# HubSpot

# April 2024 Product Updates

# Website Builder

**1** Easily create a new website or microsite using the Website Builder

**2** Easily build and modify pages through drag and drop page editing and flexible, pre-built or custom themes

**3** Easily edit and publish content with no-code tools and content staging abilities while still providing developers with local dev environments



Let's start creating your free website

Create a professional online presence and start generating leads for your business with HubSpot

Create your website with AI

- Answer a few simple questions about your business.
- Generate a fully designed single-page website with content and images customized to your business.
- Make changes any time and customize your website without the need to code.
- Publish and launch your website within minutes. No credit card needed.

Get started with AI      Or start from scratch

**99%** increase in inbound leads after 6 months*

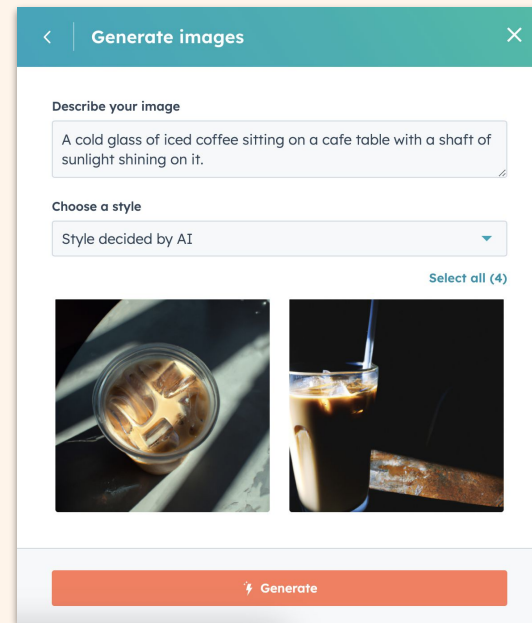Content Hub™

# Create content

## AI Blog Post Generator

**1** Take your blog from researched to finished in less time

**2** Eliminate writer's block by generating topics, titles, targeted keywords, and more with a simple prompt

**3** Refine and iterate on a blog outline before receiving the final output



**99%** increase in inbound leads after 6 months*

Content Hub™
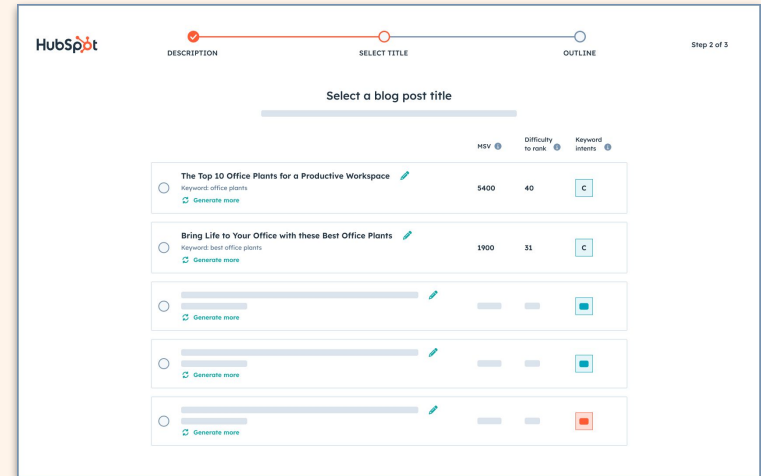
# AI Image Generator  Beta

**1** Generate images for blog posts, landing pages, marketing emails, and social posts

**2** Create images that perfectly match your content

**3** Easily crop and edit images to fit the right ratios for different channels



**Generate images**

**Describe your image**
A cold glass of iced coffee sitting on a cafe table with a shaft of sunlight shining on it.

**Choose a style**
Style decided by AI

Select all (4)

⚡ Generate

**99%** increase in inbound leads after 6 months*

Content Hub™

# Landing Pages & Forms

**1** Create landing pages and forms with easy drag-and-drop editors

**2** Gather important data about your visitors and contacts—and keep it clean

**3** Engage your audience and convert visitors into leads



**99%** increase in inbound leads after 6 months*

Content Hub™
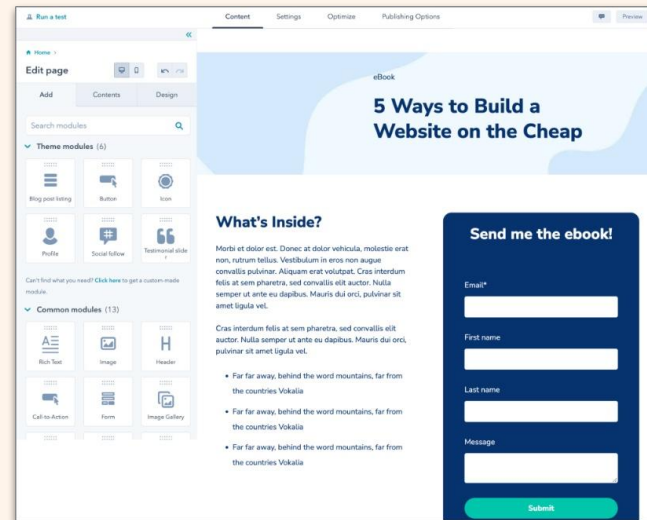
# HubSpot's App Marketplace

**1** Host engaging video content with Zoom, On24, and HotJar

**2** Deliver engaging web experiences by connecting HubSpot with content management systems, like Wordpress and Webflow

**3** Create compelling design assets directly within HubSpot using the Canva app



**99%** increase in inbound leads after 6 months*

Content Hub™
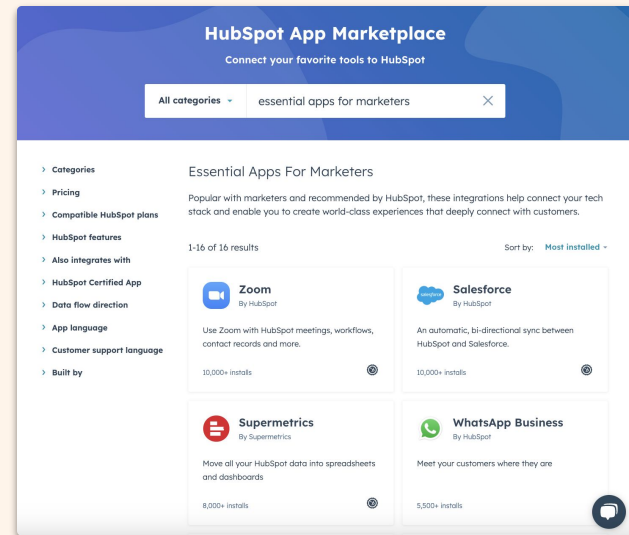
# CTAs

**1** Create CTAs that convert without the help of a designer

**2** Display the most relevant and effective CTAs based on your CRM data

**3** Test what's working to optimize your CTAs for repeat success



**99%** increase in inbound leads after 6 months*
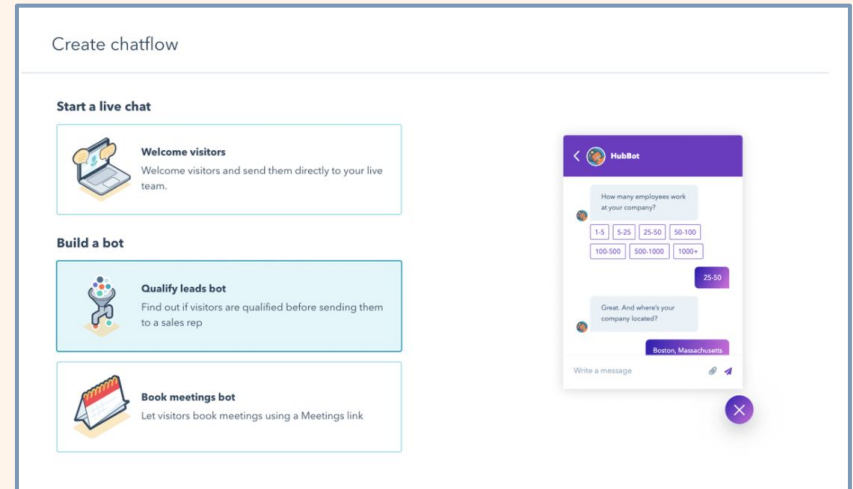
Content Hub™
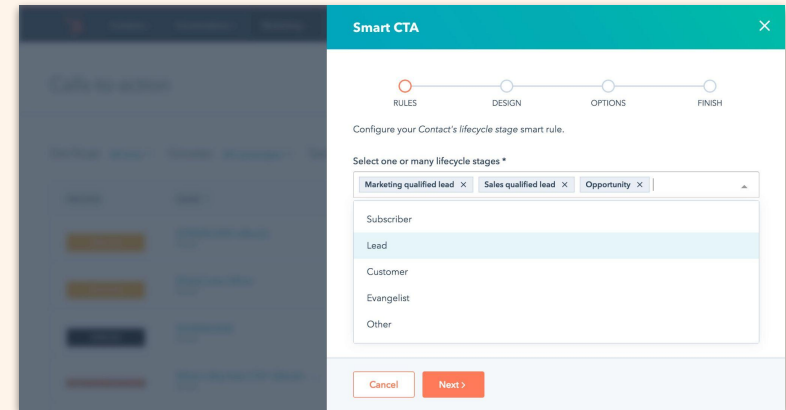
# Chatbots & Live Chat

**1** Automate helping prospects or customers with questions and capture leads effectively

**2** Welcome visitors to your site, qualify them as leads, and book meetings

**3** Enhance visitor experience by never missing an opportunity to engage



**99%** increase in inbound leads after 6 months*

Content Hub™

# Create content

## Post Narration

1. Create audio versions of blog posts to better support content preferences

2. Customize the tone and human voice of audio content

3. Maximize your reach by easily formatting content for different channels



**99%** increase in inbound leads after 6 months*

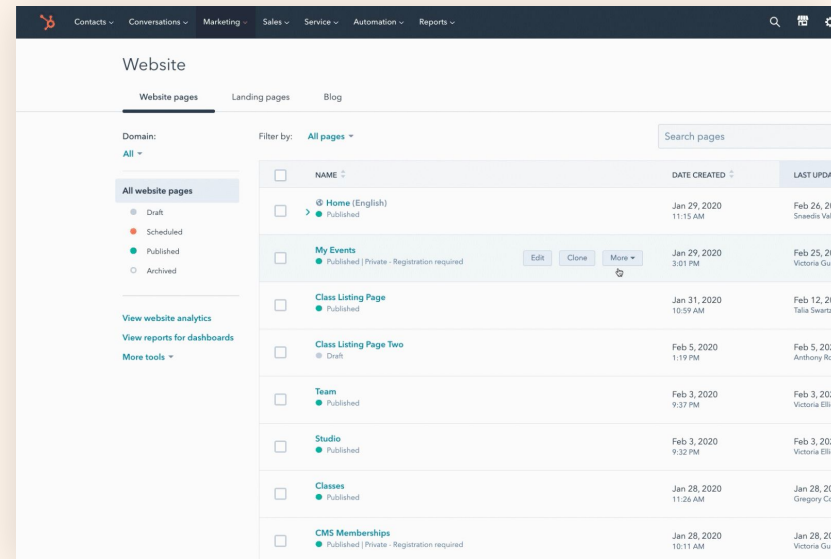Content Hub™

# Create content

## AI Translations

**1** Confidently translate pages and blog posts into multiple languages in one simple click

**2** Reach new markets by translating your web content into multiple languages

**3** Automatically associate in-language variants together for easy management



**99%** increase in inbound leads after 6 months*

Content Hub™

# Create content

## Brand Voice  Beta

**1** Easily define your brand voice by using past writing samples to identify it for you

**2** Create new, AI-generated blog, email, SMS, and social content using your unique brand voice

**3** Build recognition and trust with customers by using a consistent brand voice

**99%** increase in inbound leads after 6 months*

Content Hub™

# Create content
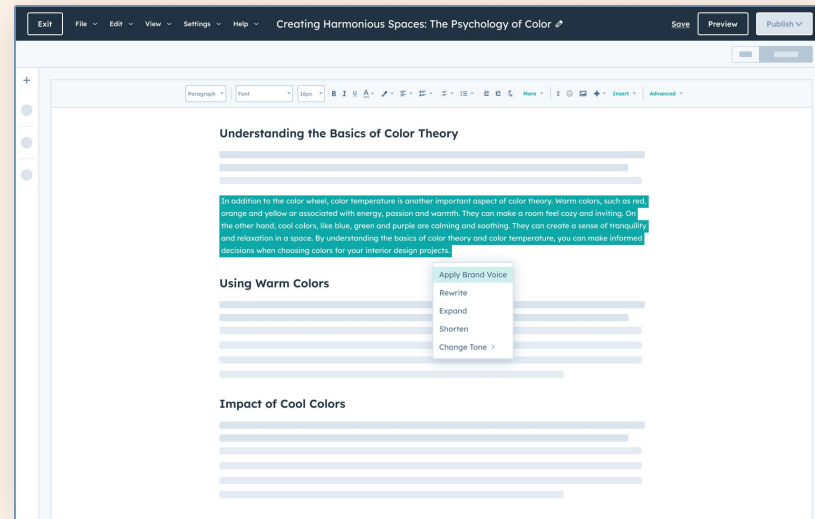
## Content Remix  `Beta`

**1** Repurpose your content for multiple channels and formats in just a few clicks

**2** Quickly generate landing pages, ads, social posts, audio, images, and more to reach customers where they are

**3** Break into podcasting and emerging social channels by making content creation easy and manageable



**99%** increase in inbound leads after 6 months*

Content Hub™
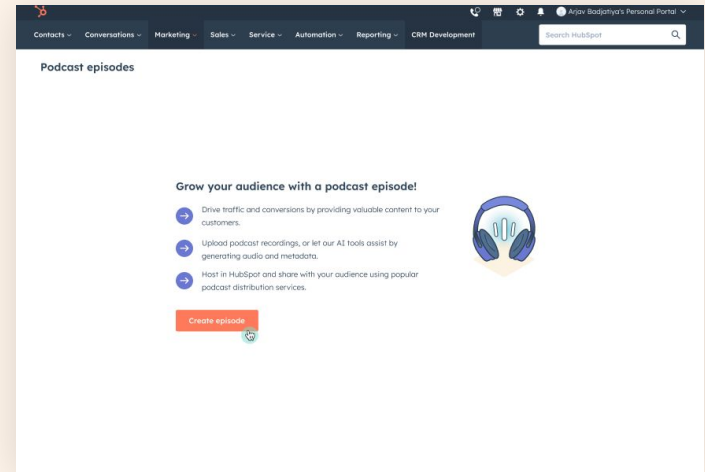
# Create content
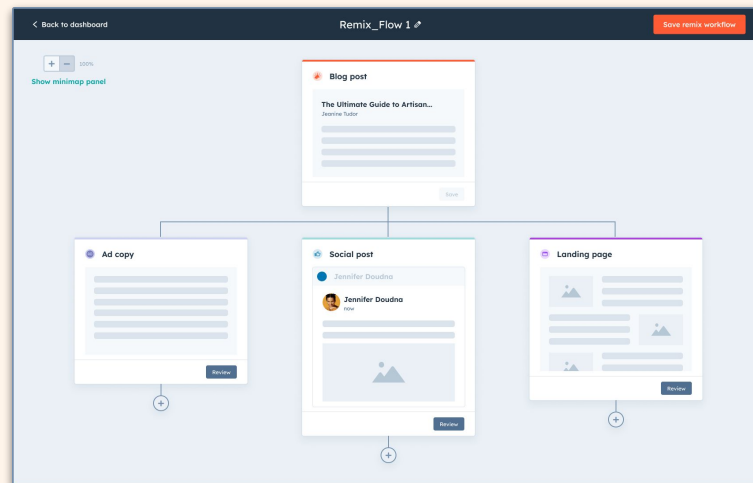
## Podcasts  `Beta`

**1** Effortlessly repurpose written content into engaging podcasts

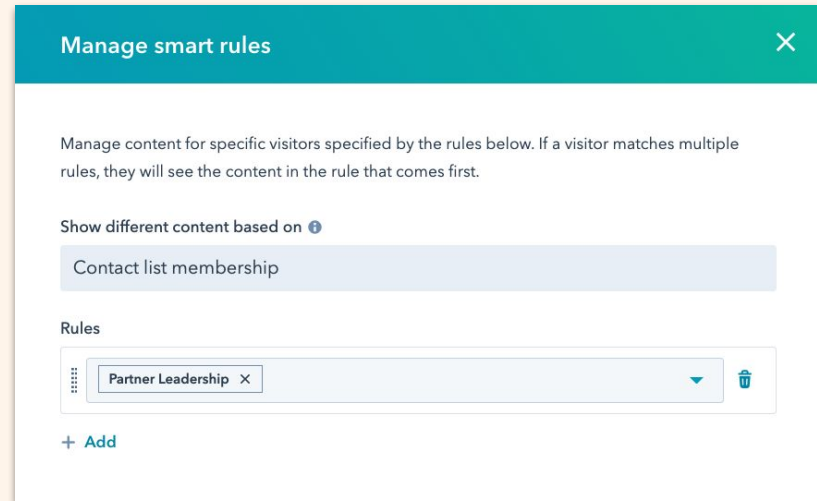**2** Reduce the time and effort required to produce audio content with AI-tools

**3** Extend your reach by catering to audiences with audio content preferences



**99%** increase in inbound leads after 6 months*

Content Hub™

# Smart Content

**1** Tailor your customer's site experience based on CRM data—all without the help of a developer

**2** Personalize the imagery and content on your website by verticals or other segments

**3** Create a highly targeted experience for specific accounts without impacting the experience for the rest of your customers

---

**Manage smart rules** ✕

Manage content for specific visitors specified by the rules below. If a visitor matches multiple rules, they will see the content in the rule that comes first.

