HubSpot Product Updates

September 2023 (July & August 2023 Updates)

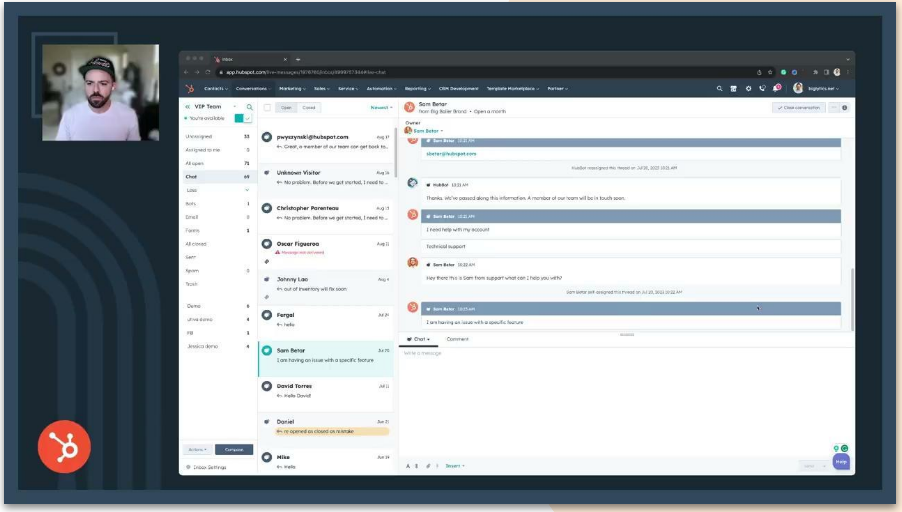
HubSpot

Product Update of the Month

Support Assistant

We're excited to announce the release of content assistant for the Conversations Inbox composer in all channels! With content assistant, users can do everything from generating responses to customer inquiries to editing existing or generated text by opting to rewrite, shorten, expand, or change the tone of the text they select.

Conversations across all channels, except for WhatsApp, in active threads can also be summarized in the comment section. This feature creates a conversation summary so any inbox user can quickly get the context of a conversation without reading every message.



Free | Starter | Pro | Ent | Public Beta

Launch region: Global

Marketing Hub™ + CMS Hub®

HubSpot

Marketing Hub™

AI Content Assistant for Social on mobile

Creating social post captions from HubSpot's mobile app has never been SO EASY!

iPhone and Android users can now boost their efficiency in publishing social media on the go by leveraging AI to help them compose post captions easier and faster.

Use Case

Using the AI content assistant will enable you to write social posts more quickly and with ease on the go. AI content assistant automates the tedious parts of writing, leaving you with more time to shape your own thoughts, opinions, and creativity into your content.

Learn More

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Launch region: Global

Marketing Hub™

Ad Tracking for LinkedIn Carousel Ads

HubSpot can now track LinkedIn carousel ads - this means if a contact clicks on your LinkedIn carousel ad, an ad interaction will go on the contact record, allowing you to create specific email follow ups to close that lead. It also enables you to see full ROI reporting if that contact goes on to have a deal.

Use Case

Previously due to API limitations, HubSpot could not track LinkedIn carousel ads. But now that limitation is gone and you should start to see your live LinkedIn carousel ads start tracking within the Ads app. This change enables you to see all the great reporting you can see for your other tracked LinkedIn ads (Cost Per Lead, Number of Contacts, etc) as well as have the Ad Interaction on the Contact Timeline allowing you to create lists, emails, workflows, etc based on this ad interaction.

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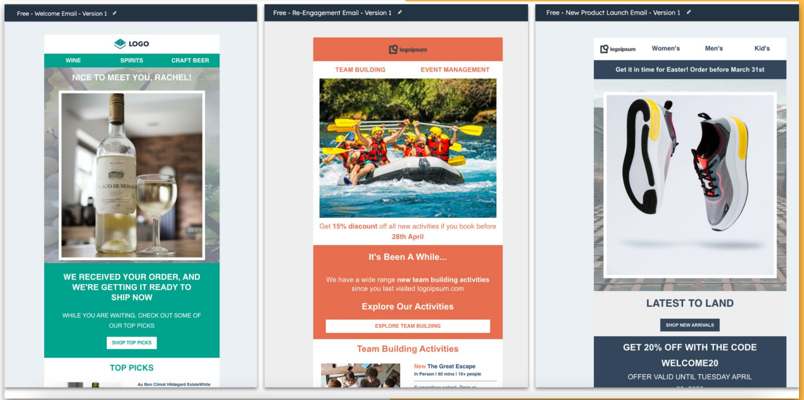
Launch region: Global

Marketing Hub™

New email templates available for ecommerce

You can now access three newly updated email templates, uniquely designed for ecommerce – a welcome email, re-engagement email, and new product launch email. These templates can be accessed by all customers in the marketing email template library.



Use Case

- A **welcome email** to greet new customers. Customize the template with branding, discount codes, product recommendations, and more! Use this email template with a workflow or send it to a segmented list of customers.
- A **re-engagement email** reminds a customer about your brand, product, or offer, especially if you haven't interacted in a while.
- A **product launch email** serves as an announcement or notification to your customers about a new offering, feature, or update.

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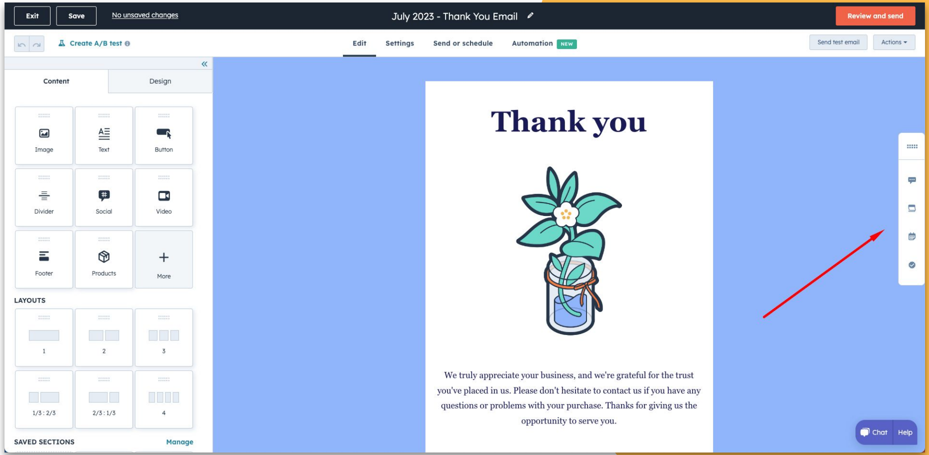
Marketing Hub™

Drag and Drop Version of the Collaboration Sidebar in Marketing Email

Following the release of the drag and drop version of the collaboration sidebar in Workflows and Dashboards, we are now adding this drag and drop version into the Marketing Email tools.



Use Case

This new moveable version gives users the ability to choose where on the screen the sidebar should be placed.

Additionally, the sidebar took up the full height of the screen. We wanted to optimize how we use the space by introducing a smaller, draggable version of the sidebar, which can be placed on any edge of the screen.

Learn More

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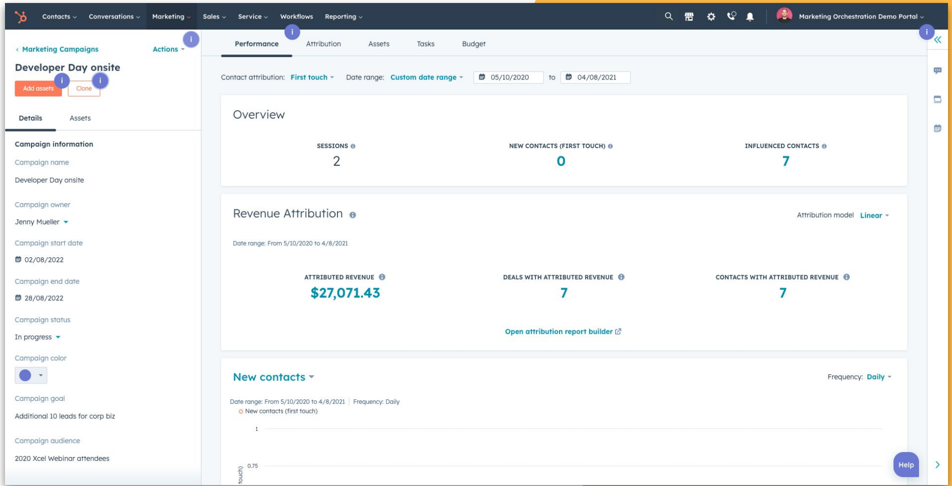
Marketing Hub™

New Campaign Details Page Layout

A new page layout for the details page for individual campaigns taking better advantage of the screen real-estate, providing more information on screen at any time and introducing inline editing of campaign properties.



Use Case

With this update you can now access all your properties, both default and custom, from the left-hand sidebar and edit them inline quick and easy.

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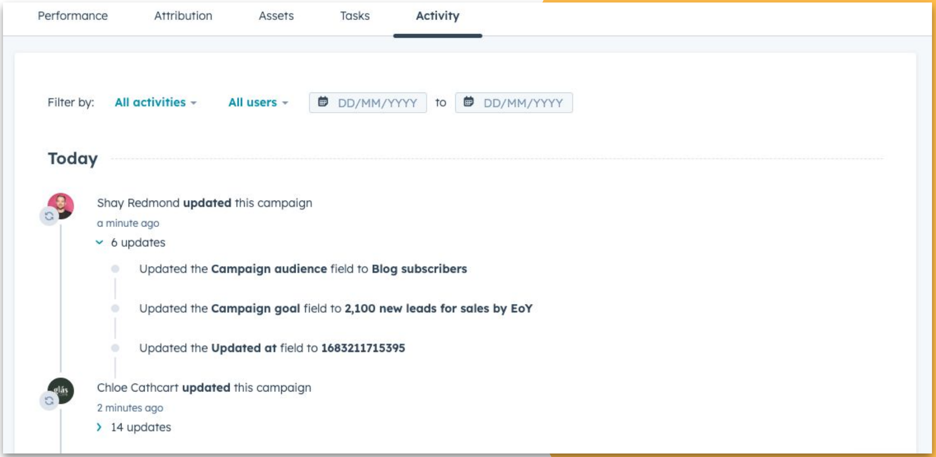
Launch region: Global

Marketing Hub™

Timeline of Changes Made to a Marketing Campaign

You can now visualise a chronological timeline of all changes made to a marketing campaign using the new "Activity" tab in the marketing campaigns tool. This tab displays a list of changes, including edits to the campaign itself, assets associated to the campaign, and more, in order from newest to oldest. Similar to the Activity tab on a contact, company or deal, you can view the author of the change and filter by the type of activity to drill down to find exactly what you're looking for.



Use Case

With this update, starting in Marketing Campaigns, we're providing much more transparency into what's changing and by who giving marketers a much deeper understanding into what their peers are working on and visibility into workloads.

[Learn More]

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Launch region: Global

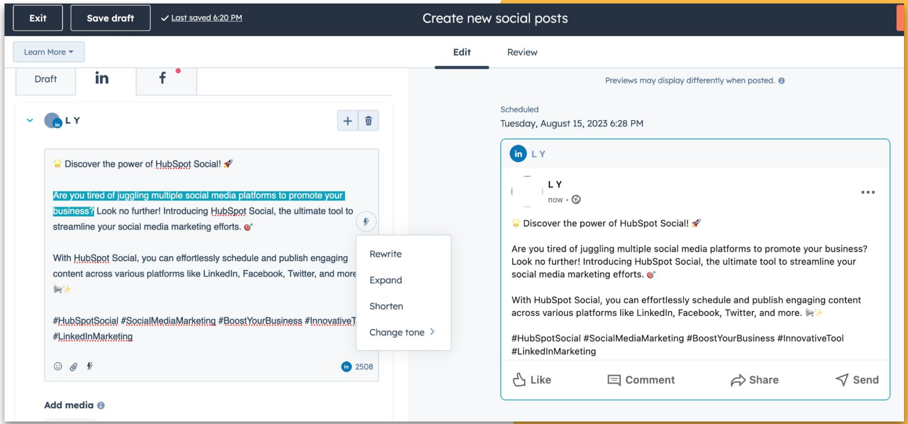
Marketing Hub™

AI Assistant: Highlight Commands in Social

Highlight commands is an AI assistant feature that helps marketers edit and create social captions with ease. It allows marketers to rewrite, summarize, expand on, or change the tone of voice of social captions. By selecting specific portions of the text, marketers can effortlessly rephrase sentences, condense information, add context, or adapt the tone to suit different audiences.

Use Case

We added highlight commands to rewrite, shorten, expand and change the tone of voice of social media posts to help marketers save time and improve efficiency.



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Launch region: Global

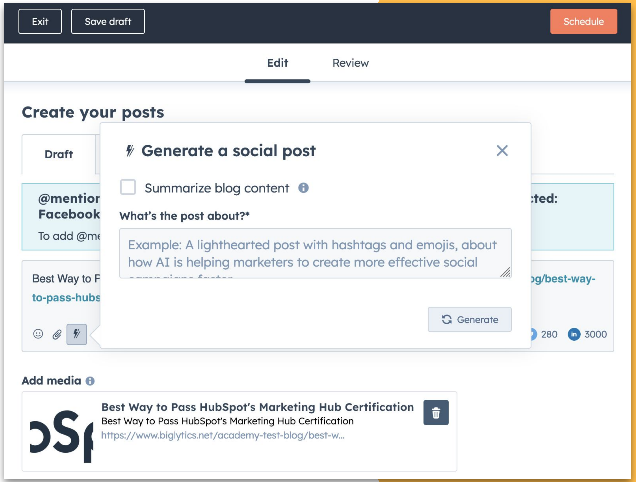
Marketing Hub™

AI Assistant: Create Social Posts from Blogs

Introducing AI-assisted blog summarization into social posts. Marketers can now summarize blog content into social media posts across all networks.

Use Case

Content creation is key part of the social marketers day to day process, however teams often struggle to create new and exciting content that engages audiences, while still maintaining their brand messaging across various marketing channels. This feature enables customers to create social posts based on blog content with ease.



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Launch region: Global

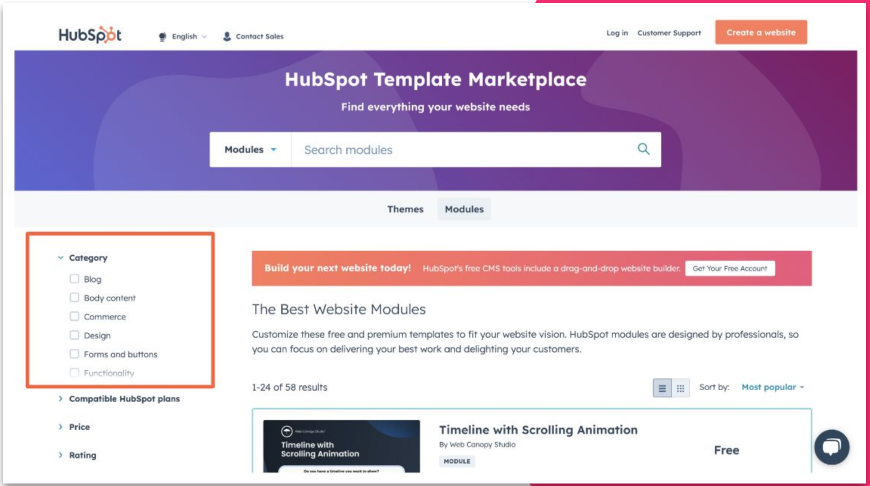
CMS Hub®

New Module Categories Now Available in Website Editor

In the HubSpot drag-and-drop website editor, modules are now organized by functionality – categories like text, media, commerce, forms and buttons, and more. Modules are a simple way to stand out with reusable building blocks that add more custom functionality to your website, landing page, or blog.

Use Case

This more organized way of building content will help you create engaging web designs, from modules that support interactive videos to seamless payments, and everything in between.



Learn More

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Launch region: Global

CMS Hub®

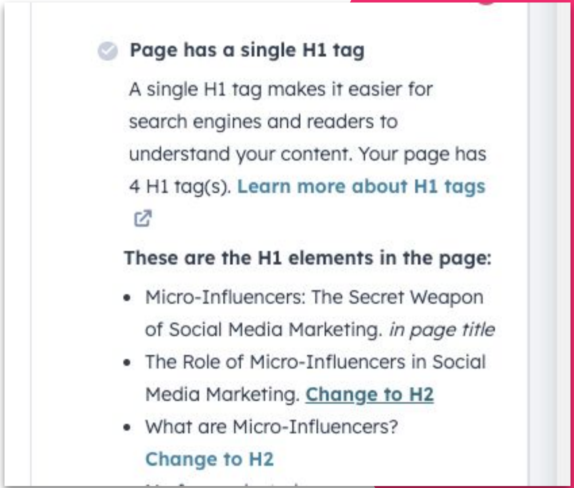
Improved H1 Recommendation Fixes

We improved the SEO recommendation "Page has a single H1 tag" to make it easier than ever to resolve SEO issues. Now, you can automatically delete extra H1 tags or convert them to H2 tags with just a few clicks.

Use Case

With this new update, you can easily review each of your H1 tags on a page if you have more than one, delete excess H1 tags, or convert them to H2s.

**Note: this feature is only available inside of the new Patagonia editor (beta)*



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Launch region: Global

CMS Hub®

New Growth Theme Sections

We've made an update to the Growth Theme with the addition of seven new sections. These sections have been carefully crafted to simplify your experience by allowing you to seamlessly drag and drop pre-designed, full-width sections directly onto your page. With options like gallery, products, services, newsletter, and about, these new sections offer unparalleled flexibility and convenience for creating stunning, user-friendly websites.

Use Case

Whether you are looking to showcase your products, promote your services, or engage with your audience through a captivating newsletter, these new sections will empower you to create impactful web pages easily. We believe that this update will not only save you time and effort but also enable you to take your website design to the next level.

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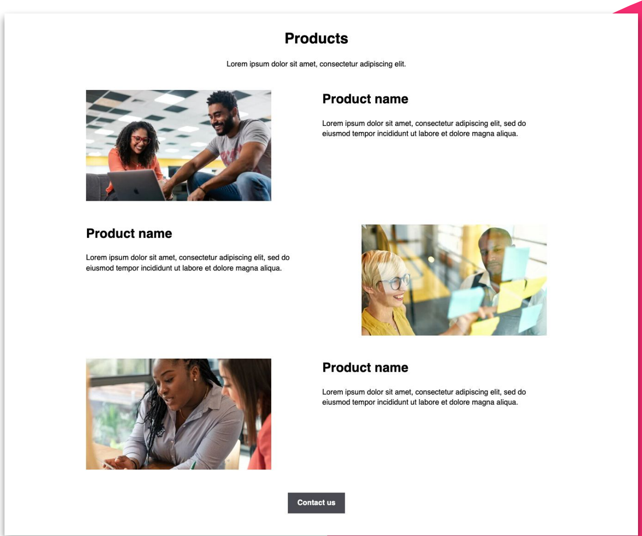
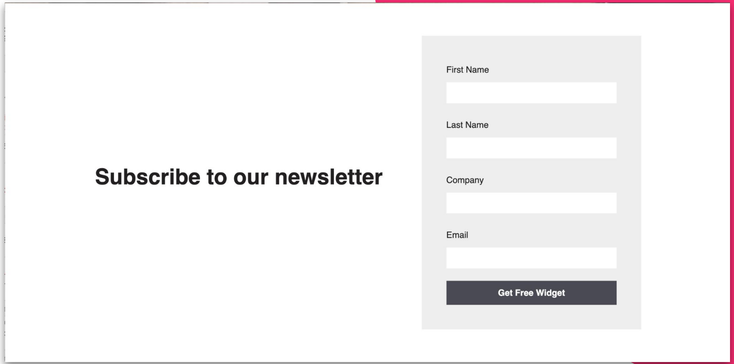
**Users need to have the Growth set as their “active” theme to see the sections on their Website Builder*

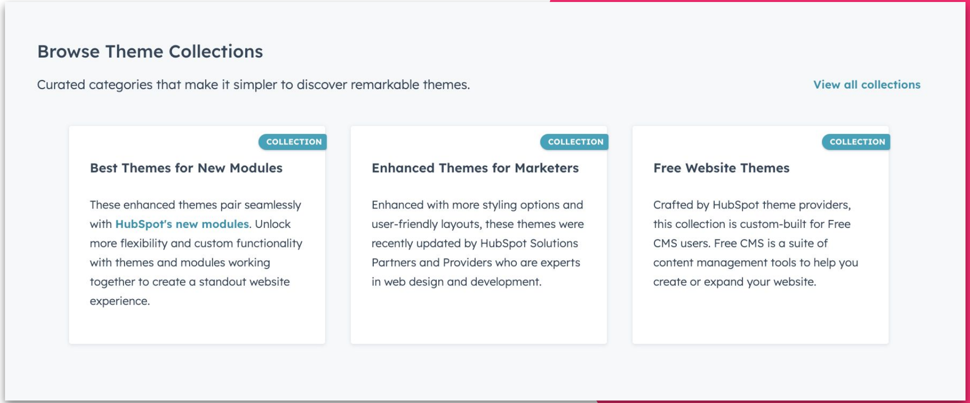




CMS Hub®

A new way to discover featured themes on the Template Marketplace

Exploring recommended themes on the Template Marketplace just got a whole lot easier! You can now view all featured themes on both the Template Marketplace homepage and a new page dedicated to all theme collections.



Use Case

Before redesigning the Template Marketplace, collections were hard to find and limited in their display. Now, with a carousel added to the Template Marketplace homepage and a new page dedicated to viewing all collections, you can quickly browse featured themes in just a few clicks.

