HubSpot

January 2026 Product Updates.

What’s New for Marketers

HubSpot

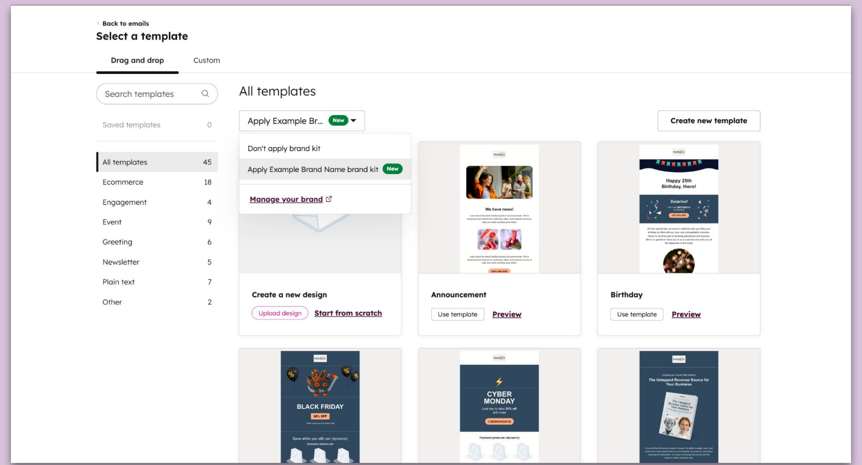
Branded Email Templates

You can now apply your company's brand guidelines, such as logos and colors, to HubSpot's default Marketing Email templates, making it easier and faster to send on-brand emails.

- Quickly create professional emails that match your brand identity with no manual customization needed.
- Simply apply your Brand Kit to any HubSpot template and start sending on-brand emails in minutes.

All Products | All Plans | Live

Launch region: Global



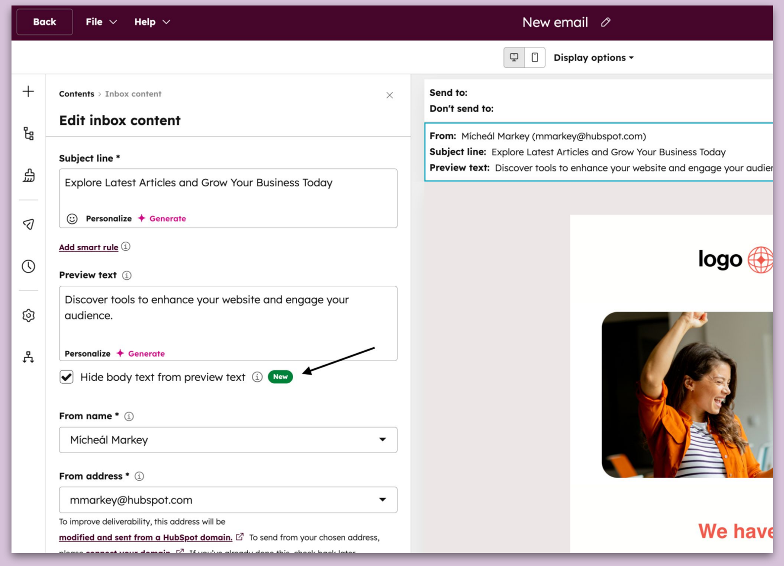
Modify your Email Preview Text Display Setting

A new option lets you show recipients only the preview text you define for your Marketing Emails, without automatically filling remaining space with content from the email body.

- Prevent email clients from displaying unwanted email body content in the inbox preview, ensuring your intended message is clear and enticing.
- Control what appears in the inbox preview to avoid clutter that could confuse or deter recipients.

All Products | All Plans | Live

Launch region: Global



New AI Image Generation Model

We've upgraded our AI image generation model from GPT Image 1 to GPT Image 1.5, bringing noticeable improvements in image quality and opening the door to new capabilities.

- Create more visually appealing content with significantly enhanced sharpness, realism, and overall consistency in generated images.
- Build on a stronger foundation that supports more advanced image generation features coming soon.

Content Hub | Starter+ | Public Beta

Launch region: Global

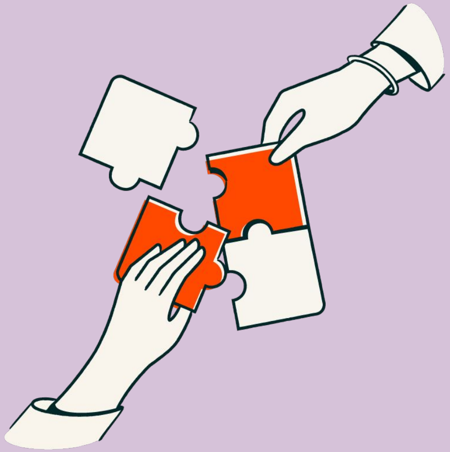
Revenue in Customer Journey Analytics

Customer Journey reports now display revenue connected to deal stages, automatically summing deal amounts across any pathway to show how much revenue different customer journeys helped generate.

- View total revenue associated with each pathway when deal stages are included in Customer Journey reports.
- Drill down to see the deal amount for individual deals contributing to revenue totals.
- Measure which pathways from campaigns or landing pages to closed deals generate the most revenue.

Marketing Hub | Enterprise+ | Live

Launch region: Global



LinkedIn Personal Accounts Followers Statistics

HubSpot can now collect/display Followers statistics for LinkedIn Personal Accounts within Social reporting, giving greater visibility into LinkedIn performance.

- Reconnect your LinkedIn Personal Accounts to grant HubSpot access to new daily Followers statistics.
- Consolidate more of your LinkedIn performance reporting into HubSpot.

Note: Reconnect your account(s) before January 19, 2026 to have your Followers statistics backfilled for the previous 365 days.

Marketing Hub | Professional+ | Live

Launch region: Global

Improved Copy & Paste in HubSpot's Content Creation Tools

Copying content from Google Docs, Word, and AI writing tools into HubSpot now maintains original formatting while instantly aligning with your theme.

- Text formatting and document structure stay intact when you paste, reducing cleanup.
- Works across blogs, landing pages, and marketing emails to speed up content creation.
- Paste without formatting anytime using Ctrl+Shift+V (Windows) or Cmd+Shift+V (Mac).

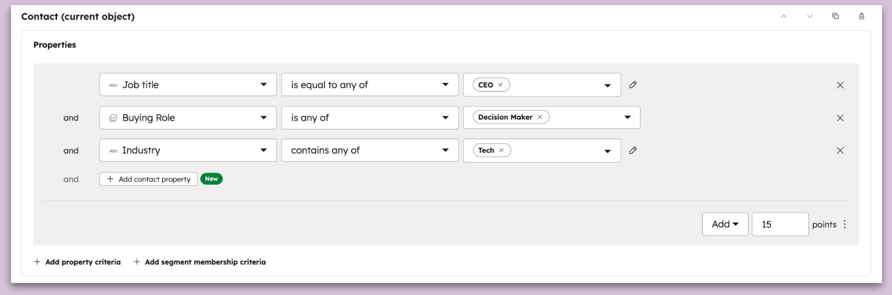
Marketing Hub | **Content Hub** | All Plans | **Public Beta**

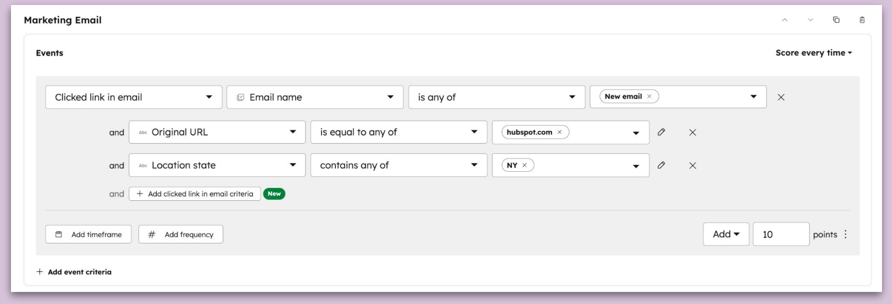
Launch region: Global

Conditional Scoring with "and" for Lead Scores

You can now create lead scoring rules that award points only when multiple criteria are met, enabling more precise qualification of contacts and companies.