Show different content based on ⓘ

Contact list membership

Rules

Partner Leadership ✕

＋ Add

---

**99%** increase in inbound leads after 6 months*

Content Hub™

# Cookie Management

**1** Build trust and show transparency by allowing visitors to control their data preferences

**2** Tailor cookie consent banners and manage preferences in HubSpot

**3** Improve user experience by empowering informed decisions about data tracking

**99%** increase in inbound leads after 6 months*
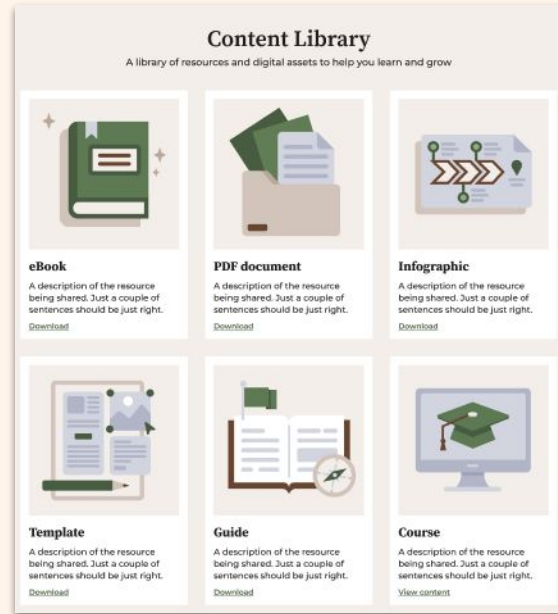
Content Hub™
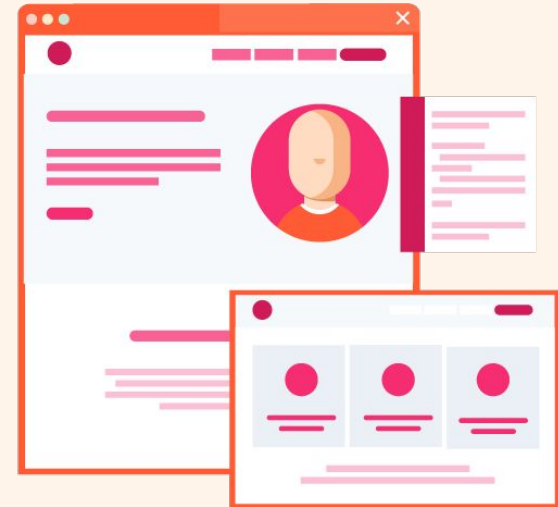
# Premium Cloud Hosting

**1** Confidently scale content while maintaining fast load times and reliability

**2** Host pages and files on infrastructure that includes SSL, CDN, WAF, and 24/7 threat monitoring

**3** Protect against threats and vulnerabilities with advanced and regular security updates

**99%** increase in inbound leads after 6 months*

Content Hub™
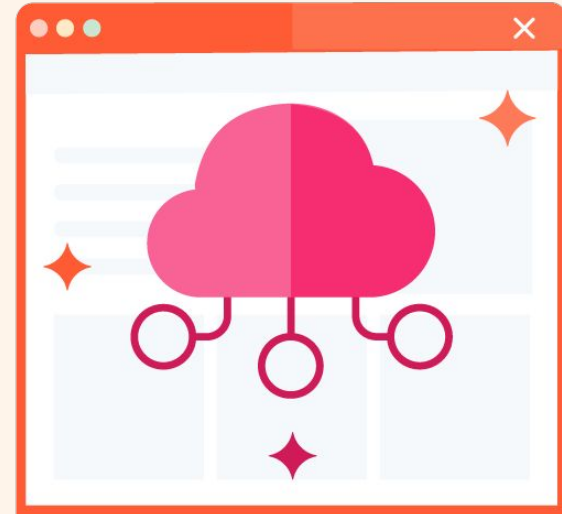
# Content Library

**1** Streamline prospect and customer access to your content with a centralized repository

**2** Drive engagement with existing customers by offering private access to additional content

**3** Require a login to view exclusive digital assets, such as audio files, video files, PDFs, and more



## Content Library
A library of resources and digital assets to help you learn and grow

**eBook**
A description of the resource being shared. Just a couple of sentences should be just right.
Download

**PDF document**
A description of the resource being shared. Just a couple of sentences should be just right.
Download

**Infographic**
A description of the resource being shared. Just a couple of sentences should be just right.
Download

**Template**
A description of the resource being shared. Just a couple of sentences should be just right.
Download

**Guide**
A description of the resource being shared. Just a couple of sentences should be just right.
Download

**Course**
A description of the resource being shared. Just a couple of sentences should be just right.
View content

**99%** increase in inbound leads after 6 months*

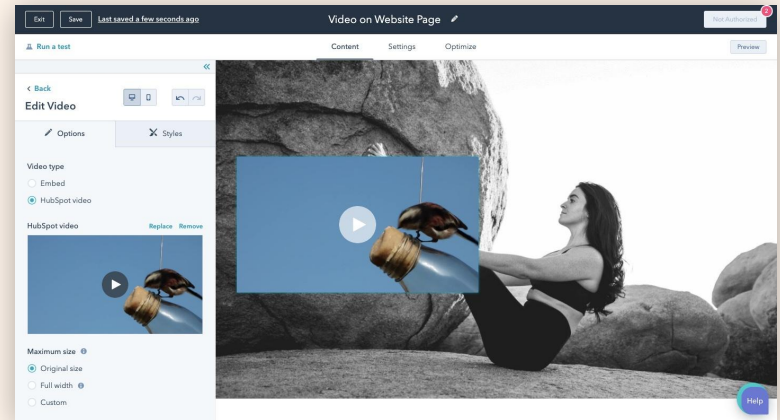Content Hub™

# Manage content

## Video Management

**1** Manage videos in the same place your web content lives

**2** Seamlessly embed videos into content, with the addition of Forms and CTAs directly from the module
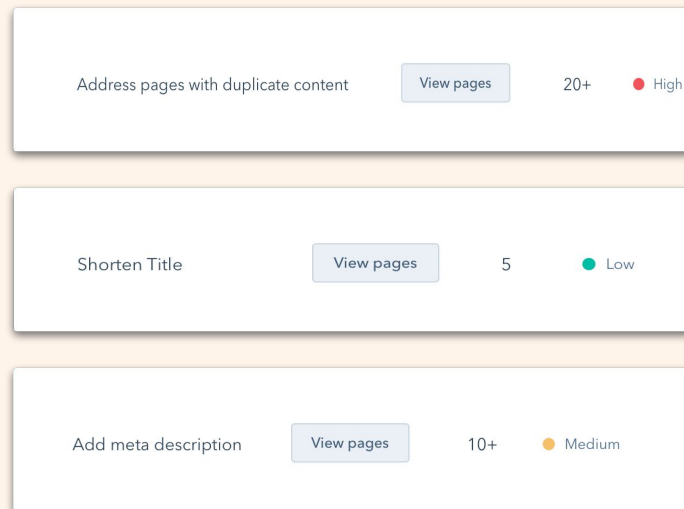
**3** Access detailed reporting on video views per contact to analyze what is resonating most



**99%** increase in inbound leads after 6 months*

Content Hub™

# SEO Recommendations

**1** Optimize your website for search to improve discoverability

**2** Identify content issues and receive actionable steps for resolving them effectively

**3** Conduct website scans or access tactical SEO optimizations within page editors to boost performance

| Address pages with duplicate content | View pages | 20+ | ● High |

| Shorten Title | View pages | 5 | ● Low |

| Add meta description | View pages | 10+ | ● Medium |

**99%** increase in inbound leads after 6 months*

Content Hub™

# Content Embed

1. Easily create content blocks for your WordPress website inside HubSpot, and then add them directly from the WordPress editor

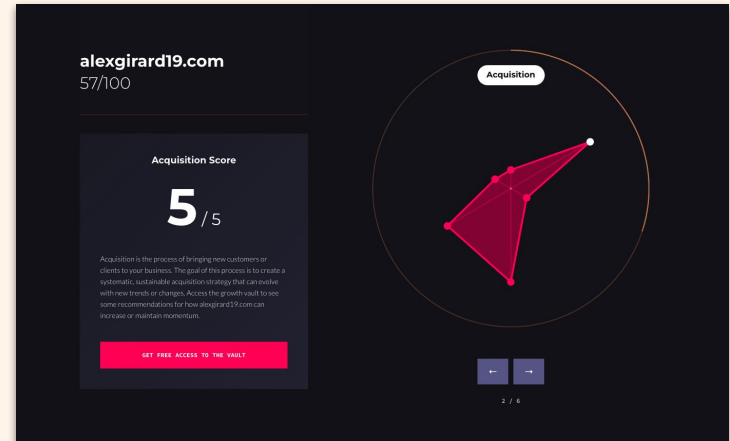2. Make updates in one place and have them automatically reflected across all impacted content

3. Target your audiences with personalized content—informed by HubSpot's SmartCRM—on your WordPress site



**99%** increase in inbound leads after 6 months*

Content Hub™
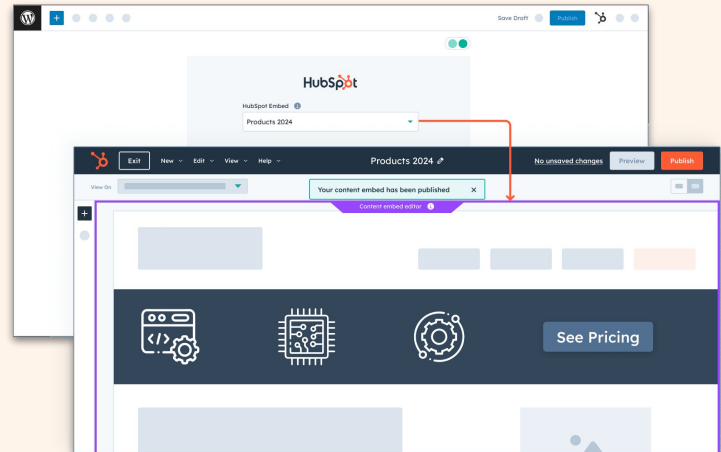
# Dynamic Content

**1** Save time by using CRM objects or HubDB to create pages with ease

**2** Build dynamic elements such as product listings, real estate catalogs, employee directories, and more to facilitate content management

**3** Make updates in one place and have them automatically reflected across all impacted content



alexgirard19.com
57/100

Acquisition

**Acquisition Score**

**5** / 5

Acquisition is the process of bringing new customers or clients to your business. The goal of this process is to create a systematic, sustainable acquisition strategy that can evolve with new trends or changes. Access the growth vault to see some recommendations for how alexgirard19.com can increase or maintain momentum.

GET FREE ACCESS TO THE VAULT

← →

2 / 6

**99%** increase in inbound leads after 6 months*

Content Hub™
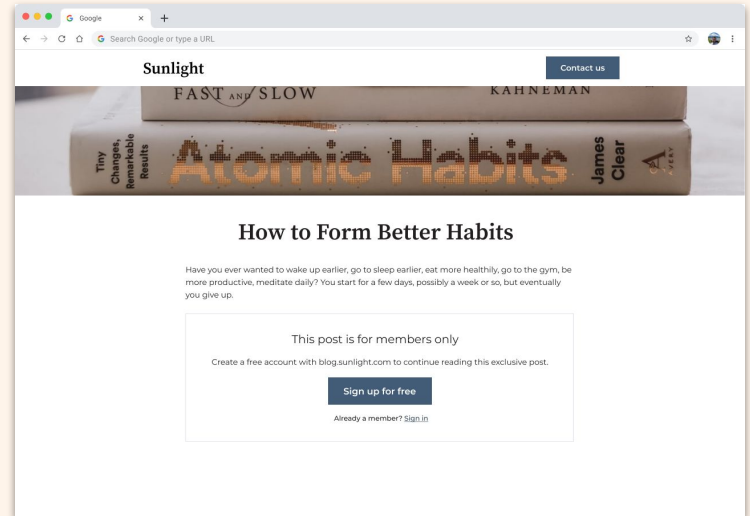
Beta

# Memberships & Gated Content

**1** Use the Member Blog to generate higher quality leads through exclusive blogs and protect premium content from AI scrapers

**2** Make unknown visitors known so you can personalize experiences for individual visitors

**3** Generate specialized access through custom portals, event platforms, and other tailored experiences

Sunlight

Contact us

FAST AND SLOW     KAHNEMAN

Atomic Habits    James Clear

## How to Form Better Habits

Have you ever wanted to wake up earlier, go to sleep earlier, eat more healthily, go to the gym, be more productive, meditate daily? You start for a few days, possibly a week or so, but eventually you give up.

This post is for members only

Create a free account with blog.sunlight.com to continue reading this exclusive post.

Sign up for free

Already a member? Sign in

**99%** increase in inbound leads after 6 months*

Content Hub™

# Analytics & Custom Reporting

**1** Evaluate the impact of marketing efforts across various channels

**2** Create contact attribution reports that identify top-performing pages for lead gen

**3** Make content strategy decisions informed by data



**99%** increase in inbound leads after 6 months*

Content Hub™
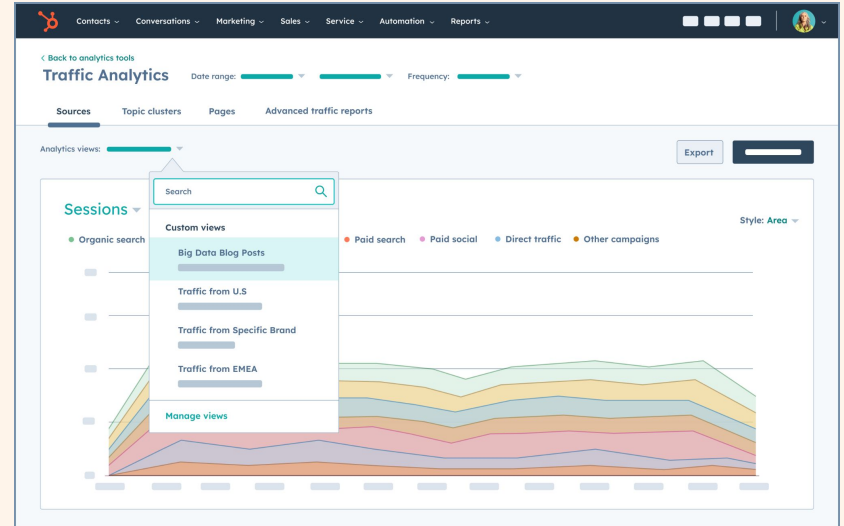
# Content Approvals & Partitioning

**1** Establish content governance for web pages, blog posts, and landing pages with the right approvals and permissions in place

**2** Easily collaborate with your team by requesting changes and granting approval directly in HubSpot

**3** Keep irrelevant assets out of view so teams stay focused and efficient

**Request approval** BETA ✕

Request an approval on "Drag+and+Drop".

**Approvers** * ⓘ
The asset will need to be approved by all users you add here

Victoria Neuman ✕  ▾

Add a message to be included in the notification.

Are we ready to go on this?

