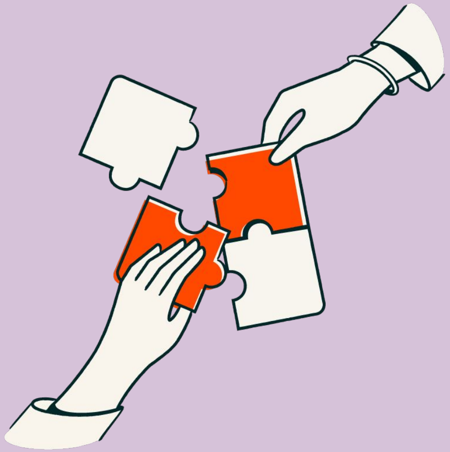
Association Actions for More Object Types

Workflow association actions now support Marketing and Commerce objects including contracts, invoices, orders, campaigns, and more.

- Use association actions for Contract, Credit Memo, Invoice, Order, Payment, Subscription, Marketing Event, and Campaign objects.
- Create, apply, update, or remove association labels using these new object types as both source and target in workflow actions.

All Products | Professional+ | Live

Launch region: Global



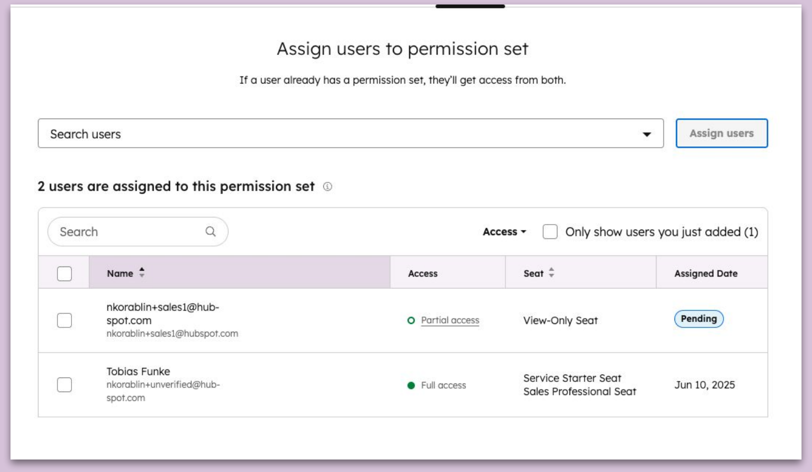
Permission Sets and Seats Decoupled

Admins can now assign any user to any permission set regardless of seat type, eliminating unexpected removals and confusing permission gaps.

- Assign any user to any permission set regardless of seat type, with access determined by the intersection of both.
- Users remain assigned to a permission set even if their seat doesn't support all permissions.
- Clear indicators in the UI show whether each user has no, partial, or full access within a permission set.

All Products | All Plans | Live

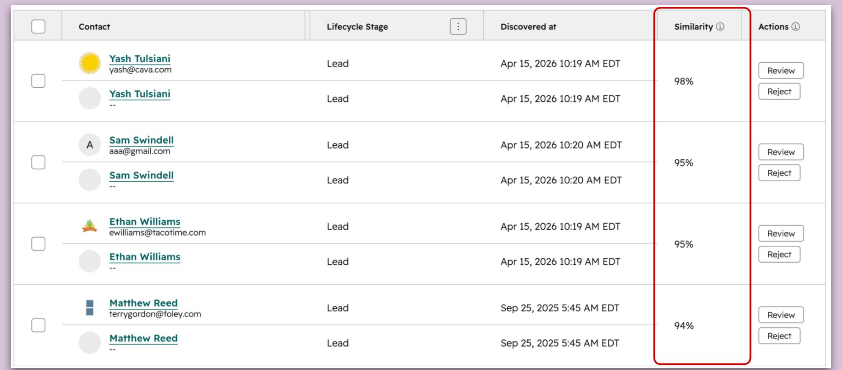
Launch region: Global



Duplicate Similarity Score

The duplicate management table now shows a similarity score for each potential duplicate, giving admins visibility into why records were flagged and the ability to filter by confidence.

- A new similarity score column appears in the duplicate management table based on HubSpot's default detection model.
- Filter the table to show only duplicates above a threshold you set, so you can focus on the highest-confidence matches first.
- By default, duplicate contacts above 30% and companies above 80% are surfaced.