- Set cross-property criteria for fit scoring based on job title, role, and industry combined.
- Create event-specific rules for engagement scoring tied to specific email clicks or form submissions.
- Build complex scoring without relying on lists or workflows, keeping everything in the Lead Scoring app.





Marketing Hub | Sales Hub | Professional+ | Public Beta

Launch region: Global

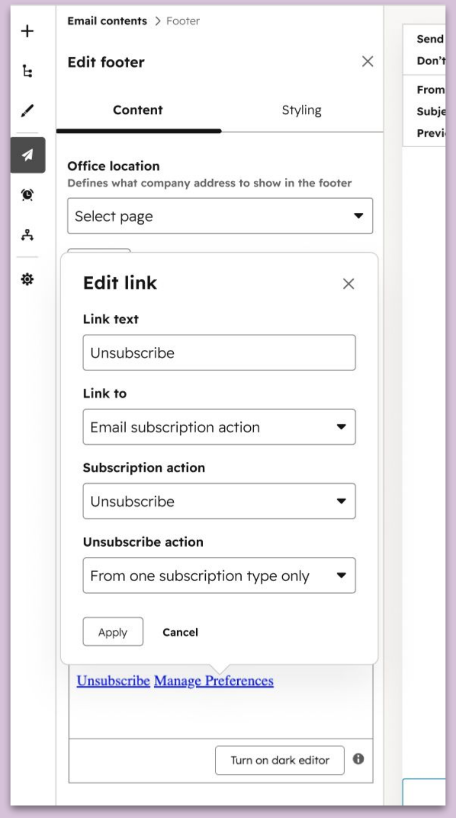
Configure Unsubscribe Links in Email

Marketers can now control how an unsubscribe action is applied in emails, letting contacts opt out of just one subscription type instead of all communications.

- Choose "Unsubscribe from this subscription type" instead of only "Unsubscribe from all" or "Manage preferences."
- Minimize contacts unsubscribing from all communications unintentionally while maintaining compliance.

Marketing Hub | Professional+ | Public Beta

Launch region: Global



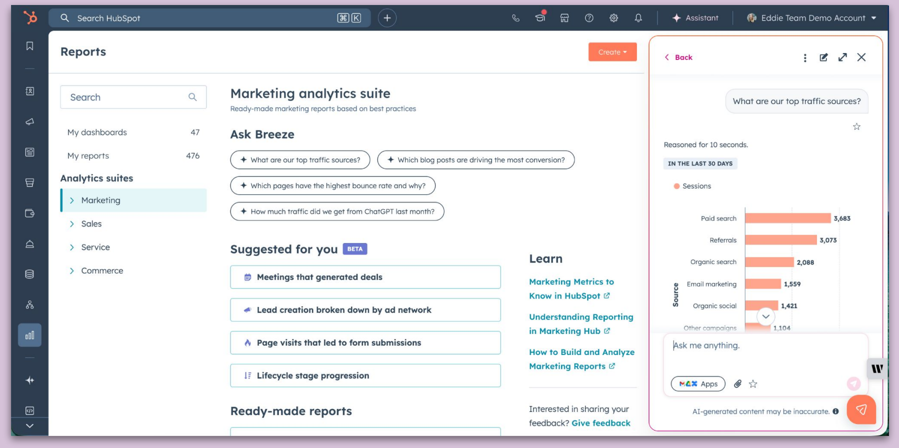
Breeze Assistant: Your Loop Marketing Expert

Breeze Assistant now includes quality improvements for marketers, with access to HubSpot Academy content, website analytics, persona awareness, and Loop Marketing best practices.

- Ask marketing and web traffic questions and get higher-quality responses tailored to marketers, including clipped Academy videos shown inline.
- Talk to your website analytics data and get generated reports related to traffic and conversions directly in Breeze Assistant.
- Receive tactical advice based on Loop Marketing best practices when you ask how-to marketing questions.

Marketing Hub | All Plans | Live

Launch region: Global



What’s New for

Sellers

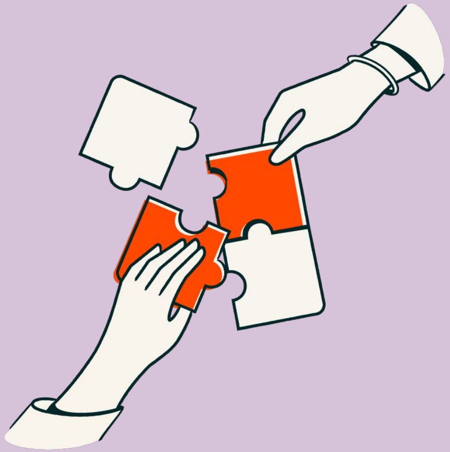
Create Goals Based on Leads, Emails, and Activities

You can now create goals to track leads, emails, and activities in addition to existing goal objects, measuring rep performance across prospecting activities.

- Track metrics aligned to your sales process like lead creation, email volume, or overall engagement activity.
- Use templates for leads created, count of activities, and emails sent, or build custom goals at Enterprise level.

Sales Hub | Professional+ | Live

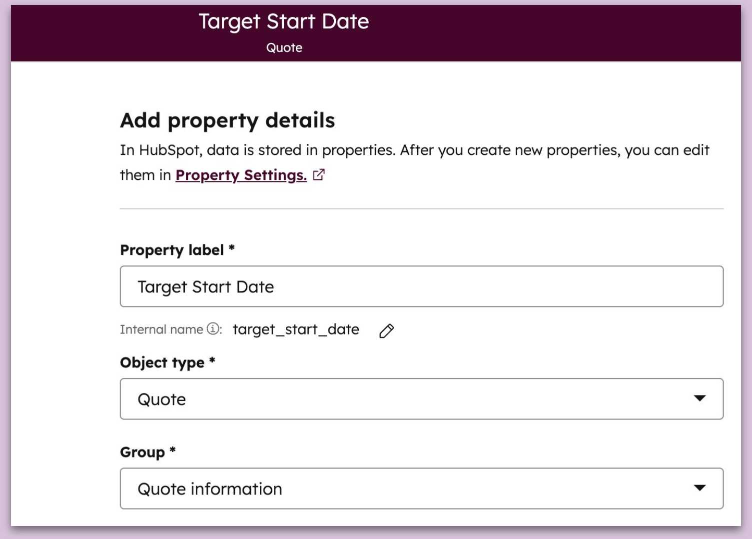
Launch region: Global

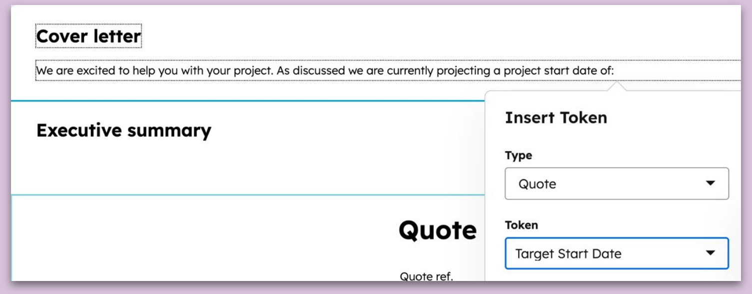


Quote Custom Properties

You can now manage quote properties directly in Data Management and create custom properties on the quote object to personalize quotes or match your business workflows.

- Tailor quotes by inserting custom quote properties as personalization tokens in templates.
- Create rollup or sync properties on quotes from associated deals, contacts, or companies.