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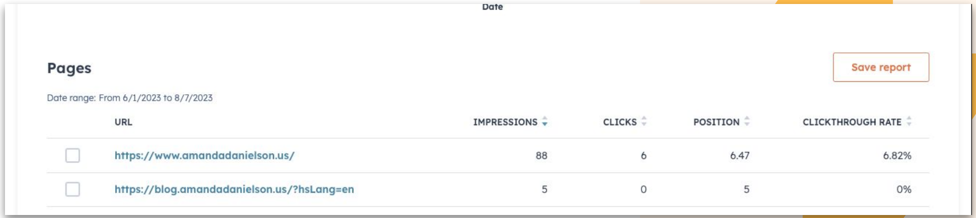
Launch region: Global

Marketing Hub™ + CMS Hub®

Save SEO Table Report to Dashboards

Users can now save the table report in the "Analyze" tab in HubSpot's SEO tool to their custom reporting dashboards. This report shows how pages are performing for Google Search Console metrics (average position, clicks, clickthrough rate, impressions) over time



Use Case

This change allows users to keep all of their web reporting reports inside of one convenient dashboard.

**available for all portal editions with access to SEO Analytics*

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Marketing Hub™ + CMS Hub®

Add Google as Domain Connect Provider

HubSpot currently supports two Domain Connect providers: GoDaddy and IONOS (used by ~27% of users). We will be focusing on adding Google Domains as a Domain Connect provider. Google Domains is our customers' fourth most commonly used domain registration service, used by ~6.4% of customers.

This will make it easier for customers who have Google domains to connect them in HubSpot.

Use Case

We want to offer a Domain Connect integration with Google as a domain connect provider on top of GoDaddy, and IONOS to increase the percentage of CMS Free users who connect a custom domain.

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Marketing Hub™ + CMS Hub®

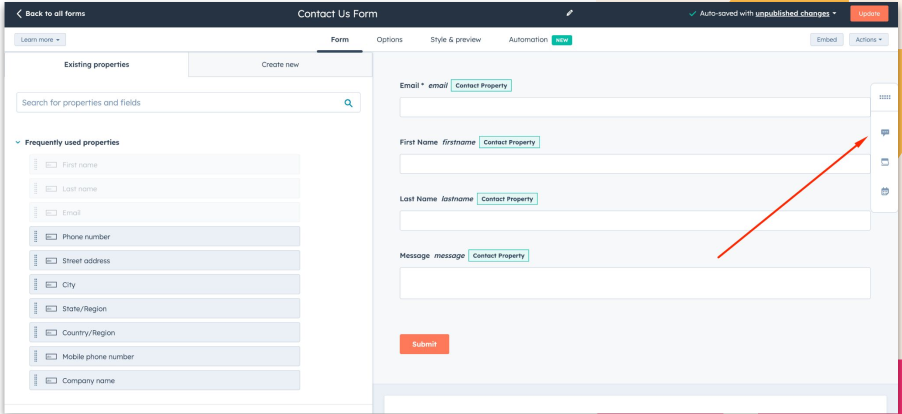
Drag and Drop Version of the Collaboration Sidebar in Forms

Following the release of the drag and drop version of the collaboration sidebar in Workflows, Dashboards and Marketing Email, we are now adding this drag and drop version into Forms.

Use Case

This new moveable version gives users the ability to choose where on the screen the sidebar should be placed.

Additionally, the sidebar took up the full height of the screen. We wanted to optimize how we use the space by introducing a smaller, draggable version of the sidebar, which can be placed on any edge of the screen.



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Launch region: Global

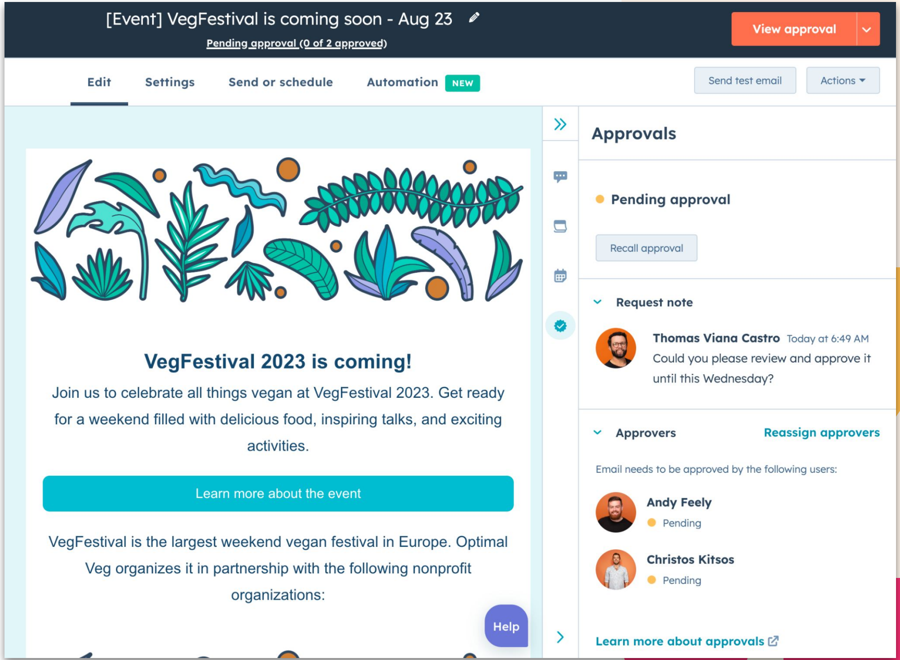
Marketing Hub™ + CMS Hub®

Update the Approvers in Active Approvals

Admins and the user who made the request can now update the approvers of an active approval. That's available for portals that have turned on approvals for marketing emails, website pages, landing pages, or blog posts.

Use Case

HubSpot users want to make sure an approval request doesn't get blocked when an approver is unavailable. This new feature brings more flexibility, letting admins and the user who made the request choose other approvers to review and approve the request.



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Launch region: Global

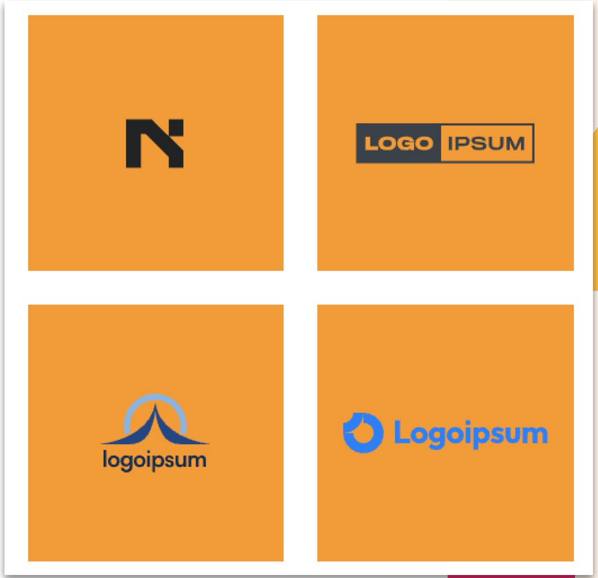
Marketing Hub™ + CMS Hub®

Logo Grid Default Module

HubSpot's new default module enables customers to add logos of various dimensions in a grid format on their pages and blogs.

Use Case

This is the first default module that allows customers to easily size and display multiple logos of different dimensions in a grid format. It helps create professional-looking content more quickly.



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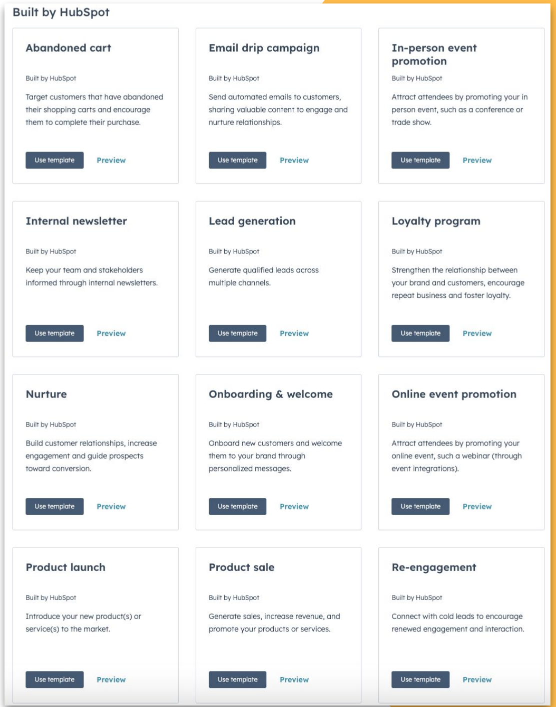
Launch region: Global

Marketing Hub™

The Campaign Template Library Now Offers 10 New HubSpot Templates

The campaign templates library now features 10 new out-of-the-box HubSpot campaign templates, making it even easier for you to create successful multi-channel campaigns in HubSpot:

1. Abandon cart
2. Email drip campaign
3. In-person event promotion
4. Internal newsletter
5. Loyalty program
6. Nurture
7. Onboarding & welcome
8. Product launch
9. Product sale
10. Re-engagement



Learn More

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Launch region: Global

Marketing Hub™

Google Enhanced Conversions

Google enhanced conversions is an ad conversion events feature that can improve the accuracy of your conversion measurement and unlock more powerful bidding. It supplements your existing conversion tags by sending hashed first-party conversion data from your website to Google in a privacy-safe way. The feature uses a secure one-way [hashing algorithm] called [SHA256] on your first-party customer data, such as email addresses, before sending to Google.

Use Case

With enhanced conversions, HubSpot will send onsite form fill submission data back to Google server side. This will:

- Recover conversions that otherwise wouldn't have been measured
- Improve bidding optimization through better data
- Be privacy safe with hashing of first-party customer data

Learn More

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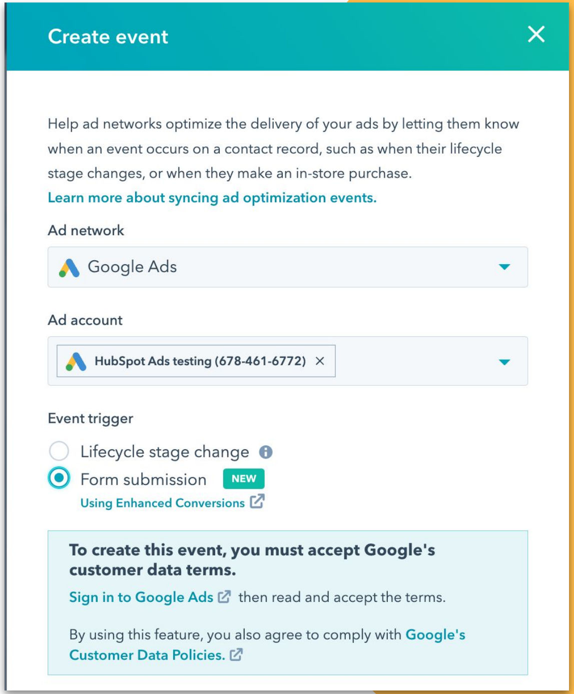
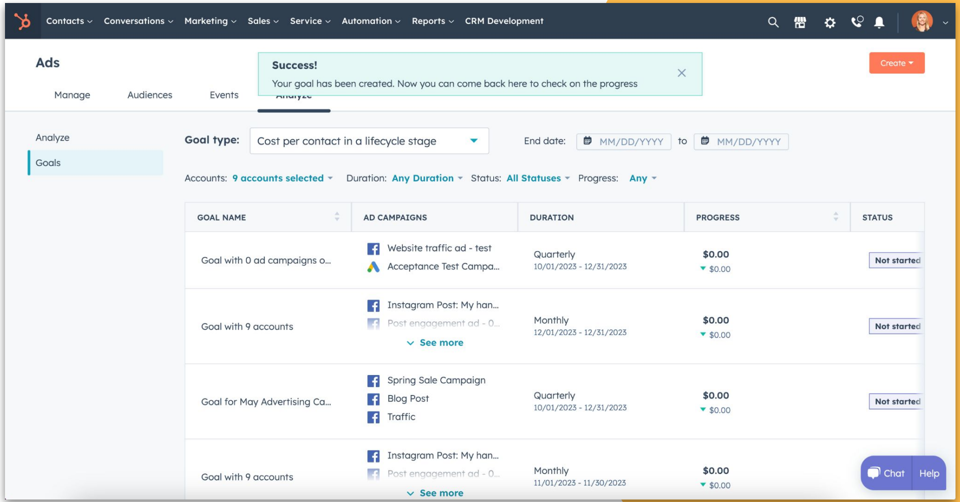


Marketing Hub™

Create Ad Goals within Ads

Introducing the ability to create ad goals from within the Ads tool! You can now create four different ad goals and track their progress from the Analyze tab within Ads:

1. Contacts from first form submission
2. Cost per contact in a lifecycle stage
3. Network conversions
4. Number of contacts in a lifecycle stage



Use Case

Keep track of these important Ad goals right beside all of your important reporting within HubSpot.

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Launch region: Global

**recently released as Public Beta in May*

Marketing Hub™ + CMS Hub® + Service Hub™

A New Set of Default System Pages and an Easier Way to Preview Them

There's a new, consistent and modern set of default system pages and emails for CMS Hub, Marketing Hub and Service Hub users, along with an easier way to view the system pages users have set.

Use Case

This new set of consistently styled and neutrally branded set of system templates and emails are set automatically for users that way, users can get their website up and running quickly while being confident that their system pages look professional.

Free | Starter | Pro | Ent | Public Beta

Launch region: Global

Marketing Hub™ + CMS Hub®

New CTAs Available in Marketing Email

You can now add new CTAs to your Marketing Emails.

Use Case

With the addition of the new CTAs to marketing email, you can now track the effectiveness of your offer across multiple touchpoints in a scalable way without having to worry about rendering issues (new CTAs are rendered in HTML and not as an image).

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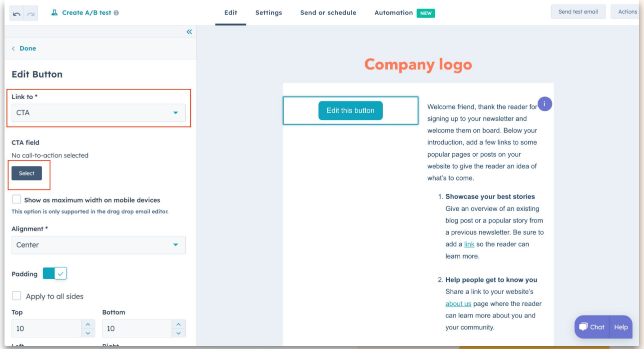
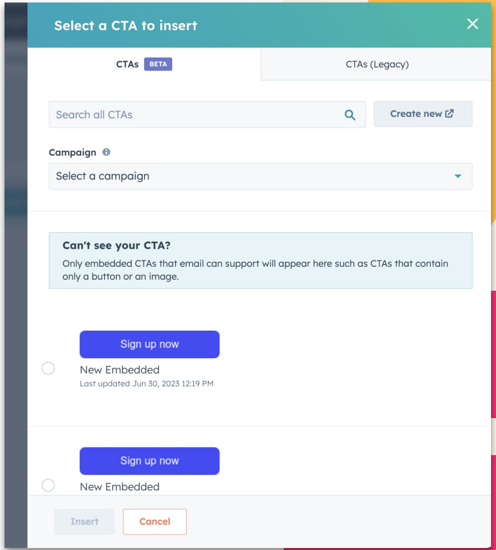




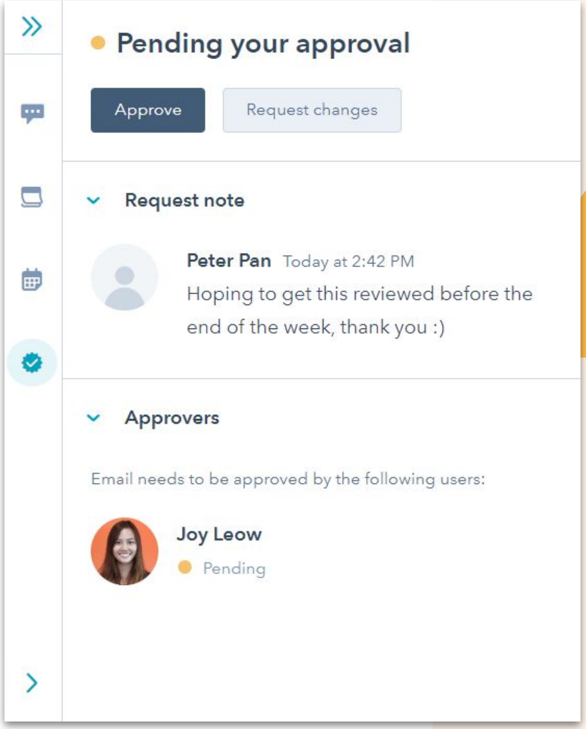
Marketing Hub™ + CMS Hub®

Content Approvals

The ability for marketers to request approval before publishing a landing page, blog post or website page.

Use Case
Easily collaborate with other stakeholders in one place to develop content without having to go back and forth through multiple external platforms.

**Content Approvals for website pages are only available to CMS Hub Enterprise customers.*



Learn More

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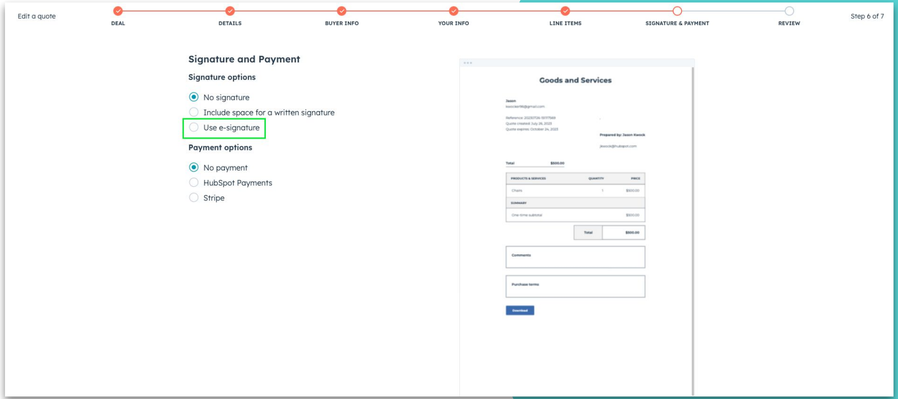
Launch region: Global

Sales Hub™ + Service Hub™

Sales Hub™

E-sign now available for Sales Hub Starter Plans

We're introducing a packaging change by providing E-Signature to our Sales Hub Starter customers.



Use Case

Previously, Sales Hub Starter customers only had the capability to either use no signature, or "include a space for a written signature". This means they could not sign a quote digitally, which led to using offline methods to capture a signature.

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Launch region: Global

Sales Hub™

Deal Insights

You can now see insights on pipeline health when managing Deals. Taking a look at these insights on a weekly basis will give you an ‘at a glance’ view of the status of your sales pipeline and sales process.

Use Case

To manage deals and track sales performance effectively, sales teams need visibility into the pipeline. We made deal management easier with valuable metrics on pipeline health embedded right where reps close deals. Reps can track how deals are aging and managers can see how much pipeline was created in the last week. With an improved view of your overall pipeline, you can identify valuable insights to inform team meetings, weekly 1:1’s, and forecast calls.

[Learn More]

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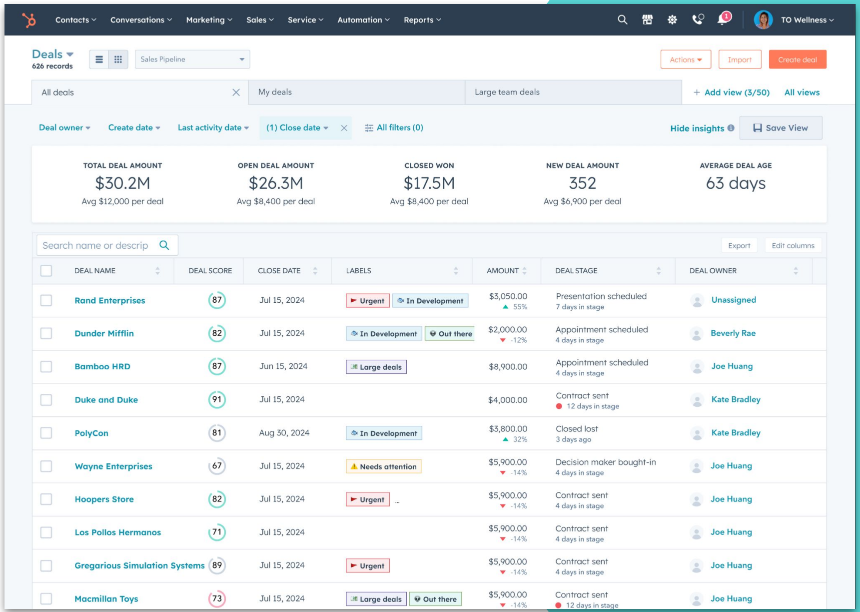


Launch region: Global

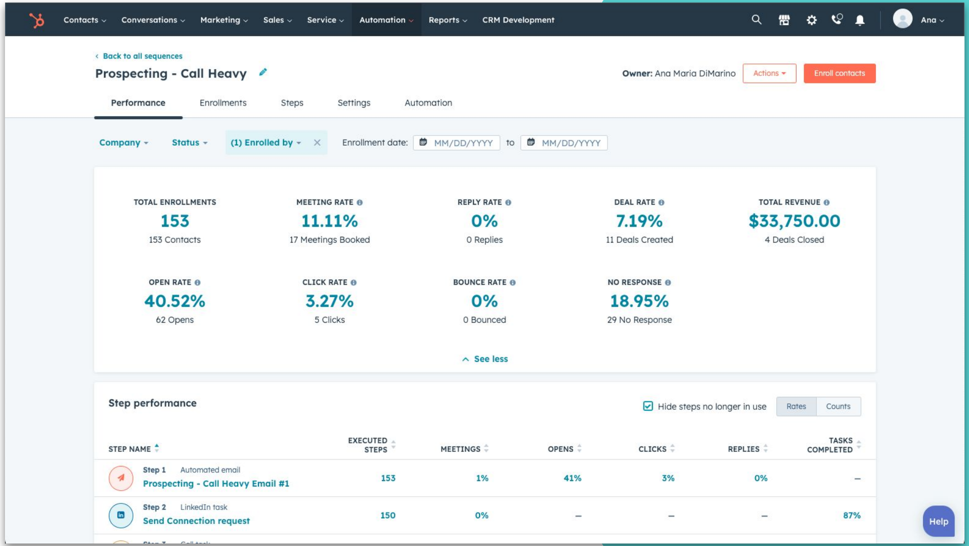
HubSpot

Sales Hub™

Sequences Deal Reporting

We are introducing two new metrics to help Sales Hub Enterprise customers analyze their sequence performance:

- Deal Rate - the percentage of contacts enrolled in a sequence that resulted in a deal being created
- Total Revenue - the amount of revenue from closed won deals influenced by the sequence shown in company currency



Use Case

Sequences Deal Reporting will allow teams to tie pipeline generation and revenue to sequences. This means managers can identify what content leads to more conversions to coach reps and adjust tactics to optimize sales effectiveness.