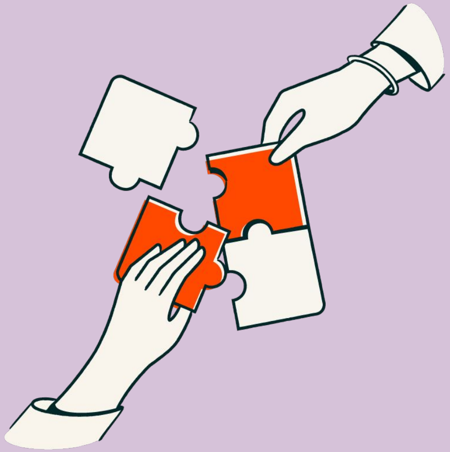
All Products | Professional+ | Live

Launch region: Global

Data Agent: CRM Data Source

Data Agent can now research across your entire CRM with a single data source selection, without requiring you to specify individual properties or activities.

- Select CRM as your data source when setting up a new prompt and Data Agent handles the rest.
- Data Agent automatically searches across all relevant properties, activities, and events to return the most complete answer.



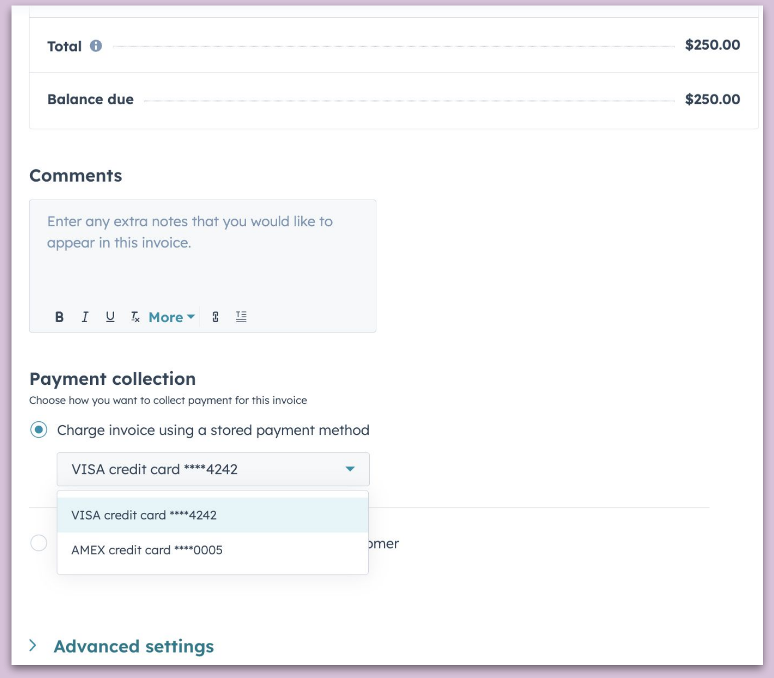
All Products | **Professional+** | **Public Beta** | **Requires Credits**

Launch region: Global

Multiple Stored Payment Methods

Contacts can now store multiple payment methods in HubSpot, letting you select the right card or ACH account for each invoice or subscription.

- Select from all payment methods stored on a contact when charging via the Invoices or Subscriptions editors.
- The most recently added payment method is set as the default automatically.
- No migration is required. Additional payment methods can be added to existing contacts as needed.