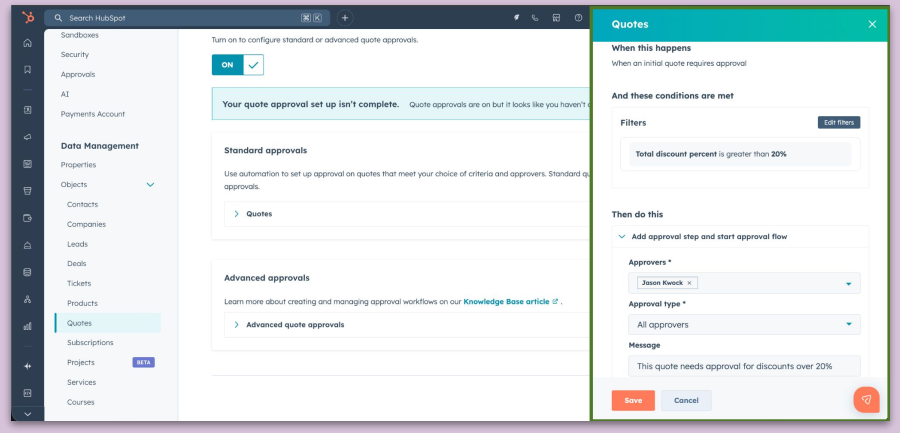
All Products | All Plans | Live

Launch region: Global

Property Based Quote Approvals for Standard Approvals

Admins can now configure standard quote approvals based on quote properties or associated object properties, allowing teams to review only quotes that meet specific criteria instead of every quote.

- Create one approval rule using quote properties or associated objects like line items, deals, or subscriptions.
- Set criteria like quotes requiring approval above a 30% discount or when specific line items exceed a 20% discount.
- Select up to 10 approvers and define whether any approver can approve or all approvers are required.



Commerce Hub | Professional+ | Live

Launch region: Global

Send High Dollar Invoices with Partial Payments

Checkout now displays payment method limits for invoices with partial payments enabled, defaulting to the maximum allowed amount and showing errors if limits are exceeded.

- Maintain a single invoice while allowing buyers to pay in installments within payment method limits.
- Reduce confusion and failed payments when issuing large invoices that exceed single-transaction limits.

Note: Partial payments must be enabled on the invoice.

All Products | All Plans | Live

Launch region: Global

Sales Documents Multi-Brand Support

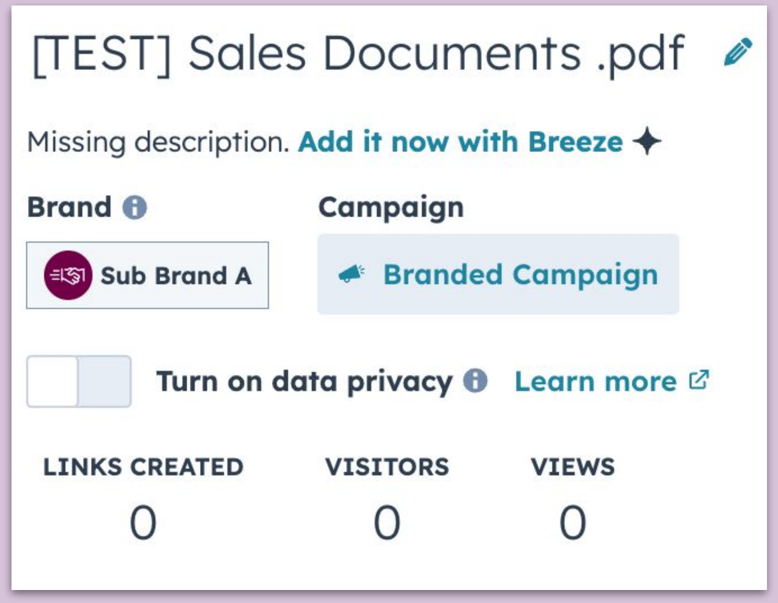
You can now assign a specific brand to each Sales Document so the correct brand logo and colors are displayed in the Document Viewer, ensuring buyers always see the intended brand identity.

- Assign and change brands for sales documents and filter by brand to keep all sales collateral consistent with the right brand.
- Ensure branded visuals are automatically consistent in every buyer interaction without manual work or risk of seller mistakes.

Note: Requires Brands add-on.

Marketing Hub | Service Hub | Ent+ | Live

Launch region: Global



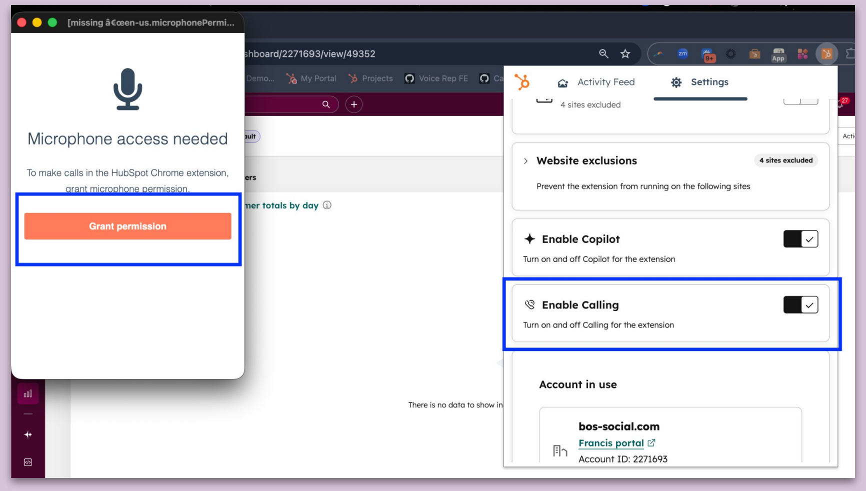
HubSpot Chrome Extension Now Supports Calling

HubSpot users can now make calls using their HubSpot Chrome extension, eliminating the need to keep a separate browser window open for inbound and outbound calls.

- Install or update the HubSpot Chrome Extension and enable calling in settings with microphone permissions.
- Configure calling settings in HubSpot to ring in browser for inbound calls and set your call device to browser.
- The calling connection runs seamlessly in the background through the extension with no additional tabs or windows required.

Sales Hub | Service Hub | Starter+ | Public Beta

Launch region: Global



Sales Power Dialer Supports: Deals, Companies, and Leads

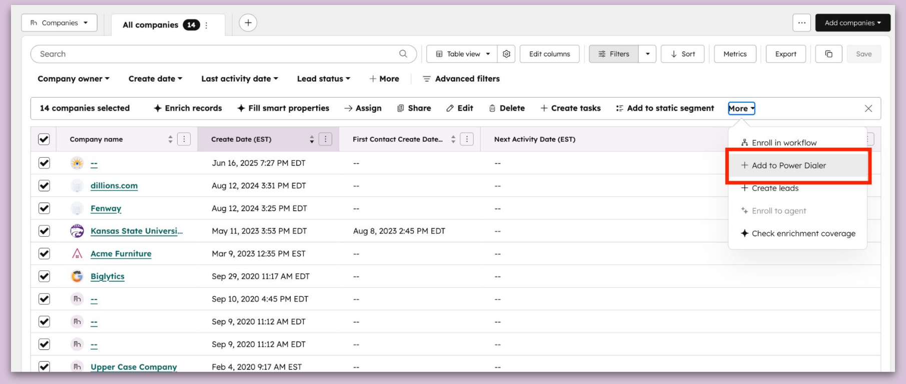
The power dialer now supports Deals, Companies, and Leads, allowing you to launch calling sessions from any of these index pages and automate your outreach workflow.

- Select objects from the Deals, Companies, or Leads index pages and add them to the power dialer from the more menu.
- Configure your phone number, wrap-up time, and voicemail preferences before starting your session.
- Calls begin automatically after the wrap-up countdown, with call notes, contact insights, and tools accessible directly in the dialer.

Note: Tasks support is coming soon.

