November 2023 Product Updates

Product Update of the Month

CRM Platform

Conditional Property Options

Admins can define conditional property options that will be reflected across the CRM.

For example: If Department = Engineering, then for Role show only Engineering Manager, Engineer, and Director of Engineering.

In the earlier beta stage of this feature, it was only enforced on the 'create record' page. Now, Conditional Property Options will be enforced in the 'create record' form, the record page, and the index page.

Use Case

This feature improves data quality and the data-entry experience by allowing admins to configure what options are available to select in an enum property based on the value of another enum property.

Learn More

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

Launch region: Global

Marketing Hub™ + CMS Hub®

Marketing Hub™

You can now add 'External Website Pages' to your Campaign(s)

You can now add your first 'external' (non-Hubspot) asset type to a Campaign: external website pages. This new feature allows you to take your campaigns to the next level by adding both HubSpot and non-HubSpot assets.

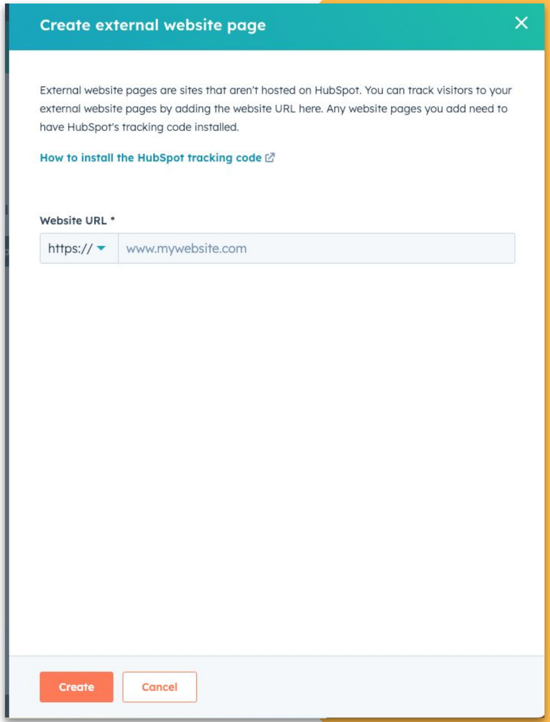
Use Case

- The sessions metric considers respective sessions on your external website page(s).
- The influenced contacts metric is counting every contact that has viewed your website (= page views).
- The deals and revenue data will reflect respective 'page view' interactions.
- You will also find the # of page views per external website page at the end of your 'Performance' tab.

Learn More

Free Starter Pro Ent Public Beta

Launch region: Global



Marketing Hub™

Social Publishing: IG photo & video tags

You can now tag IG profiles in photos and Reels.

Use Case

Tagging other Instagram accounts can boost post engagement and direct your audience to relevant IG profiles for a business. You can tag brands or creators directly from within the social composer.

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

Launch region: Global

Marketing Hub™

Social Publishing: Linkedin Personal Profile Mentions

Personal mentions: You can now mention Linkedin personal pages

Use Case

Mentioning a connection or other members is a great way for marketers to increase post engagement and comments. This will draw attention from the member and also encourage traffic from your post to the members Linkedin profile.