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Launch region: Global

Sales Hub™

Deal Journey Analytics: A new report for Sales Hub Enterprise

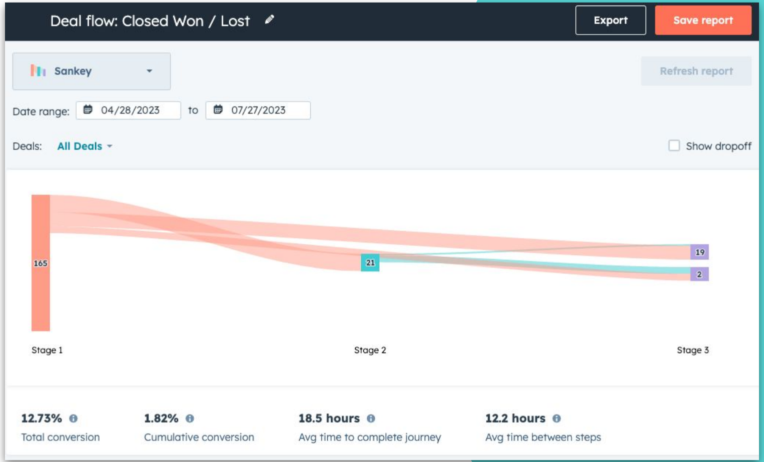
We're adding deals to customer journey analytics. Sales Hub Enterprise customers will be able to use journey analytics to see how different deals are moving through the pipeline.

Use Case

We have expanded the customer journey analytics app by introducing additional features, filters, and new types of data for use in journey or funnel reports. We now allow you to track deal progression across multiple pipelines.

With deal journey analytics, you can now utilize Sankey charts to visualize instances where deals bypass certain stages. This enables you to gain insights into the duration it takes for deals to move from one stage to another.

Learn More



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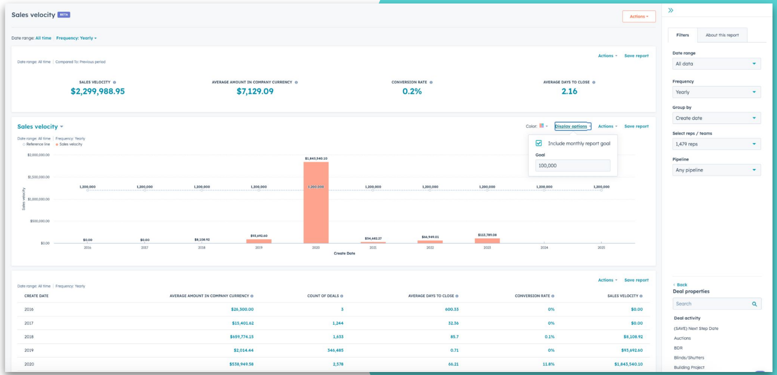
Sales Hub™

New Sales Report - Sales Velocity

The sales velocity report gives an overview of how well a sales team is doing. This report shows key metrics such as the number of leads generated, conversion rates, and the time it takes to close deals.



Use Case

By measuring sales velocity, teams gain valuable insights into their performance and can make informed decisions to optimize their sales strategies. Moreover, sales velocity empowers teams to look ahead by predicting future sales revenue and customer acquisition. Understanding the conversion rate and the time it takes to convert leads into customers allows sales teams to set realistic goals and allocate resources effectively. This predictive ability enables them to plan for growth and stay competitive in a dynamic market environment, making sales velocity an indispensable tool for driving revenue growth and success.

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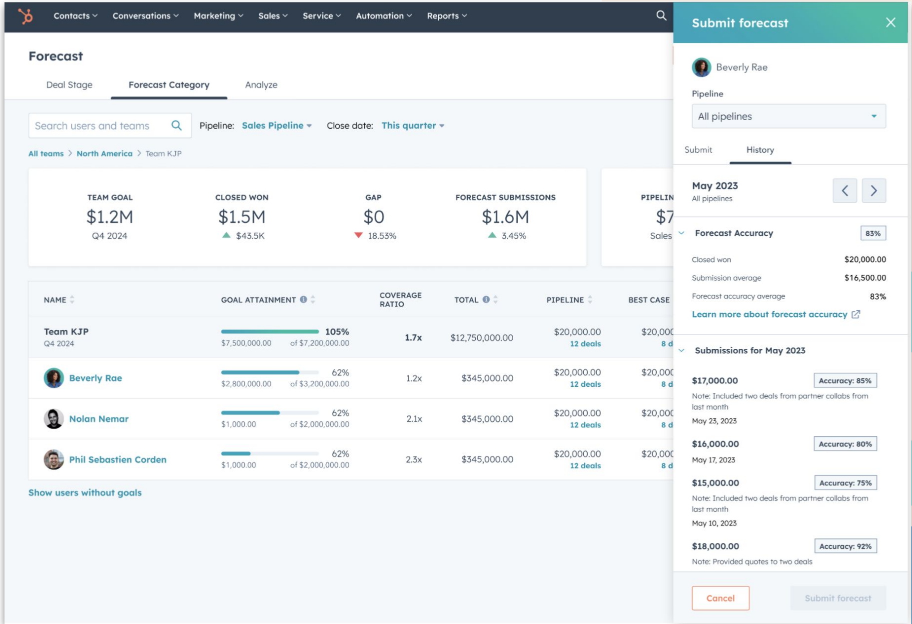
Launch region: Global

Sales Hub™ + Service Hub™

Forecast Accuracy Tracking

Measure the reliability of your forecasts and the effectiveness of your forecasting process with forecast accuracy tracking. With forecast accuracy tracking, you can identify trends, patterns, and factors to improve the performance of your forecasts.



Use Case

Now with this update, we enable customers to track their forecast accuracy at the rep and team levels to make informed decisions based on data-driven insights.

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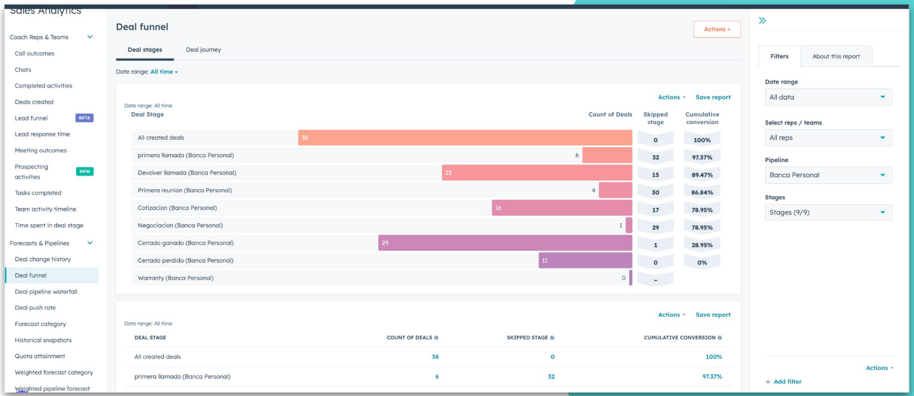
Launch region: Global

Sales Hub™

Sales Report - Deal Funnel

We made significant changes to our funnel reporting.

1. Deal stages (previously called 'Any' funnel) got updated with skips, conversions & time in stage.
2. 'All stages in order' funnels got replaced with Deal journey and provides skips, conversions, time in stage.



Use Case

Skips, conversions, and time in stage are essential to help sales teams make data-driven decisions and implement more targeted sales strategy improvements to increase their overall conversion rates.

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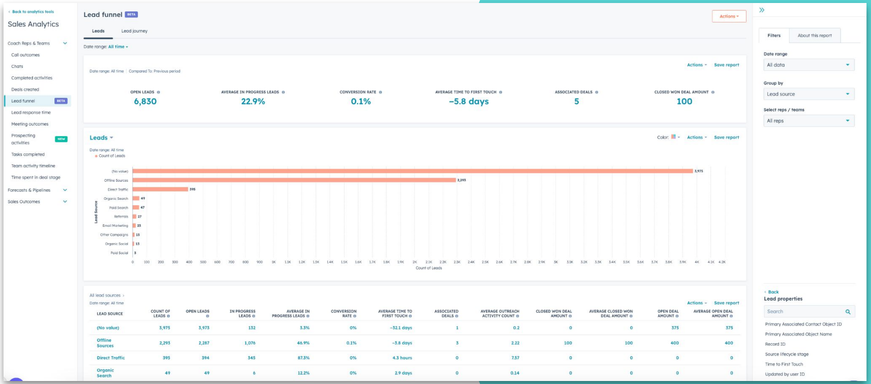
Launch region: Global

Sales Hub™

New Sales Report - Lead Funnel

The Leads report empowers sales teams to track lead activity comprehensively, from initial contact to deal conversion, and analyze lead conversion rates to optimize lead nurturing strategies. It also enables businesses to evaluate lead source effectiveness and assess sales reps' performance, driving data-driven decisions for revenue growth and sales success.



Use Case

Having a lead report equips sales teams with the necessary data and insights to optimize their lead management process, improve performance, and drive revenue growth.

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

Launch region: Global

Service Hub™

Email and Form Assignment Based on Availability

With this release, emails and forms will only be assigned to agents who are available. If no agents are available, the email or form will be Unassigned, consistent with assignment in Live Chat and Facebook Messenger. Admins and Availability Management users can manage their agents' availability status even if the Inbox or Help Desk doesn't have a Live Chat channel enabled.

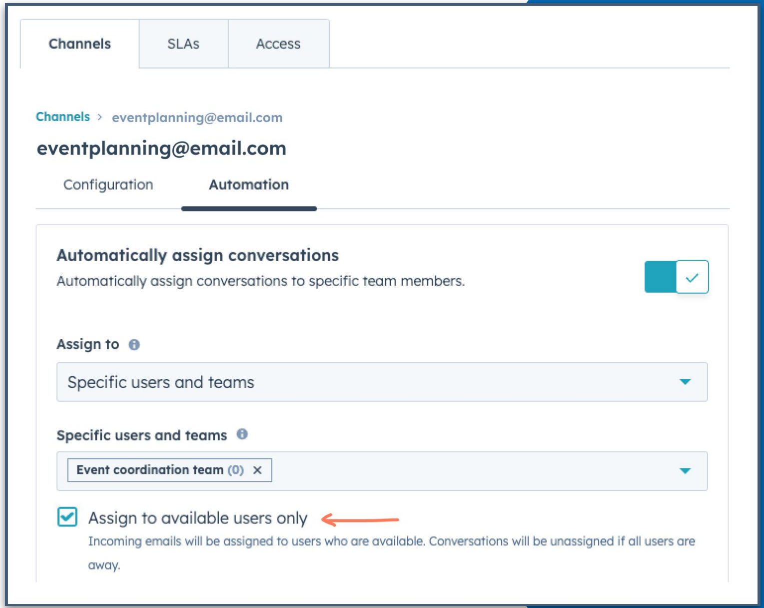
Use Case

HubSpot Admins will see a new 'Assign to available users only' checkbox if they have automatic assignment and Specific users and teams selected when they connect a new email or form channel or edit their current email and form channel configurations under Inbox or Help Desk settings.

**Note: Starter customers cannot change the default setting*

Free Starter Pro Ent Public Beta

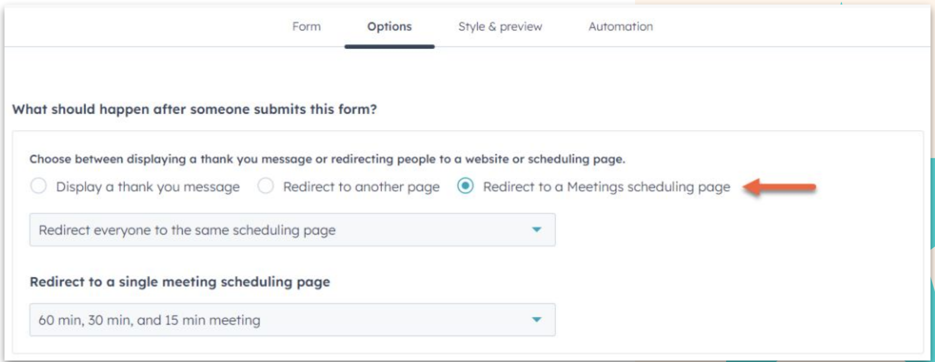
Launch region: Global



Sales Hub™ + Service Hub™

Lead Form Routing

Introducing lead form routing to meetings, a new way to streamline your meeting booking process. With this latest update, we're making appointment scheduling a breeze. No more one-size-fits-all redirects! This feature empowers you to harness the information collected in your forms to customize the visitor's journey ensuring they are directed to the most relevant meeting link for their needs.



Use Case

Customers can harness the information collected in their Forms to customize the visitor's journey, ensuring they're directed to the most relevant meeting link for their needs.

[Learn More]

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

Launch region: Global

Sales Hub™ + Service Hub™ + Marketing Hub™

Announcing the Goals Template Library

Discovering and Creating Goals is easier than ever before with the new Goals Template Library!

Goals help customers enable teams and users to focus and align on the metrics that matter most to the growth of their business. With the new template library in the Goals app, you can now easily browse through the various Goals available, understand what is being measured and how, and quickly set them up with the newly optimized creation wizard, in just a few clicks.

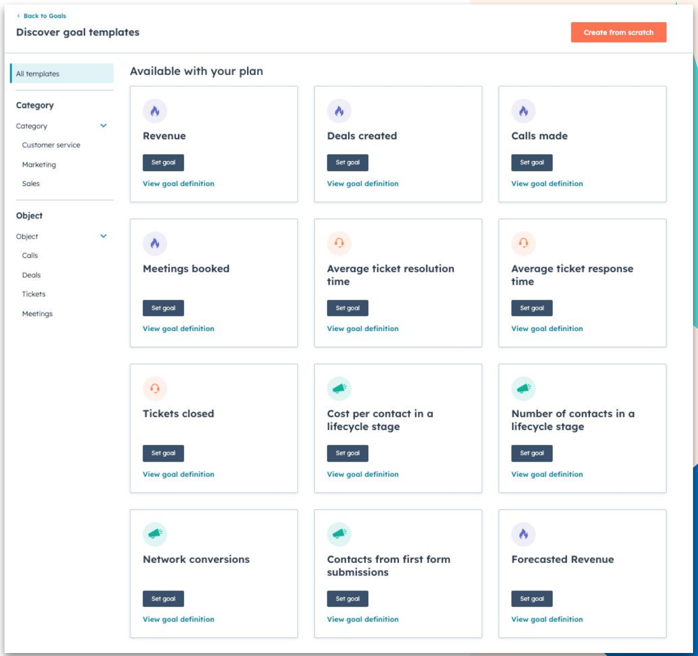
Use Case

The Goals template library enables an easy-to-understand browsing experience, allowing for better discovery and planning and an optimized creation wizard leading to quicker Goal setup.

Free | Starter | Pro | Ent | Live

Launch region: Global

**available to Marketing and Service Pro+ and Sales Starter+ users*



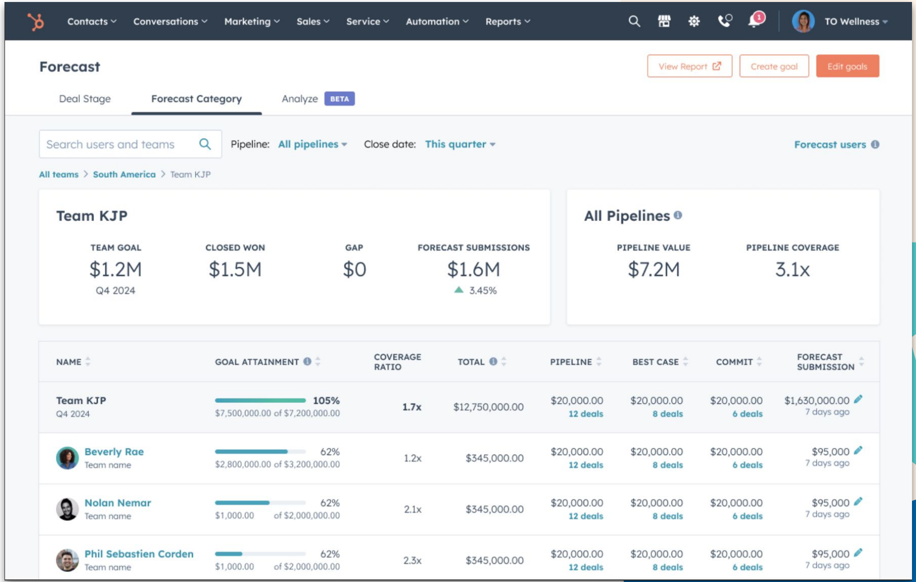
Sales Hub™ + Service Hub™

Forecast Across All Pipelines

You can now manage goals and forecasts across all your pipelines.

Use Case

Previously, customers could only manage forecasts per pipeline. Some businesses don't operate their forecasting process by pipeline, so we added the flexibility to manage forecasts across all pipelines (i.e. selling motions)



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

Launch region: Global

Sales Hub™ + Service Hub™

AI-Powered Automatic Associations for Calls - Tickets

Customers can now participate in the public beta that automatically associates calls with tickets in HubSpot.

Use Case

When a call record is created, HubSpot AI will look for relevant tickets and associate them with the call.

To identify relevant ticket records, HubSpot AI looks at multiple fields, including contact and company associations, call owner, ticket owner, ticket name, and ticket creation time.

Learn More

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

Launch region: Global

Sales Hub™ + Service Hub™

AI-Powered Automatic Associations for Calls - Meetings

You can now sign up for the public beta that lets HubSpot AI automatically associate calls with relevant meeting records.

Use Case

When a call record is created by an integration, HubSpot AI will look for the relevant meeting record and associate it to the call.

Associated meetings will be visible in the associations sidebar on the recording review page. Like other automatic associations, these will be labeled with the HubSpot AI icon and hint.

Learn More

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

Launch region: Global

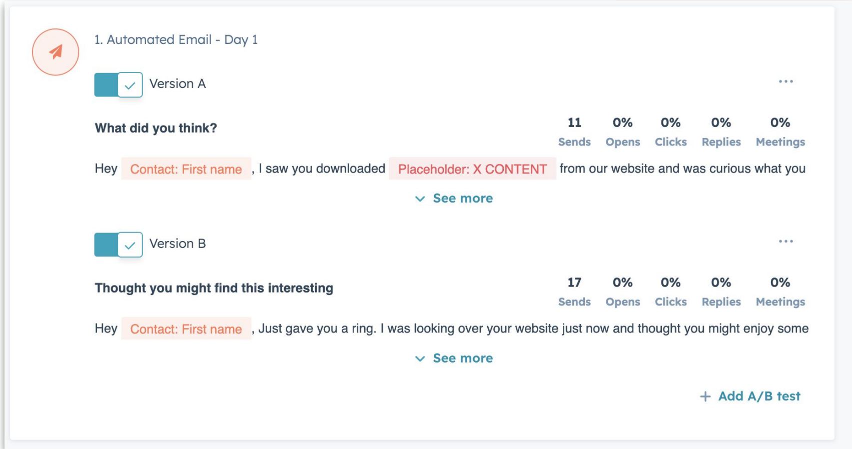
Sales Hub™ + Service Hub™

A/B Testing Sequence Steps

A/B testing allows you to experiment with different versions of your content to determine what performs better with your audience. Within sequences, you can now test different templates within any email step and report on performance to quickly iterate and optimize outreach.

Use Case

With the ability to A/B test sequence steps, teams can quickly experiment and iterate to improve their outreach efforts and boost conversion rates.



[Learn More]

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

Launch region: Global

Sales Hub™ + Service Hub™ + Marketing Hub™

New Goals Permission

The new Goals permission allows customers to have more control over who can view and edit goals in a simple and effective way.

We have replaced the previous permissions experience, where each goal template's permissions were governed by other apps and didn't follow a consistent behavior. The new goals permissions will make it easy for customers to understand, define, and change goal permissions as needed.

Use Case

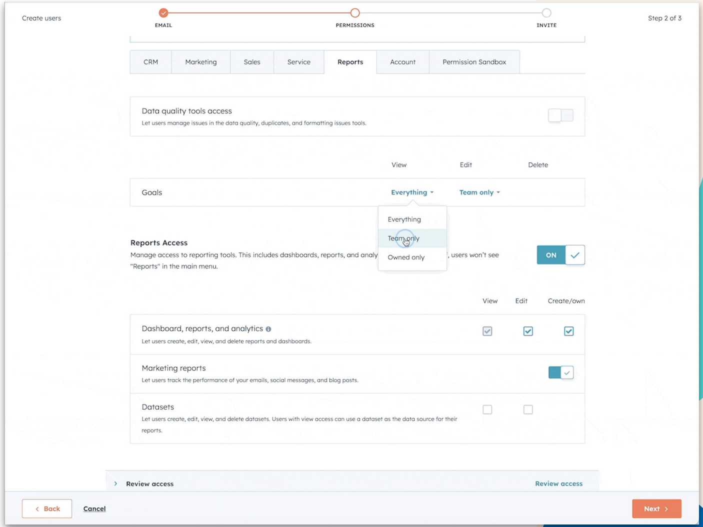
This new permission will allow customers to set View (Everything, Team only, Owned only) and Edit (Everything, Team only, View only, None) Goal permissions, for each user.