Sales Hub | Enterprise+ | Public Beta

Launch region: Global

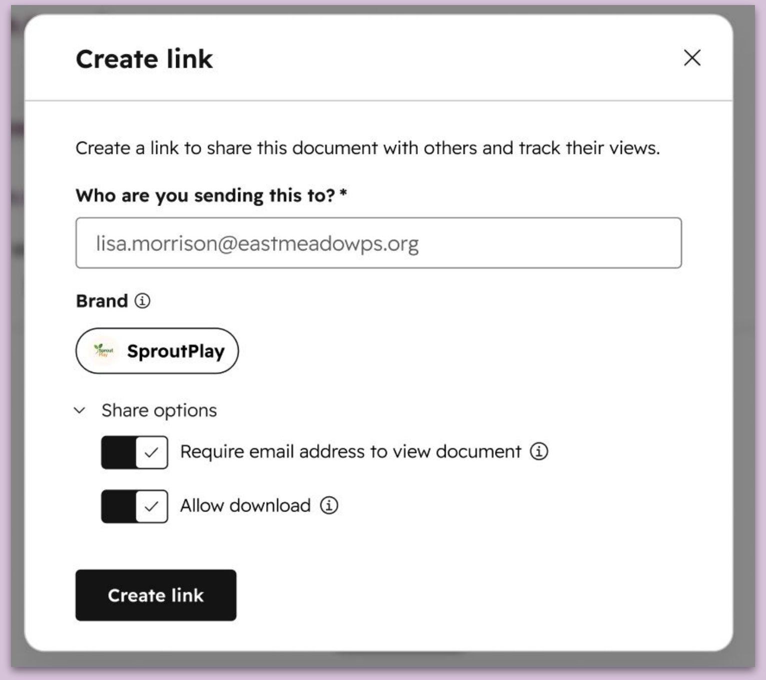


Disable Download Toggle in Document Viewer

When sharing documents, you can now disable the download button in the Document Viewer for each share link, giving you control over whether recipients can download your sales documents.

- Toggle the "Allow download" option when sharing documents to remove the download button from the viewer for that specific link.
- Allows different access levels for different recipients of the same document.
- Securely share contracts, proposals, and pricing sheets without recipients downloading or forwarding them.

Note: Download permission can only be set during link creation and cannot be changed afterward.



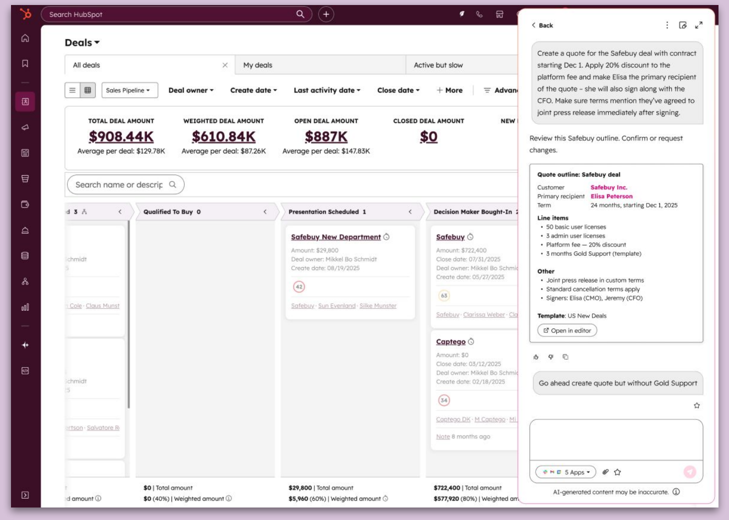
Sales Hub | All Plans | Live

Launch region: Global

Create Quotes with Breeze Assistant

Create quotes from anywhere in HubSpot using Breeze Assistant, enabling AI to intelligently select required inputs like templates without navigating across the platform.

- Ask Breeze to create a quote for a deal or company, and it clarifies requirements like deal association.
- Preview the quote outline before it's created to make appropriate changes and stay in context.



Commerce Hub

Professional+

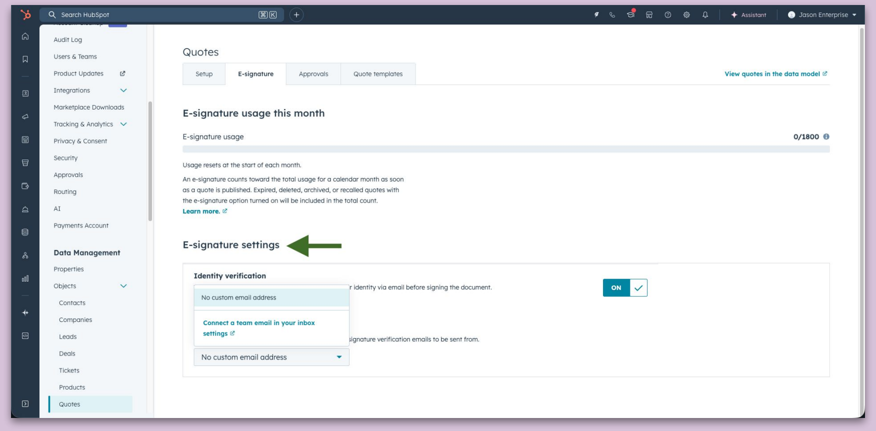
Live

Launch region: Global

Choose Your Send Address for E-Signature Verification

Customize the "from" address used for e-signature verification emails on HubSpot quotes instead of the default success@hubspot.com.

- Set a general inbox in HubSpot as the sender for all verification emails or revert to the HubSpot default.
- Improve trust, clarity, and deliverability by sending from a recognizable company address.



Commerce Hub | **Professional+** | **Live**

Launch region: Global

What’s New for

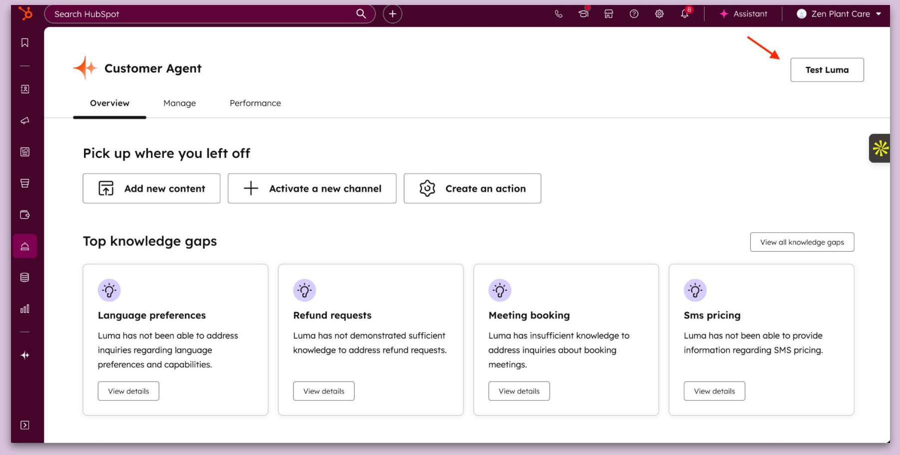
Support and Success

HubSpot

Improved Experience to Test Customer Agent on Email

Email testing lets you see how your Customer Agent will respond to customer emails before going live, without needing an email channel connected.

- Preview the full email conversation as it would appear in a real inbox before deployment.
- Write sample customer questions and review agent responses to ensure professional tone.
- Improve responses by creating short answers, adding handoff triggers, or writing new knowledge base articles.