**Request approval**   Cancel

**99%** increase in inbound leads after 6 months*

Content Hub™

## Multisites

**1** Host multiple websites within the same HubSpot account to manage your brand at scale

**2** Give customers the right experiences across your brands with different websites that support them

**3** Monitor and analyze the performance of multiple websites



**99%** increase in inbound leads after 6 months*

Content Hub™
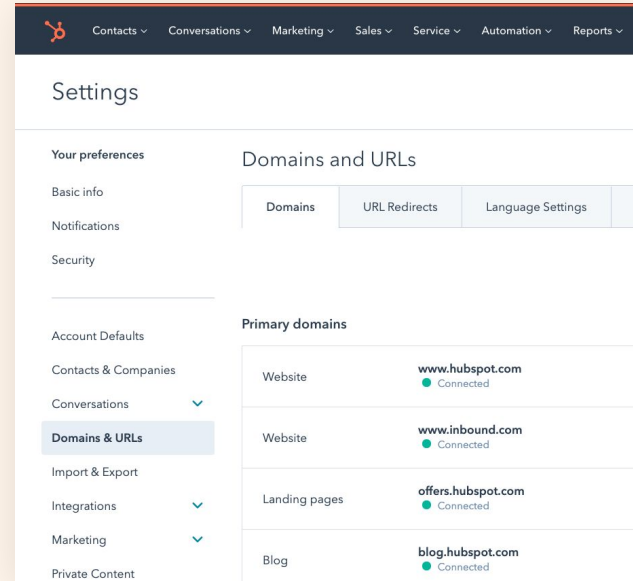
# Features IT will love...

**1** Create interactive web elements that leverage CRM data, serverless functions, and more

**2** Promote accountability and seamless collaboration across multiple teams using activity logging and SSO

**3** Leverage reverse proxy configuration to build out content on the HubSpot platform—while serving that content to visitors on a non-HubSpot-hosted domain

**99%** increase in inbound leads after 6 months*

Content Hub™

# Marketing Hub™

# Instagram, LinkedIn & Facebook @mentions streams available in social monitoring

Now manage Instagram, LinkedIn, and Facebook @mentions seamlessly in our Social Monitor Streams. Plus, enjoy a simpler UI for stream management and creation.

## Use Case

Gain insights into when your brand is being talked about on social media. You can engage in real time with your followers, communicate with new customers, and address negative feedback when your page is tagged within a post or comment. We have also created a simplified UI to ensure faster task completion, empowering you to efficiently manage online interactions in one place.

Learn More

Free   Starter   Pro   Ent   Live

**Launch region: Global**

---

**Inbox Streams**

| | |
|---|---|
| All Activity | 9 |
| Conversations | 4 |
| Interactions | 2 |
| New X Followers | 3 |

**Streams**

+ Add new

**Mentions & Reposts**    15 ⌄

- Mentions of @lair.bnb
- Mentions of @HS ads testing
- Mentions of Sparker events
- Mentions of @sparkleremea
- Mentions of @mz_hubspot

More streams ⌄

---

HubSpot

**Marketing Hub™**
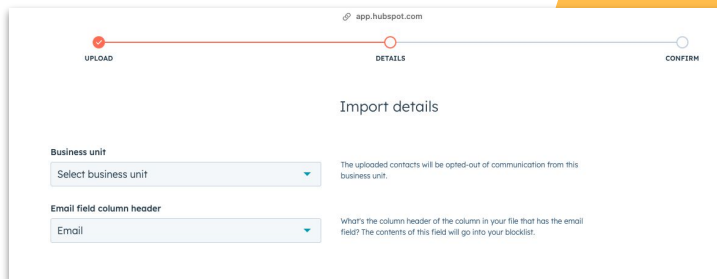
# Import an Opt-Out List for a Specific Business Unit

Users can now target a specific business unit when importing an opt-out list.

**Use Case**

Previously, importing opt-out lists was limited to the account default business unit, causing inconvenience for users managing contacts across different units. This manual process was not scalable for larger customers, potentially leading to billing inaccuracies. The new feature streamlines the opt-out process by allowing admins to manage all opt-outs in one import, improving efficiency and accuracy in contact database management.

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

**Launch region: Global**



app.hubspot.com

UPLOAD — DETAILS — CONFIRM

## Import details

**Business unit**

Select business unit ▾

The uploaded contacts will be opted-out of communication from this business unit.

**Email field column header**

Email ▾

What's the column header of the column in your file that has the email field? The contents of this field will go into your blocklist.

**HubSpot**

# Marketing Hub™

# Improvements to 'Marketing Event' Associations in Campaigns

We have improved the association functionality of 'marketing events' with a HubSpot campaign: You can now add marketing events *including* offline event data to a campaign, and, create a new marketing event from within the 'Add assets' modal.

## Use Case

Previously, only online marketing events could be added to campaigns in HubSpot, leaving out offline event data from trade shows and requiring manual workarounds. With the latest updates, HubSpot's Marketing events object now allows users to manage both online and offline marketing activities within one object, improving campaign management and reporting capabilities significantly.

Learn More

Free   Starter   Pro   Ent   Live

**Launch region: Global**

HubSpot

# Marketing Hub™
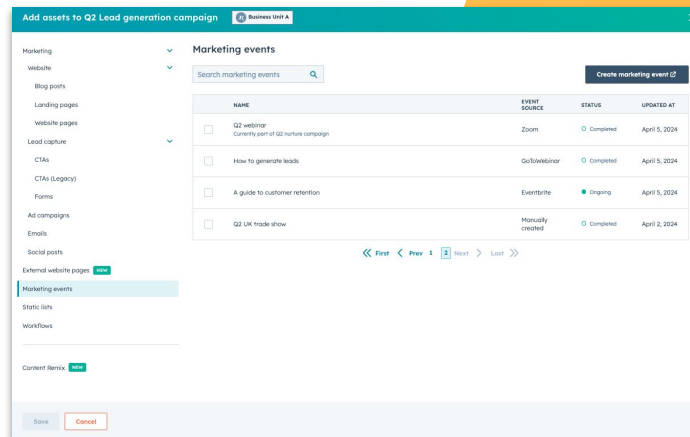
# Google Enhanced Conversions for Leads

Google Enhanced Conversions is a feature that enhances ad conversion events, improving measurement accuracy and enabling stronger bidding. It securely sends hashed first-party customer data, like email addresses, to Google using the SHA256 algorithm for enhanced privacy.

**Use Case**
As cookies go away and ad tracking becomes more limited, it is important for advertisers to get their conversion data back to the ad networks in a secure, privacy first manner. With enhanced conversions, HubSpot will send offline lifecycle stage change data back to Google server side.

Learn More

Free    Starter    Pro    Ent    Live

**Launch region: Global**

### Create event

Help ad networks optimize the delivery of your ads by letting them know when an event occurs on a contact record, such as when their lifecycle stage changes, or when they make an in-store purchase. Learn more about syncing ad conversion events

**Ad network**
Google Ads ▼

**Ad account**
Coffee Cafe (123-445-6678) ▼

**Event trigger**
● Lifecycle stage change
Now using **Enhanced Conversions** NEW
○ Form submission

HubSpot

## Marketing Hub™

# New Export Functionalities in Campaigns

The new customizable Export functionality on the Campaigns details page allows you to export campaign data in your preferred format, including comprehensive campaign details and performance metrics.

**Use Case**
Efficiently export campaign data with specific attributes and formats, enabling you to analyze and share key campaign insights, streamline reporting processes, and make informed decisions based on detailed campaign performance data.

Free    Starter    Pro    Ent    Live
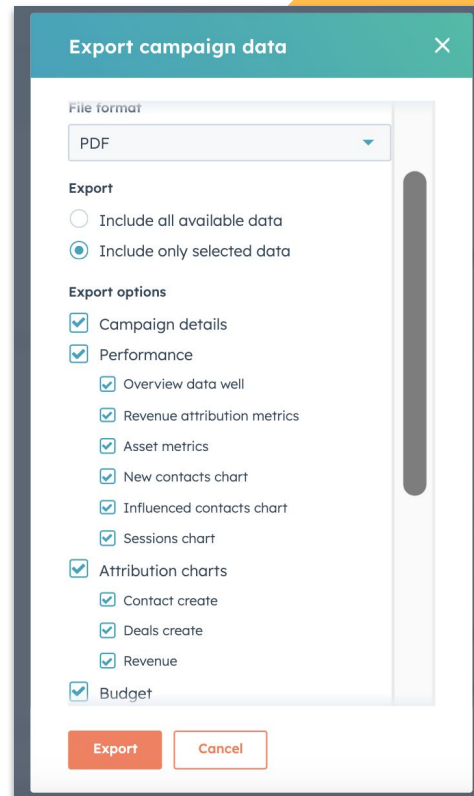
**Launch region: Global**

**Export campaign data**    ✕

File format

PDF ▾

**Export**
○ Include all available data
◉ Include only selected data

**Export options**
☑ Campaign details
☑ Performance
  ☑ Overview data well
  ☑ Revenue attribution metrics
  ☑ Asset metrics
  ☑ New contacts chart
  ☑ Influenced contacts chart
  ☑ Sessions chart
☑ Attribution charts
  ☑ Contact create
  ☑ Deals create
  ☑ Revenue
☑ Budget

Export    Cancel

HubSpot

## Marketing Hub™

# 'Property Breakdown' Filters is rolling out to all of Customer Journey Analytics

The "Property breakdowns" feature in journey analytics helps users effortlessly create reports by automatically breaking down event properties.

**Use Case**

Quickly analyze and identify trends in customer journey pathways by selecting an event property to break down and determining the number of top results to display.

Learn More

Free    Starter    Pro    Ent    Live
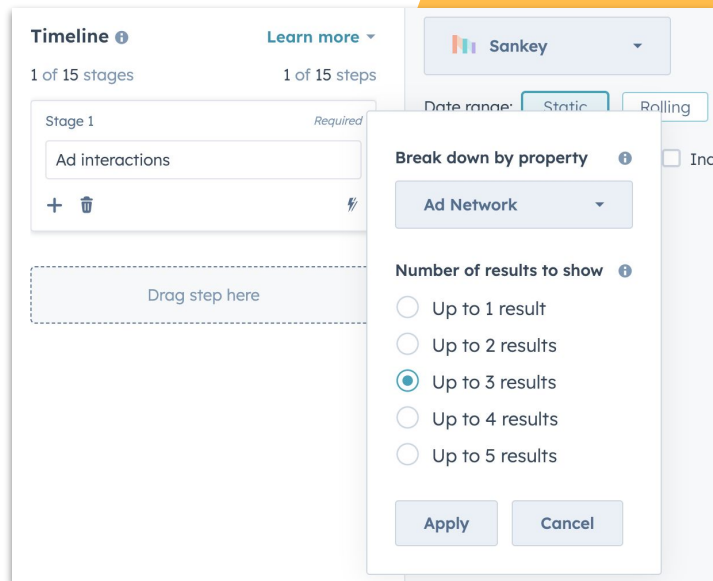
**Launch region: Global**



Timeline ⓘ                          Learn more ▾

1 of 15 stages                      1 of 15 steps

| Stage 1 | Required |

Ad interactions

+    🗑                                    ⚡

Drag step here

Sankey ▾

Date range:    Static    Rolling

**Break down by property** ⓘ          ☐ Incl

Ad Network ▾

**Number of results to show** ⓘ

◯ Up to 1 result
◯ Up to 2 results
◉ Up to 3 results
◯ Up to 4 results
◯ Up to 5 results

Apply        Cancel

HubSpot

# Marketing Hub™

# Clone your Social Posts and Marketing Emails

The new cloning capability for social posts and marketing emails on mobile devices enables marketers to efficiently duplicate and customize their posts and emails, boosting productivity and enabling quick content creation on the go. It's only applicable to posts created and published through the HubSpot Social tool.

**Use Case**
Marketers can now easily clone social posts and marketing emails at any stage, enhancing their workflow efficiency, enabling faster content generation, and allowing for immediate adjustments and customization of posts and emails directly from their mobile devices.

*Social is available to Marketing Hub Pro+ only*



Free    Starter    Pro    Ent    Live

**Launch region: Global**

HubSpot
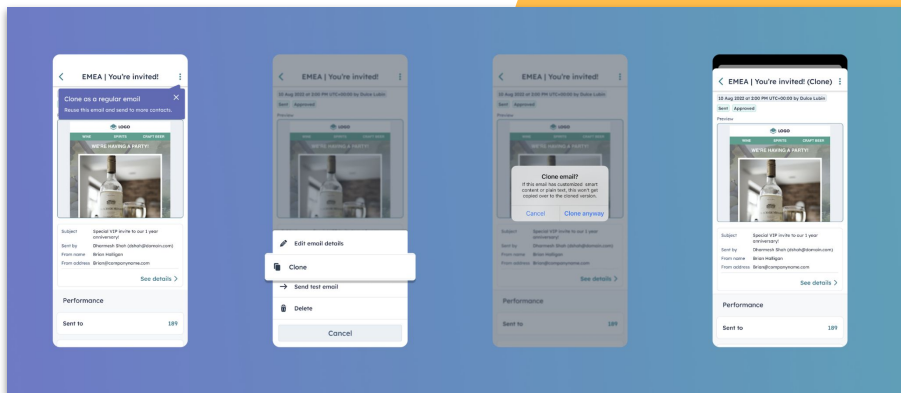
# Marketing Hub™

# Approvals on Marketing Emails on Mobile

Marketers can now manage their approvals from mobile. Marketers can request an approval for their marketing email and managers can approve or request changes on the go.

## Use Case

Approvals on mobile centralize and streamline the process, making collaboration easier for marketers.



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

**Launch region: Global**

HubSpot
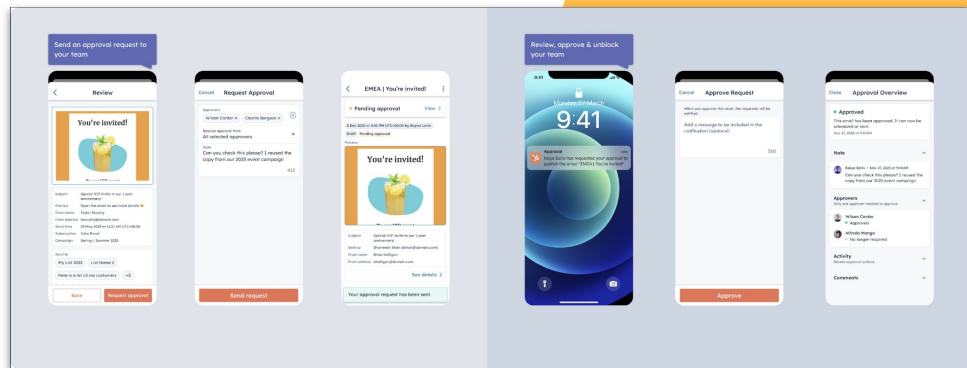
# Marketing Hub™

# Multi Object Preview & Test Send Filters

The enhanced preview feature in Marketing Email allows users to verify and test personalized elements, tokens, and CRM object information before sending the email.

## Use Case
Marketing Email users can now preview and sent a test email with all CRM object and Custom object personalisation tokens populated in a Marketing Email before publish.

Free   Starter   Pro   Ent   Live
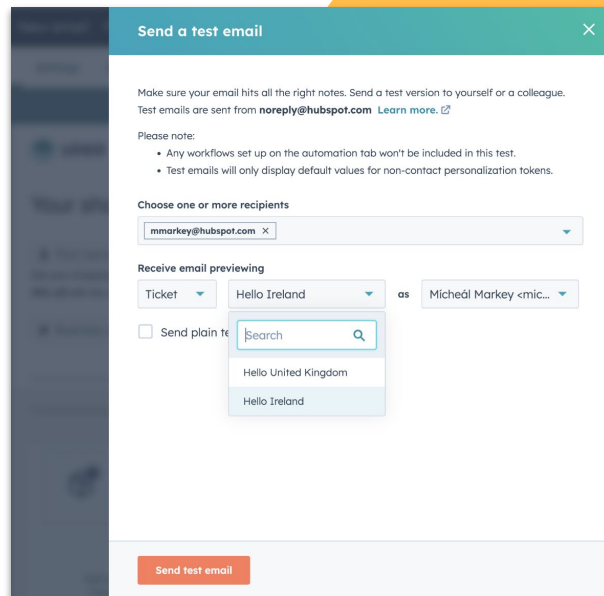
**Launch region: Global**

### Send a test email

Make sure your email hits all the right notes. Send a test version to yourself or a colleague. Test emails are sent from **noreply@hubspot.com** Learn more.