All Products | All Plans | Public Beta

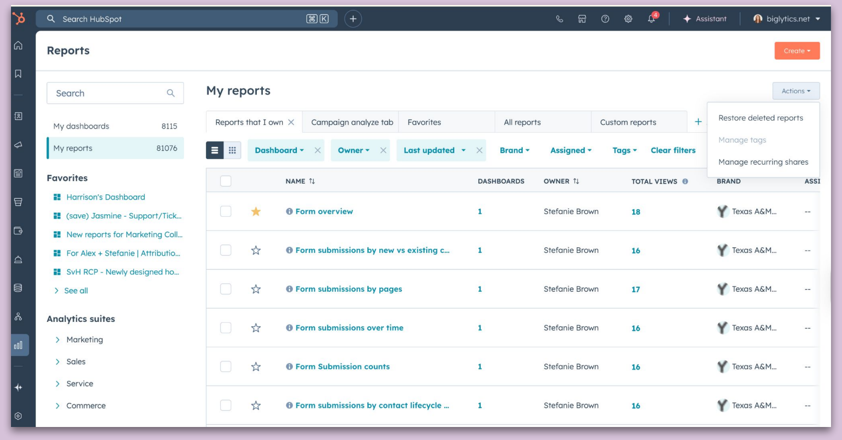
Launch region: Global

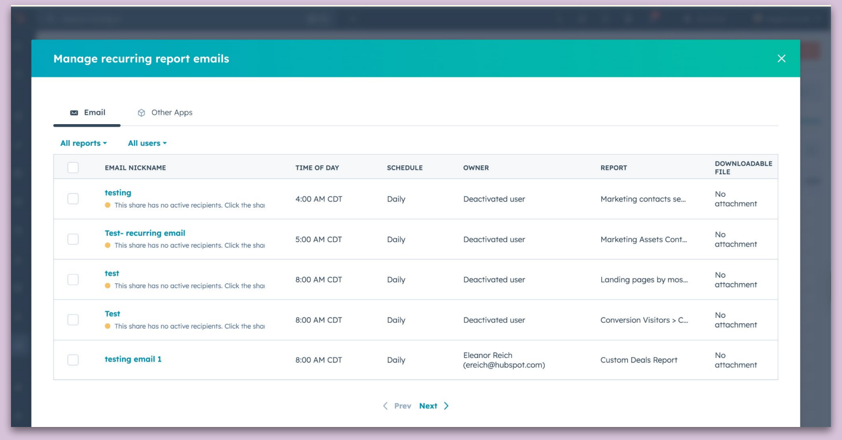
Centralized Management for Reports and Dashboards

Admins can now manage all recurring report and dashboard shares from one central view.

- Filter recurring shares by asset, owner (including deactivated users), and delivery type to find exactly what needs attention.
- Select one or more shares to delete or reassign ownership in bulk.
- Access centralized management from reporting settings or directly from any report or dashboard.

Note: You must be an admin, the owner, or have editing rights on the report or dashboard to manage shares.





All Products

All Plans

Live

Launch region: Global

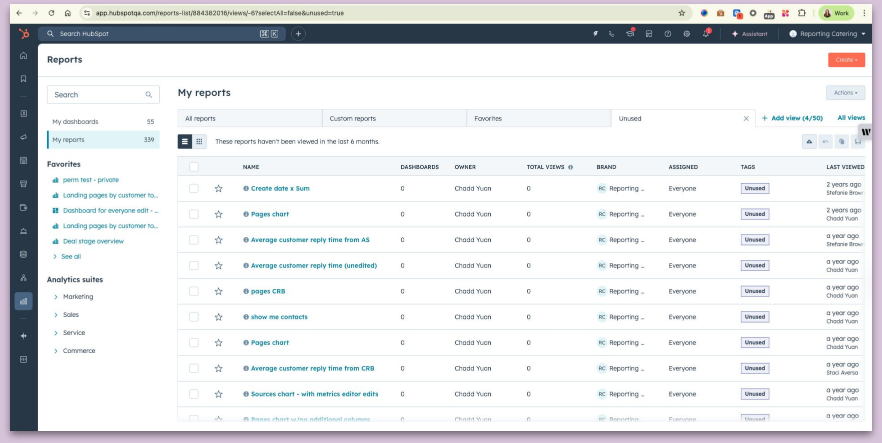
Find Reports You're Not Using

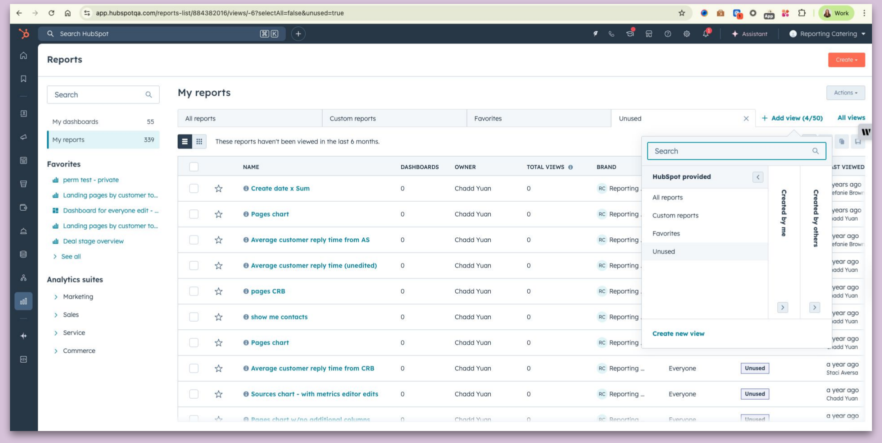
A new 'Unused reports' view surfaces reports that haven't been viewed in six months or more, making it easier to identify and clean up stale content.