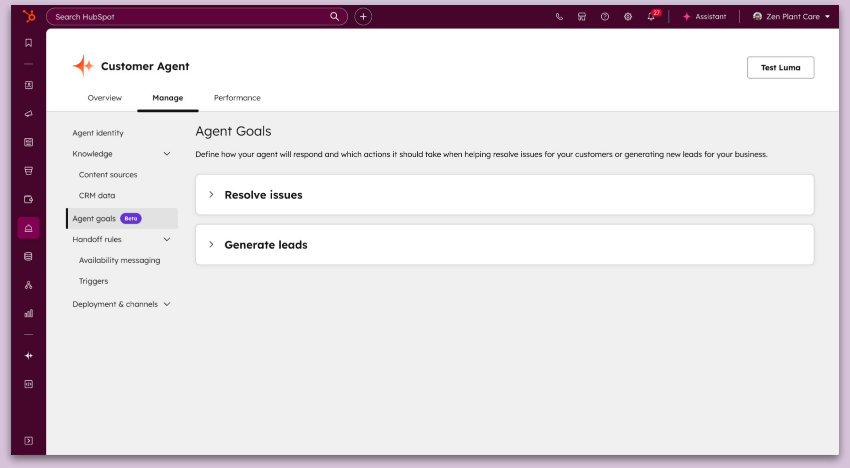
All Products | Professional+ | Live | Requires Credits

Launch region: Global

Customer Agent with Lead Qualification

The Customer Agent can now handle all your front office traffic, qualifying prospects, adding them to your CRM, and booking meetings with your sales team.

- Configure agent goals to resolve customer issues and generate leads from prospect conversations.
- Set lead qualification criteria and let the agent ask the right questions based on your ideal customer profile.
- Choose what happens when prospects are fully qualified, partially qualified, or not qualified.



All Products | Professional+ | Public Beta | Requires Credits

Launch region: Global

Assign Customer Agent to Third-Party SMS

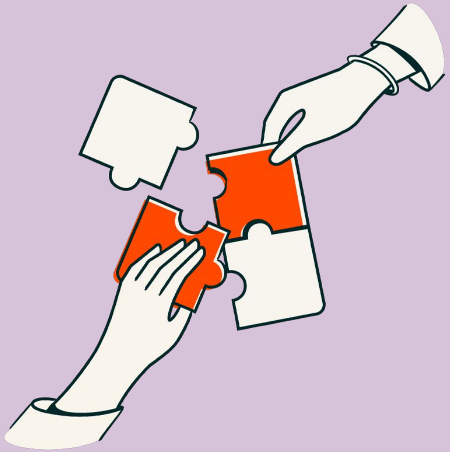
Businesses can now assign the Customer Agent to a variety of channels including SMS, Instagram, Telegram, LINE, WhatsApp, and Slack.

- Install messaging channel apps from the HubSpot App Marketplace or build custom integrations using the Custom Channels API.
- Deploy Customer Agent to your new channels from Service > Customer Agent > Deployment > Channels.
- Provide customer service on the channels your customers prefer, expanding beyond HubSpot's native channels.

Service Hub | Sales Hub | Professional+ | Live

Requires Credits

Launch region: Global



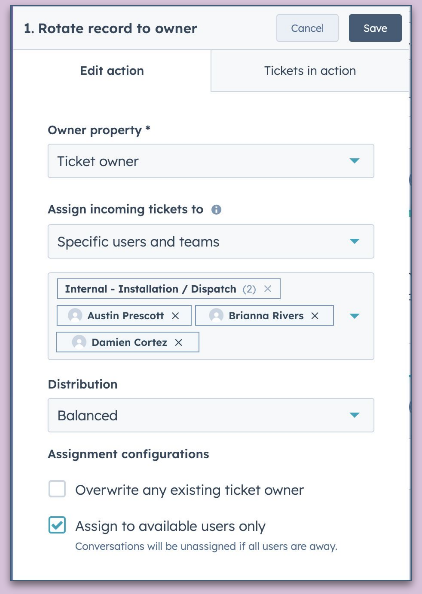
Rotate Ticket Owners Based on User Availability

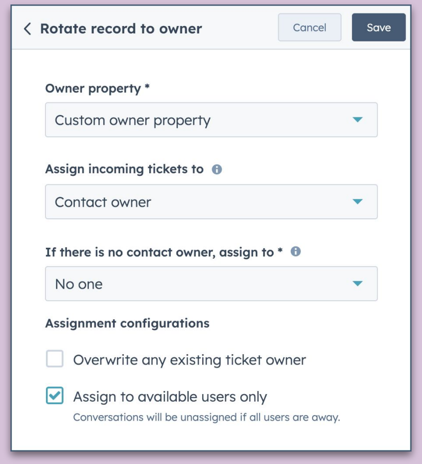
The Rotate Owner action in ticket-based workflows now assigns tickets based on user availability, including availability status, working hours, and out of office.

- Select individual users and teams, assign to Customer Agent or Contact Owner with fallback options.
- Distribute assignments using round robin, load balanced, or random methods while considering capacity limits.
- Ensure consistent routing across Help desk and workflows for faster resolution and balanced workloads.

Service Hub | Professional+ | Live

Launch region: Global





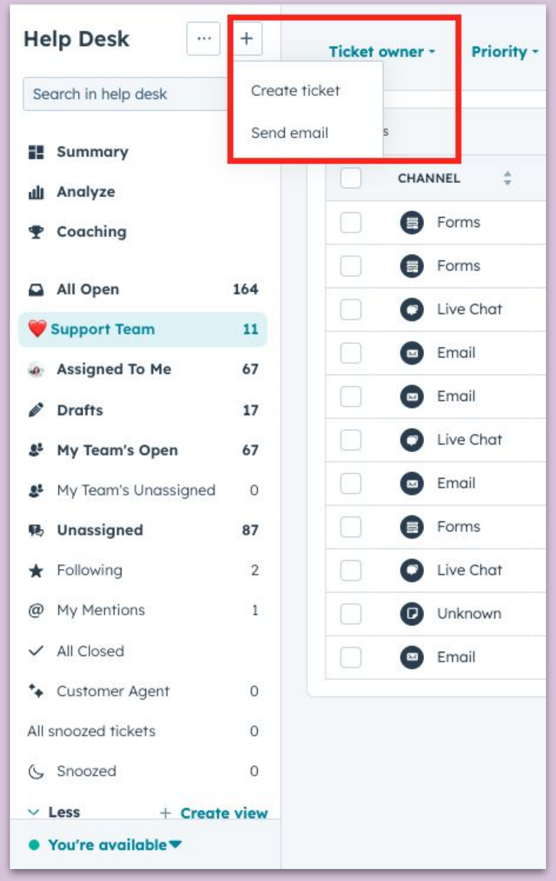
Send an Email to Create a Ticket in Help Desk

Users can now send an outbound email to create a ticket in Help Desk, providing a fast and efficient way to create tickets on the fly.

- Click the "+" icon in Help Desk, select "send email," and compose your message to create a ticket.
- AI populates the subject, description, pipeline, status, and owner based on your message content.

Service Hub | Professional+ | Public Beta

Launch region: Global



Customizable Sidebar for Customer Success Workspace

Customer success professionals can now view and customize a persistent sidebar in the Customer Success Workspace, bringing customer context and actions directly into their workflow without switching to record pages.

- View customer information across multiple customizable tabs with configurable cards like About, Health Score, Activities, and Deals.
- Admins can add, remove, reorder, and rename cards and tabs to match team workflows, or reset to default settings.
- Access critical context without leaving the workspace, reducing disruptions and saving time.

Service Hub | Professional+ | Public Beta

Launch region: Global

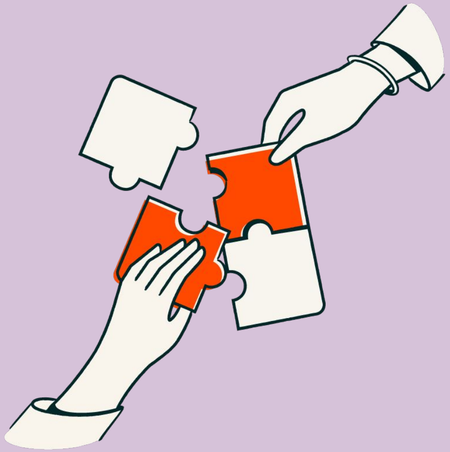
Team-Specific Reports in the CS Workspace

Reports on the Summary page in the Customer Success Workspace are now workspace-specific, so changes you make only apply to your current team workspace.