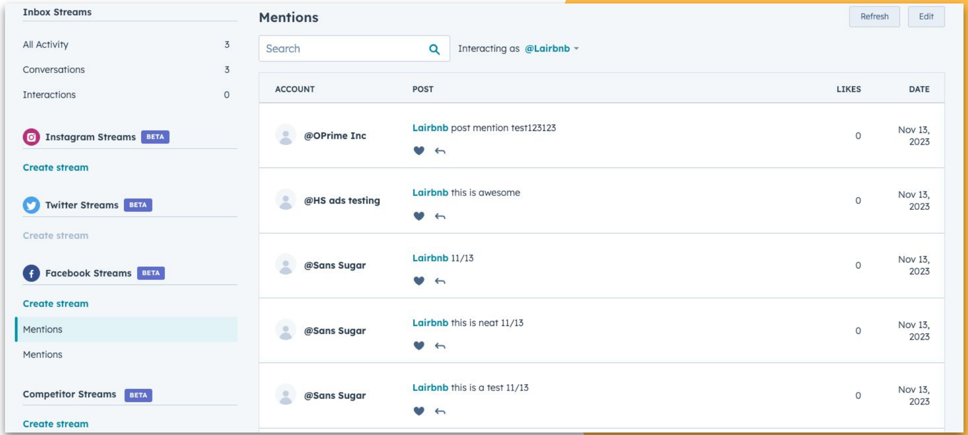
Free Starter **Pro** **Ent** **Live**

Launch region: Global

Marketing Hub™

Facebook @mentions Available in Social Monitoring

We have now added the ability to manage Facebook company pages @mentions from within comments or posts from their audience from within our Monitor Streams in Social.



Use Case

Our companies want to better understand what people online are expressing about their brand on social media. They want to build deeper relationships through conversations with followers, win new customers & grow revenue, and resolve negative feedback in a timely fashion. We want to support our customers to have an all in one place to manage understanding these messages, and respond when necessary. One of the areas on social media where our customer's audiences speak about their brand is on Facebook.

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

Launch region: Global

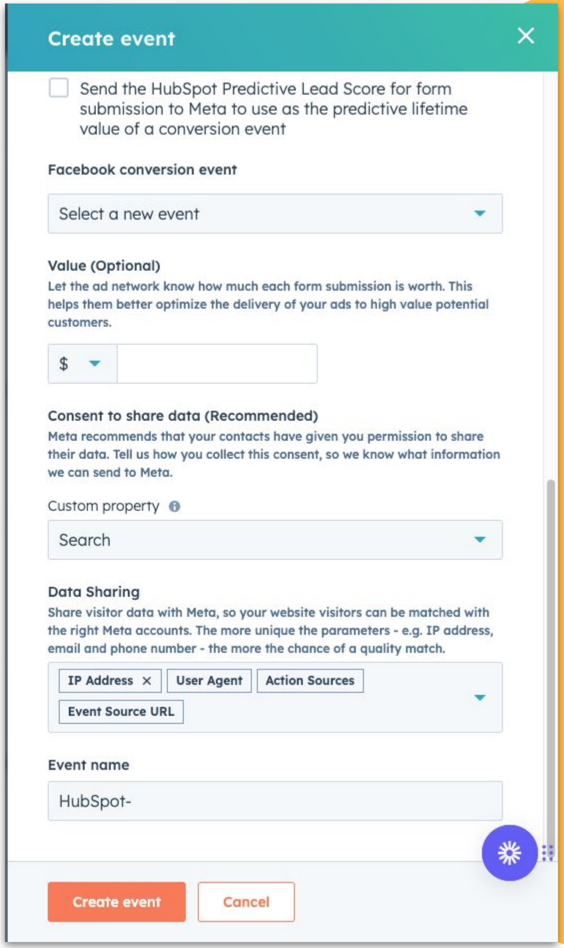
Marketing Hub™

Facebook CAPI for Forms Update

HubSpot has rolled out an update to our integration with Facebook's Conversions API. The Conversions API is designed to create a direct connection between your marketing data and the systems which help optimize ad targeting, decrease cost per action and measure results across Meta technologies.

Use Case

These updates to Facebook CAPI for Forms events will help decrease the number of Form Submission events that are unable to sync to Facebook.