- Access the view from Reports > Reports by clicking the Unused reports tab, or add it via Add view > HubSpot Provided > Unused.
- Delete reports you no longer need directly from the view to keep your list focused on what your team actively uses.

All Products | Starter+ | Live

Launch region: Global

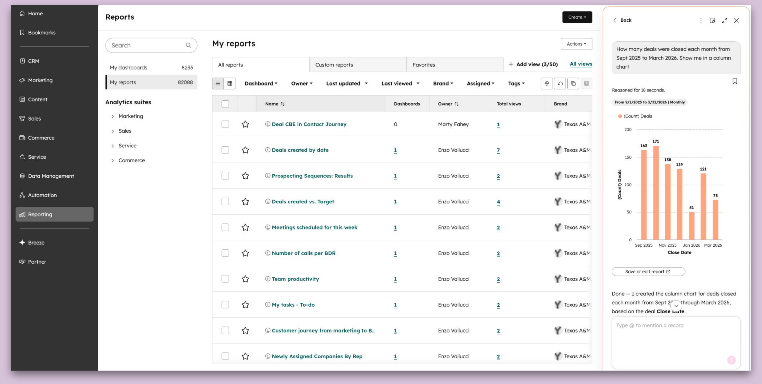




Create Report with AI

Create reports by chatting with Breeze Assistant directly from the Reporting page: replacing the previous AI report option with a more consistent experience tied to the full report builder.

- Select 'Create report with AI' from the Reporting page to build single or multi-object reports using natural language.
- Any report generated in Breeze Assistant can be opened and saved in the appropriate report builder.



All Products | All Plans | Live

Launch region: Global

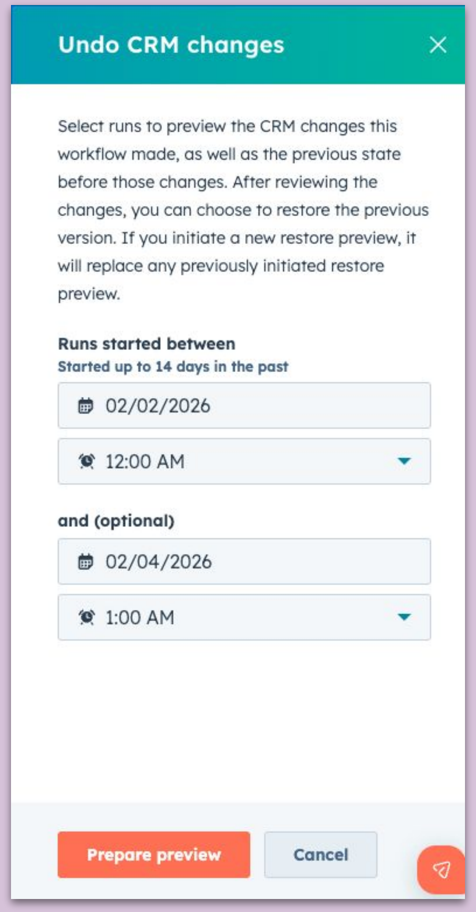
Workflow CRM Property Data Restore

HubSpot now captures the last 20 versions of your CRM data so you can preview and restore property changes from the past 14 days, whether changes were made manually or by a workflow, replacing hours of manual data cleanup.

- Filter changes by source, property type, and date, then preview exactly what will be restored before confirming.
- Restore targets only the property changes made by a specific workflow without undoing other recent work.
- Restored records will not re-enroll in workflows or lists except for initial enrollment triggers.

All Products | Enterprise+ | Public Beta

Launch region: Global



Payment Object Enhancements

The Payments object is now fully integrated into HubSpot's data model builder, letting you configure custom association labels and connect payments to custom objects.

- Add custom association labels to each payment to clarify its role (refund, deposit, installment) across records and reports.
- Associate payments with standard and custom CRM objects including deals, tickets, subscriptions, and line items.
- Manage all payment schema configuration in one place through the data model builder and Object Settings.