Learn More

Free | Starter | Pro | Ent | Live

Launch region: Global

**available to Marketing and Service Pro+ and Sales Starter+ users*



Sales Hub™ + Service Hub™

Make Call Outcomes Required

Administrators now have the capability to enable a portal-wide functionality, requiring representatives to log a call outcome prior to saving outbound browser calls or logged calls within HubSpot. Call Outcome is a property for HubSpot users to better detail the results of their calling activity. This custom property includes preset fields such as "connected," "left voicemail," or "wrong number," and offers the flexibility to incorporate personalized options.

Use Case

Adding a new requirement setting forces more consistency in call outcomes being logged, creating great workflow behaviors on calls for reps, and syncing more call data to reports for admins to analyze.

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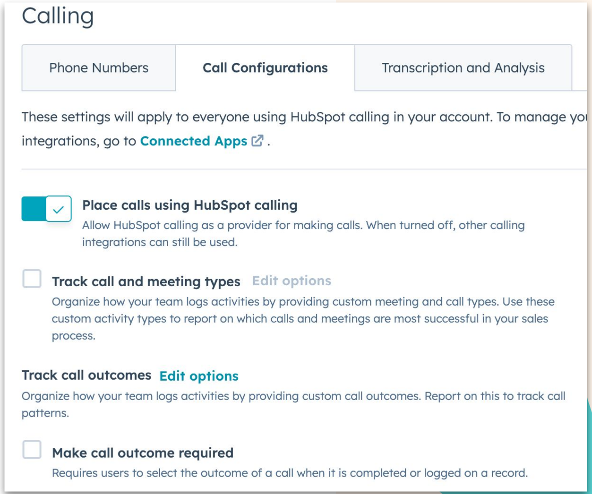
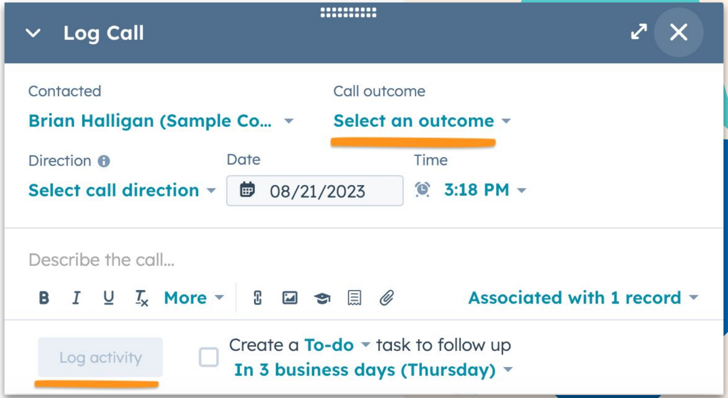
Launch region: Global





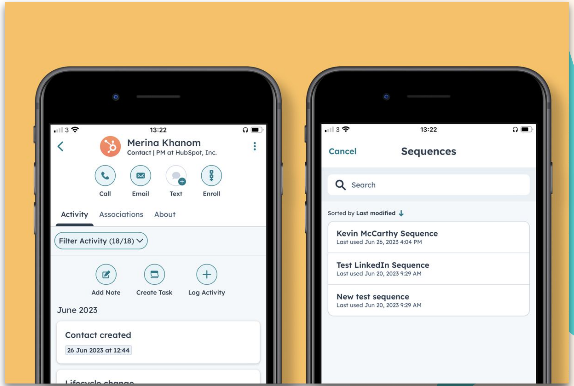
Sales Hub™ + Service Hub™

Sequences on Mobile

iOS and Android Apps will support enrolling, un-enrolling, pausing and resuming contacts from a sequence.

Use Case

Sequences are a key part of a sales reps prospecting workflow - it's how you qualify leads and get them into your calendar as quickly and efficiently as possible. Being able to do this on mobile brings Sequences to the next level, untethering the prospecting sales rep from their desks.



Free | Starter | Pro | Ent | Public Beta

Launch region: Global

Sales Hub™ + Service Hub™

Improvements to filtering Lists by Sequence properties

We're adding two new properties to the Sequence enrollment filters in Lists:

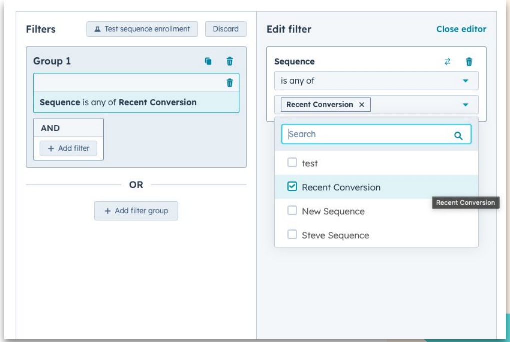
Sequence - this filter allows you to filter by a particular sequence enrollment
Status - this filter allows you to filter by the contact's current status in the sequence. Status options include error, finished, in progress, paused, and scheduled.

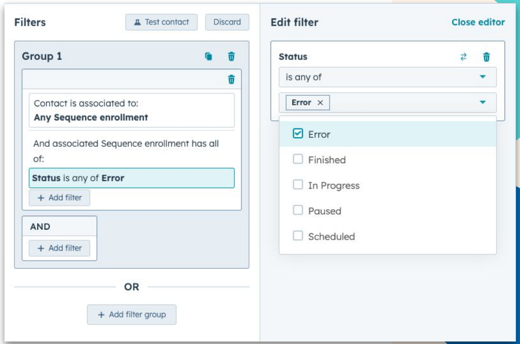
Use Case

Filter by the specific sequence or a contact's status within the sequence.

Free Starter Pro Ent Live

Launch region: Global





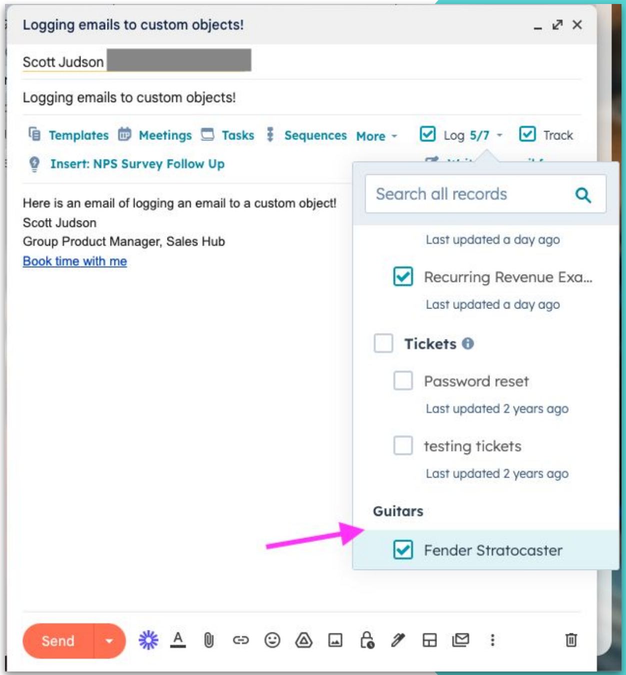
Sales Hub™

Log Emails to Custom Objects from Gmail & O365

The ability to log emails to HubSpot custom objects from within Gmail and web-based Office 365.

Use Case

Save time and streamline your workflow by logging emails directly from your inbox to custom objects, eliminating the need to switch between screens and ensuring accurate email tracking within HubSpot.



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

Launch region: Global

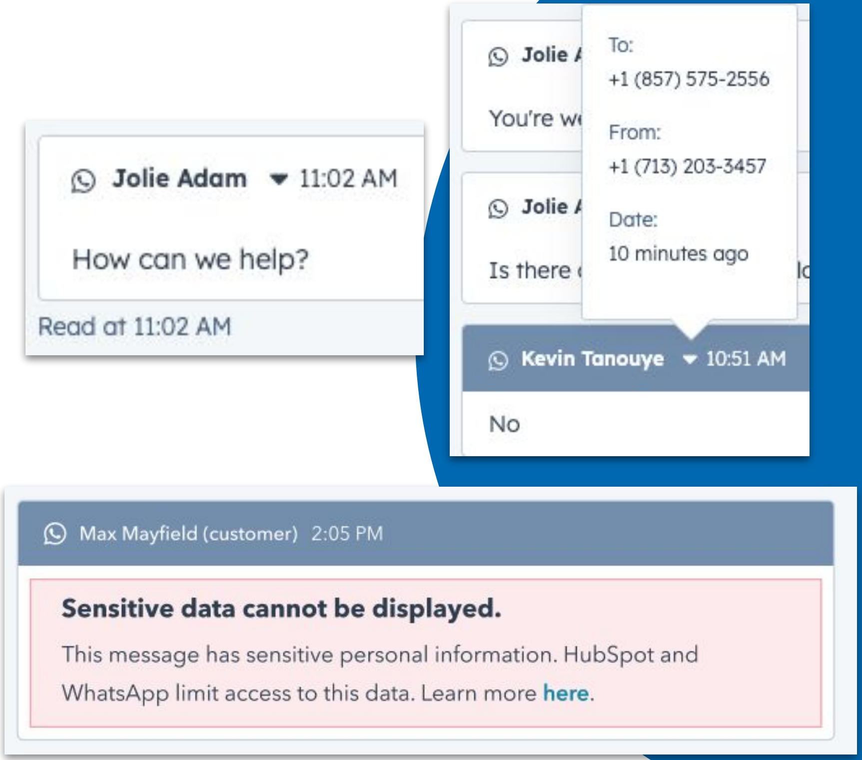
Service Hub™ + Marketing Hub™

WhatsApp Improvements in the Conversations Inbox

We recently released the following updates to WhatsApp in the Inbox:

Read Receipts, **Message Metadata**, **Message Quarantining**, and **Move between inboxes**

Use Case
Supporting message reactions, replies to direct messages on the conversation thread.



Free Starter Pro Ent Live

Launch region: Global

Service Hub™

Book Meetings on Behalf of Other Users in Service Hub

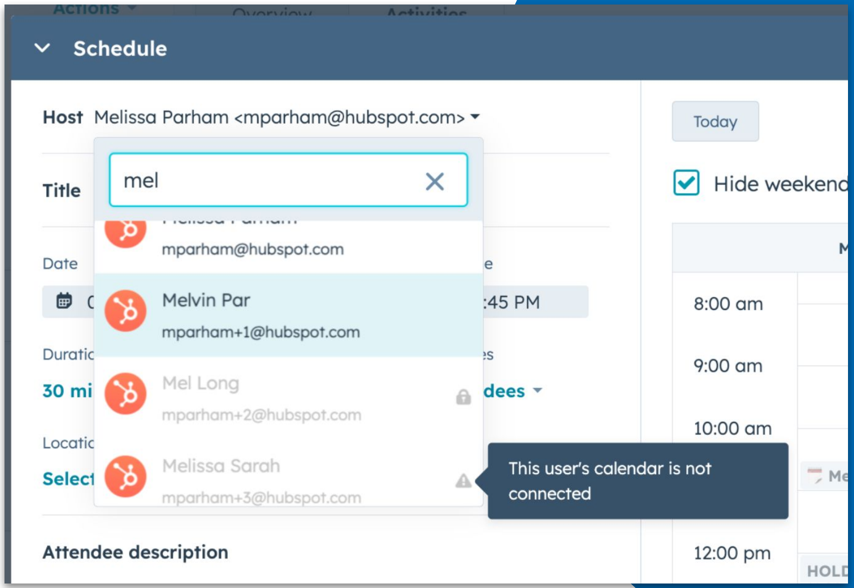
We recently introduced a new feature that enables users to schedule meetings for their peers within the meeting scheduling flow - making it easier for teams to understand who is booking meetings and for whom. In addition to currently being available to Sales Hub Pro and Enterprise users, this is now available for Service Hub Professional and Enterprise paid users!

Use Case

This update helps teams streamline the meeting booking process, providing a one-stop shop for all scheduling needs. No longer will reps have to use scheduling pages to book meetings on behalf of others. Instead, with just one click, users can now schedule meetings for the right representative directly from the contact record.

Free Starter Pro Ent Live

Launch region: Global



Sales Hub™ + Service Hub™

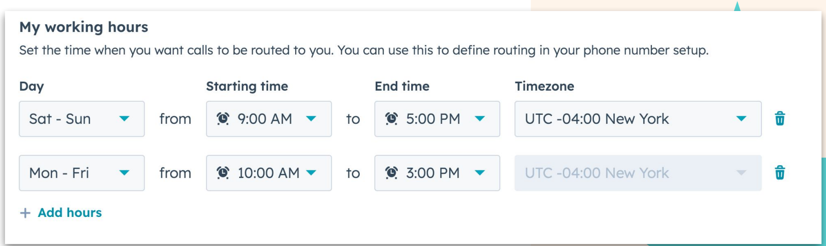
Working Hours + Custom Voicemail

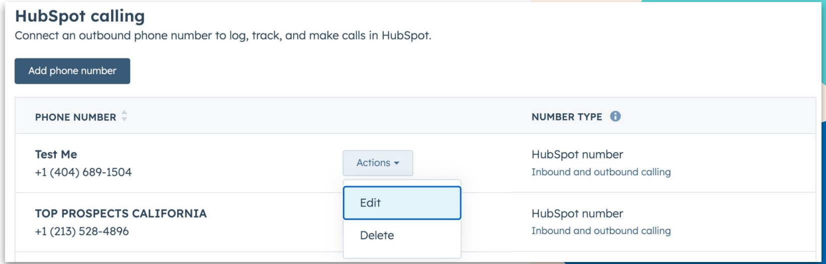
Working Hours allows you to set user availability in HubSpot. For admins, having calling reps set their working hours enables you to plan staff coverage more efficiently, ensuring that there are enough reps available to handle incoming calls.

Custom Voicemails allows your teams to add a personalized touch to voicemail messages so your customers and prospects can connect directly to with your brand.

Use Case

Set working hours for HubSpot users and set custom voicemail for your HubSpot numbers.





Free Starter Pro Ent Live

Launch region: Global

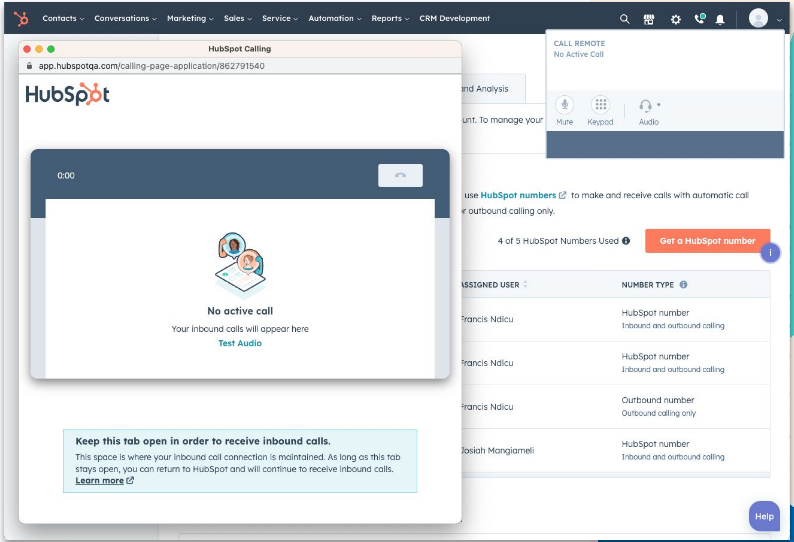
Sales Hub™ + Service Hub™

Inbound Calling Tab Now Has a Dedicated Window

Now, the Inbound Calling tab opens in a dedicated browser window.

Use Case

The *Call tab* page enables you to receive inbound calls in your HubSpot browser. The page must remain open to receive inbound calls.



Free Starter Pro Ent Live

Launch region: Global

HubSpot

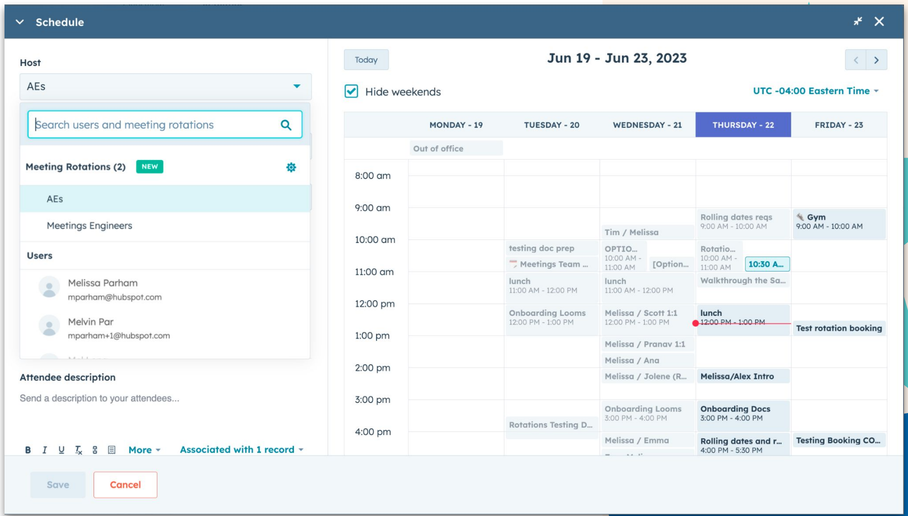
Sales Hub™ + Service Hub™

Meeting Rotations in CRM Scheduling

You can now book meetings on behalf of others through a round-robin rotation right from the contact, company, deal, or ticket record in the CRM.

Use Case

In addition to booking meetings on behalf of other specific individuals, Sales Hub Pro+ paid users can select a meeting rotation through the CRM, allowing HubSpot to tell the booking rep which sales rep is "up next" to receive the meeting. The result is that sellers no longer have to struggle with workarounds to schedule meetings or keep track of which reps are booking meetings for other team members.



Free Starter Pro Ent Live

Launch region: Global

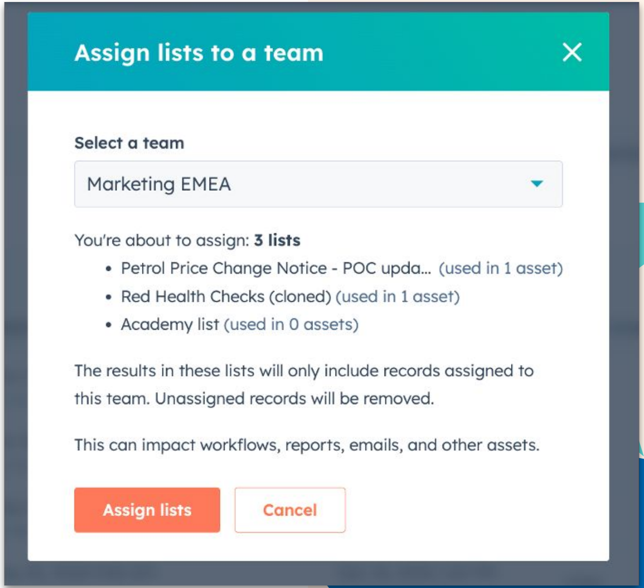
Sales Hub™ + Service Hub™ + Marketing Hub™

Lists Team Permissions Security Updates

For customers enrolled in the Beta for Asset Permissioning - Lists, two security updates ensure the right individuals can access the right lists:

1. Consistency in filtering outside the lists tool: Users who see a limited set of lists, based on their team assignment, will only see those same lists across tools where lists can be filtered on. These include e-mail, workflows, reports, and the Contacts and Companies page.

2. Only Super Admins can assign a list back to All Teams. When a list is assigned to a team, members of that list are limited to records that have an owner inside that team (learn more about record ownership here). We have limited this functionality to super-admins because assigning a list back to All Teams enrolls all members who meet the list criteria, regardless of the owner.



Use Case

As an admin, be able to assign lists that users only see and use the data that are relevant to their role.

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

Launch region: Global

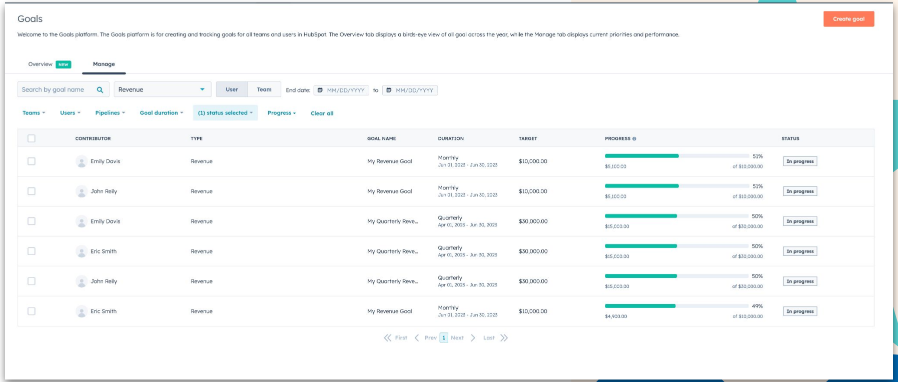
Sales Hub™ + Service Hub™ + Marketing Hub™

Goals Overview Tab

The goals console now has a brand new Overview Tab. This view gives users a birds-eye view of all goals, associated targets, progress, and status for the full year, without losing any context between goals and targets. You can now identify trends, view and edit targets, and see a year's snapshot, all in the same tab!

Use Case

A snapshot view of all goals, targets, and progress across the whole year.