- Add, remove, or modify reports for your team without affecting other workspaces, making the Summary page more relevant for each post-sales team.
- New workspaces start with no reports by default and can be customized by super admins or anyone with manage customer success settings permission.

Service Hub | Enterprise+ | Live

Launch region: Global



Connect Custom Objects to Knowledge Vaults

Knowledge Vaults now sync with segments built on custom objects, making business-specific data accessible to Breeze Agents and Custom Assistants.

- Gives agents complete context about your unique data model, from inventory items to orders to any custom business entity.
- All records, properties, and associations sync to the vault and update in real time as data changes.
- Agents can query custom object data alongside other Knowledge Vault sources for personalized responses.

Service Hub | Professional+ | Live

Launch region: Global

Retroactive SLAs

When creating or editing SLA goals in the Help Desk, admins now have the option to apply changes to new tickets only or to both new and existing open tickets.

- Choose whether SLA goal changes apply only to new tickets or also update existing open tickets when configuring goals.
- Existing tickets with remaining SLA time are updated based on new settings, while goals already met remain unchanged.
- Establish new goals and immediately reflect them in active workflows for accurate reporting and consistent agent expectations.

Service Hub | Professional+ | Public Beta

Launch region: Global

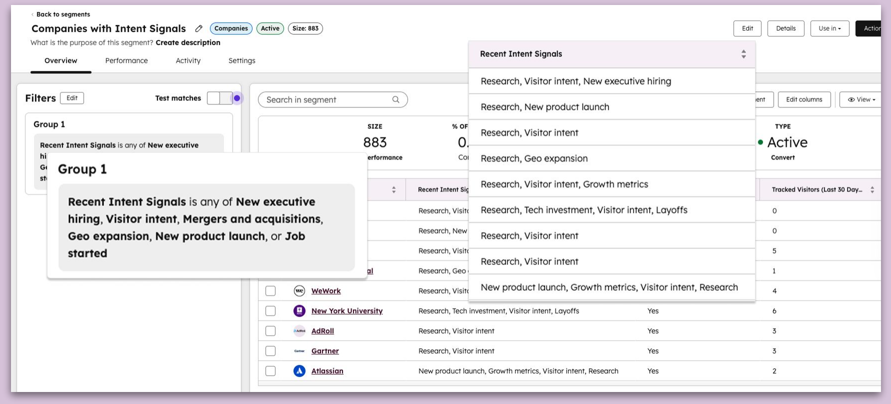
What's New for

Admins and Ops

Recent Intent Signals Company Property

The update shows which intent signals have been detected for tracked companies over a rolling 30-day window, making it easier to surface and act on buyer intent across HubSpot.

- Add Recent Intent Signals to index views, reports, company record side panels, and use in lead scoring and workflows.
- The property automatically populates when signals are detected and updates continuously with a rolling 30-day window for freshness.
- Segment lists, build automations, and prioritize outreach based on specific signal combinations without manual tracking.



Marketing Hub | Sales Hub | Service Hub | Professional+ | Live

Launch region: Global

Data Agent: Expanded Object Support

Data Agent now works with deals, tickets, and custom objects in the CRM, letting you extract insights from more than just contact data.

- Understand customer pain points from ticket information or identify pricing discussions in call records.
- Extract valuable insights from your custom object data using AI-powered prompts.

Marketing Hub | Sales Hub | Service Hub | Content Hub | Data Hub

Professional+ | Live

Launch region: Global

Data Agent: Web Research for Contacts

Data Agent now browses the web to research contacts in your CRM and answer questions about them, giving you up-to-date information without leaving HubSpot.

- Prepare for meetings with the latest context about a contact's recent activities and publications.
- Identify conversation starters based on news mentions or understand career progression to tailor outreach.

All Products | Starter+ | Public Beta | Requires Credits

Launch region: Global

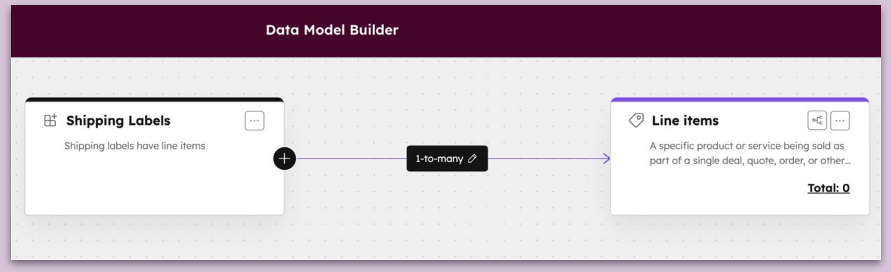
Add Line Items to Custom Objects

You can now use the Data Model Builder to create associations between Line Items and Custom Objects, expanding what you can model with custom objects without custom code or workarounds.

- Navigate to Data Management > Data Model > Edit Data Model to create associations between Line Items and custom objects.
- Add or edit Line Items for custom objects directly in the app using the Line Items sidebar card.
- Associate new or existing line items to custom objects from the API to model complex business data.

All Products | All Plans | Live

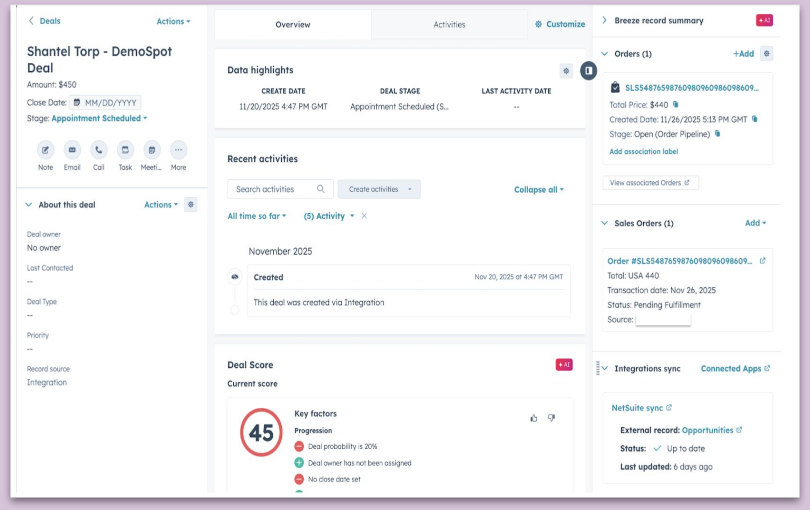
Launch region: Global



HubSpot Deal to Order Association with Microsoft Dynamics Workflow

When a Microsoft Dynamics 365 Sales Order is created in HubSpot, the corresponding HubSpot Deal is now automatically associated with a HubSpot Order.

- Unify sales data across HubSpot and Microsoft Dynamics 365 without manual data entry.
- Reduce administrative tasks and ensure data accuracy across your sales technology stack.
- Create sales orders manually from deal records or automatically using deal-based workflows.



All Products | All Plans | Live

Launch region: Global

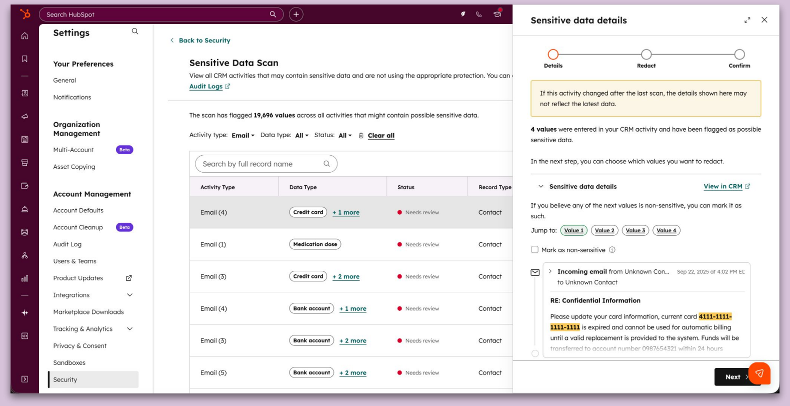
Scan and Redact Sensitive Data in CRM Activities

Admins can now scan CRM Activities from the last 60 days to identify sensitive data like financial or health information, with the option to permanently redact that information from their environment.