Commerce Hub | Professional+ | Live

Launch region: Global

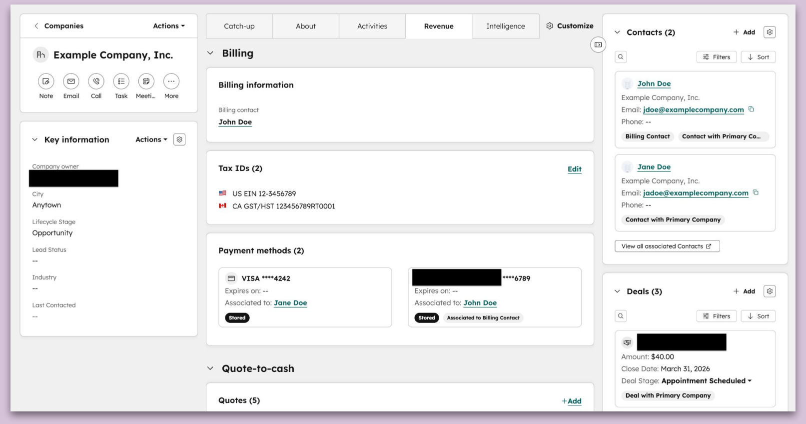
Billing Cards on Contact and Company Records

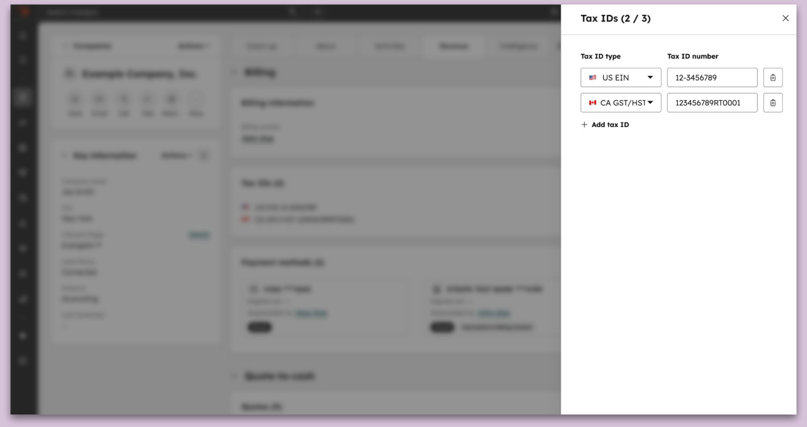
New billing-focused cards on the Revenue tab surface payment methods, tax IDs, and billing contacts directly on records.

- View all payment methods on file on any contact or company record; company records also show the designated billing contact.
- Manage a company's tax identifiers through the Tax ID card, with values automatically populated in commerce documents.
- All three cards appear on company records; the payment methods card is also available on contact records.

All Products | All Plans | Live

Launch region: Global





What's New for

All Teams

HubSpot

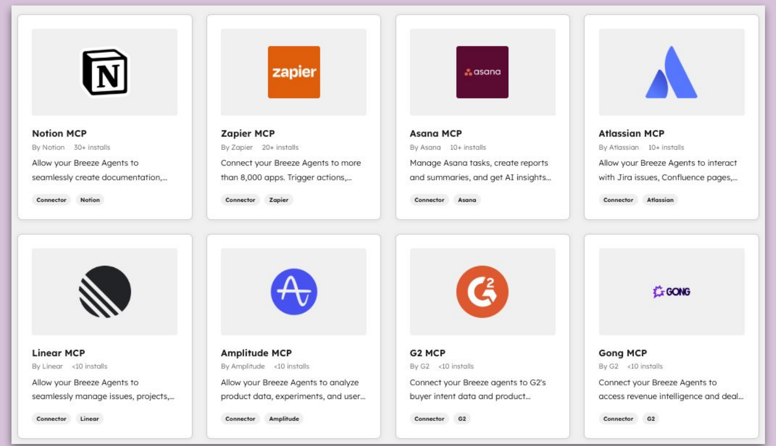
Connect Breeze Agents with G2, Linear, Gong and Amplitude

Breeze Agents now support MCP server connections for G2, Linear, Gong, and Amplitude, letting your agents read context and take action in those tools.

- Connect G2 for competitive intelligence, Gong to analyze customer conversations, and Amplitude to answer product analytics questions.
- Use Linear to create, update, assign, and manage issues, projects, and sprints without leaving HubSpot.
- Authenticate via OAuth flow from within the Breeze Agent configuration under the MCP Servers tab.