[Learn More]

Free Starter Pro Ent Live

Launch region: Global

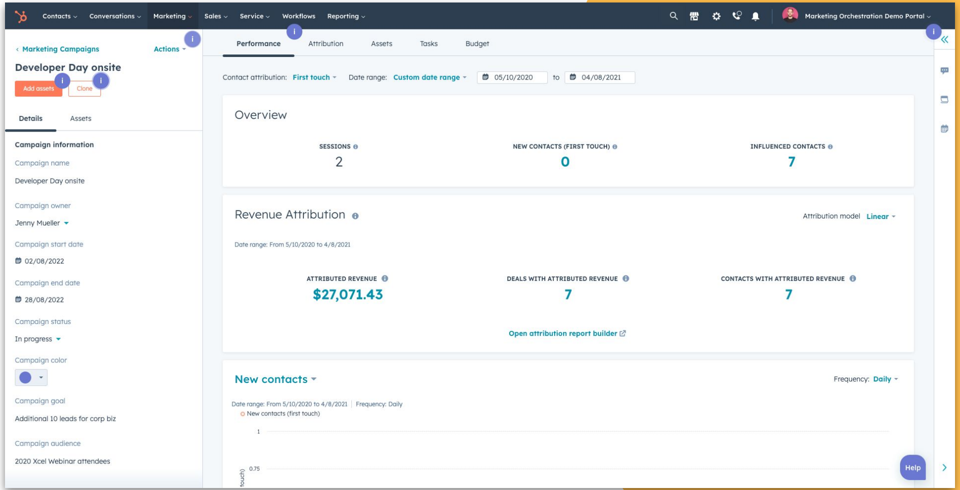
Marketing Hub™

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.



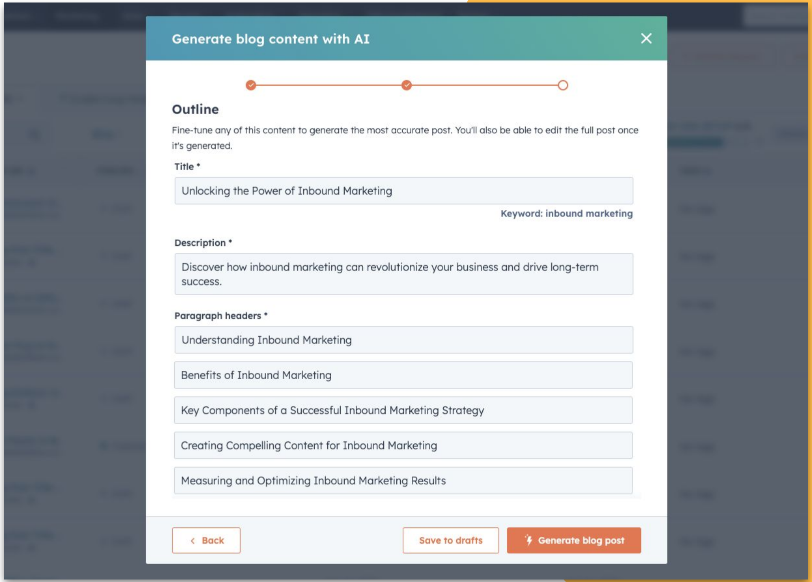
Free Starter **Pro** **Ent** **Live**

Launch region: Global

Marketing Hub™

AI Assistant: AI Blog Post Generator

A new AI blog post generator tool designed to bust blank page syndrome, get rid of SEO scaries, and help you get started with blogging. With this tool, you'll be able to plan and draft full high-quality, SEO-optimized blog posts that resonate with your target audience.



Use Case

This tool aims to accomplish a few things:

- Help content creators save time on getting started with blog posts
- Act as a brainstorming tool and help overcome writer's block by providing fresh ideas
- Make it easier to select content ideas that have a higher chance of performing and resonating with your target audience

Free | Starter | Pro | Ent | Live

Launch region: Global

Marketing Hub™

New Programmable Email Limits

We are excited to have introduced increased limits by 5X. Now when you use CRM tokens in these type of emails, you'll be able to send them with the following limits:

Use Case

Customers using Programmable emails are now able to send emails to more recipients using the following CRM tokens:

crm_associations:
https://developers.hubspot.com/docs/cms/hubl/functions#crm-associations

crm_object:
https://developers.hubspot.com/docs/cms/hubl/functions#crm-object

crm_objects:
https://developers.hubspot.com/docs/cms/hubl/functions#crm-objects

TOTAL RECIPIENTS	TOTAL CRM HUBL FUNCTIONS
500,000 Max recipients for a programmable email	1
250,000	2
165,000	3
125,000	4
100,000	5 Max CRM HubL functions for a programmable email

Please note that:

- Meeting or exceeding limits will delay or cancel the email.
- These are account limits. To send more than one programmable email allow an hour between each one.
- A/B testing isn't available.