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

Launch region: Global

Operations Hub™

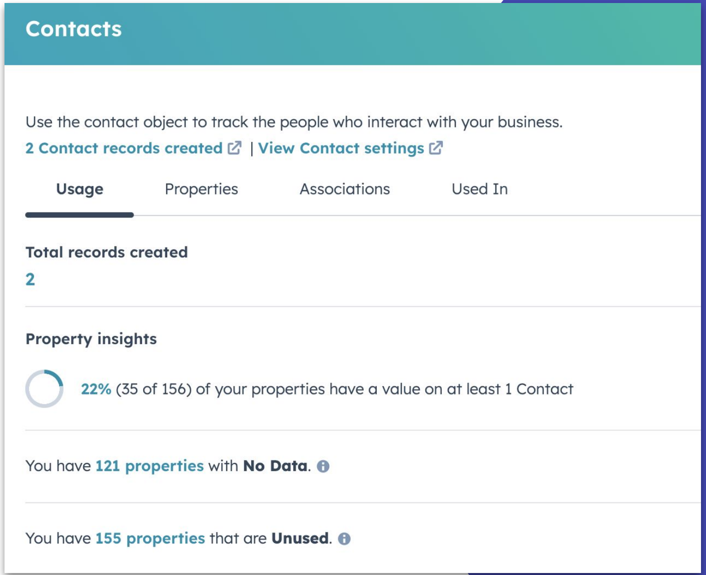
Operations Hub™

Easily Review Data Model Adoption & Usage

The Data Model Overview now enables users to quickly get an understanding of their data completeness and adoption.

Use Case

1. What percent of companies have the owner property filled out?
2. Are there any custom properties that look unused and can be archived?
3. How many workflows do I have that are contact based?



[Learn More]

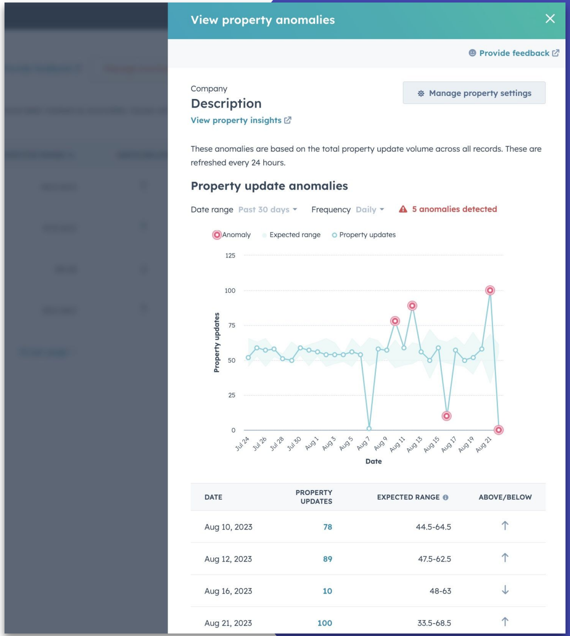
Free Starter Pro Ent Live

Launch region: Global

Operations Hub™

Anomaly Monitoring on Property Updates

Introducing the ability to proactively monitor properties for anomalies in update volume across the CRM using HubSpot AI. This includes a new section of the data quality command center that monitors properties and takes action. Users will also have the ability to subscribe themselves, and other users, to notifications triggered by the anomaly issues.



Use Case

With anomaly monitoring, you can select the properties you care about most and HubSpot AI insights will help you to stay on top of changes to data in your CRM.

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

Launch region: Global

Operations Hub™

HubSpot AI Location Formatting Suggestions for Contacts

HubSpot AI searches for contacts with missing data or mismatches in location properties like Country, Zip Code and provides clean-up suggestions. **Note:** This is a re-release after making feature improvements based on customer feedback.

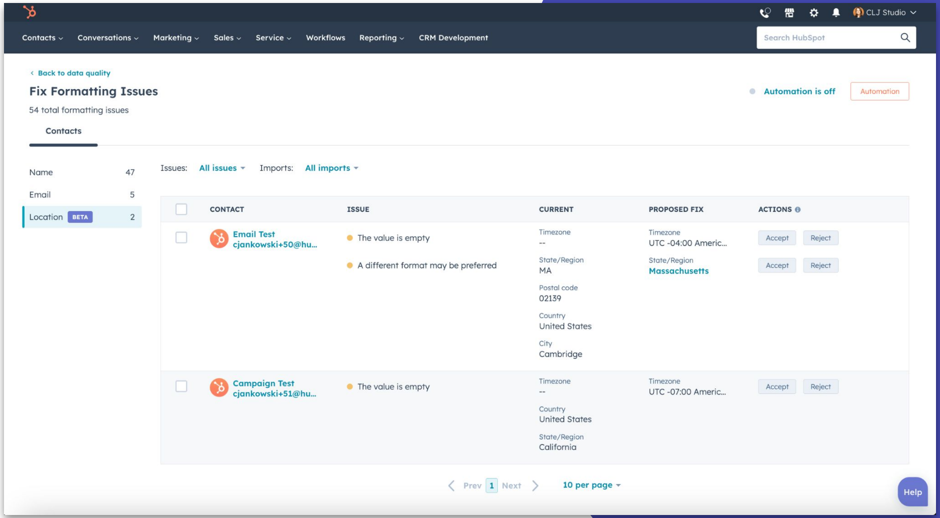
Use Case

Location data (Country, State/Region, Zipcode, Timezone) comes into the CRM in a variety of formats including full-length and abbreviated. Without standardization on these fields, it can be difficult to create reports, lists or trigger automation. With this feature, HubSpot AI automatically suggests the correct format for your business to make it easy to detect, review and resolve potential issues.

Learn More

Free | Starter | Pro | Ent | Public Beta

Launch region: Global



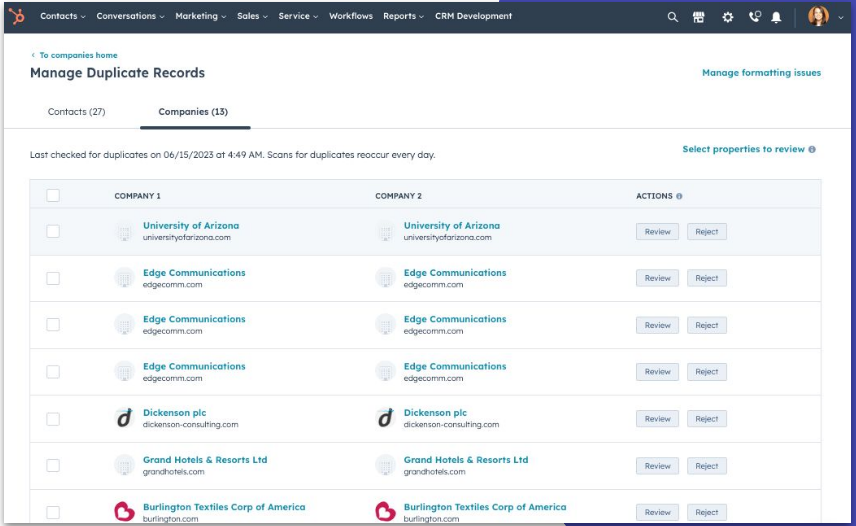
Operations Hub™

Daily AI-Powered Duplicate Checks for Contacts and Companies

Daily AI-powered duplicate checks automatically scan for new duplicate contacts and companies and show potential matches to merge within the manage duplicates tool.

Use Case

You can now see a refreshed list of potential duplicate contacts and companies daily. It was previously every two weeks so this is a huge improvement for data management and cleanup.



[Learn More]

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

Launch region: Global

Operations Hub™

Link to Data Quality Formatting Issues Post-Import

After running an import, customers will now be able to see any potential formatting issues and have a direct link to resolve them within the formatting issues tool. This update also adds the ability to filter by import in the formatting issues view.

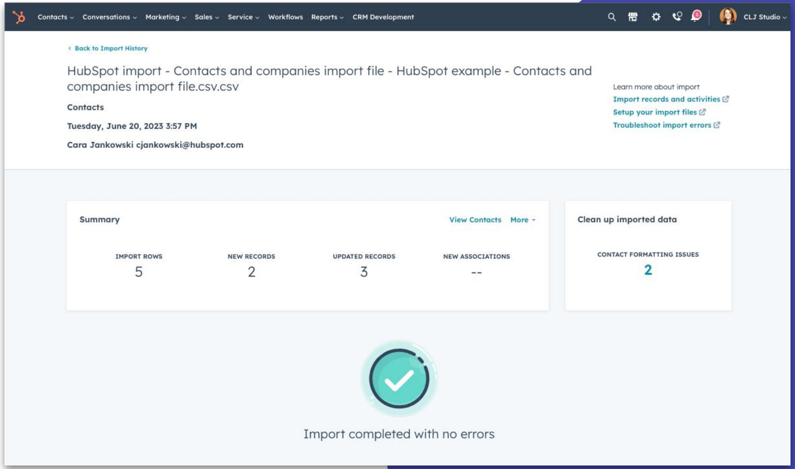
Use Case

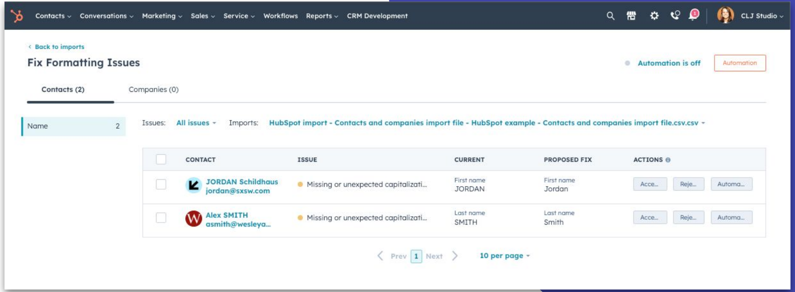
Imported data can update the CRM without the need for quality checks. This feature helps customers have real-time, immediate insights into the quality of key properties (First Name, Last Name, Email) and AI-powered suggestions to fix issues.

Learn More

Free | Starter | Pro | Ent | Live

Launch region: Global





Operations Hub™

Trigger Workflows with Events and Custom Behavioral Events

You can now trigger workflows when an event happens! This allows for more timely and personalized automation and better matches the way in which customers think of automation.

Additionally, there are some new exciting updates to triggers below!

- Form interaction and form viewed events
- Property value changed
- Custom Behavioral Event trigger
- Object creation events
- Sales document events
- Sequence engagement events
- Calling events (call started and call ended)
- Meeting events (contact booked meeting + contact changed meeting outcome)

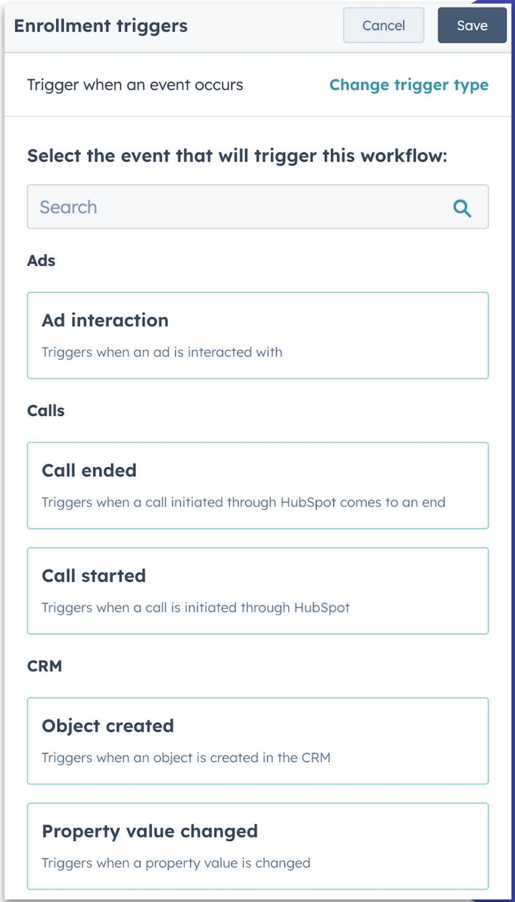
Use Case

The ability to trigger a workflow when a property value changes.

Free Starter Pro Ent Live

Launch region: Global

**available to all Workflow users with Pro+ plans*



Operations Hub™

Increased Limit of Contact and Company Duplicate Pairs for Ops Hub Pro

You can now see up to 5,000 potential duplicate contact and companies respectively in the manage duplicates tool, powered by AI. This is an increase from the current limit of 2,000.

Use Case

Customers will find it easier to surface more opportunities to merge potential duplicates. Streamlining the process and saving time.

Learn More

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

Launch region: Global

Developer Platform

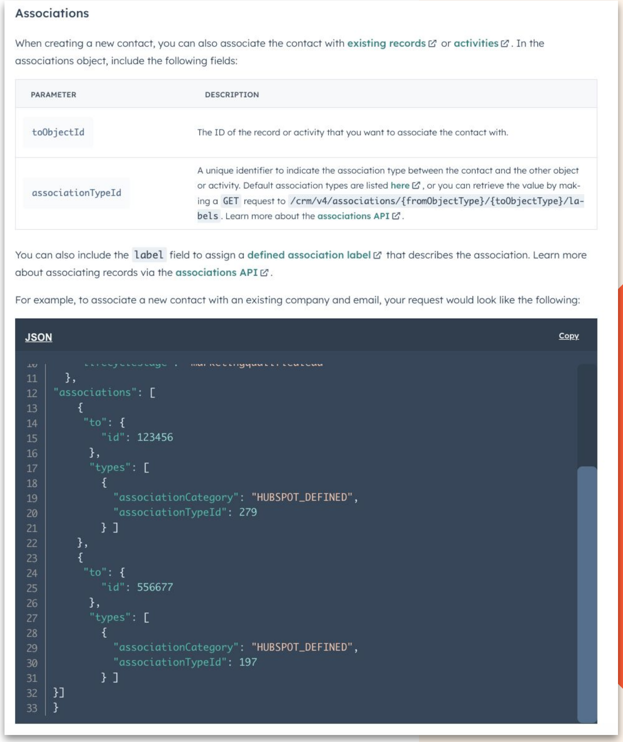
Developer Platform

Users can now create contacts with associations using the Contacts API

With this update to our Contacts API, you can now create contacts and associate them with existing records or activities in the same request.

Use Case

This optional feature enhances the flexibility of our Contacts API by streamlining and optimizing the creation and management of Contact associations.



Associations

When creating a new contact, you can also associate the contact with existing records or activities. In the associations object, include the following fields:

PARAMETER	DESCRIPTION
`toObjectId`	The ID of the record or activity that you want to associate the contact with.
`associationTypeId`	A unique identifier to indicate the association type between the contact and the other object or activity. Default association types are listed here, or you can retrieve the value by making a `GET` request to `/crm/v4/associations/{fromObjectType}/{toObjectType}/labels`. Learn more about the associations API.

You can also include the `label` field to assign a defined association label that describes the association. Learn more about associating records via the associations API.

For example, to associate a new contact with an existing company and email, your request would look like the following:

JSON Copy

```json
  },
"associations": [
    {
      "to": {
        "id": 123456
      },
      "types": [
        {
          "associationCategory": "HUBSPOT_DEFINED",
          "associationTypeId": 279
        } ]
    },
    {
      "to": {
        "id": 556677
      },
      "types": [
        {
          "associationCategory": "HUBSPOT_DEFINED",
          "associationTypeId": 197
        } ]
}]
}
```

Free Starter Pro Ent Live

Launch region: Global

HubSpot

CRM Platform

Property Validation Rules Now Enforced via APIs and Integrations

Property Validations allow admins to prevent data quality issues before they start. By setting up property validation rules, admins can control what data can be entered into their system ensuring the entry of clean, reliable, and accurate data.

Previously, these validation rules were only enforced in the UI and on mobile with manual entry but not on integrations. Starting today, when you set property validation rules in your system these rules will also be enforced via APIs and integrations.

Use Case

With this update, you can ensure that the data being entered into your system meets the specific criteria you have established and avoid errors caused by manual and automated data entry. This will lead to improved data quality, streamlined workflows, and more accurate reporting.

Free Starter Pro Ent Live

Launch region: Global

Developer Platform

Ability to hide all HubSpot default modules

With this update, developers now have the ability to easily filter out all default modules at once using the "hide_all_default_modules" property. To use it, simply set "hide_all_default_modules: true" in theme.json and publish your changes.

Use Case

For customers working with developers to create and use a custom theme, theme modules are typically preferred for content creation since they are custom-made. In order to prevent content marketers from using non-custom modules, developers often choose to "hide" all HubSpot default modules that are not part of the theme. However, manually hiding each module can be time-consuming, and developers have to constantly check for newly added modules to filter them out as well.

Free Starter Pro Ent Live

Launch region: Global

CRM Platform

CRM Platform

Access associated record data in workflows with Data Panel

The new Data Panel in workflows gives you access to more of your CRM data, which ensures your team can work quickly and effectively, to provide a delightful customer experience.

Use Case

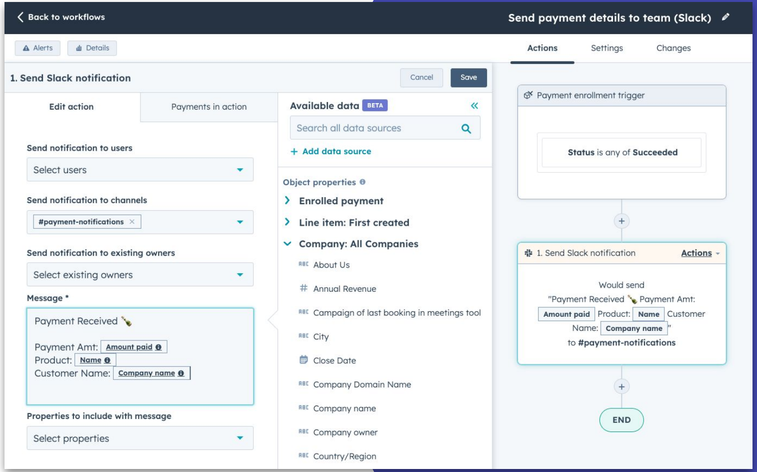
Now, with the new data panel, you can access data from enrolled records and their associated objects and use it all in your workflow actions.

- Power a new customer kick-off process by sending payment alerts to Slack, that include the customer's name, payment status, and subscription details.
- Set your customer success managers to have effective calls by sending them robust pre-meeting notifications that include key details about the point of contact's recent activity, their most recently opened support ticket, and the latest feedback score.

Learn More

Free Starter Pro Ent Live

Launch region: Global



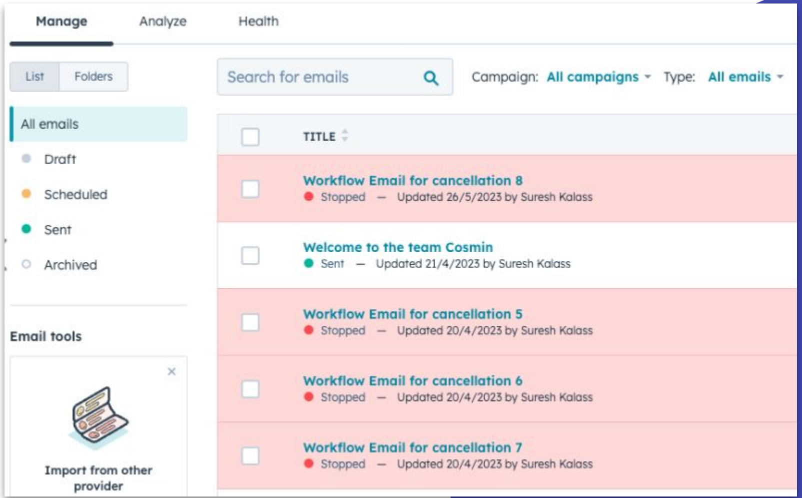
CRM Platform

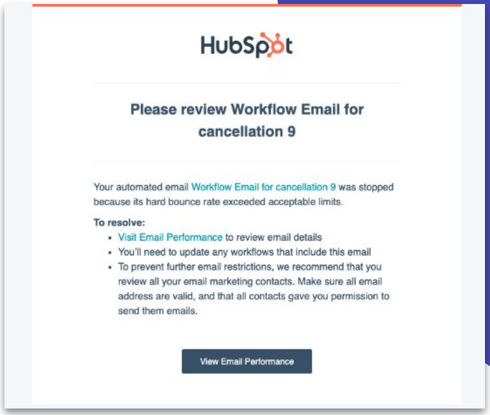
Workflow Email Cancellations

We will now be canceling workflow emails for underperformance. Additionally, we are adding visibility of cancellations on the email manage and post-send screen with clear reasoning and details. We are also adding messaging in the workflow tool to indicate that emails are dropped due to cancellations

Use Case

In order to limit the risk workflow emails pose to our network health and to prevent customers from damaging their own reputation, we need to ensure we can apply similar rules to workflow emails as we do to Marketing Emails.





Free | Starter | Pro | Ent | Public Beta

Launch region: Global

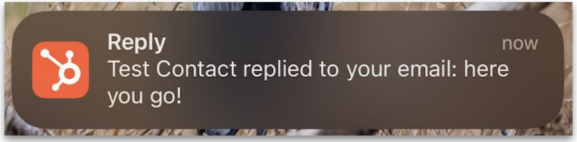
CRM Platform

Email Reply Notifications on Mobile

You can now be notified via the HubSpot mobile app if a contact replies to an email sent from your personal connected inbox.

Use Case

Simply click the notification to be brought directly to the email thread in HubSpot where you can reply and continue the conversation.



[Learn More]

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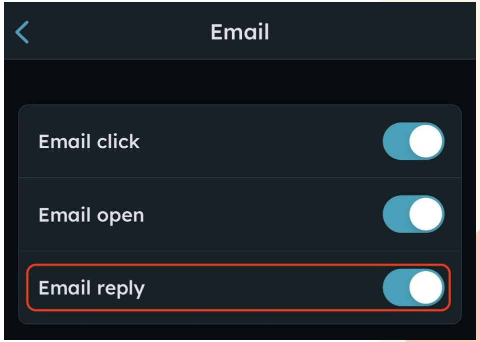
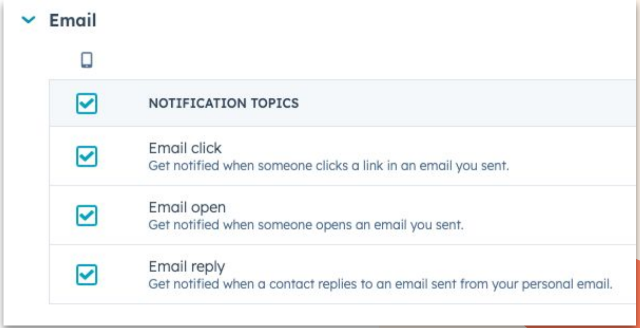
Launch region: Global

From the mobile app:



From your computer:



CRM Platform

List Limits Increase

We've increased the number of static and active lists across all HubSpot subscriptions.