All Products | Starter+ | Live

Launch region: Global



HubSpot MCP Server (Remote)

The HubSpot MCP server is now generally available, giving any MCP-compatible AI tool permission-aware read and write access to your HubSpot CRM.

- New in this release: segments, engagements (calls, emails, meetings, notes, tasks), write actions, org context, and marketing and content data.
- Your AI tool can now create contacts, update deals, log notes, and act on CRM data directly, not just query it.
- All actions respect your existing HubSpot user permissions and data governance rules.

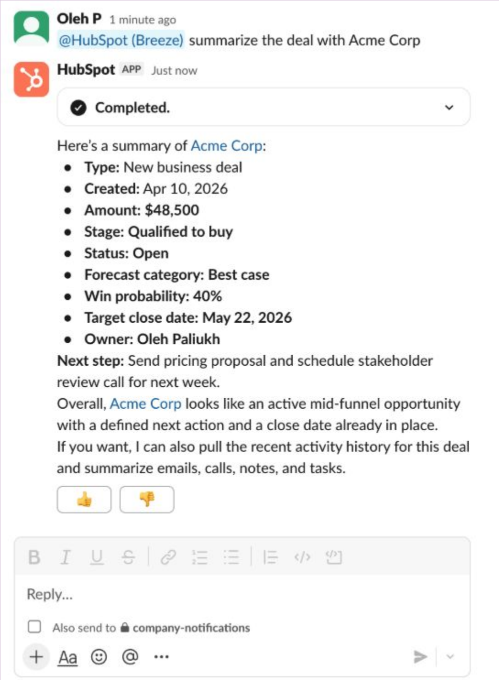
All Products | All Plans | Live

Launch region: Global

Breeze Assistant in Slack

Breeze Assistant is now available in Slack via @-mention, letting you query CRM data, summarize conversations, and create tasks without leaving Slack.

- Ask plain-language questions about CRM records, get instant deal or contact summaries, and surface meeting context in Slack threads.
- Create tasks or notes in HubSpot from any Slack conversation using a simple @-mention.
- Breeze only responds when explicitly invoked, keeping channels free from unnecessary notifications.



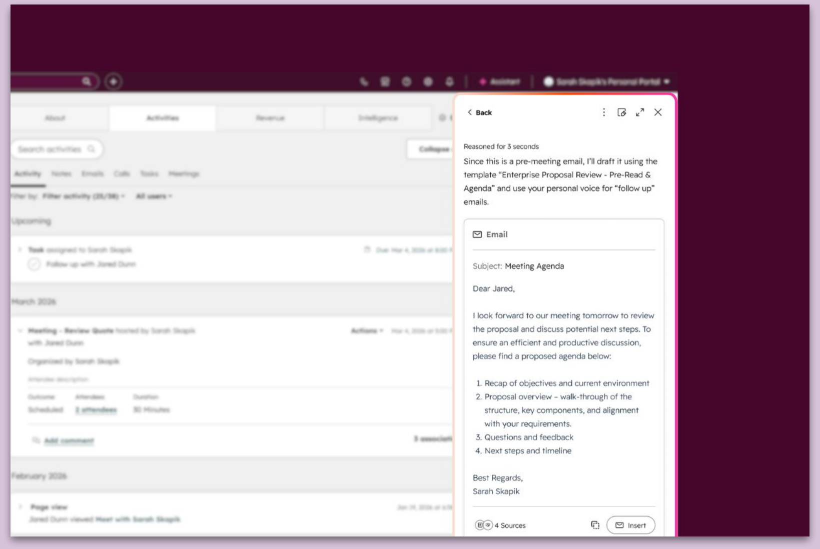
All Products | All Plans | Live

Launch region: Global

Write and Send Emails in Breeze Assistant

Breeze Assistant can now draft, refine, and send one-to-one emails or replies directly from CRM records using CRM data and past conversations.

- Ask Breeze Assistant to draft or reply to an email and it pulls in relevant CRM context and prior conversations automatically.
- Refine the draft through follow-up instructions, then insert it into the CRM composer with recipients, subject, and body pre-filled.