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

Launch region: Global

Marketing Hub™

Facebook CAPI for Instant Forms Migration

HubSpot has expanded our integration with Facebook's Conversions API. The Conversions API is designed to create a direct connection between your marketing data and the systems which help optimize ad targeting, decrease cost per action and measure results across Meta technologies. Now you can send any HubSpot lifecycle stage change event data back to Meta as a conversion in an easy to use integration.

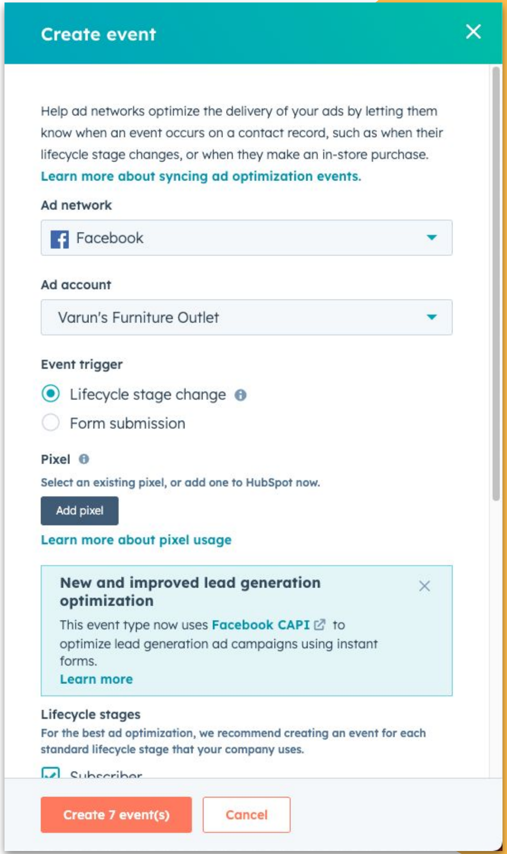
Use Case

The Conversions API is designed to create a direct and reliable connection between marketing data (such as pageview and lifecycle change events) from website to Meta. This marketing data helps power ad personalization, optimization and measurement on Meta so that your ads are shown to people who are more likely to find them relevant.

Learn More

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

Launch region: Global



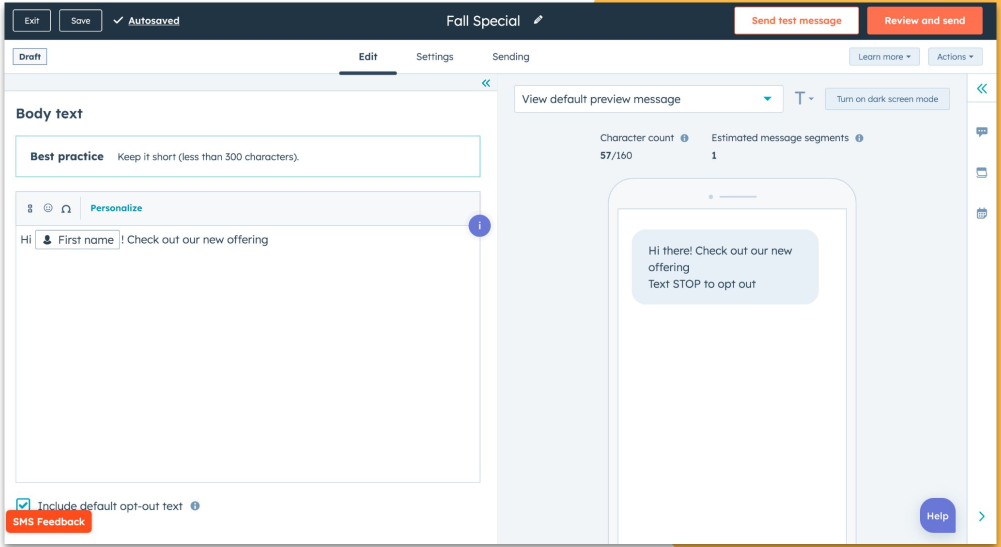
Marketing Hub™

Estimated Message Segments for SMS

HubSpot will provide an estimate on how many segments may be used for a specific message within the SMS Editor while you create the content for your SMS. This update will give marketers more transparency into their overall message segment usage.