Use Case

As your business grows, so does the need to further segment and engage with your audiences. Having additional lists can help you run highly personalized campaigns without worrying about getting closer to your list limits.

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Launch region: Global

New Limits Overview:

Marketing Hub, Service Hub, Sales Hub Enterprise

- Previous Limit
  - 1500 Active Lists
  - 1500 Static Lists
- New Limit
  - 2000 Active Lists
  - 2000 Static Lists

Marketing Hub, Service Hub, Sales Hub Professional

- Previous Limit
  - 1000 Active Lists
  - 1000 Static Lists
- New Limit
  - 1200 Active Lists
  - 1200 Static Lists

Marketing Hub, Service Hub, Sales Hub Starter

- Previous Limit
  - 25 Active Lists
  - 1000 Static Lists
- New Limit
  - 50 Active Lists
  - 1000 Static Lists

Free Tier and All CMS Hub Tiers

- Previous Limit
  - 5 Active Lists
  - 1000 Static Lists
- New Limit
  - 10 Active Lists
  - 1000 Static Lists

Operations Hub Tiers

- Previous Limit
  - 100 more active and 100 more static lists
- New Limit
  - No changes

Business Unit Add-Ons*

- Previous Limit
  - Any number of Business Units gets 500 active and 500 static lists
- New Limit
  - 100 active and 100 static lists per each additional Business Unit. There will be a limit of 5,000 total active and static lists.

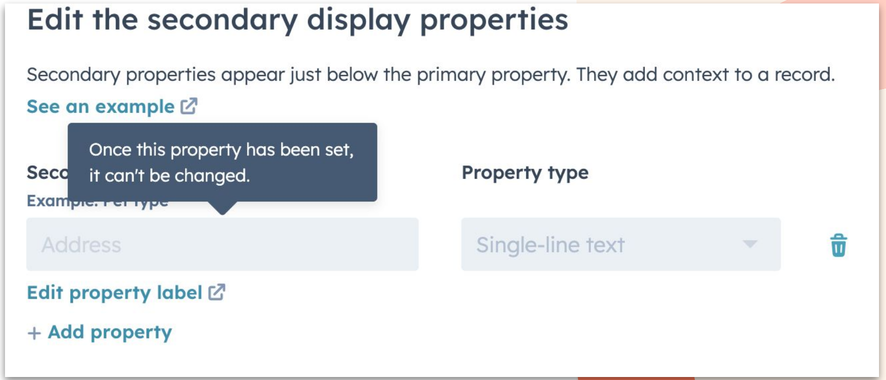
CRM Platform

Increased Editing Functionality for Custom Objects

Users will now be able to add and remove secondary display properties after creating their custom object. Additionally, we've made minor copy improvements to make it clearer what can be changed while in edit mode.

Use Case

Create new properties to add as secondary display properties while editing your custom objects.



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Launch region: Global

**This feature is available to all super admins in portals that have at least one Enterprise subscription*

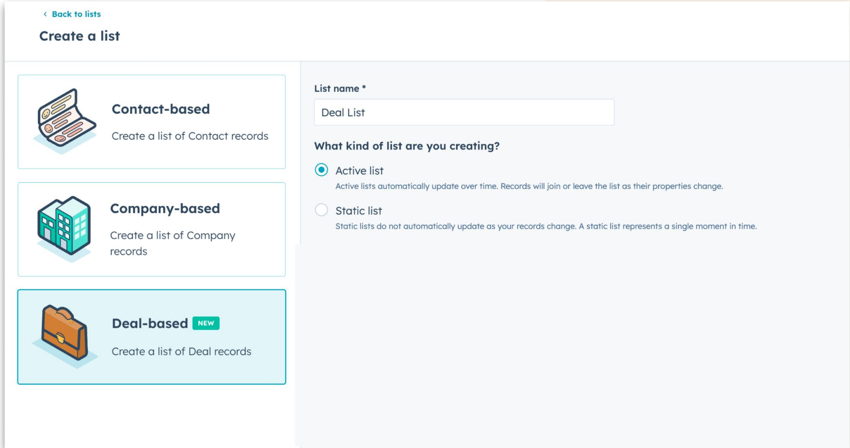
CRM Platform

Deal Lists

You can now create lists of deals!

Use Case

Previously, in the lists tool, you could only create lists of contacts and companies. Now you can create a list of your most important deals using any data from the Deals object or its Associated Objects.



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Launch region: Global

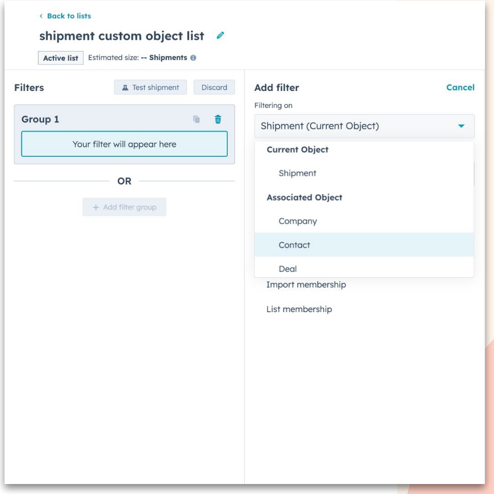
CRM Platform

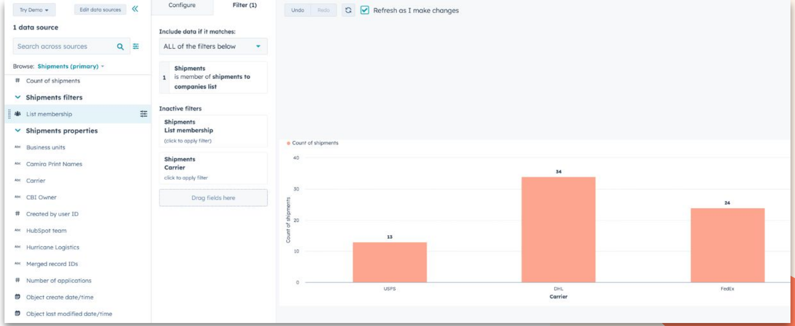
Custom Object Lists

You can now create lists of Custom Objects!

Use Case

Previously, in the lists tool, you could only create lists of contacts, companies, and deals. Now you can create a list of your most important data using any Custom Object you have created.





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Launch region: Global

CRM Platform

Use Any List as a Filter in the Custom Report Builder

We have made it even easier to create a report using only the members of a specific list as a filter.

Use Case

Understanding the breakdown of your most important lists can be critical when deciding how to engage with that segment next. Getting a head start on building your report saves you time and helps you easily focus on the list you need.

**only available to Marketing Hub, Sales Hub and Service Hub Pro+ users*

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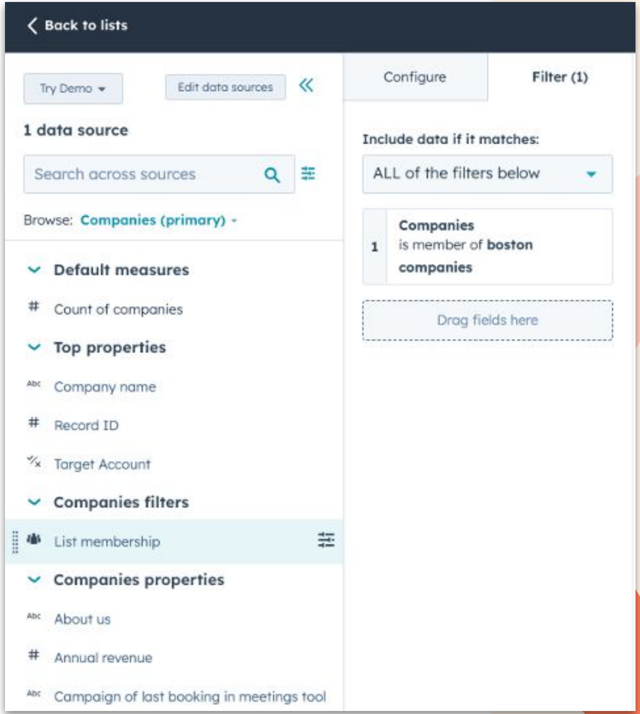

Referencing Company Lists in Contact Lists

Arriving at the Contacts associated with a Company list usually involves:

1. Exporting the Company list data
2. Doing some magic in a spreadsheet to arrive at your associated contacts
3. Then importing those contact records back into HubSpot.

This update reduces that process down to a few clicks inside of the Lists tool, while also supporting the reverse: referencing existing Contact lists in Company list filters - supercharging both list types.

Use Case

This update makes creating a list of Contacts associated with a Company List as easy as a few clicks within the Lists tool.

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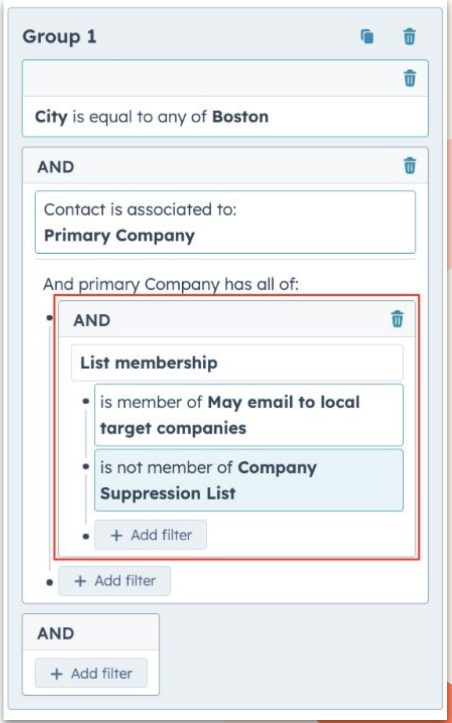
Launch region: Global



CRM Platform

Conditional Stage Properties for Custom Objects

You can now set conditional stage properties for your custom object pipelines. If you're using a custom object pipeline, you can ensure the appropriate information is collected at each stage of your business process by setting conditional or required properties by pipeline stage.

Use Case

This allows you to customize which properties are presented to users when a custom object moves to a specific stage in your pipeline for better data collection at the right time.

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

Launch region: Global

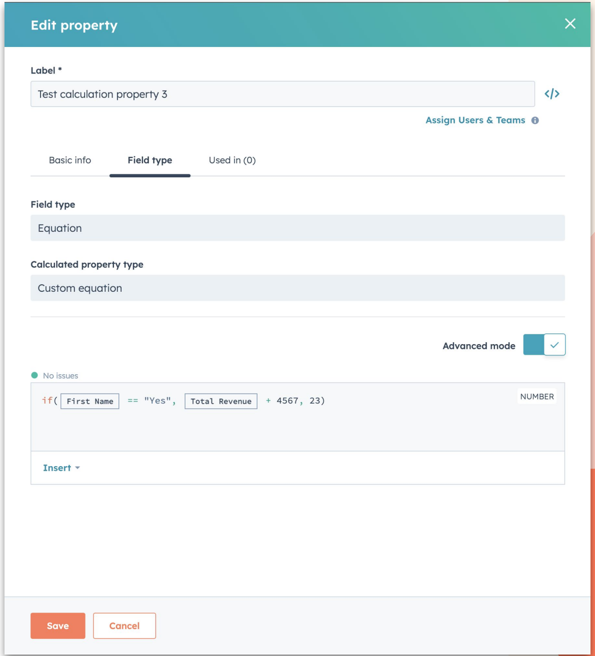
CRM Platform

Advanced Formula Editor for Calculated Properties

The advanced formula editor for calculated properties is a powerful tool that allows you to take your data and turn it into vital business context with ease. You can now create custom calculations to suit your specific business needs.

Use Case

Whether you're analyzing sales data, tracking customer behavior, or measuring the effectiveness of your marketing campaigns, the Advanced Formula Editor can help you gain deeper insights and make informed decisions.



[Learn More]

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Launch region: Global

CRM Platform

Improved Notification Emails for Comments left in the CRM

Email notifications for comments have been upgraded to provide customers with more details and context directly in the received notification emails.

Subject lines: We have updated the subject lines for the emails to support better threading. The subject line for these emails now includes details of the records where comments are placed which ensures comment notifications related to the same record are grouped together in email clients such as Gmail.

More detail: The notifications now include up to the 5 most recent comments on a thread, along with details of the comment authors and timestamps each comment was posted. The notification will specify what type of activity the comment was posted on and the name of the record where the comment appears.

Notification logic: We notify the creator of the activity being commented on, any users who previously commented on the thread will be notified of new comments, and any user at-mentioned in a comment. We do not send notifications to the author of a comment.

[Learn More]

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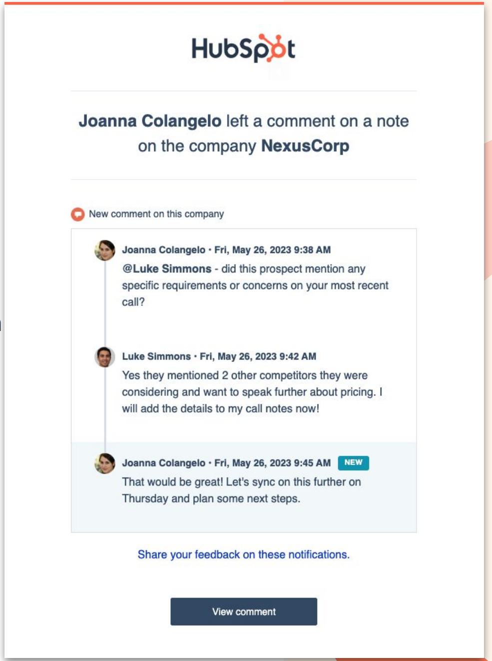
Launch region: Global



CRM Platform

Curate Your Own Educational Playlists in HubSpot Academy

HubSpot Academy Playlists allow you to curate HubSpot Academy lessons and courses into playlists and share them with other users. Playlists can even be shared with users outside of your HubSpot account.

Use Case

HubSpot Academy Playlists is for:

- Managers onboarding large teams to HubSpot
- New hires familiarizing themselves with HubSpot software and terminology
- Admins curating HubSpot best practices and sharing them with their team
- Students and professionals looking to change roles or learn new job responsibilities
- Power users looking to share their favorite content with users outside of their organization

Learn More

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Launch region: Global

CRM Platform

Updated Conditional Stage Property Modal Experience

An update to the modal that is surfaced when you edit deal stage, ticket status, or custom object pipeline stage properties in the record page.

View All Properties: When you edit the stage or pipeline in the 'View all properties' section of the record page, a modal surfaces to prompt you to fill in additional property information based on Conditional Stage Properties that have been set in Pipeline Settings.

Highlight Card and Association Card: When you edit the stage or pipeline in the highlight card or association card on the record page, a modal surfaces to prompt you to fill in additional property information based on Conditional Stage Properties that have been set in Pipeline Settings.

Inline Editing on Index Pages: When you inline edit the stage or pipeline on the index page, a modal surfaces to prompt you to fill in additional property information based on conditional stage properties that have been set in pipeline settings.

Index Page Board View: When you edit the stage on the board view, a modal surfaces to prompt you to fill in additional property information based on Conditional Stage Properties that have been set in Pipeline Settings.

Free Starter Pro Ent Live

Launch region: Global

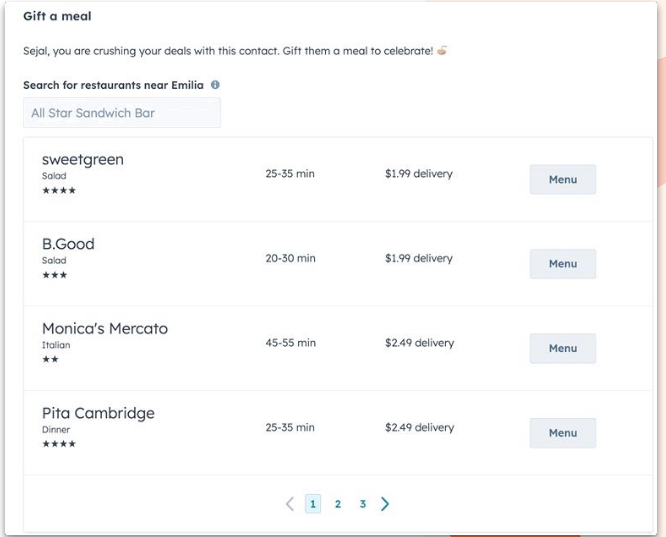
CRM Platform

CRM Development Tools to Build UI Extensions with React as Front-End

Developers with access to Sales or Service Hub Enterprise can now use CRM development tools to build UI extensions (custom cards) based on a new technology stack with React as frontend. These extensions can be displayed on the middle column tab or the sidebar of the record page.

Use Case

This allows developers to build custom cards that are flexible, dynamic, and interactive. The choice of this technology stack makes it so that customers can have entirely custom yet immersive user interfaces built on top of HubSpot and that matches cohesively with the the UX that HubSpot is known for. They can build complex integrations, multi-step business processes on top of HubSpot to solve their unique business needs and scale their businesses.



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

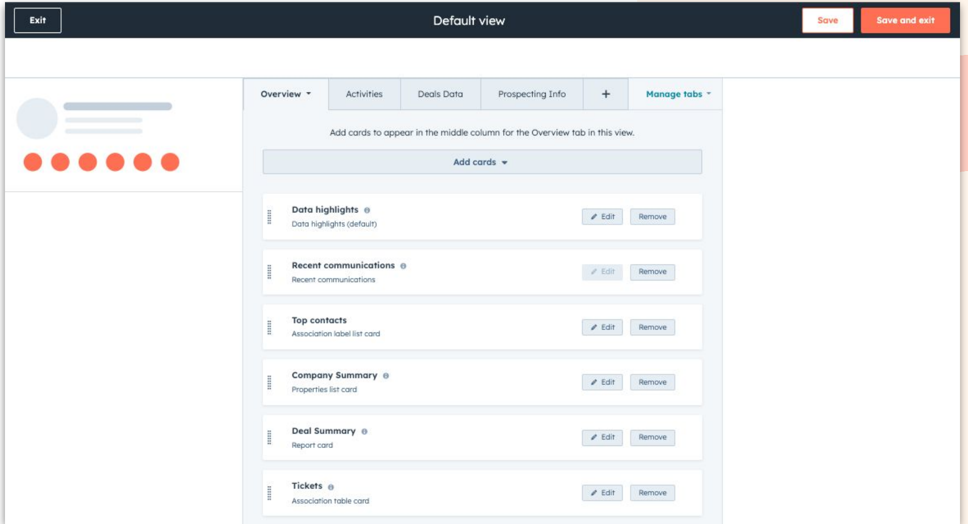
Launch region: Global

CRM Record Page Editor

The CRM record page editor allows admins to easily customize the middle column of a record to match their business' needs. Admins can now add new cards and tabs to the record page, so their teams have access to the right information at the right time.

Use Case

HubSpot customers use the record page to display information that's critical to their business. The page editor allows admins to customize the content and layout of the record. Through this customization admins can provide their teams with the right information at the right time, helping them be more efficient, effective, and deliver a better experience for their customers.



Learn More

Free Starter Pro Ent Public Beta

Launch region: Global

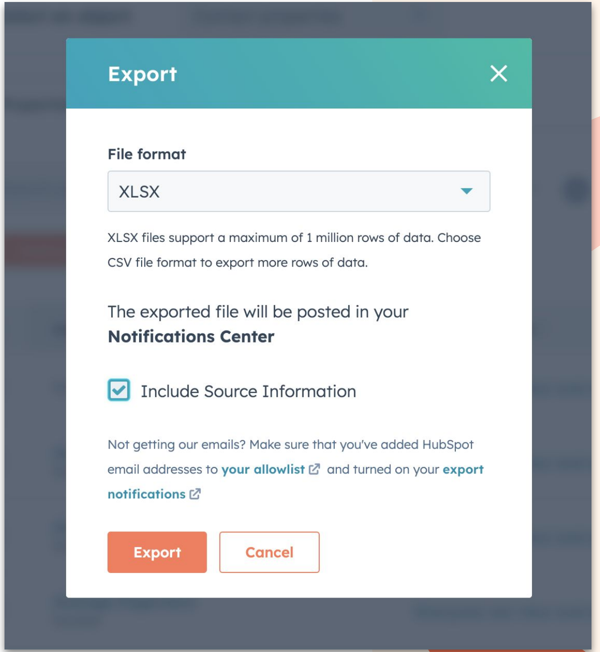
CRM Platform

Property Source Information is now available in property history exports

We've added additional information to the property history export to tell you which user and tool triggered a property change within the CRM. Previously, this export only provided you with the different values that records in the CRM have had for that property, and the date at which that value changed.

Use Case

By including property source information in this export, you'll now have all the information at your fingertips to understand what users and tools within HubSpot are making changes to your data. This will increase confidence in the quality of your data, and help you take proactive steps to prevent unexpected changes from impacting your data again.



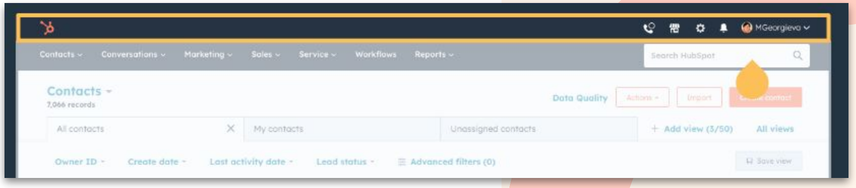
Free | Starter | Pro | Ent | Public Beta

Launch region: Global

CRM Platform

Global Toolbar Above HubSpot Nav, with a more discoverable Search

A new toolbar on top of the current nav will pave the way to enable persistent access to utility items like Calling & Help, and increase discoverability to an expanded Global Search box that replaces the previous search icon.