Please note:
- Any workflows set up on the automation tab won't be included in this test.
- Test emails will only display default values for non-contact personalization tokens.

**Choose one or more recipients**

mmarkey@hubspot.com  ✕

**Receive email previewing**

Ticket ▾   Hello Ireland ▾   as   Mícheál Markey <mic... ▾

☐ Send plain te

Search 🔍

Hello United Kingdom

Hello Ireland

**Send test email**

HubSpot

# Marketing Hub™

# Collaboration Sidebar in the CTAs Tool

The Collaboration sidebar is now integrated into the latest CTAs tool, allowing users to comment on CTAs, create tasks, and view the Marketing Calendar directly within the CTA editor. This feature update enables seamless collaboration among team members, eliminating the need for external platforms and ensuring all context is easily accessible within HubSpot.

**Use Case**
Adding the collaboration sidebar into the CTAs tool allows these conversations to happen seamlessly within HubSpot while holding all relevant context easily accessible when needed.

Learn More

Free    Starter    Pro    Ent    Live

**Launch region: Global**
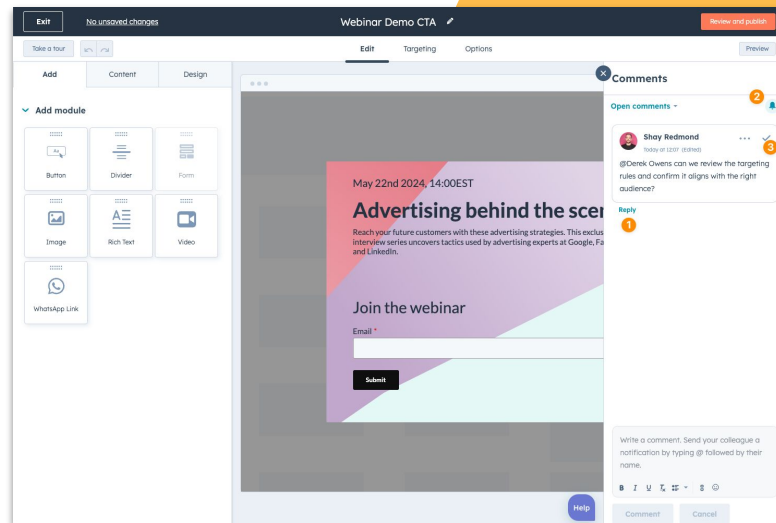
HubSpot

**Content Hub™**

# Local Theme Preview CLI Command

The new **hs theme preview** command in HubSpot's CLI allows you to visually preview changes to your HubL-coded websites locally without uploading any files.

**Use Case**
Until now, HubSpot developers working locally on website updates that needed to visually preview their changes had only one option - upload their work to production via the **hs upload** or **hs watch** commands and use the in-app preview. With this new command developers can easily create live local previews of their changes.

Learn More

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

**Launch region: Global**

**HubSpot**

# Content Hub™

# Create Folders and Organize Your Files from Mobile

HubSpot Files on mobile allows users to easily manage and share files from their smartphones. Users can upload, download, and organize files in one place, bringing convenience and efficiency to file management tasks on the go.

## Use Case
HubSpot Customers will be able to upload photos and videos from your phone library and camera and documents. All files uploaded will be set up by default as Public, but then you will be able to change the file visibility and set it as Public, Public- no index and Private.

Free   Starter   Pro   Ent   Live

**Launch region: Global**

---

12:03

HubSpot Files                    Add

All file types ⌄

🔍 Search 🎤

Sorted by Last Updated ↓

📁  a new folder

📁  custom-video-thumbnails

📁  folder

📁  Generated Blog Post Images

📁  Generated images

📁  New folder during the demo

📄  Upload file(s)

📁  Create a new folder

Cancel

HubSpot

Marketing Hub™ + Content Hub™

HubSpot
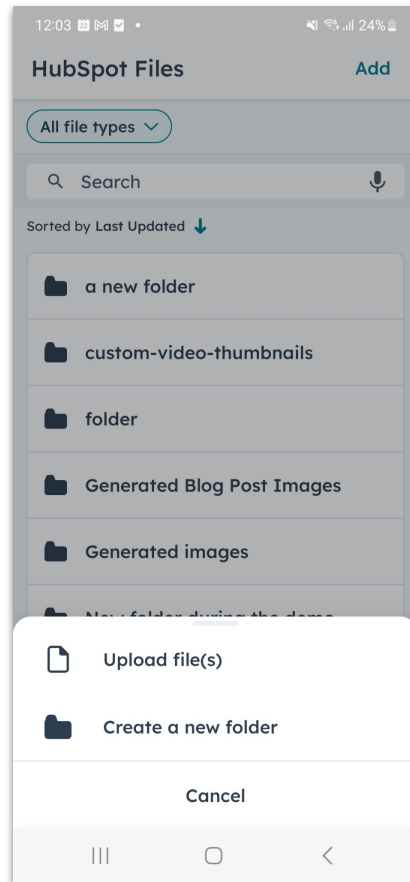
**Marketing Hub™** + **Content Hub™**

# Alt Text and Image Dimensions in HubDB Image Columns

Support for setting alt text and image dimensions in HubDB image columns.

## Use Case

Alt text is crucial for SEO and accessibility, while specifying image width and height aids in optimizing page load speed and display size. Users of HubDB image columns could not previously set alt text or image dimensions through the editor, leading to workarounds like creating separate column types or forgoing these features altogether.

*available to Marketing Hub Enterprise customers only*

[Learn More](#)

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

**Launch region: Global**

HubSpot

Marketing Hub™  +  CMS Hub®
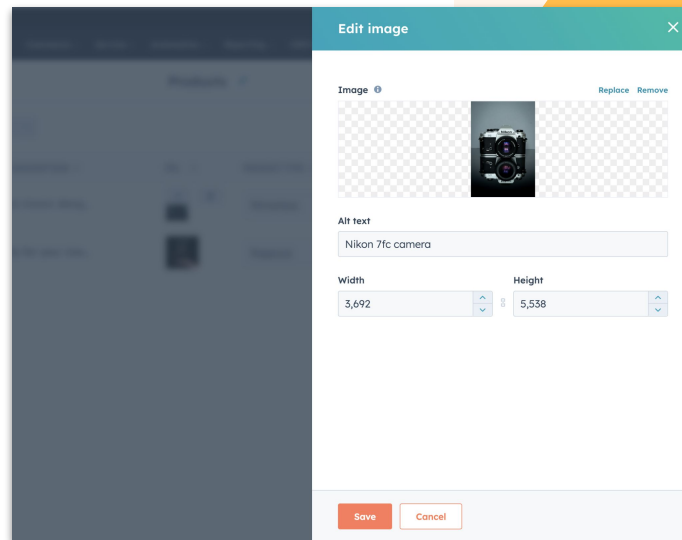
# Growth Theme: 3 New Landing Pages

With this update, we are introducing 3 new landing pages to HubSpot's default website theme, Growth.

## Use Case
The 3 modernized landing pages below provide new starting points for users to convert leads through HubSpot.

Free  Starter  Pro  Ent  Live

**Launch region: Global**



HubSpot

**Marketing Hub™ + CMS Hub®**
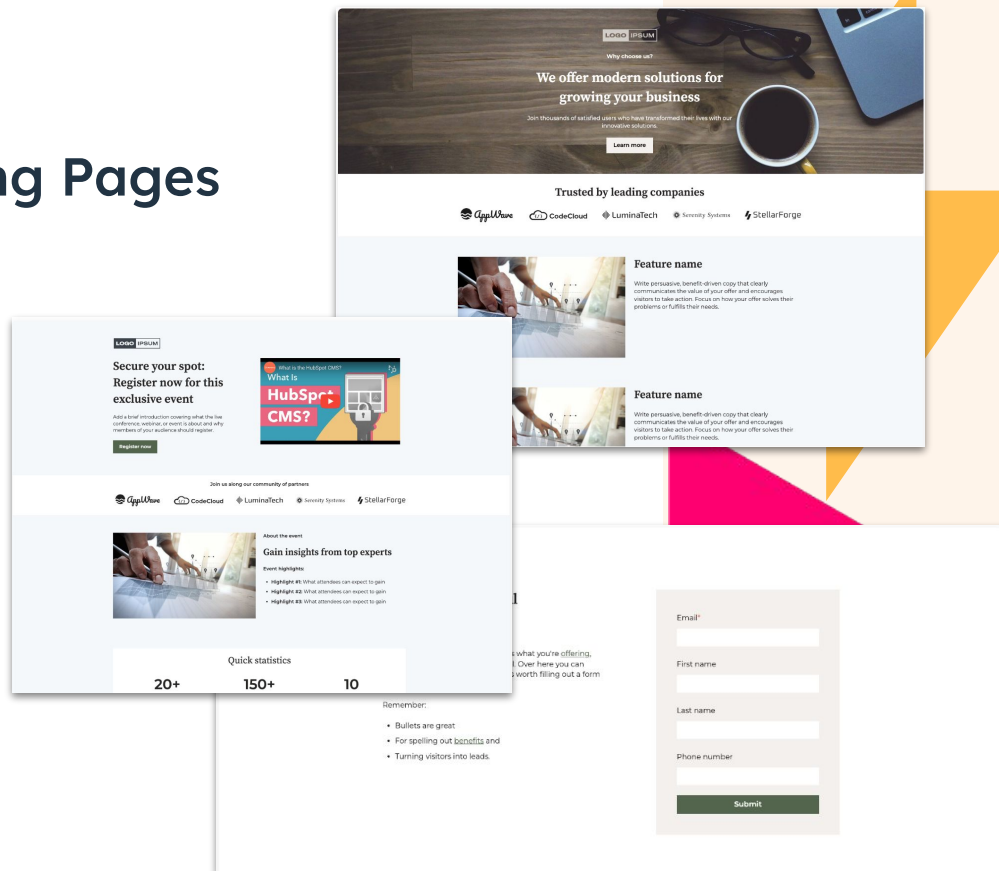
# Converting Landing Pages in Free and Starter Tiers to an Advanced Editing Experience

With this update, we're making it easier to customize landing pages in Free and Starter tiers by converting the Landing Pages to having advanced editing functionality, including:

- Drag and drop access to custom and default modules
- Add HTML to their Header and Footer
- Access and make changes to the site source code

**Use Case**
Having access to edit the code of a page and custom modules means that users can make more fine-tuned changes to their pages and add richer content to their landing pages.

Free   Starter   Pro   Ent   Live

**Launch region: Global**

HubSpot

## Marketing Hub™ + CMS Hub®

# Blog Post Narration

Introducing blog post narration for your blog content! This feature converts blog post content into engaging text-to-speech audio through an embedded module. You can also choose from a variety of voices for your audio content.

## Use Case
We are making it easier for content creators to repurpose their blog content for users who prefer audio consumption.

Learn More

Free    Starter    Pro    Ent    Live

**Launch region: Global**

# Sales Hub™
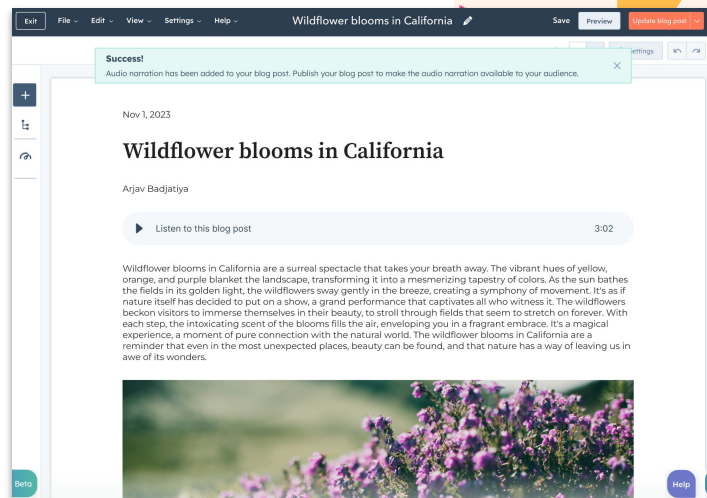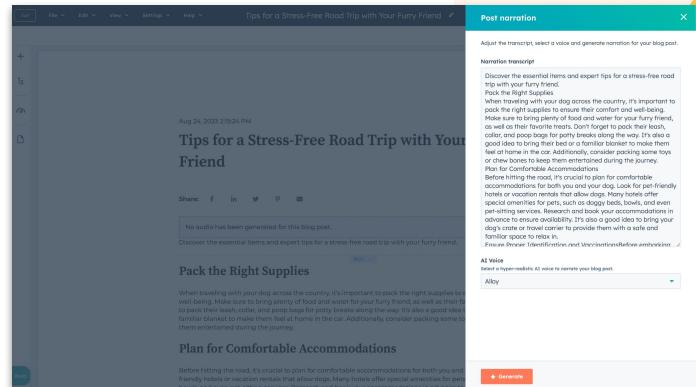
# LinkedIn CRM Sync ([demo video](#))

We have added LinkedIn CRM Sync to the HubSpot App Marketplace — the product of a close partnership between HubSpot and LinkedIn.

**Use Case**

With LinkedIn CRM Sync, salespeople can be more productive and get deeper insights. By synchronizing data between LinkedIn and HubSpot in the background, your frontline sales representatives can be sure that all their actions are automatically recorded in HubSpot and that their owned contacts and companies are automatically synced to their Sales Nav book of business.

[Learn More](#)

Free    Starter    Pro    Ent    Live

**Launch region: Global**

HubSpot

## Sales Hub™
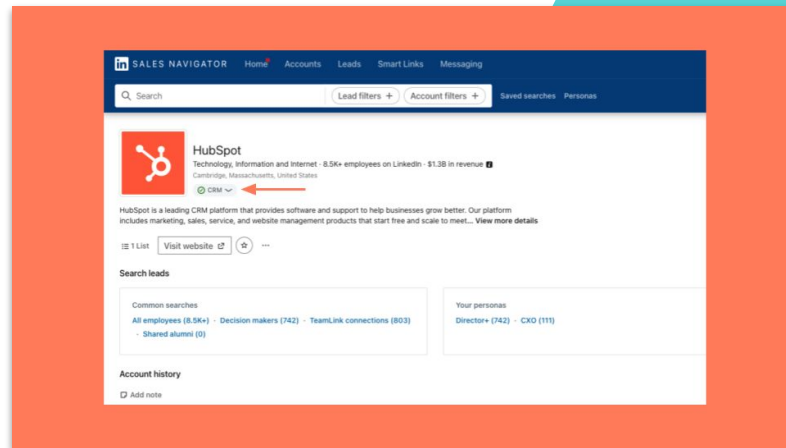
# Custom Lead Properties, Required Lead Properties and Lead Form Customization

Custom properties, our most requested feature since launch, is now available!

- Add custom properties to the lead object
- Control which properties are required to progress a lead
- Customize the lead creation form

**Use Case**

Tailor the lead object by adding specific properties, customizing the lead creation form, and controlling required fields to capture essential data, streamline lead management, and ensure accurate reporting.

Free    Starter    Pro    Ent    Live

**Launch region: Global**

---

**Update lead stage properties**    ×

Search properties    🔍

SELECTED PROPERTIES    REQUIRED

**Lead Information**

☑ Lead Disqualification Note          Disqualification Reason    ×    ☑
☑ Disqualification Reason             Lead Disqualification Note    ×    ☑
☐ Lead Label
☐ Lead Name
☐ Lead Type
☐ Lead Owner

Next    Cancel    Remove all properties

HubSpot
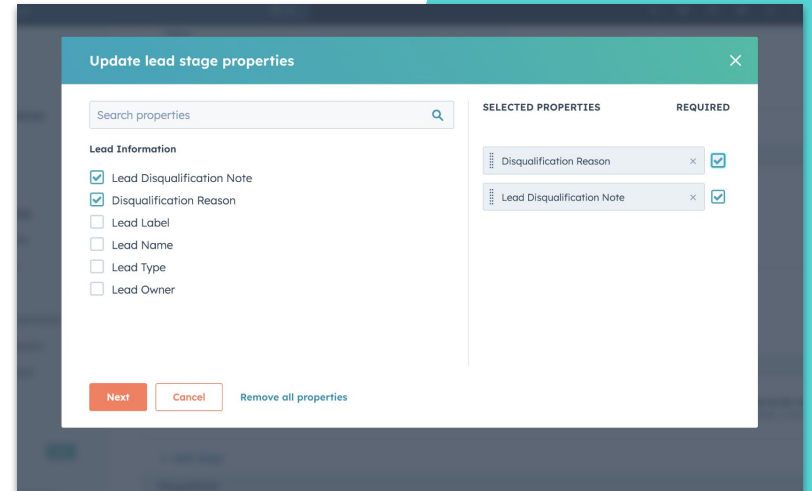
# Predictive Deal Score - Property

The predictive deal scoring feature adds a powerful and standardized method to evaluate deal health and prioritize sales efforts based on deal velocity, sales representative activity, and buyer engagement. This feature offers detailed insights on key factors influencing deal scores.