Use Case

The Estimated Message Segments Calculator will provide users with greater insight into their overall message segment usage, and flag ahead of time when additional segments may be needed for their SMS campaign.



Learn More

Free Starter Pro Ent Live

Launch region: U.S. Only

Marketing Hub™

Associated deal value: A new metric is rolling out to all attribution cards

Across the HubSpot platform, Marketing Enterprise customers will now see a fourth metric in their revenue attribution card. This metric sums the total amount of all the deals that have closed where a contact engaged with the asset. Previously, this data could only be accessed in the multi-touch attribution report builder or through exports.

Additionally, before this change, HubSpot's attribution cards only showed you how much credit (measured as revenue) the content you were analyzing had made in closing deals. We've changed the label from 'Revenue' to 'Contribution to deal' to better reflect what this metric is actually showing you.

Use Case

This new metric will make it easier for marketers to analyze the content's contribution in the broader context of all the closed-won revenue they've helped their organization deliver.

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

Launch region: Global

CMS Hub®

Limit on the numbers of pages that can be setup with HubDB & CRM object dynamic pages for a single table/CRM object

An individual HubDB table or CRM object type can now only be set as a data source for dynamic pages a maximum of 10 times.

Use Case

The reason we are allowing 10, is to ensure customers can redesign and create new versions of dynamic pages without having to run into the limit, but in reality, a customer should typically only need 1 live page enabled with dynamic pages for a given HubDB table or CRM object.

If a customer has been using the dynamic pages feature to create duplicate versions of individual pages for a referral link style setup, the best approach to implement this is to use a [query string parameter to identify a specific HubDB row or CRM object instance to be attributed to the page.]()

Free Starter Pro Ent Live

Launch region: Global

CMS Hub®

Navigation Element Import

When importing site pages into HubSpot, users can also import their website navigation.

Use Case

We know that a users' website is invaluable to their success and setting up their website navigation can be time consuming and frictional. As they get started with HubSpot, we want to ensure a smooth transition and setup process to set the user up for success within CMS Hub.

Free | Starter | Pro | Ent | Live

Launch region: Global

Sales Hub™ + Service Hub™

Service Hub™

Skill-based Ticket Routing for Help Desk Emails

Skill-based routing allows you to match incoming customer inquiries to the best skilled agent to resolve the issue quickly. By using associated customer and ticket information, admins can create a set of rules to route to teams and/or users with matching skills.

For example, a customer emailing in from a high MRR company who speaks French and is in the NAM region will have their ticket assigned to an agent with the skills French, VIP, and NAM.