All Products | All Plans | Live

Launch region: Global

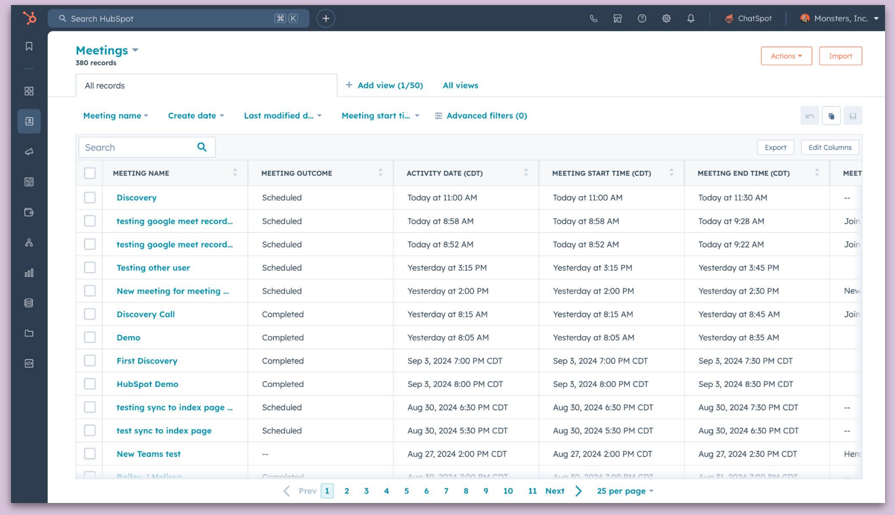
Meetings Index Page and Custom Meeting Properties

A new centralized Meetings index page gives you a single place to view and manage all meetings in HubSpot with support for custom properties.

- Access all meetings in one place: those booked through scheduling pages, scheduled via the CRM, or synced from external calendars.
- Create custom meeting properties with flexible field types for more detailed and tailored reporting.
- Edit meeting outcomes from the index page and reference meetings in property sync and rollup fields.

All Products | All Plans | Live

Launch region: Global



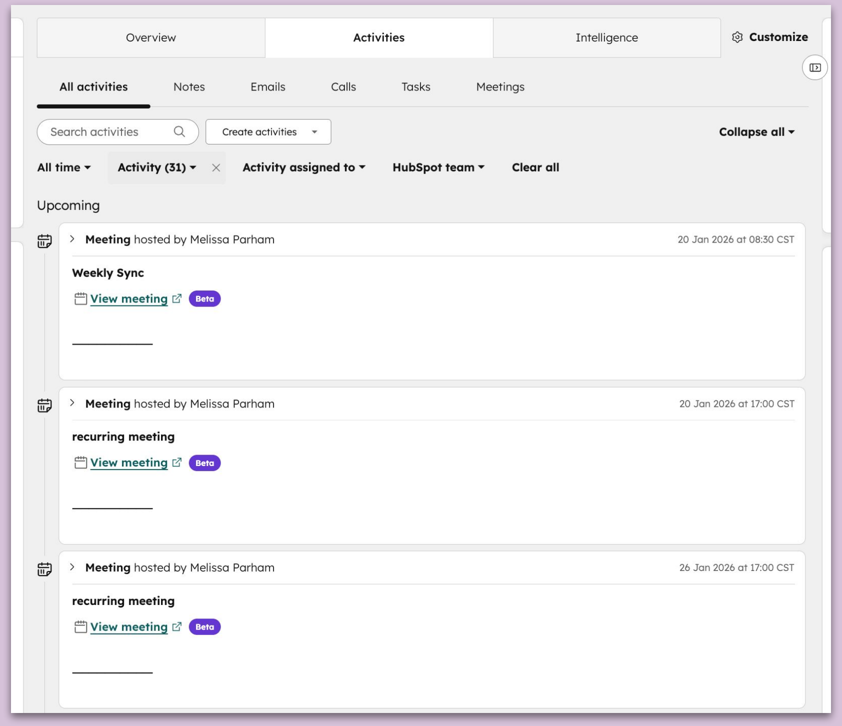
Sync Recurring Meetings to HubSpot

Recurring meetings from your connected calendar now sync automatically to HubSpot, giving you full CRM context for every instance in a series.

- HubSpot syncs the next 5 upcoming events in each recurring series up to a year in advance and continues adding future instances.
- Recurring meetings appear on CRM records, the Meetings index page, and the Schedule tab in Sales Workspace and Customer Success space.
- No action needed if your calendar is already synced; existing series can be manually triggered with a single calendar edit.

All Products | All Plans | Public Beta

Launch region: Global



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Thank You

HubSpot