- Scan notes, calls, tasks, emails, and meetings to identify sensitive data stored across unstructured CRM activities.
- Redact identified information permanently to reduce compliance risk and maintain data hygiene.
- Activate Sensitive Data for additional protection layers if scans reveal you are storing sensitive information.

All Products | Enterprise+ | Live

Launch region: Global



Business Days Support for Workflow Delays

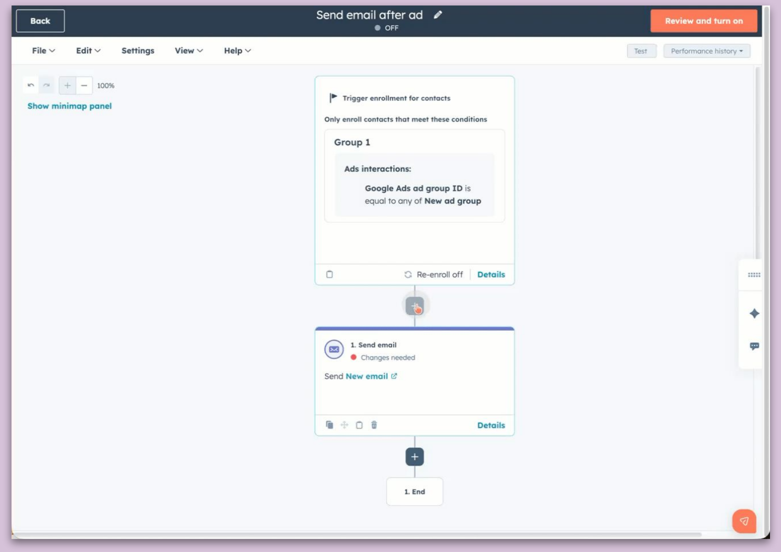
The Delay action in Workflows now includes an option to exclude weekends, counting only Monday through Friday to align workflow timing with normal business operations.

- Enable the Business Days option when adding a Delay action to count only weekdays in your delay period.
- Stop sending emails on weekends when your team is unavailable and ensure follow-ups happen on workdays.
- Maintain professional, predictable communication cadences without manual workarounds for business day timing.

Note: This excludes weekends only and does not account for holidays or business hours.

All Products | Professional+ | Live

Launch region: Global



See How Customer Agent Updates Records & Qualifies Leads

When testing Customer Agent, audit cards now show when the agent identifies customers, updates CRM properties, or qualifies leads, providing transparency into the agent's actions and reasoning.

- View which specific CRM properties the agent modified with before and after values shown directly in the audit card.
- See the agent's lead qualification determination with qualified, partially qualified, or unqualified status and which properties influenced the decision.
- Verify the agent performed requested actions, building confidence in its capabilities and helping refine qualification criteria.

All Products | Professional+ | Live

Launch region: Global

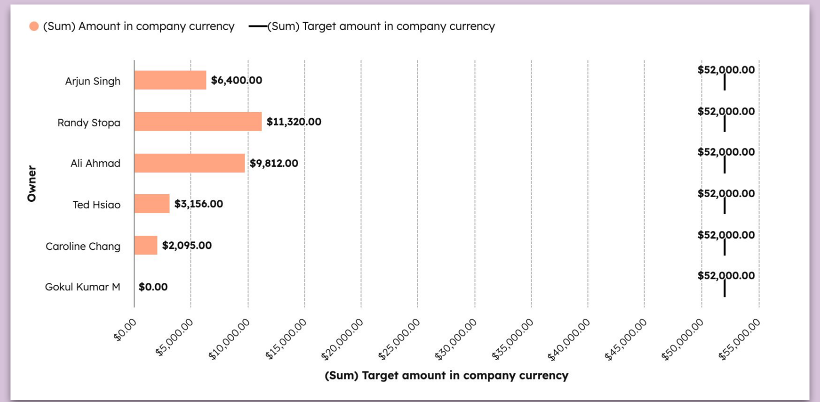
Goal Progress Reporting

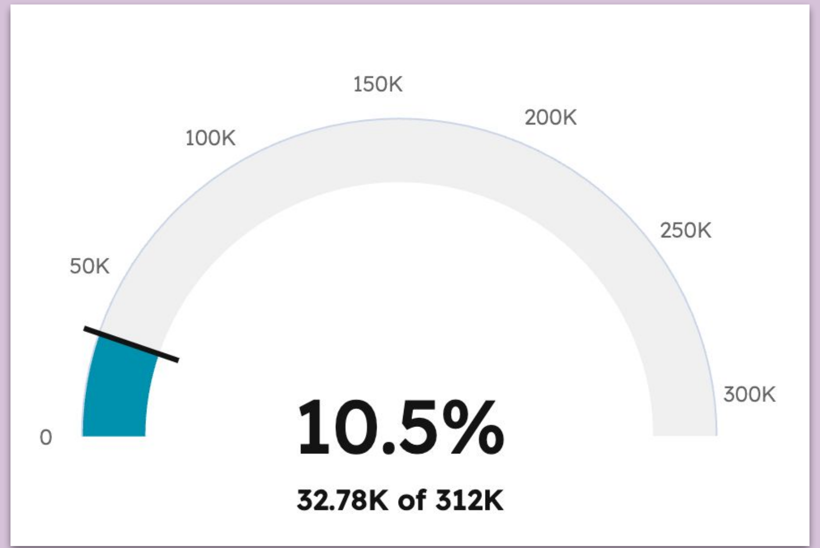
You can now create reports showing goal progress directly from the Goals app and add them to any dashboard using two new visualization styles: progress mode for gauges and leaderboard mode for bar charts.

- Create goal reports from Reporting > Goals > Create goal report by selecting your goal and visualization type.
- Choose from gauge charts showing progress to goal, line charts showing attainment over time, or bar charts showing attainment by team or user.
- Save reports to dashboards or as standalone reports to keep a constant pulse on how you're pacing toward goals.

Service Hub | Sales Hub | Professional+ | Live

Launch region: Global





What's New for

All Teams

HubSpot

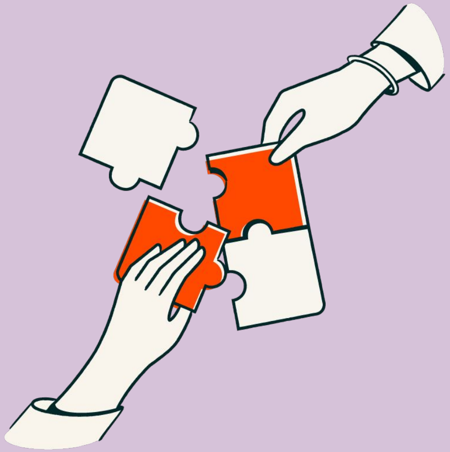
76+ new apps in the HubSpot Marketplace

The HubSpot Marketplace added 76+ new apps last quarter, plus major updates to 22+ featured apps including the HubSpot Connector for Claude, Descript, and Zapier.

- Connect new tools like Arrows for project management, Box Connector with AI functions, and Vidyard Video Agent.
- Updated apps add deeper integrations, from Slack record previews to Zendesk conversation history syncing.
- Browse 2,000+ apps to extend HubSpot's capabilities across sales, service, marketing, and operations.