**Use Case**
Predictive deal scoring enhances sales efficiency by helping sales reps prioritize opportunities with a higher likelihood of closing, potentially leading to increased success rates and reduced wasted time. Sales managers can utilize these scores to provide targeted coaching and set realistic goals for their teams to drive overall performance.

Learn More

Free   Starter   Pro   Ent   Public Beta

**Launch region: Global**

# Service Hub™

# All-New Help Desk Workspace ([demo video](#))

Help Desk is a comprehensive ticket management workspace in HubSpot designed to streamline support processes by consolidating tickets and conversations in a central workspace. With omnichannel messaging, CRM-powered customer views, and AI-backed features, Help Desk offers support teams all the necessary tools to provide efficient and personalized customer service.

## Use Case

By centralizing tickets and conversations, Help Desk enables support teams to efficiently intake, triage, troubleshoot, and resolve customer requests. The platform enhances operational efficiency by providing agents with a unified workspace to manage customer interactions, improving ticket routing, task assignment, and resolution timelines.

[Learn More](#)

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

**Launch region: Global**

## HubSpot

**Service Hub™**

# Connect WhatsApp to Help Desk

WhatsApp is now available as a channel to Help Desk, HubSpot's new ticket management workspace, purpose-built for your support team to provide efficient and empathetic customer service.

**Use Case**
Businesses wishing to provide omni-channel support, meeting their customers where and when they choose, can now do so in Help Desk over WhatsApp, a popular instant messaging platform used by ~2 billion people worldwide, hundreds of millions of whom prefer to contact businesses over that channel.

Learn More

Free   Starter   Pro   Ent   Live

**Launch region: Global**

HubSpot

# Service Hub™

# New Knowledge Base Customization Tools

With this update, we're introducing a slew of new customization features to the knowledge base tool.

## Use Case

For years, we've been hearing frustration about the limits of styling knowledge base articles, especially when compared to other types of HubSpot-hosted content like website pages and blog posts. Simple updates to navigation menu fonts or text alignment were not possible, and knowledge bases often couldn't match the branding of a main website.



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

**Launch region: Global**

HubSpot

Service Hub™
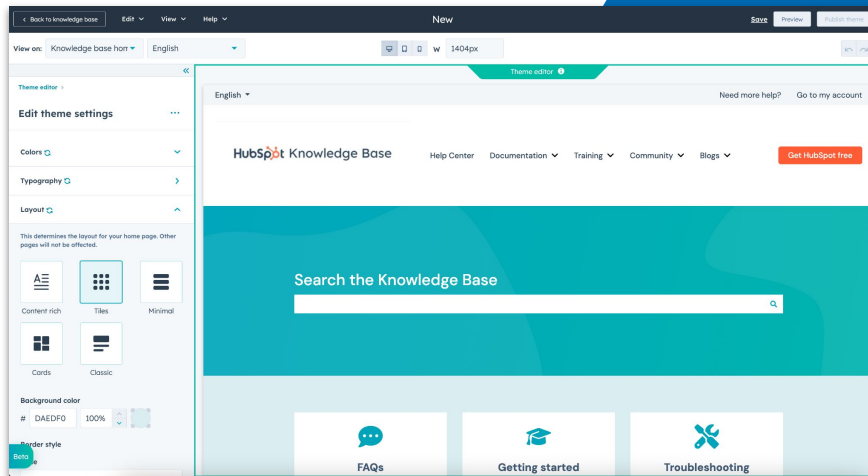
# Support for CES on Custom Surveys

We are happy to release an exciting update to custom feedback surveys. You can now include industry-standard survey question to measure customer effort score (CES) in the custom feedback surveys.

**Use Case**
With this update, support teams can collect more insights from their customers on their support experience for every ticket and specific to each support pipeline.



Free  Starter  Pro  Ent  Live

**Launch region: Global**

HubSpot

# Service Hub™

# AI Chatbot

We are excited to introduce an AI Chatbot for Live Chat, designed to provide our customers' websites with a seamless GPT-powered chat experience.

**Use Case**
Through an AI Chatbot, businesses can now deliver personalized responses to their visitors within minutes. No longer will you need to dedicate hours to crafting and refining rules-based bots. With AI Chatbots handling repetitive tasks seamlessly, you will be able to free up time for your front-office teams to prioritize revenue-generating activities. Rest assured with built-in guardrails, that your AI will respond when it's confident and transfer to a team member when it's not.

Learn More

Free  Starter  Pro  Ent  Public Beta

**Launch region: Global**

*AI Chatbot can only be trained on English content*

**AI**
You are speaking to an AI Chatbot

Got any questions? I'm your AI-powered chatbot happy to help.

Write a message

HubSpot

# Service Hub™
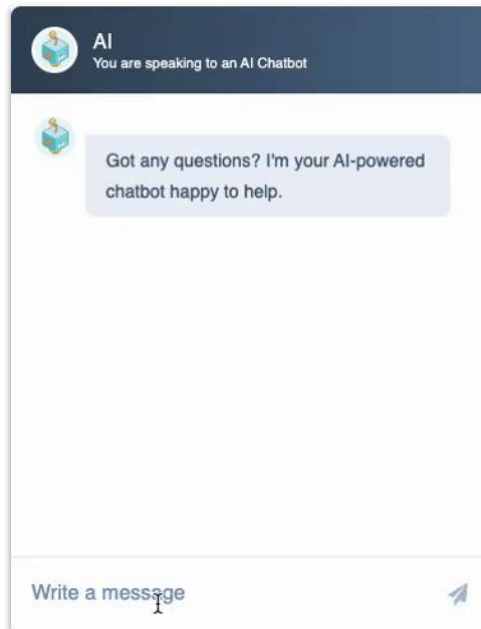
# Marketing Contacts Settings in Custom Feedback Surveys

Customers now have the flexibility to mark contacts created through a custom feedback survey as "marketing contacts" or regular contacts.

**Use Case**
Customers will have better control over how they manage their contacts created through custom feedback surveys.

Free  Starter  Pro  Ent  Live

**Launch region: Global**

---

Marketing Contacts Settings ✏

Survey | Options | Thank you | **Automation** NEW

**Automate your surveys**
If you add an NPS or CSAT question to your survey you will have access to automation actions in this page. You can also use workflows to trigger follow-up actions when a contact submits a response. **Learn more.**   Create workflow ⏏

**Who gets notified about new survey responses?**

Sign up users or teams from your account to receive email and in-app notifications for new survey responses.

**Add users or teams**

Choose an individual user or team ▼

**Set contacts created as marketing contacts** ⓘ
Any contacts created through this form will be set as marketing contacts. They will be eligible for marketing actions and will be added to your marketing contacts tier.

HubSpot

# Service Hub™

# Skill-based Ticket Routing: Quality of Life Improvements

We are delivering several quality of life improvements to skill-based routing, primarily around the relationship between users, skills, and skill-based routing rules, and also reducing the time it takes an admin to set up their skills.

**Use Case**

Because managing skill-based routing is as much about managing users and skills as it is routing rules, we are making it easier to understand the connection between users, skills, and routing rules.

Free    Starter    Pro    **Ent**    **Live**
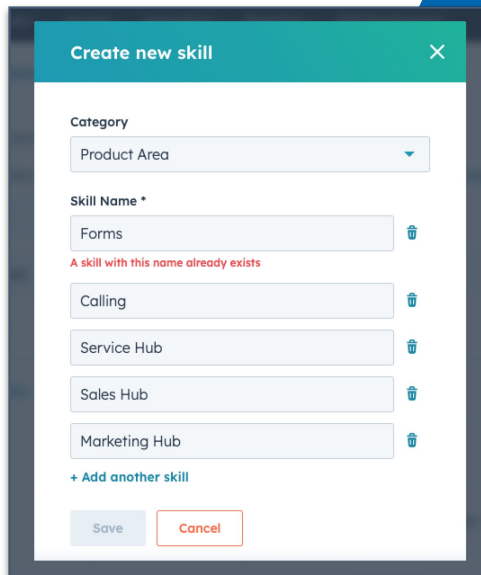
**Launch region: Global**

---

**Create new skill**    ✕

Category
Product Area ▼

Skill Name *

| Forms | 🗑 |

A skill with this name already exists

| Calling | 🗑 |

| Service Hub | 🗑 |

| Sales Hub | 🗑 |

| Marketing Hub | 🗑 |

+ Add another skill

Save    Cancel

HubSpot

♥ **Service Hub™**

# Connect HubSpot Tickets to Slack and Sync Replies

Service teams can now connect their help desk workspace to Slack to drive cross-collaborative ticket resolution.

## Use Case

Ticket resolution is often a collaborative effort. Support teams frequently connect with colleagues throughout their organization to resolve tickets and this collaboration commonly takes in place in tools like Slack. Reps want real-time connectedness and collaboration with other internal stakeholders to resolve tickets.



Learn More

Free    Starter    Pro    Ent    Public Beta

**Launch region: Global**

HubSpot

Sales Hub™ + Service Hub™
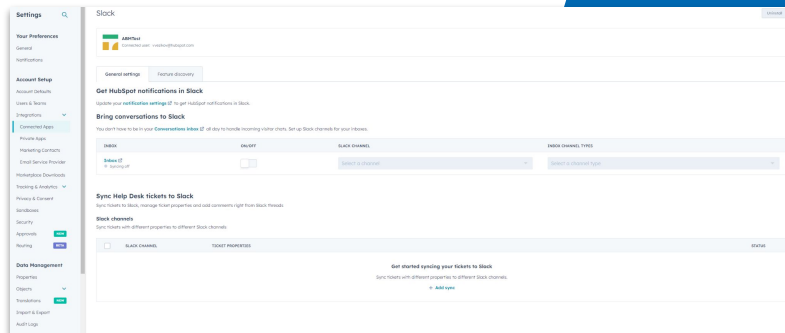
**Sales Hub™** + **Service Hub™**

# IVR (Interactive Voice Response) ([demo video](#))

Now (in Public Beta), you can create an interactive voice response (IVR) system that allows automated interactions with callers through pre-recorded voice prompts and keypad inputs.

**Use Case**

Efficiently managing high call volumes and staffing constraints presents challenges for users, often leading to prolonged wait times and customer dissatisfaction. IVR addresses these issues by offering an automated solution that optimizes call traffic management, ensures timely customer assistance, and tailors call routing to align with the user's brand identity. By incorporating IVR, HubSpot users can significantly enhance customer satisfaction levels and automate their call-handling processes.

Free  Starter  Pro  Ent  Public Beta

**Launch region: Global**

HubSpot

## Sales Hub™ + ♥ Service Hub™
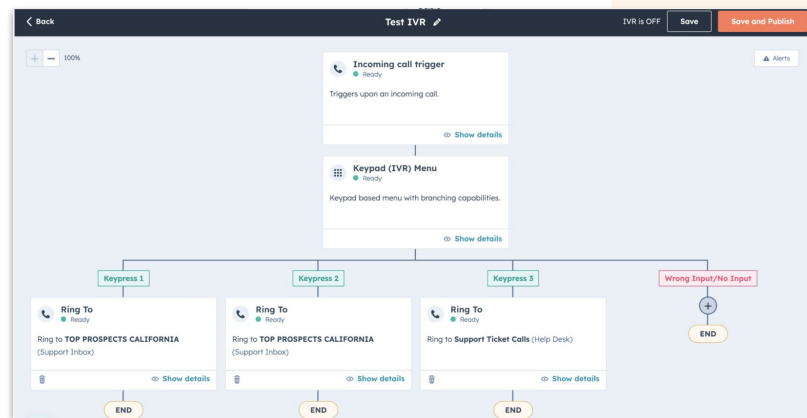
# Deactivated User Data Retained in Forecasting

Historical sales data for deactivated users will now remain in the forecasting app.

**Use Case**

This ensures that sales leaders have a complete and accurate picture of historical sales so that they can make informed forecasts for current and future periods. When users are deactivated, their seats are retained but no longer count towards seat totals. This change was made because many tools rely on users having a seat, which caused problems when an admin removed a paid seat during user deactivation.

Free   Starter   Pro   Ent   Live

**Launch region: Global**

HubSpot

# Sales Hub™ + Service Hub™
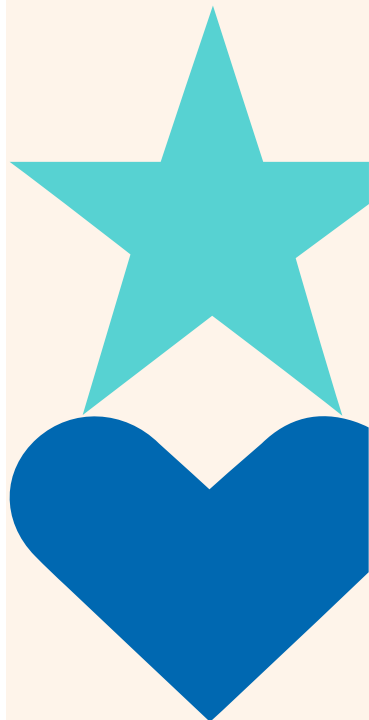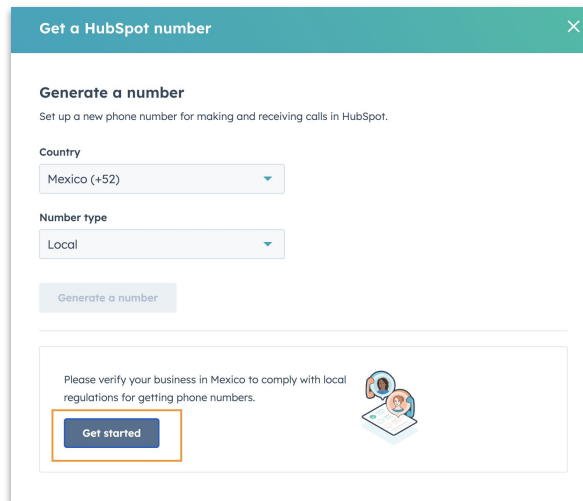
# HubSpot Numbers Expand Globally

Now, phone number acquisition is available for Germany, Brazil, Austria, Switzerland, New Zealand, Mexico, and Colombia. You can submit business documentation for these regions, and acquire a HubSpot phone number that can be used for inbound and outbound calling.

**Use Case**
Calling users with global business locations must acquire a number in their locality. HubSpot is adding number acquisition for seven additional countries, allowing you to better solve for their calling needs in more regions.



Get a HubSpot number ✕

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

Country
Mexico (+52) ▾

Number type
Local ▾

Generate a number

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

Get started

Free   Starter   Pro   Ent   Public Beta

**Launch region: Global**

HubSpot

## Sales Hub™  +  ♥ Service Hub™

# Design update to booking meetings on behalf of other users in the CRM

We've improved the design to make booking meetings more efficient. Now, you can scroll and use the "see more" option to view all users and meeting rotations. You can also search for specific people or meeting rotations. And lastly, your most recently booked options will now appear at the top of the drop-down menu.

**Use Case**

When booking meetings for others through a CRM record, you can now easily find and browse all your users and all your meeting rotations without needing to use the search function. For users that are frequently booking meetings for the same coworkers or using the same meeting rotations, we've made it so that your most recently booked users and rotations are sorted to the top of the list, saving you some time when locating the right person for the meeting.

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

**Launch region: Global**

HubSpot

# Sales Hub™ + ♥ Service Hub™
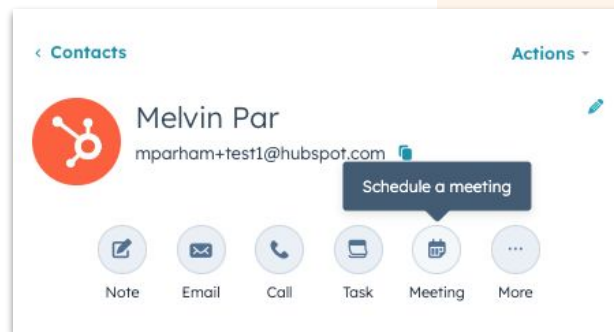
# Add custom cards (UI extensions) to the preview sidebars

You can now build extensions for the preview sidebar as a new location and bring the all information from multiple systems and integrations to the users at the right place, without having to go to record pages.