Use Case

In order to pave the way to enabling the persistence of actions like Calling and Help that customers may need to stay open as they navigate across HubSpot, we're adding a horizontal bar on top of the nav's primary menu.

Also, up until now customers have struggled to find and harness the power of a HubSpot-wide Global Search. With the utility items and profile dropdown moving to a new toolbar, Global Search has become more discoverable as an expanded bar in the primary navigation menu.

Free Starter Pro Ent Public Beta

Launch region: Global

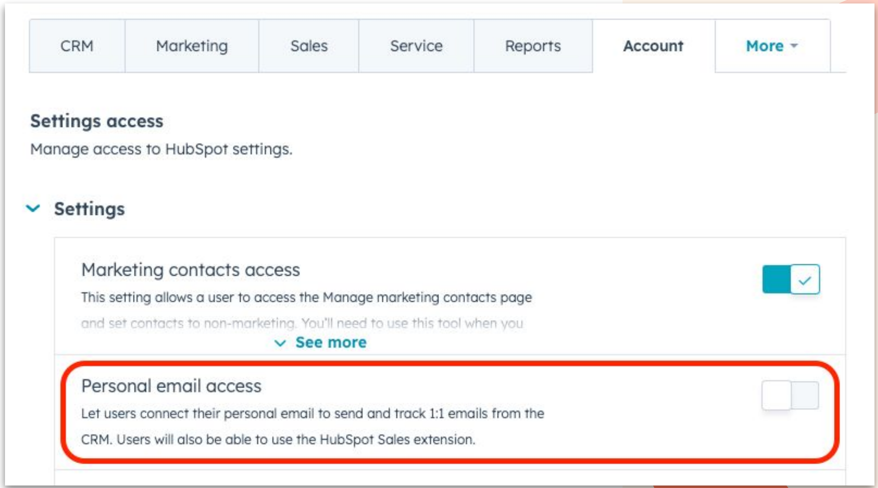
CRM Platform

New “Personal email access” permission

You can now restrict the ability of a user to connect a personal email to HubSpot.

Use Case

For users, being able to connect your email to HubSpot is a critical part of onboarding. However, it's not necessary for everyone. Previously, every user had access to connect. It’s essential that administrators know how to prevent users from connecting when needed because connecting results in users logging email data, which can result in contact creation and property updates.



Learn More

Free Starter Pro Ent Live

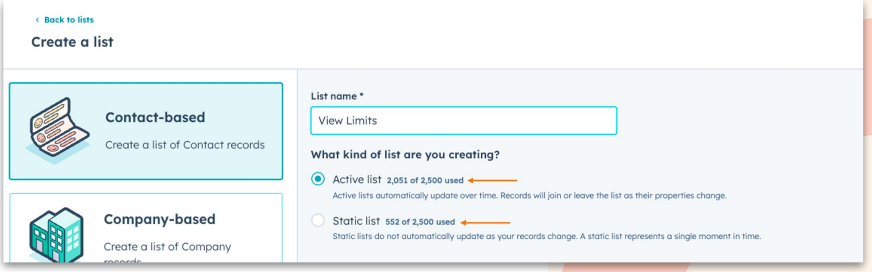
Launch region: Global

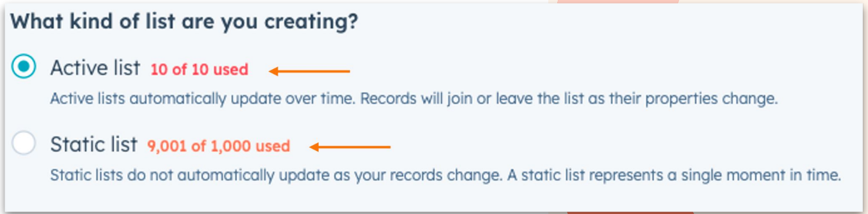
CRM Platform

Surfacing Account Limit for Lists

We previously announced an increase to all subscriptions' list limits. Unfortunately, it has never been easy to tell what that limit actually is, or how close an account is to reaching that limit.

Now, when a user selects which list type they want to create, they will see the number of lists available to them.





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Launch region: Global

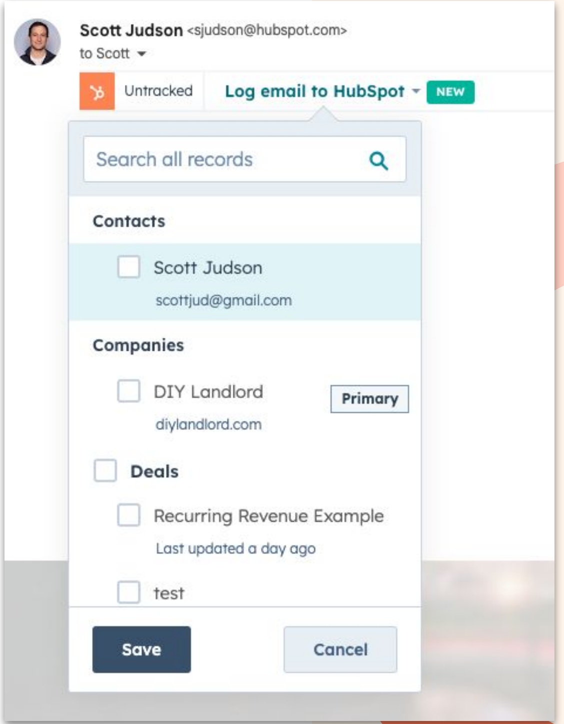
CRM Platform

Log Emails to the CRM Retroactively

The ability to log an individual email from your inbox with the click of a button.

Use Case

Salespeople sometimes forget to log their emails to the CRM or feel the need to log them without having to wait for replies from prospects. This feature solves these issues by enabling retroactive email logging, meaning users can log emails to the CRM even after they have been sent, without relying on replies or existing email threads.



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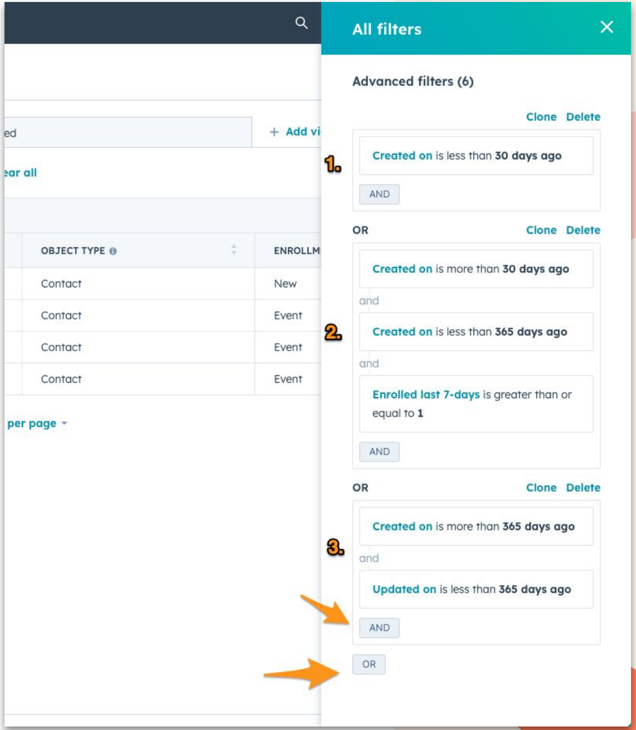
Launch region: Global

Support for “OR” Filtering On Many Marketing Assets

Following on from the [release in CRM earlier this year](), we're excited to share that it is now possible to use "OR" filtering in several marketing tools. This makes it possible to create far more customisable and more useful filtering to drill in to find the exact records you're looking for.

This is supported in Marketing Campaigns, Lists, Workflows, Forms, the new CTAs tool, and Feedback Survey responses.

Use Case
With this update it's now possible to filter by several different sets of filters to find marketing assets where "A" OR "B" is true.



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Launch region: Global

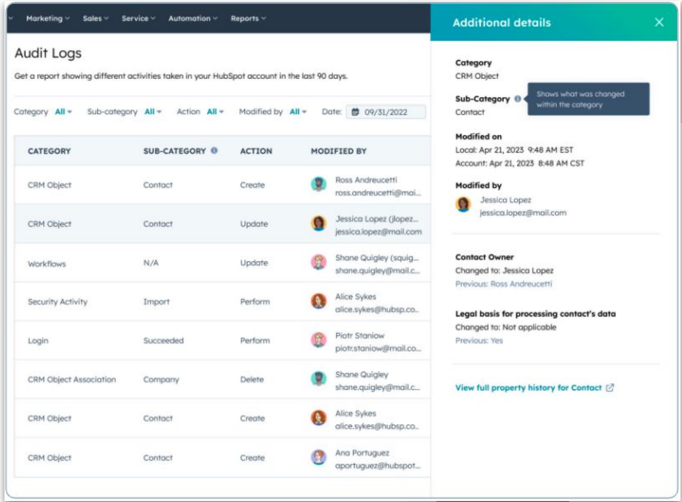
CRM Platform

Side Panel with Metadata - Centralized Audit Log of User Actions

New functionality in the existing [Audit Log UI] with additional information (metadata) about the user action event.

Use Case

This update enables you to view more details about changes made to the data without having to navigate to another part of the account.



[Learn More]

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

Launch region: Global

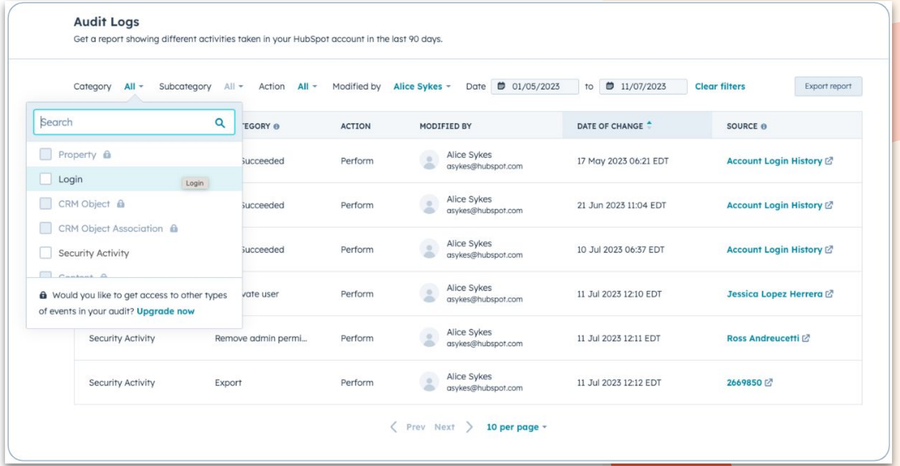
CRM Platform

Centralized Audit Log of Security and Login Activity

With this new tool, Super Admins can view a centralized real-time audit log of their users' login activity, and security-related actions that users have taken in the account.

Use Case

With this new UI, Super Admins can view a centralized real-time audit log of their users' login activity, and security-related actions that users have taken in the account.



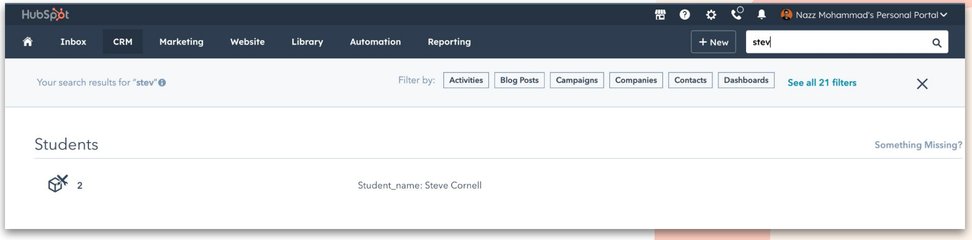
Free | Starter | Pro | Ent | Live

Launch region: Global

CRM Platform

Find Custom Objects by Partially Typing Custom Property Value

Custom objects can now be found through their custom properties by only partially typing the value in the custom property. You can either type the text you remember from the beginning OR from the end of the custom property and Global Search will try to match with custom properties that have that keyword in their prefix or suffix and return the relevant custom objects.



Use Case

Type the text you remember from the beginning OR from the end of the custom property and Global Search will find the custom object before you are done typing.

Free Starter Pro Ent Live

Launch region: Global

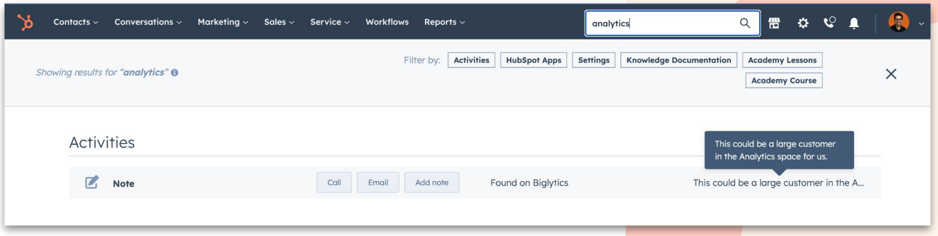
CRM Platform

Find Notes by the Note Content

Now, you can find notes on any CRM record (contacts, companies, deals, tickets) by searching on the content of the note as you can see below.

Use Case

Type the name of the feature or a part of the bug summary and be able to find the note on that ticket instantly using Global Search.



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Launch region: Global

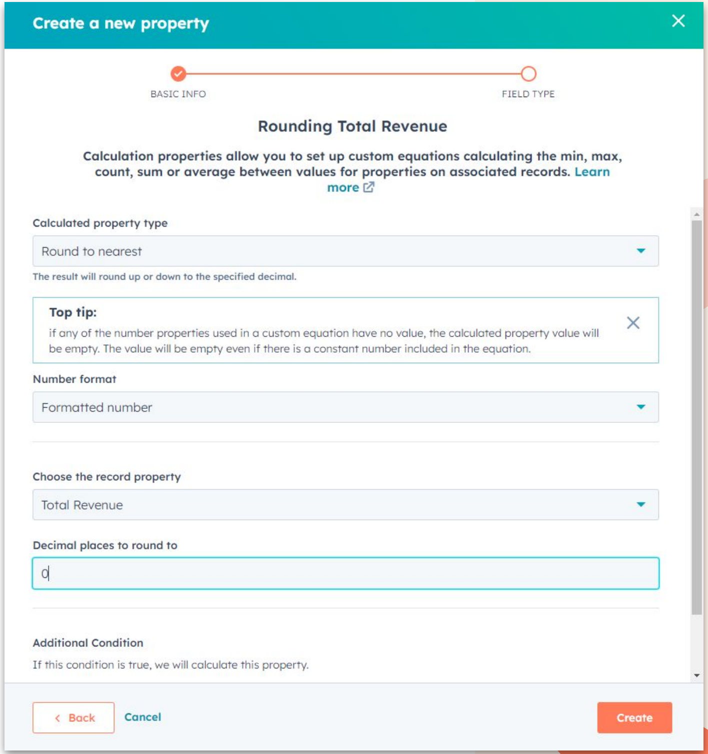
CRM Platform

Rounding for Custom Calculated Properties

Rounding for custom calculated properties allows you to now round number values to the nearest whole number or decimal place.

Use Case

With this update, you can now have more accurate results and streamline your workflows. Whether you're working with financial data, statistical analysis, or any other calculations, our rounding options provide the flexibility and precision you require without the need for any painful workarounds.



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Launch region: Global

CRM Platform

New Totals for Quotes

We're introducing a new streamlined totals experience for both merchants and buyers in Quotes.

Use Case

The new public Quotes equally simplifies the buying experience for our merchant's customers by breaking down each line item by cost, billing frequency, unit price, and notating any discounts, taxes, and fees associated with that transaction, empowering the buyer to quickly and easily note discrepancies or raise questions to their sale rep before signing and payment.

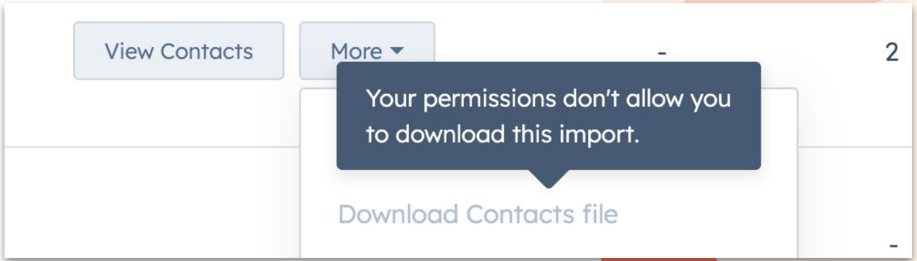
Free Starter Pro Ent Live

Launch region: Global

CRM Platform

Users with Export Permissions Can Now Only Download the Original Files of Imports They Initiated

In the past, users with export permissions could download any import file from the import history table. We've recently made a change so that only super admins and the user who initiated the import in the first place are able to download these files.



Use Case

Limiting who can download these import files will provide admins with more governance and ensure there aren't any backdoor methods reps can use to access and edit data that isn't assigned to them.

Free | Starter | Pro | Ent | Live

Launch region: Global

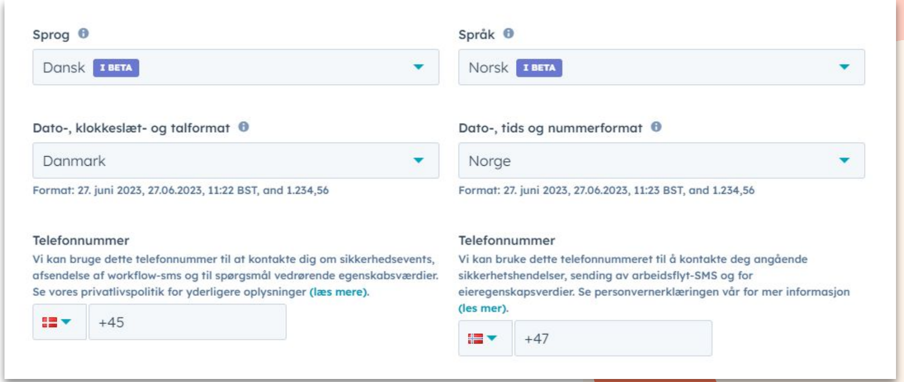
CRM Platform

HubSpot User Interface & Knowledge Base Now Available in Danish & Norwegian

The HubSpot user interface and knowledge base are now available in Danish & Norwegian.

Use Case

Native speakers can improve their speed and productivity by switching their UI to their native language. Additionally, collaboration between Danish & Norwegian-speaking customers and teams becomes easier when they have the option to work in HubSpot more comfortably using their native language.



Free Starter Pro Ent Live

Launch region: Global

CRM Platform

Support for Global Privacy Control

Global Privacy Control (GPC) is a signal that informs a website of visitors' preferences when it comes to selling or sharing personal data. You can now use HubSpot to process GPC signals from your website visitors, which will be used to prevent cookie tracking without requiring visitors to decline your cookie banner.

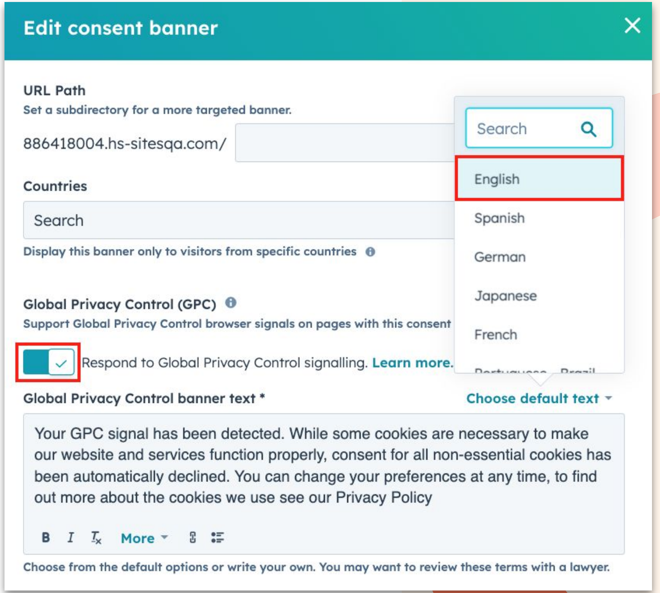
Use Case

Comply with new CCPA regulations by allowing website visitors to automatically indicate their preferences when it comes to selling or sharing personal data. The GPC signal is used to prevent cookie tracking without requiring visitors to decline the cookie consent banner.

[Learn More]

Free Starter Pro Ent Live

Launch region: Global



CRM Platform

Updates to Deleting a Contact

Email confirmation for permanent deletions will now only be sent to the HubSpot user who deleted the contact. This confirmation will be sent automatically.

The names for the two types of contact deletions have also been made more clear – restorable delete or permanent delete – with short explanations for each choice.

Use Case

To follow data privacy best practices, deletion confirmation emails should come from your business, not a third party such as HubSpot. This change sends you the information you need, so you can send the details to the contact from a business email or related email address.

With more clarity around the names and functionality for each type of deletion, you'll also be able to delete contacts according to the needs of your business.