All Products | All Plans | Live

Launch region: Global



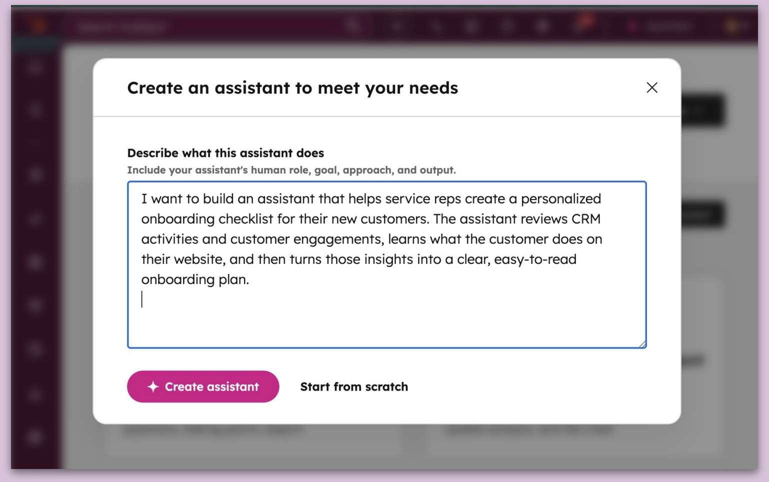
Prompt-Based Custom Assistant Builder

Creating custom assistants in Breeze Studio is now simpler with an AI-powered prompt builder that transforms your plain-language goals into well-structured instructions, inputs, and tool recommendations.

- Describe what you want your assistant to do in plain language, and the builder automatically generates instructions and recommends tools.
- Review and refine the auto-generated assistant setup to ensure it matches your goals before publishing.
- Skip the blank template entirely or start from scratch if you prefer full manual control.

All Products | Starter+ | Live

Launch region: Global



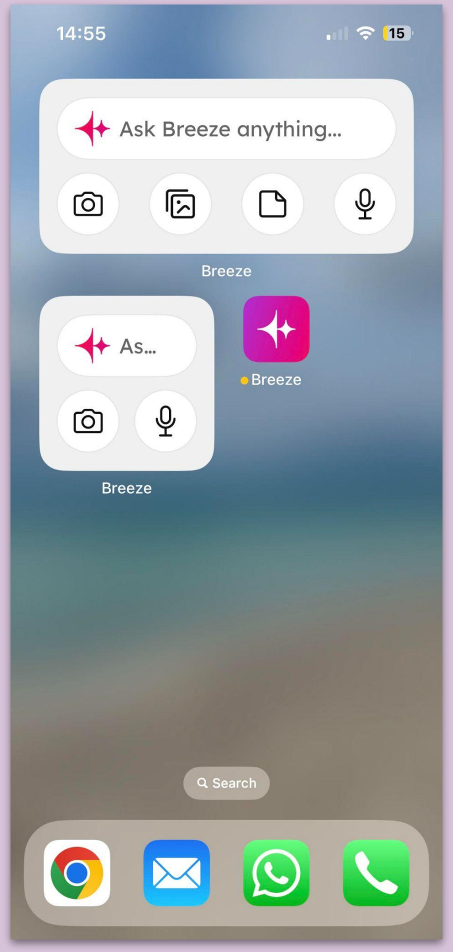
Mobile Widgets & App Intents on Breeze Assistant Mobile App

Breeze Assistant now works right from your home screen and system search with widgets and app intents on Android and iOS.

- Add widgets to your home screen for quick access to ask questions, take pictures, or dictate prompts.
- Use iOS Spotlight or Android shortcuts to launch Breeze Assistant instantly for specific tasks.

All Products | All Plans | Live

Launch region: Global



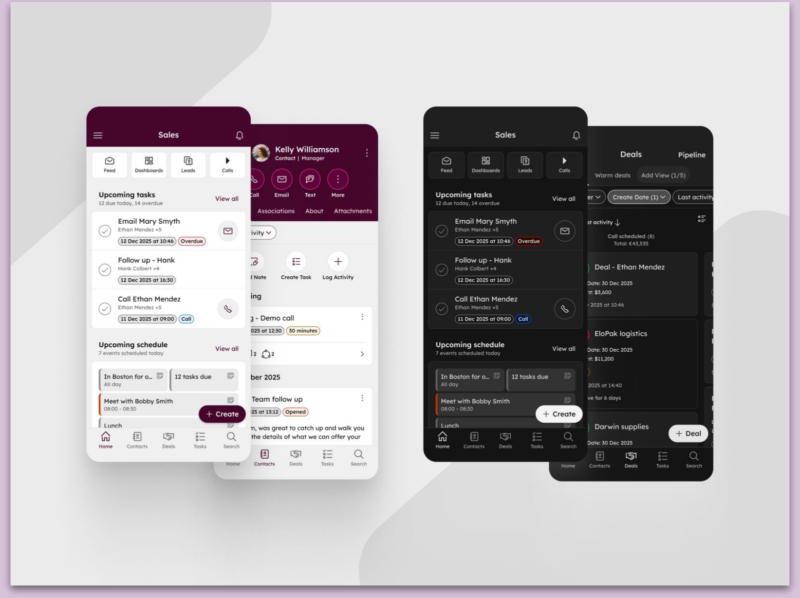
New HubSpot Mobile App Redesign

The HubSpot mobile app now features updated colors for both light and dark modes, creating a cleaner interface that aligns with the desktop redesign.

- Experience consistent design across desktop and mobile for seamless work across devices.
- Benefit from improved readability and reduced visual clutter while maintaining WCAG AA accessibility standards.

All Products | All Plans | Live

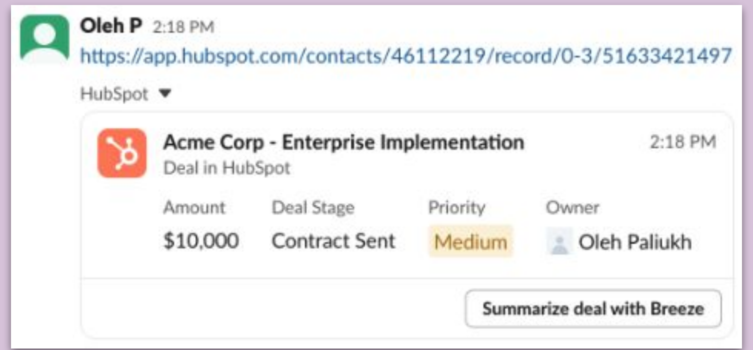
Launch region: Global



HubSpot Link Previews in Slack

When you share a HubSpot record link in Slack, you now see context-rich previews displaying key CRM data directly in your conversations, eliminating extra clicks and tab switching.

- Link previews automatically display when you share HubSpot deals, tickets, companies, or contacts in Slack.
- Click the preview to open a flexpane showing full record details and related conversation threads without leaving Slack.
- Access critical CRM insights without switching tools, keeping your team aligned with in-line context.



All Products | All Plans | **Public Beta**

Launch region: Global

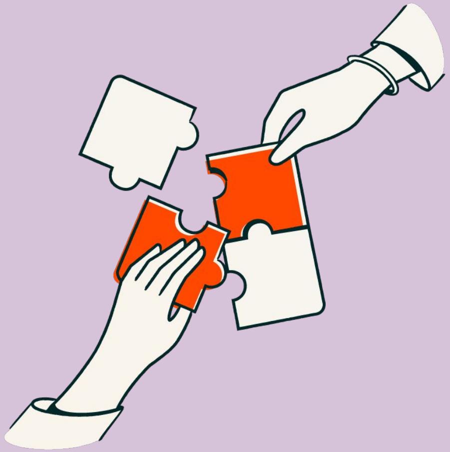
Ask Breeze About Product Updates

You can now ask Breeze Assistant questions about Product Updates and get relevant insights from anywhere in the app, summarizing what you need to know.

- Ask questions like "What new features were released this week?" in plain language.
- Get summaries tailored to your subscriptions with direct links to relevant Product Updates.

All Products | All Plans | Live

Launch region: Global



Want to Learn More?

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Your go-to place to learn all about HubSpot's newest releases!

[Community]

Visit our Community to read our Product Updates blog and join our top discussions with other customers!

Thank You

HubSpot