## Use Case

The preview sidebar allows reps to view a brief record summary without changing pages, now customizable per user. In addition, extensions can be built for the sidebar to show relevant information from multiple systems in a single view, boosting efficiency. This feature simplifies navigation and improves productivity by eliminating the need to open individual record pages.



Free    Starter    Pro    Ent    Public Beta

**Launch region: Global**

HubSpot

![Sales Hub™ + Service Hub™]
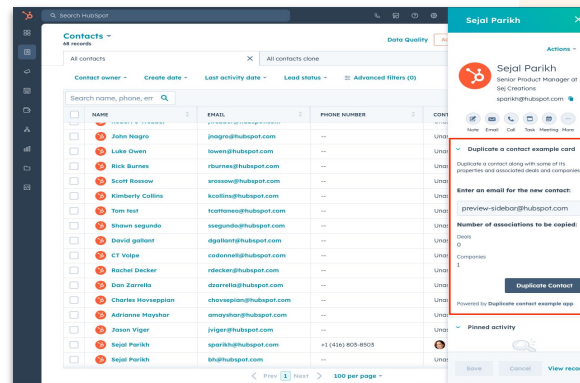
# Place Inbound Calls on Hold

Now you can place a caller on hold, if you need to step away from a live call temporarily.

**Use Case**

After answering an inbound call, click on the call icon in the navigation to open the call remote. Click the "**Hold**" button to initiate the process. You can also use the Inbound calling window to access call controls.

Free   Starter   Pro   Ent   Public Beta

**Launch region: Global**

HubSpot

## Sales Hub™ + 💕 Service Hub™
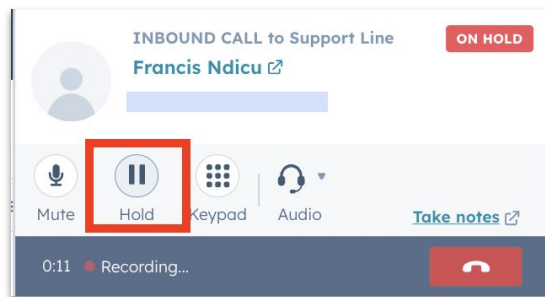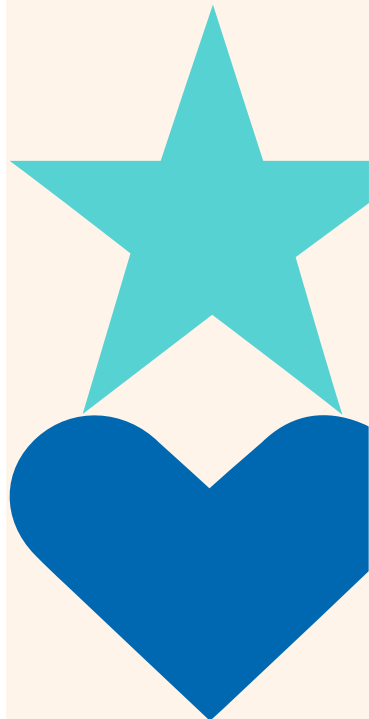
# "Close Date" Automation for Deals and Tickets

The ability to automatically set the "close date" to today's date when moving a deal or ticket to a closed pipeline stage is now customizable at a per-pipeline level. This flexibility allows admins to disable this feature for pipelines where the automatic date-setting isn't relevant.

**Use Case**

This feature offers enhanced control and customization to admins by providing the option to disable the automatic "close date" update for specific pipelines, based on their unique workflow requirements. Admins can tailor the settings based on the needs of each pipeline, ensuring a more efficient and personalized CRM experience.



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

**Launch region: Global**

Hubspot
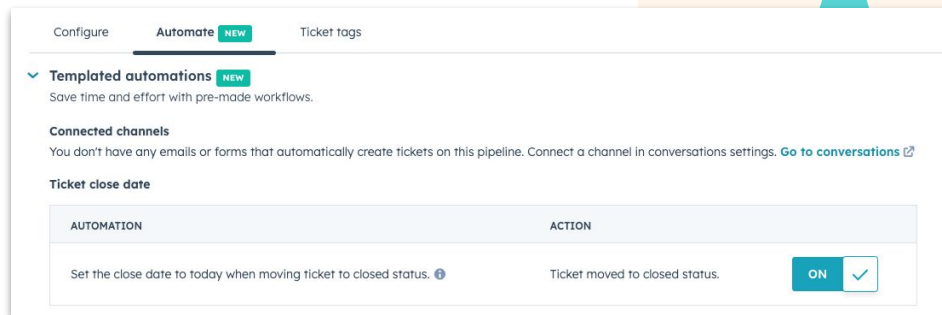
![Operations Hub™ logo]

# Proactive Alerts for New Duplicate Records

Introducing the ability to configure proactive alerts for new duplicate records!

## Use Case

Managing and cleaning CRM data should be effortless with a platform that assists in the process. Notifications for new duplicate records can now be configured through the data quality command center, allowing users to view and address alerts within the duplicate manager interface.
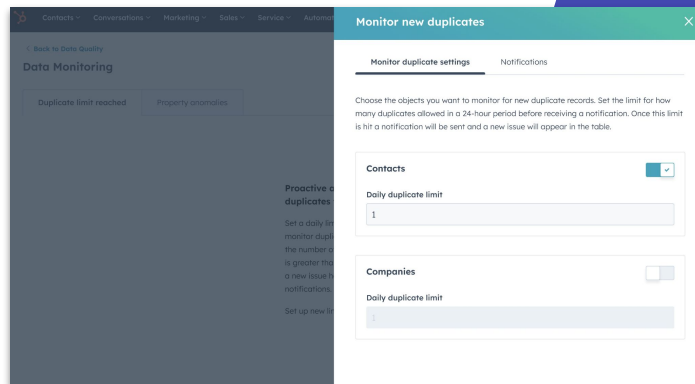


[Learn More](#)

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

**Launch region: Global**

**Commerce Hub™**

# Edit Open Invoices

Users can now edit invoices that are in "open" status (aka "finalized").

**Use Case**
This feature allows merchants to easily make changes to open invoices, such as correcting errors, updating quantities, adding line items, or including purchase order numbers, without the hassle of voiding and re-creating invoices.

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

**Launch region: Global**

---

Invoices

Setup

Manage the information you collect and store about your invoices. Learn more about setting up invoices ⬈

**Setup**

**Manage invoice properties**
Manage the information you collect about your invoices

**Next invoice number** ⓘ

ACC-51020

**Edit prefix**
Change or remove the prefix that each invoice number begins with.

**Update starting point for invoice numbers**

☑ **Allow editing of open invoices**  NEW
Invoices in the "open" status can be edited if they're unpaid. Users must have the invoice edit permission to make edits.

HubSpot

# Commerce Hub™

# Collect Payments in Round Robin Scheduling Pages

Collecting payments in round robin scheduling pages allows you to receive payments for meetings. While the ability to collect payments has existed in other scheduling page types (1:1 and group scheduling pages), payments were not accepted via round robin scheduling pages until today!

## Use Case
With this update, HubSpot Payments are now a native part of all types of HubSpot Meetings, creating a seamless and required transaction whenever time is scheduled.



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

**Launch region: Global**

HubSpot
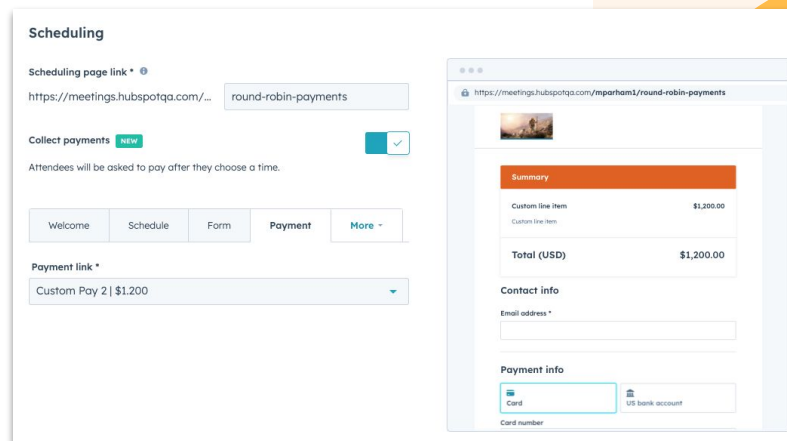
**Commerce Hub™**

# Collect Payments Locally through PADs (Canada) in Commerce Hub

**PADs (Pre-Authorized Debits)** enablement for the Canadian market. Customers will now have the option to collect payments through cards and local bank transfers.

**Use Case**

HubSpot customers in Canada using Commerce Hub today can only collect payments using credit cards. This launch will allow customers to collect payments through PADs (Pre-Authorized Debits), a local bank transfer payment method in Canada that enables a more cost-effective way to collect funds from buyers.

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

**Launch region: Global**

HubSpot

**Commerce Hub™**

# Collect Payments through BACs (UK) on Commerce Hub

**BACS (Bankers' Automated Clearing System)** enablement for the UK market. Customers will now have the option to collect payments through cards and local bank transfers.

**Use Case**

HubSpot customers in the United Kingdom using Commerce Hub today can only collect payments using credit cards. This launch will allow customers to collect payments through BACS (Bankers' Automated Clearing System), a local bank transfer payment method in the United Kingdom that enables a more cost-effective way to collect funds from buyers.

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

**Launch region: Global**

HubSpot

# Commerce Hub™

# reCAPTCHA opt-out for Commerce Hub Checkout

Commerce Hub customers can now opt-out of reCAPTCHA to comply with GDPR guidelines.

**Use Case**
Commerce Hub's online Checkout uses reCAPTCHA Enterprise to provide you with increased protection against fraud; however, since reCAPTCHA can capture personally identifiable information (PII) GDPR compliance requires that it can be disabled upon request.

Learn More

Free   Starter   Pro   Ent   Live

**Launch region: Global**

HubSpot

# Commerce Hub™

# Accept Partial Payments on Invoices

Merchants can now accept multiple partial payment amounts on an invoice (previously, only one payment was accepted, equaling the total amount due). Partial payments can be made with different payment methods, and can be recorded manually, accepted through HubSpot Payments or Stripe, or a combination.

## Use Case
Partial payments are most commonly used when a buyer would like to make payment using two payment methods. For example, if you purchase tax preparation services for $5000, you might want to pay $1000 on your credit card for the points, but pay via check for the remaining $4000. This is called a "split tender" scenario.

Free    Starter    Pro    Ent    Live

**Launch region: Global**

---

Payments (2)                          + Add

**$300.00**
Payment date:  03/25/2024 12:00 ...
Status:  ● Succeeded
Paid with: Check

**$100.00**
Payment date:  02/13/2024 12:00 ...
Status:  ● Succeeded
Paid with: Other 5000a

**View associated Payments**

HubSpot

# Developer
# Platform

HubSpot
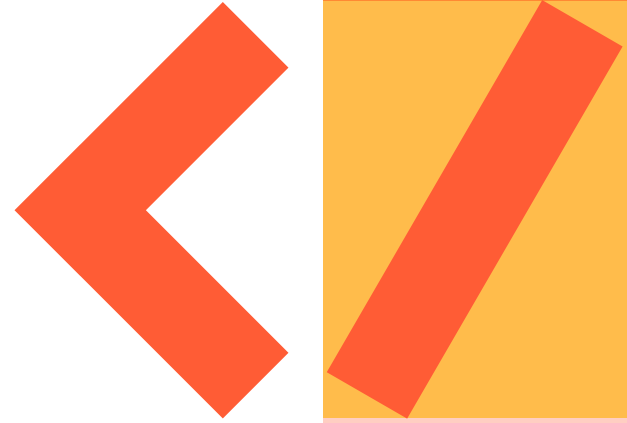
**Developer Platform**

# The Meetings Engagement API will now Default to the Start Time of the Meeting if hs_timestamp is Missing

We're making a small change to how meetings are created through our API. When the hs_timestamp is missing, we'll default to the meeting start time (hs_meeting_start_time) instead of the creation time (which is currently the default).

**Use Case**

When a MEETING_EVENT object is created without a hs_timestamp, we'll automatically set it to the meeting's start time. This change matches how HubSpot treats meetings created through HubSpot or synced to HubSpot. It'll make things more consistent between meetings created internally and those created through the API.

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

**Launch region: Global**

HubSpot

# CRM Platform

# CRM Platform

# Conditional display logic in CRM Preview sidebar

Conditional display logic is now available on the CRM preview sidebar. Admins can now configure property cards to display only when specific criteria is met, just like they can today on the record left sidebar.

## Use Case
Conditional display logic allows admins to customize the CRM Preview sidebar to show only property cards when a specific property value criteria is met. For example, display a property card on the Contact preview only when that Contact is in the "customer" lifecycle stage.

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

**Launch region: Global**



**Edit card**

Customer details

Internal name * ⓘ

Customer details card - (04/17/2024 12:05 AM)

🗑 Delete card

**User permissions**

Let users add more properties to this card in their view.

**Properties**

Decide which properties should appear on this card.

⋮ Contact owner ▾ 🗑

⋮ Last Contacted ▾ 🗑

⋮ Membership Notes ▾ 🗑

➕ **Add property**

**Conditional display logic**

Set criteria to choose when this card shows on a record.

Lifecycle Stage ▾

= Customer ✕ ▾

This card will only show for this view if **Lifecycle Stage** has the following values: "Customer". Reset criteria

Save    Preview card

HubSpot

# CRM Platform

## Bounced Emails No Longer Generate Analytics

When a 1:1 email send bounces, we'll filter out any subsequent open or click activities.

**Use Case**

When sending an email to the account of a user who's no longer active at a company, it's possible both for the email to bounce and for there to be an apparent interaction with the email (opens and link clicks) due to the company's email server software scanning the email. This leads to an email showing as bounced, and generates analytics activities on the contact timeline, activity feed, and reports. This conflicting information confuses users from understanding the status of a prospect or customer they are trying to get in touch with.

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

**Launch region: Global**

HubSpot

# CRM Platform

# Customize the Record Page

You can now customize CRM record pages to fit your unique business needs! We've released a number of powerful, yet easy to use customization features including: a record page editor, card library, card settings, and React UI extensions.

## Use Case
CRM record pages are the central working space within HubSpot's Smart CRM. They house data across the entire data model and represent information to users in a specific way. The ability to customize how information is presented to users is critical for driving efficiency, growth, and a delightful experience.



Learn More

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

**Launch region: Global**
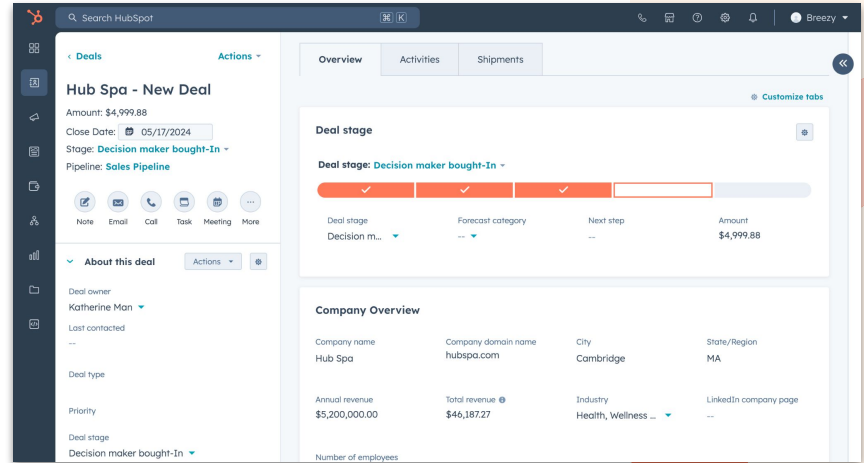
HubSpot

# CRM Platform

# AI Assistant for Google Search Ads

HubSpot users can now use AI Assistant in Ads to generate ad copy from scratch using simple prompts for Google search ads.

**Use Case**

At HubSpot, we want to empower our customers by making quality ad creation quick and easy. We want to help you create ad campaigns that have a higher chance of performing well and free up more time for you to focus on managing and optimizing your ad campaigns.