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Launch region: Global

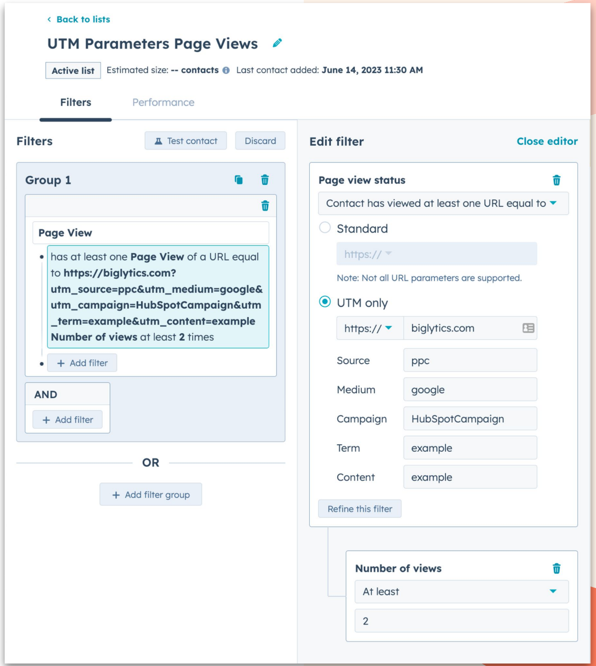
CRM Platform

Filtering Page Views by UTM Parameters in Lists

As a marketer, you rely on UTM parameters to easily track and identify the original source of your website visitors. Creating lists based on who interacted with your UTM-based links allows you to understand performance and engage with those contacts in the best way.

Use Case

All contacts who have visited the page with or without UTM parameters would be pulled into the list.



[Learn More]

Free Starter Pro Ent Live

Launch region: Global

HubSpot

CRM Platform

Renaming Prospects to Website Visits

With the addition of the prospecting workspace (currently still in public beta) to Sales Hub, we're renaming the prospects tool to "Website Visits" to better distinguish the purpose of the two tools and the functionalities they provide.

Over the coming months, we will be working on integrating the data in the prospects tool (now website visits tool) into the prospecting workspace to help sales teams better source and engage target accounts. Stay tuned.

This is purely a name change. We have made no functional changes to this tool.

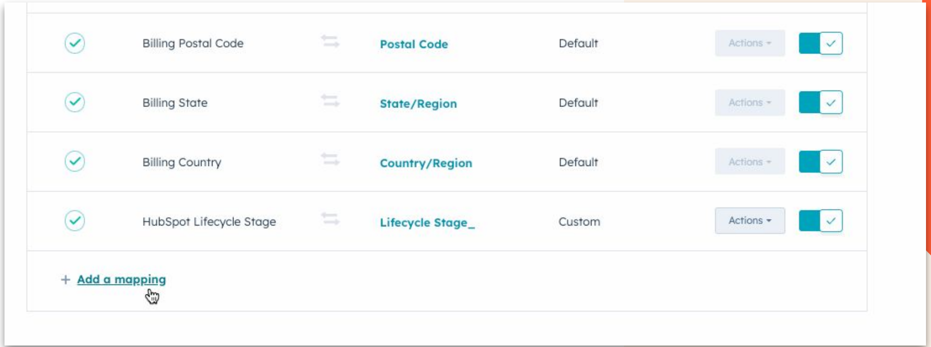
Free | Starter | Pro | Ent | Live

Launch region: Global

App Marketplace & Integrations

Automatic Dropdown Mapping in NetSuite Integration

You can now sync dropdown fields between HubSpot and NetSuite. This opens up a variety of use cases for marketers, who use dropdown fields to segment email campaigns, and sales teams, who use dropdown fields to assign leads and report. Want to map HubSpot lifecycle stage to a NetSuite list field? That's now possible.



Use Case

Previously, you were only able to sync from a dropdown field to a text field. Now, dropdown fields can be synced two-ways and created as truly custom fields in NetSuite.

**Operations Hub Starter+ required*

Free Starter Pro Ent Live

Launch region: Global

App Marketplace & Integrations

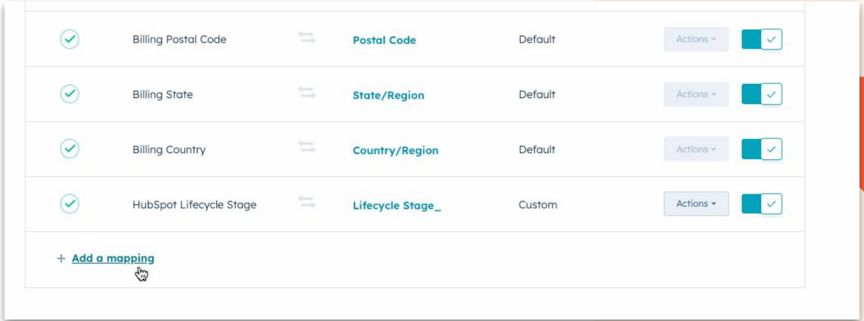
Automatic Dropdown Mapping in Microsoft Dynamics 365 Integration

Two-way dropdown field sync is now live. Want to map HubSpot Lifecycle stage to a Dynamics choice field? That's now possible.

Use Case

Marketers use dropdown fields to segment email campaigns and sales teams use dropdown fields to assign leads and report.

**Operations Hub Starter+ required*



Free Starter Pro Ent Live

Launch region: Global

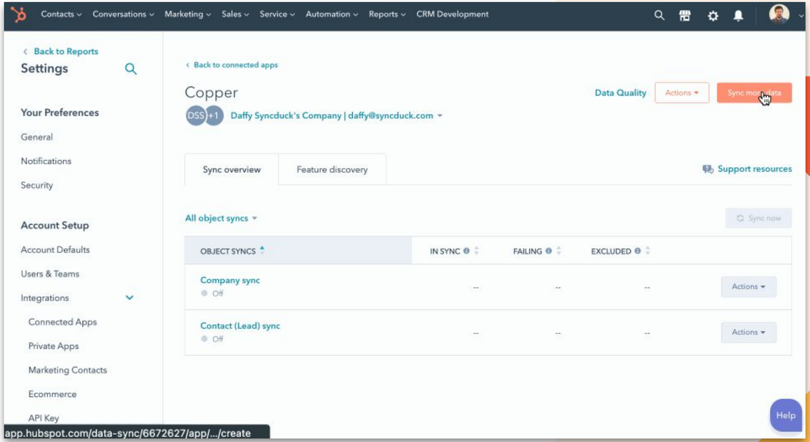
Sync Activities One-Way from Microsoft Dynamics 365 to HubSpot

Activities are the newest object to be added to the Microsoft Dynamics 365 integration, alongside Contacts, Companies, Deals, Invoices and the Product library.

You can now sync calls, tasks, emails and notes from Microsoft Dynamics 365 to HubSpot.

Use Case

The newly added activities appear as object syncs that can be configured separately, in the very same way that syncs are setup for companies, contacts, etc.



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Launch region: Global

App Marketplace & Integrations

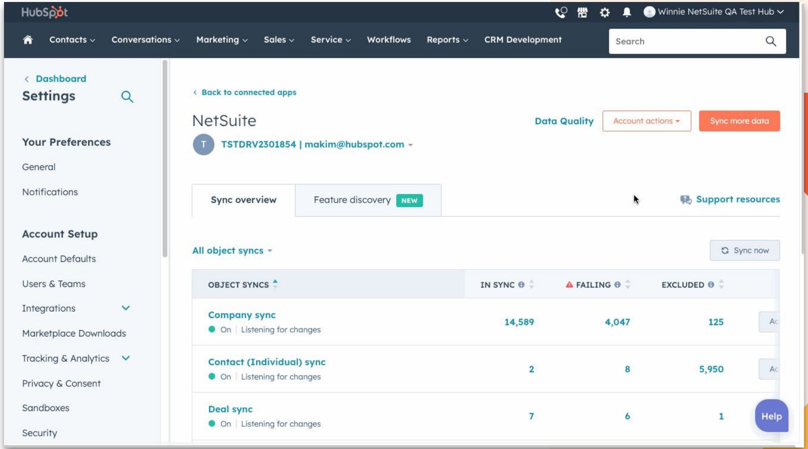
Sync NetSuite Assembly and Kit/Package Items with Product Sync

The ability to sync Assembly Items and Kits/Packages from NetSuite to the HubSpot product library - two way.

Use Case

Wait, I thought we already synced NetSuite Items to HubSpot's Product Library?

We do but we only supported Inventory Items, Non-Inventory Items, and Service Items. With this release we've added two more types: Assembly Items and Kit/Package Items.



[Learn More]

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A new way to share HubSpot reports and dashboards in Slack

HubSpot allows you to export reports in a few different ways. With recent enhancements to the Slack app for HubSpot, you can now share HubSpot reports, dashboards, and recurring updates to a specific Slack channel.

Use Case

Slack is where teams are most productive. Sharing HubSpot reports and dashboards in Slack keeps teammates connected and informed without disrupting their flow of work.

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Aircall Conversation Intelligence Integration

Aircall has officially launched their integration with HubSpot's Conversation Intelligence and coaching tools. Now, Aircall customers can listen to their Aircall recordings, view call transcripts, create playlists, and coach their team right within HubSpot.

Use Case

Now, teams can review calls, offer coaching, and receive coaching, all within HubSpot.

This will also unlock the power of features like snippet sharing (all Sales and Service plans) and tracked terms, which enable teams to analyze conversation topic trends over time and skip right to the most important moments of calls (Sales and Service Enterprise only). With this change, team members who do not have an Aircall account will be able to review recordings associated with contacts that they have permission to view, fostering cross-team collaboration.

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Launch region: Global

App Marketplace & Integrations

Create Tasks and Tickets with the Microsoft Teams integration

You can now create HubSpot tasks and tickets via HubSpot's Microsoft Teams integration and seamlessly associate them with HubSpot records--all from within Microsoft Teams.

Use Case

Customers can quickly turn Microsoft Teams conversations into follow-up actions in HubSpot all from within Microsoft Teams. Customers collaborating in Microsoft Teams can quickly create a HubSpot task to follow up with a customer or create a HubSpot ticket about an issue a customer is facing without skipping a beat.

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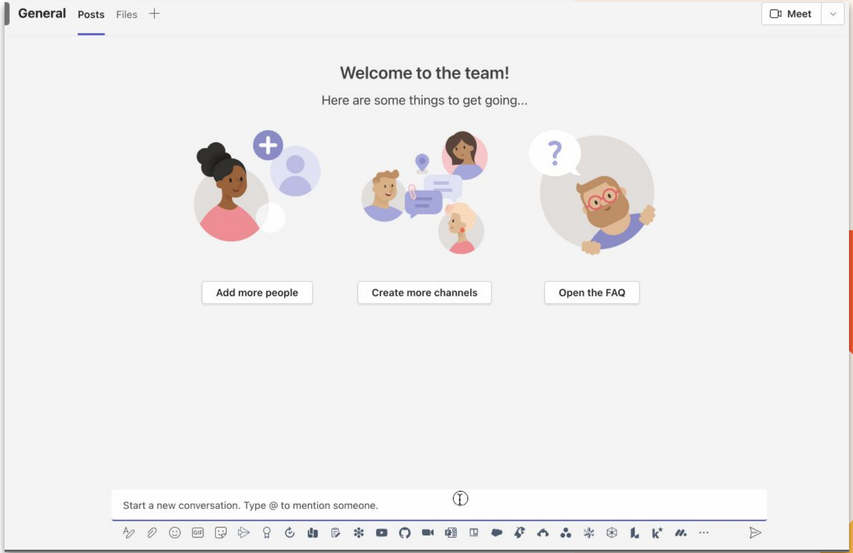
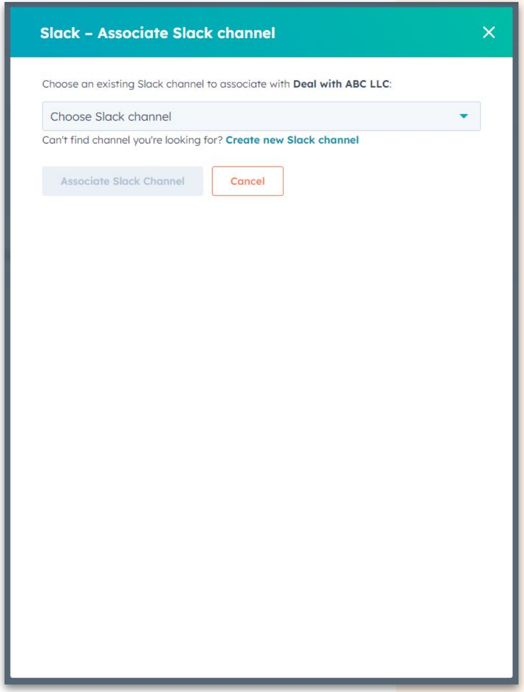


Associate multiple HubSpot Deals & Companies with one Slack Channel

Associating HubSpot company/deal records with a Slack channel helps teams create a dedicated space to collaborate over key accounts and sync activity-related alerts to provide meaningful insights across stakeholders. Now, teams can create associations between multiple deal/company records and one Slack channel, consolidating activity updates and collaboration.

Use Case

Now, users can associate multiple records with the same Slack channel.



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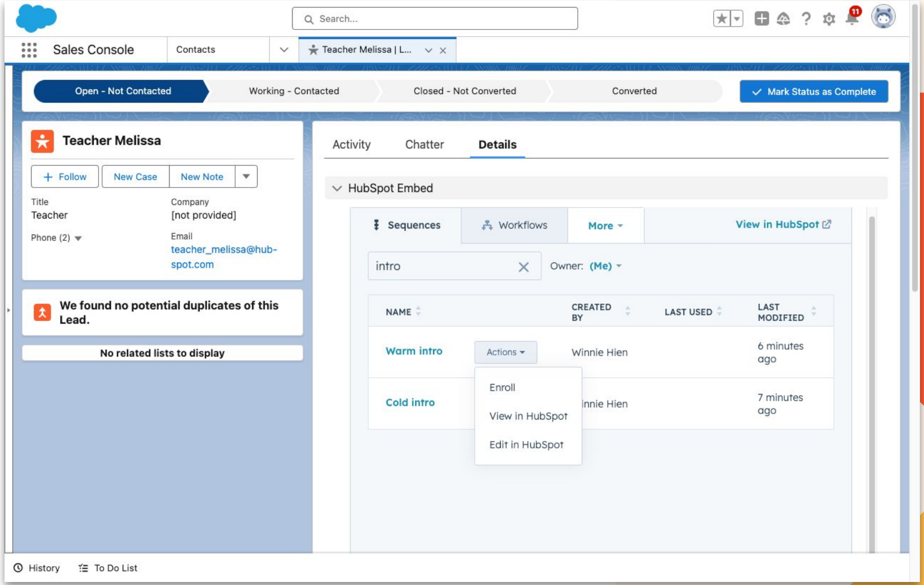
Enroll in a HubSpot Sequence from Salesforce

You can now enroll in a HubSpot sequence directly from within Salesforce.



Use Case

If you're using Salesforce as your CRM and HubSpot for prospecting, you can now enroll in a sequence directly from Salesforce through the HubSpot Visualforce window. No need to jump back and forth between HubSpot and Salesforce.

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Launch region: Global

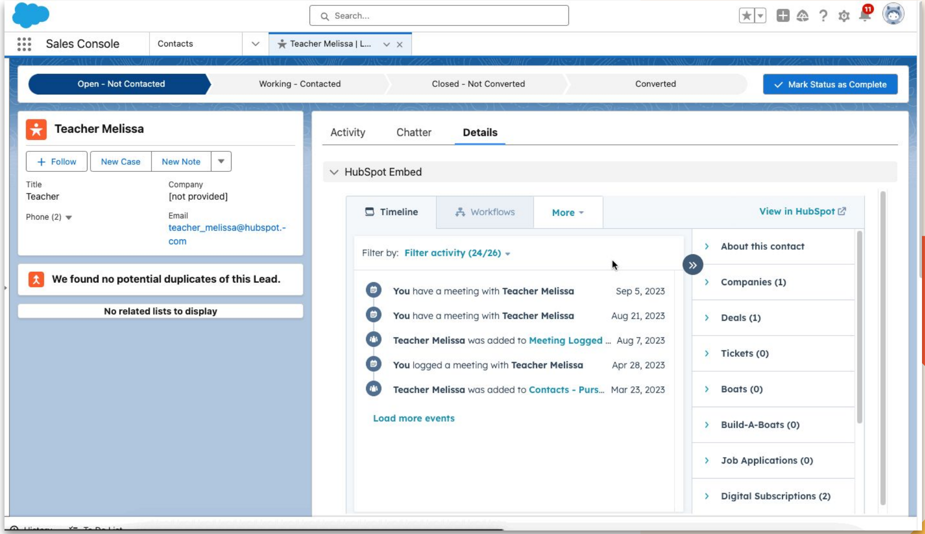
App Marketplace & Integrations

A new way to book HubSpot meetings from Salesforce

If you're a Salesforce and HubSpot customer, you can now schedule a HubSpot meeting directly from a contact or record without leaving Salesforce.

Use Case

We work across so many tools, and connecting those tools is essential to our productivity! Skip all the back-and-forth between HubSpot and Salesforce, and stay in your work flow by simply booking a HubSpot meeting without leaving Salesforce.



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

Launch region: Global

App Marketplace & Integrations

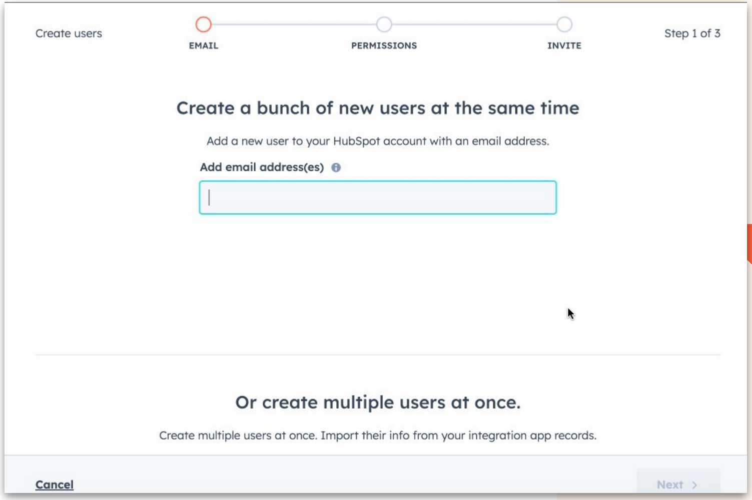
Bulk Import NetSuite & Dynamics 365 Users

Import NetSuite or Dynamics 365 users in bulk into HubSpot.

Use Case

Getting started with HubSpot for the first time? Say goodbye to entering emails one by one or exporting a CSV to upload users into HubSpot.

There's an easy way to add all of your sales reps into HubSpot to get them up and running faster - import your users in bulk.



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Launch region: Global

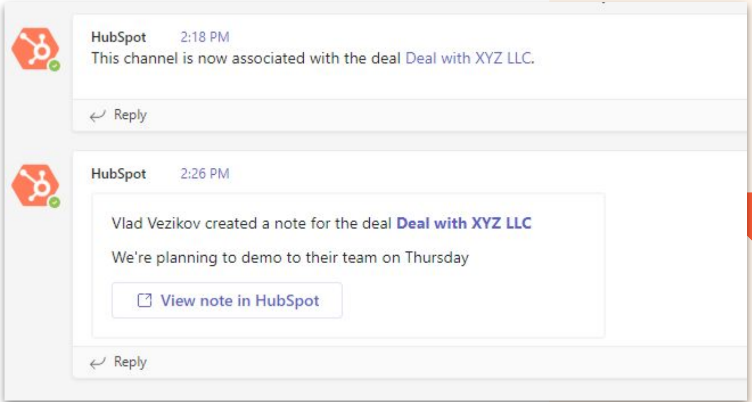
App Marketplace & Integrations

Associate HubSpot Deals with Microsoft Teams Channels

Microsoft Teams app users can now associate HubSpot company and deal records with channels, creating a dedicated space to share information and collaborate with teammates on key accounts.

Use Case

Boosting account details visibility and aligning cross-functionally drives strategic growth in both sales and marketing. With these recent enhancements to the Microsoft Teams app for HubSpot, teams can create dedicated channels and sync information between systems to stay in the loop and sell better.



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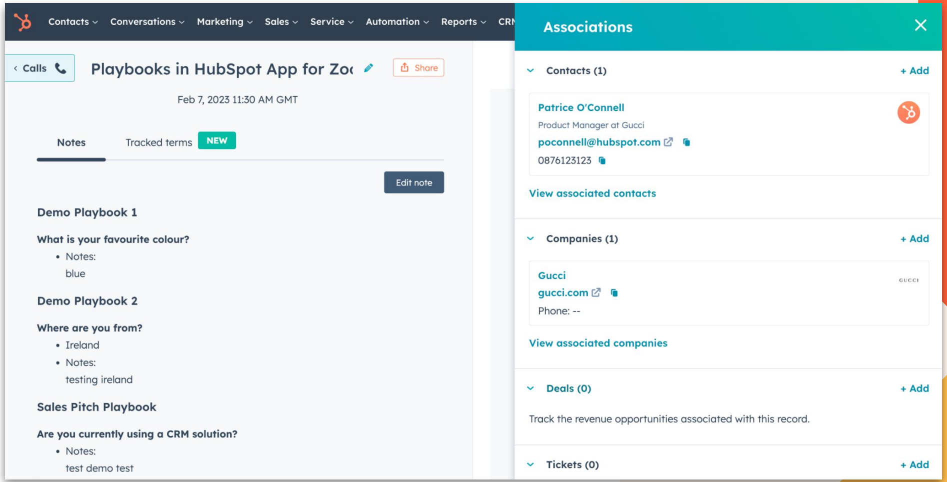
Launch region: Global

Sales Playbooks in the HubSpot App for Zoom Meetings

The HubSpot App for Zoom Meetings now has playbooks. This gives your sales team the ability to do all of the following within a Zoom call:

- Use any available playbooks in HubSpot
- Log and track data to the HubSpot contact record
- Search for and view existing HubSpot contacts
- Associate the playbook with the contact record in HubSpot



Use Case

Reps can access their playbooks within the Zoom app and read or update all the relevant CRM information while keeping their attention pointed at the buyer.

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Launch region: Global

***HubSpot App for Zoom Meetings is available to all HubSpot users. Playbooks are only available in Sales Hub Professional or higher and Service Hub Professional or higher.*

Thank you