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

**Launch region: Global**
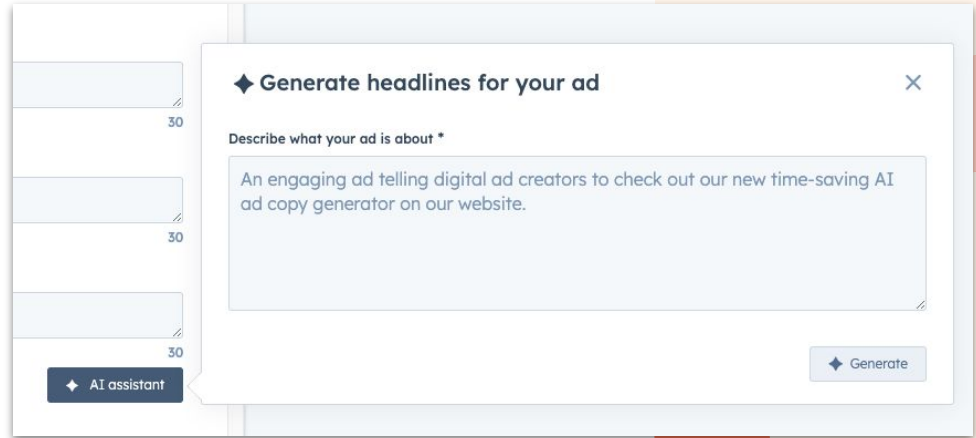
# CRM Platform

## Now Available: Order and Cart Public APIs

New CRM public APIs are now available for two objects: Orders and Carts. These APIs will now enable customers, partners and developers to read and write order and cart data in HubSpot.

### Use Case

HubSpot's new public APIs for Orders and Carts allow seamless integration of these objects in custom apps and integrations, addressing previous challenges caused by their absence. Partners and developers can now sync ecommerce orders to the dedicated Orders object and monitor abandoned carts and checkouts using the Cart object, enhancing data representation and supporting ERP systems like Netsuite.

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

**Launch region: Global**

HubSpot

# CRM Platform

# View exact upcoming release dates in the Product Updates UI

Customers can view their exact release dates for upcoming changes through the Coming Soon tab in the Product Updates UI.

## Use Case
Providing precise upcoming release dates through the Coming Soon tab in the Product Updates UI enables customers to shift from a reactive to a proactive change management approach. Admins can utilize this resource to prepare, test changes, update documentation, and seamlessly integrate new features before they go live in their account, improving the overall change management process.

Free   Starter   Pro   Ent   Live

**Launch region: Global**

# CRM Platform

# Multi-language support for AI Assistant in Conversations Inbox

Multi-language support for AI Assistant in Conversations Inbox will automatically detect the language being used in the composer to return AI generated content in the language in which a user is typing.

**Use Case**
Multi-language support will increase efficiency by returning AI generated content in the Inbox in the language used in the composer.



Free    Starter    Pro    Ent    Live

**Launch region: Global**

HubSpot
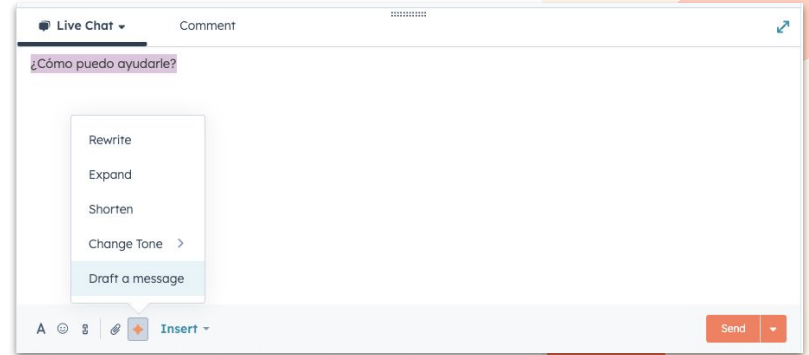
# CRM Platform

# New filters for Reports in the Middle Column

You can now choose between three different filters for single object reports in the middle column of the record: associations, subject, and unfiltered.

## Use Case
With the new filters on single object reports, you can easily determine how much the customer spent last quarter and how that compares to the total customer spend in the same period. These filters allow you to efficiently analyze the relevant data for your call with the customer.
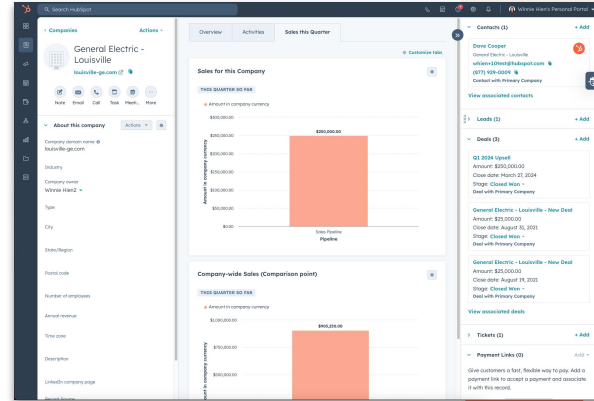
Free    Starter    Pro    Ent    Live

**Launch region: Global**



HubSpot

# CRM Platform

# Find Companies by owners, industry and address fields

Now, you can find companies by standard HubSpot fields of country, state, street address, and industry, using the Global Search. You can also find companies by the email address, first name, or last name of the company's owners.

**Use Case**
Previously, when you were working with a company by region or industry, you couldn't find all companies through Global Search at a particular address or by their industry. If you wanted to find companies you own or companies that a colleague owns, you would have to remember the names of the companies someone owned, as shown below.

Free   Starter   Pro   Ent   Live

**Launch region: Global**

HubSpot

# CRM Platform

# Improved Button Padding in Email

The new inner and horizontal padding options in the Email Editor will allow users to further customise the appearance of the button in their Marketing Email.

**Use Case**
Styling your Marketing Emails' button is crucial for enhancing visual appeal and readability. Adequate padding ensures buttons are easily clickable and leads to a better and more accessible recipient experience and higher engagement rates.
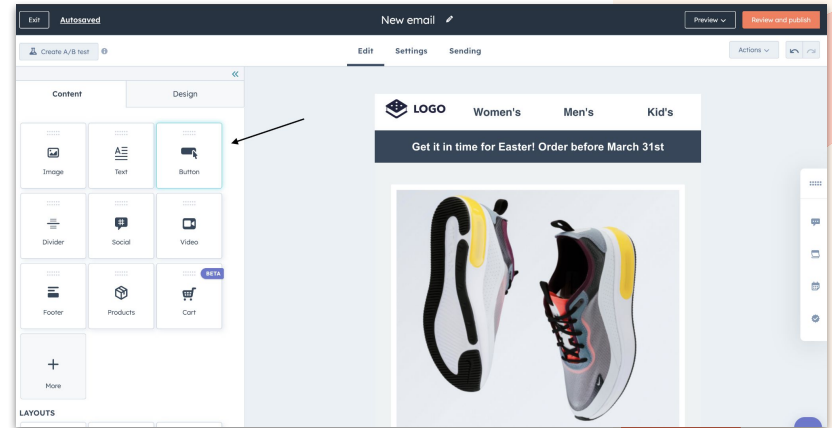


**Free**    **Starter**    **Pro**    **Ent**    **Public Beta**

**Launch region: Global**

HubSpot

# CRM Platform

# Email Reply Notifications

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

**Use Case**
When working in your email client, it is easy to see replies to your emails enter your inbox. However, when working in HubSpot, it can be frustrating to have to leave the app to know you should follow up with a contact. Now, you can be notified by your preferred channel while working.



Email

NOTIFICATION TOPICS

Email reply
Get notified when a contact replies to an email sent from your personal email.

Learn More

Free    Starter    Pro    Ent    Live

**Launch region: Global**

HubSpot
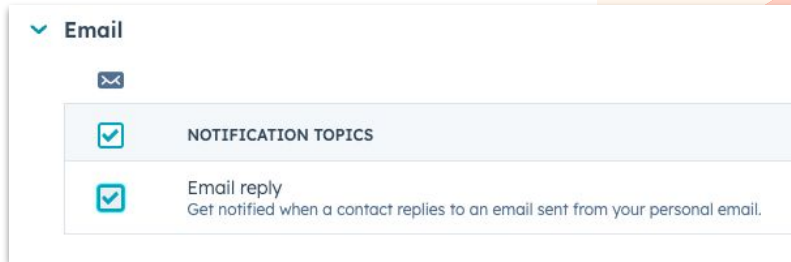
# CRM Platform

# Associate Custom objects from Contacts, Companies, Deals and Tickets on iOS

iOS Users can associate a Custom object from a Contact, Company, Deal or Ticket record, as well as add association labels.

**Use Case**

Users who have configured Custom objects want to be able to create associations between other record types when using the mobile app on the go. Users were previously able create associations between Custom objects and Contacts, Companies, Deal and Tickets (CCDTs) from the Custom object record, but they are not able to do this from CCDT records. Now users can also make these associations from the CCDT record.



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

**Launch region: Global**

HubSpot
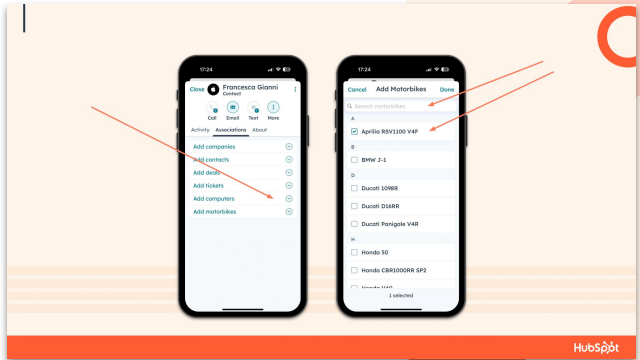
# CRM Platform

## Gauge Comparisons in Custom Report Builder

Gauges in the Custom Report Builder can now use "Compare by" to enable over time comparisons.

**Use Case**

Gauges are great for providing a quick, visual summary of performance against a predefined goal or benchmark.
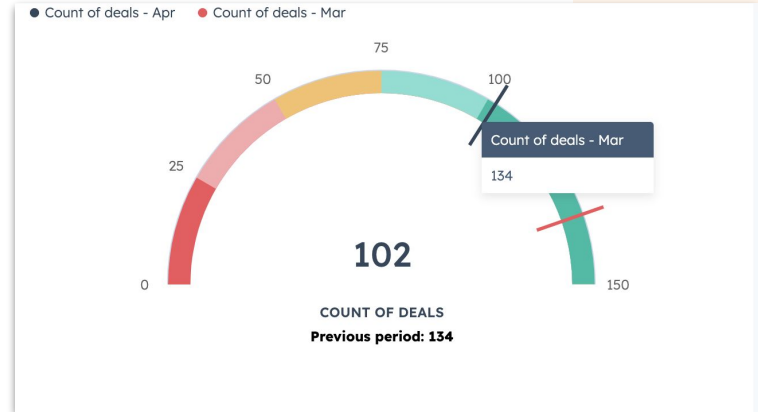


Free   Starter   Pro   Ent   Live

**Launch region: Global**

HubSpot

# CRM Platform

# Discover Academy Content in Global Search

Now, you can search for HubSpot Academy training via the global search bar in the HubSpot navigation. Search through HubSpot Academy's comprehensive content catalog to learn new strategies, tactics, and software features available in your account. Search results will provide a detailed description, instructor(s), difficulty level, and duration to help you find the educational content that fits your needs.

## Use Case

In global search, you can now see Academy videos with actionable details to find the right content for your needs. You will now be able to view the COURSE, LESSON, or CERTIFICATION tag, along with the instructor, level, video duration, and description of the video.

Free   Starter   Pro   Ent   Live

**Launch region: Global**



HubSpot

## CRM Platform

# Risky Permission Removal Wizard

The risky permission removal wizard introduces a new security health check recommendation to highlight risky permissions for users on your account.

**Use Case**
HubSpot administrators can struggle with identifying potentially risky user access on their account. A new feature will specifically identify and recommend removal of risky permissions to help administrators take proactive steps in mitigating security risks.

Free    Starter    Pro    Ent    Public Beta

**Launch region: Global**

HubSpot

**CRM Platform**

# Store Sensitive Data in HubSpot's Smart CRM ([demo video](#))

As part of this rollout, customers will be able to create custom properties that store sensitive information, and then restrict user access to the properties using field level permissions. Examples of sensitive information that will be covered by this rollout include government ID number, low-risk financial data, and non-HIPAA-covered medical information.

**Use Case**

Enabling customers to store sensitive data in HubSpot opens the door to more use cases that have not yet been possible for HubSpot users. Now, with sensitive data, users can collaborate effectively across teams, run reports using enhanced data, create segments, and more. With sensitive data, there's no longer a need to leverage workarounds or keep this data outside of HubSpot.

[Learn More](#)

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

**Launch region: Global**



HubSpot
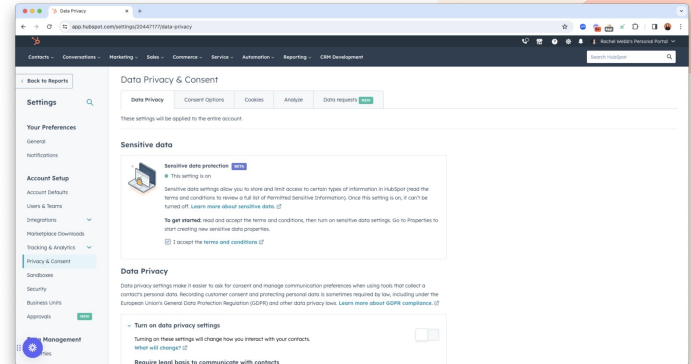
# CRM Platform

# AI Assistant to Build Workflow Actions

Building a workflow can be a technical, time-consuming task. Since automation requires an upfront investment of time, it can be a barrier to automating in the first place, even when you know there will be efficiency gains on the other end.

**Use Case**
With AI Assistant in workflows, we bring even more time-savings and efficiency to automation, allowing front office teams to automate and streamline processes in a couple of clicks while maintaining full control over the outcome. AI Assistant also decreases the learning curve and helps you build those automated processes that you have considered, but may not know how to configure from scratch.

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

**Launch region: Global**



Edit with AI                                    Cancel

**Add new actions with AI**
Describe actions to add to the end of this workflow.
**See examples**

Wait 7 days, then send the "Welcome" email to the customer. Then, send a Slack notification to the account manager.

When you choose "Generate actions," the suggested actions will be added to the end of your workflow. You'll still be able to make changes or delete the actions.

◆ Generate actions

HubSpot

# CRM Platform

# Consider Working Hours when Booking Meetings through Scheduling Pages

We're adding the ability for users to set their time zone and working hours in HubSpot, which can be taken into account when calculating meeting availability on scheduling pages.

## Use Case

To improve scheduling accuracy, individual time zones and working hours can now be set for each user on the scheduling page, allowing for greater flexibility while preventing team members from being booked outside their preferred times or time zones.



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

**Launch region: Global**

HubSpot
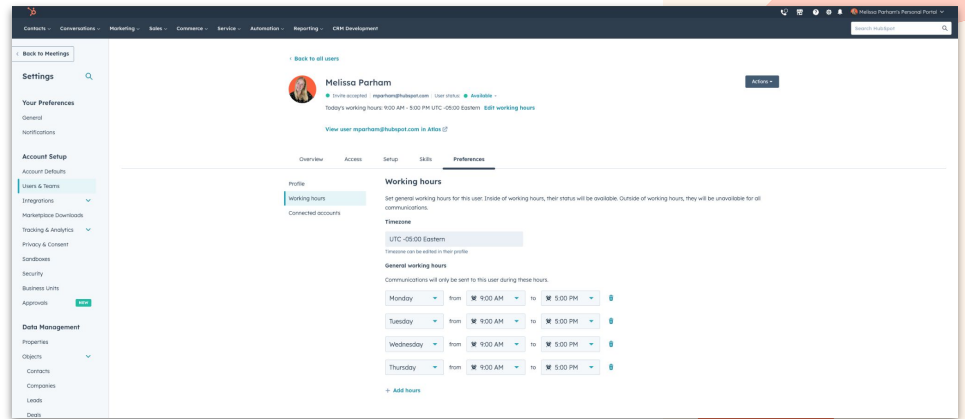
# CRM Platform

# New Top Navigation in the Marketing Email Editor

Starting Monday, the 29th of April 2024, we will be rolling out a refreshed top and secondary navigation of the Marketing Email Editor.

**Use Case**
The refreshed top and secondary navigation in the Marketing Email Editor has been refreshed to improve the accessibility and usability of certain tools and features.



Free   Starter   Pro   Ent   Public Beta

**Launch region: Global**

HubSpot
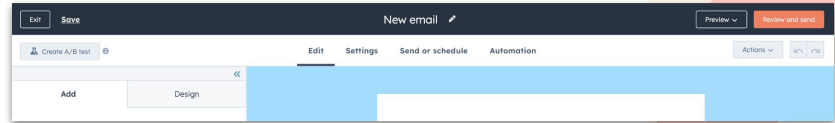
# CRM Platform

# Audit Trail for Changes to Property Values

Admins can now track changes to the value of a property in the audit logs tool.

### Use Case
Today admins have no way of knowing who changed the values of a property and to what.
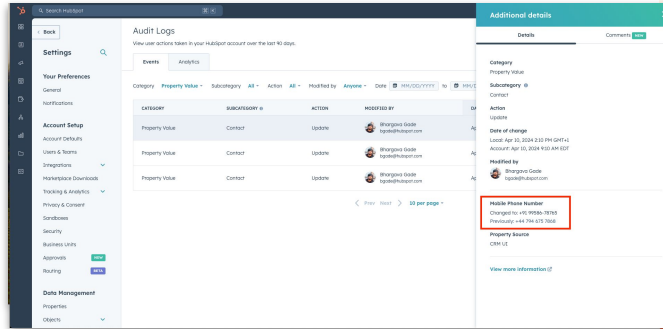


Free     Starter     Pro     **Ent**     **Live**

**Launch region: Global**

**CRM Platform**

# Repeat Imports Are Now More Flexible

The repeat import tool is now more flexible. When repeating an import, you can now:
- Have column headers with different letter casing ('first name' instead of 'First Name')
- Rearrange the order of your columns in your new import
- Add additional columns if needed

**Use Case**

Leverage the enhanced flexibility of the repeat import tool to easily match varying column headers, adjust column order as needed, and include additional information, streamlining data import processes and improving data accuracy.

**Import template requirements**

⌄  **4 columns expected**

The uploaded file must contain the following columns.

1. First Name
2. Last Name
3. Email
4. Website URL

| Free | Starter | Pro | Ent | Live |

**Launch region: Global**

HubSpot

# CRM Platform

# Use Global Search through Keyboard Shortcuts

You can now utilize keyboard shortcuts in Global Search, such as Cmd+K or Ctrl+K to open and close the search.

**Use Case**
By using keyboard shortcuts like Cmd+K or Ctrl+K to access Global Search, you can quickly navigate search results using shortcuts like Esc to close the search, arrow keys to browse results, and Shift+Up/Down to jump between result sections, enhancing productivity and user experience in executing searches within HubSpot.
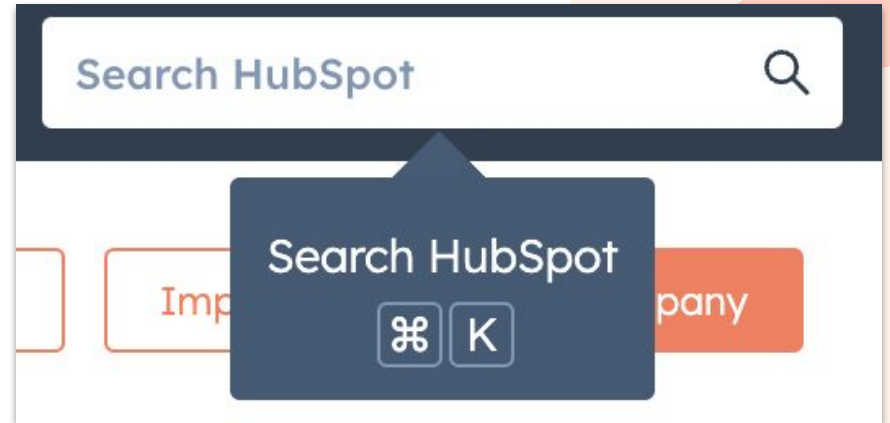


Free   Starter   Pro   Ent   Live

**Launch region: Global**

# CRM Platform

# Improved Record Attachments Experience

The new file management system on records allows users to efficiently sort, search, and filter attachments, rename files, and take bulk actions like download and delete, providing easier access and organization of essential attachments and metadata for improved productivity.

**Use Case**
Streamline attachment management on records, quickly locate important files, access detailed file metadata, and take bulk actions, enhancing efficiency and saving time spent browsing through attachments.

Learn More

| Free | Starter | Pro | Ent | Live |

**Launch region: Global**



HubSpot

# CRM Platform

# Advanced Filters Redesign for Index Pages

The redesigned component aims to improve upon the existing filters component by removing clicks, and allowing you to view existing filters as you edit.

**Use Case**

Customers, especially those handling complex filters on Index pages, can benefit from the redesigned filters by experiencing clearer filter grouping, streamlined filter editing, and enhanced efficiency in managing and customizing filters to refine their data views effectively within HubSpot's platform.



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

**Launch region: Global**

HubSpot

# CRM Platform

# Date Property Filtering now Defaults to Account Timezone

Custom date property filters will be applied at midnight of your Account's timezone.

Note: This only applies to Custom Date properties (DateTime properties defined by Hubspot will not be affected by this update)

**Use Case**
Users can now apply date filters more efficiently and accurately within lists and workflows, leveraging custom date property filters that are aligned with their account's timezone. This enhancement ensures that date-based criteria are correctly evaluated and contacts are appropriately segmented based on the specified filter conditions, resulting in more effective and error-free automation workflows and list creations

**Free**   **Starter**   **Pro**   **Ent**   **Live**
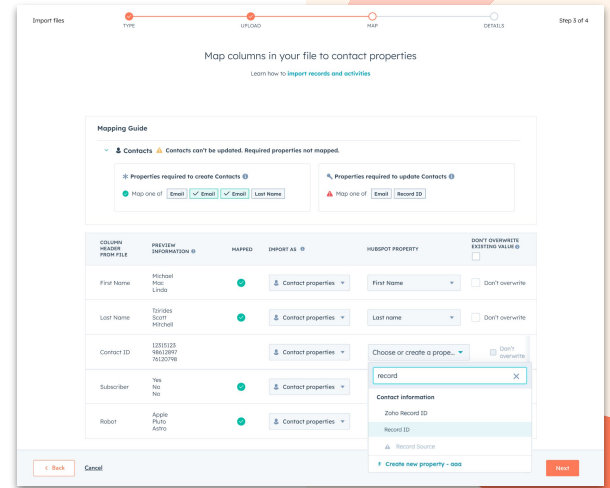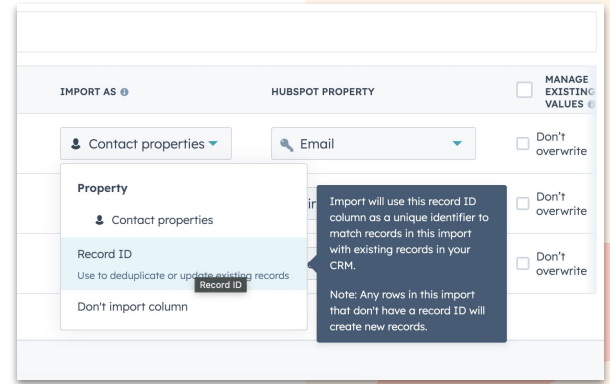
**Launch region: Global**
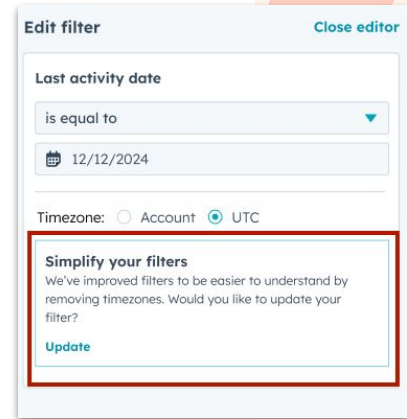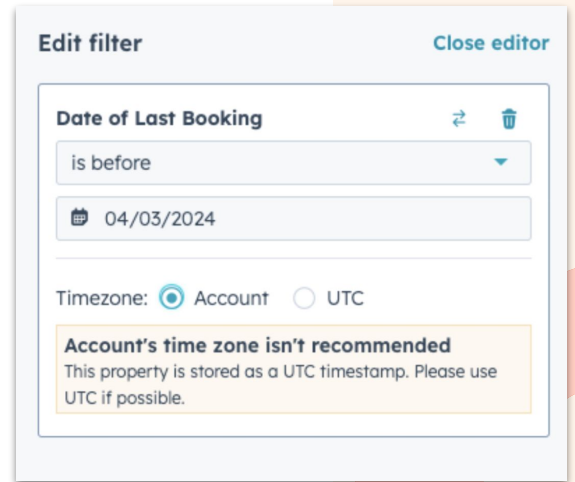
# CRM Platform

# Record ID has moved under the "HubSpot Property" dropdown in Import

The Record ID property has been relocated from the "Import As" dropdown column to the "HubSpot Property" dropdown column on the mapping step of the import flow

## Use Case
This change simplifies the mapping process for users by providing a unified location for referencing and selecting properties in their files, especially with the support for custom unique IDs across all HubSpot objects.

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

**Launch region: Global**

# CRM Platform

# Email Disconnection During User Deactivation

When you deactivate a user, all of their connected personal emails will be disconnected.

## Use Case
Customers, especially those handling complex filters on Index pages, can benefit from the redesigned filters by experiencing clearer filter grouping, streamlined filter editing, and enhanced efficiency in managing and customizing filters to refine their data views effectively within HubSpot's platform.

Learn More

Free   Starter   Pro   Ent   Live

**Launch region: Global**

HubSpot

# CRM Platform

# Sync Property Type

Sync Properties are a new property type that customers can use to copy a property value across objects. This feature eliminates the need for manual entry or workflows to keep two properties in sync across objects. This makes it even easier for customers to have the data they need, when and where they need it.

**Use Case**
Sync Properties means admins can say goodbye to painful and time-consuming workarounds. This feature eliminates those cross-object data silos and ensures that your data is consistently updated and aligned across objects.

Free    Starter    Pro    Ent    Live

**Launch region: Global**



HubSpot

# CRM Platform

## Association Label History and In-App Association API Details

Admins can now view the association label history for updates to association labels and their limits. The label history captures which user made each change, what the label was when it was created, when a label limit was updated, and if the label changes. In addition to the label history, admins will be able to view API details for the association labels, including the internal values of association definitions.

**Use Case**

The new association label history functionality allows admins to view the association label and limit history to easily track down the details around specific association label changes that were made.

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

**Launch region: Global**

---

**Label history for "Employer" (paired with "Employee")**    ✕

**Category:** Created by user

**Object association:** Contacts-to-Companies

**Date created:** Wednesday, January 17, 2024 2:29 PM

**Created by:** Audrey Mei ⧉

**Timeline history**

⌄ **Monday, March 25, 2024 11:44 AM - Limit updated**

Audrey Mei ⧉

Association label "Employee" limit changed from "2" to "Many"

⌄ **Association definition**

```
{
    "auditId": 18077401,
    "portalId": 43381638,
    "category": "USER_DEFINED",
    "id": 37,
    "inverseId": 38,
    "maxToObjectIds": 1
```

Copy

› **Monday, February 5, 2024 5:21 PM - Limit updated**

HubSpot

# CRM Platform

# Improved File Property Experience in HubSpot's Smart CRM

You are now able to upload and manage files using a custom file property in HUbSpot's CRM, enabling you to more seamlessly manage files across the Smart CRM.

**Use Case**

These enhancements to custom file properties will improve file management in HubSpot. Some examples of how they can be used:

- Requiring that a purchase agreement is attached to every new deal created using the 'Create Deal' form
- Requiring a file property based on the value of another property using conditional property logic
- Requiring a contract to be uploaded to a file property when 'Deal Stage = Closed/Won'
- Uploading a CV to a contact record, and control which users can access that property ('CV') using field-level permissions

Free   Starter   Pro   Ent   Live

**Launch region: Global**

HubSpot

# CRM Platform

# Data Trends

A new chart and table that enable users to see common sources that are creating, deleting, updating and merging records.

**Use Case**
Customers have more data coming from more sources all the time. Currently it's difficult to identify trends in what's creating or updating records. As a result, customers are unable to answer core questions about their data like:
- How are most of my deals created?
- What caused so many tickets to get deleted last week?
- Was there a major spike or dip in my usual update/create volume?
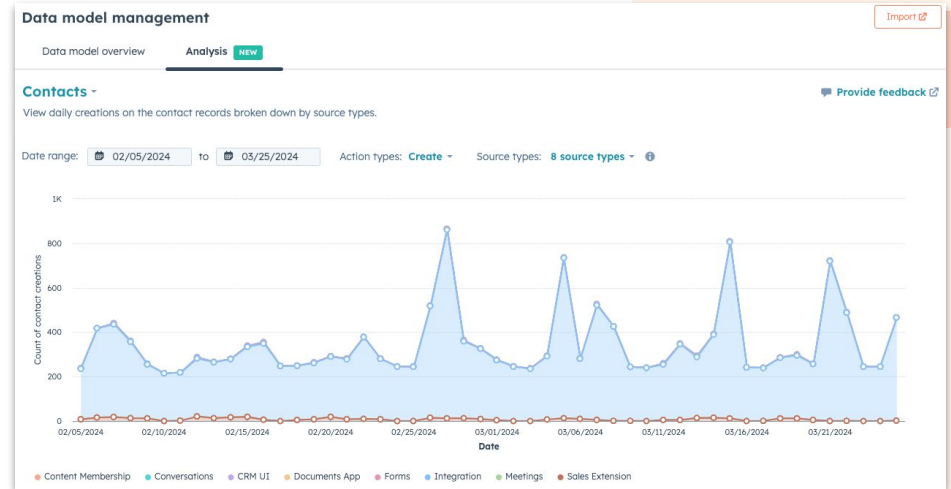
[Learn More](#)

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

**Launch region: Global**

# App Marketplace

# App Marketplace

## Updated in the App Marketplace: Essential Apps for Marketers

An enhanced collection of recommended apps is now available in the HubSpot App Marketplace, highlighting essential apps for Content Hub.

**Use Case**

Together with a unified content management platform, HubSpot apps give marketing teams the tools they need to create, manage, and scale best-in-class content experiences for new and existing customers.

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

**Launch region: Global**


HubSpot Essential Apps for Marketers

HubSpot

# App Marketplace

## New in the App Marketplace: Essential Apps for Customer Service

A new collection of recommended apps is now available in the HubSpot App Marketplace, highlighting essential apps for Service Hub.

**Use Case**

Customer service teams use countless tools, which means they're probably spending too much time tracking down scattered updates and fragmented information. By connecting HubSpot with these essential apps, more teams can focus on delivering customer value through smart, scalable solutions.


HubSpot Essential Apps for Customer Service

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

**Launch region: Global**

HubSpot

# App Marketplace

## Sync Microsoft Teams Webinars to HubSpot Marketing Events

Now, you can sync webinar event and activity data to HubSpot - making it easier to centralize your marketing efforts, create new contacts, and perform data driven customer outreach.

**Use Case**

If you've been hosting webinars on Microsoft Teams, historically you may not have had an easy method to import webinar data into HubSpot, leading to challenges in analyzing event performance and contact engagement.
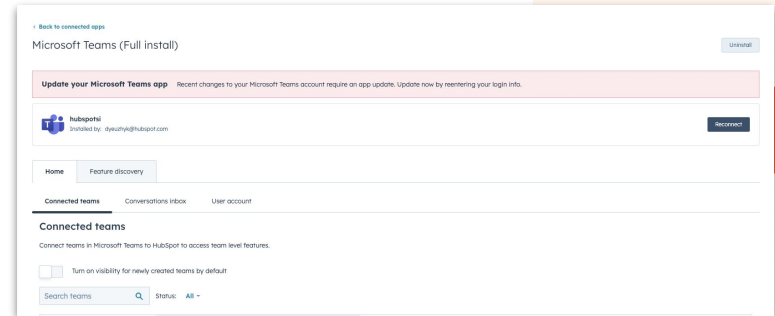


Learn More

Free    Starter    Pro    Ent    Public Beta

**Launch region: Global**

HubSpot