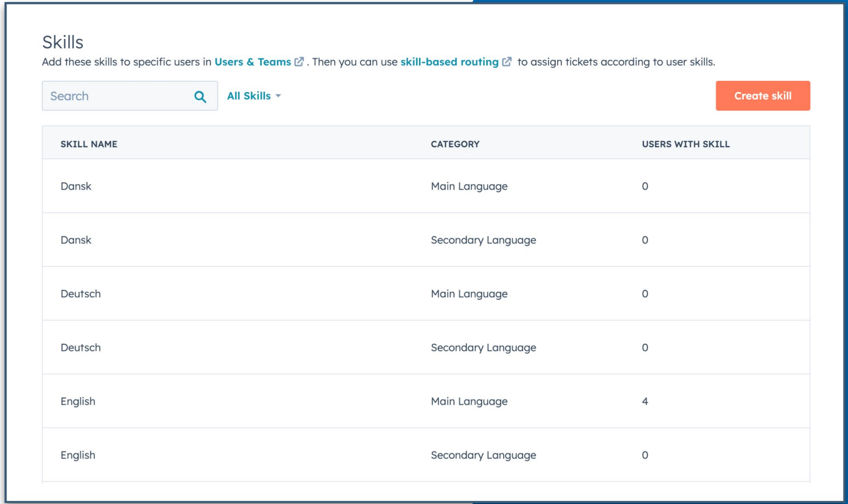
Use Case

With Skills-Based Routing, HubSpot customers will find it easier to maintain routing rules because even if their workforce changes, routing rules orient on skills instead of a set list of users.

[Learn More]

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

Launch region: Global



Deal Pipeline Rules

You can now join our public beta to set and manage rules for your deal pipelines, allowing you to better manage controls of your pipelines and protect the integrity of your data.

The new pipeline rules include:

- Limit the creation of new deals to a single deal stage. Enabling this rule will enforce the creation of all new deals in the selected deal stage.
- Restrict skipping stages. Enabling this rule forces each deal to move through every deal stage sequentially in the pipeline.
  - Exception: Deals can still be moved directly to "Closed lost.
- Restrict backward movement. Enabling this rule will prevent deals from moving backwards.

The existing feature to limit editing access per deal stage has been moved to the new "Pipeline Rules" tab on the Pipeline Settings page.

Use Case

Admins can use these rules to manage controls of their pipelines, to support better reporting, stage-driven workflows, and most importantly--data integrity.

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

Launch region: Global

Sales Hub™

Submit All Pipeline Forecasts on Mobile

Forecasting on mobile now supports the ability to submit and check forecasts for all pipelines for your sales forecast on your iOS and Android!

Use Case

On mobile, we view convenience as a must. Updating forecasts can be done in the in-between moments of our users' lives wherever they may be. This is why forecasts empowers users to make informed decisions at any moment. For instance, should sales managers reassess their team strategy? Are there tasks that sales reps should create after updating the forecast?

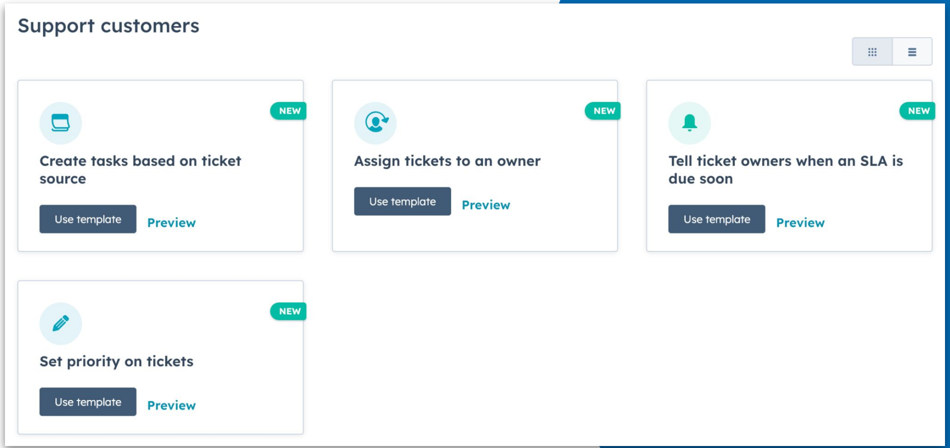
Free Starter Pro Ent Live

Launch region: Global

Service Hub™

New Service Hub Workflow Templates

The workflow templates library now has 4 brand new templates for support use cases. You will be able to see and preview the templates in the template library; but these templates are only available to use depending on your Hub/Tier (since certain object-based workflows and actions are only available at certain hubs and tiers)



Use Case

The new templates are:

- Tell ticket owners when an SLA is due soon
- Set priority on tickets
- Create tasks based on ticket source
- Assign tickets to an owner

Free Starter Pro Ent Live

Launch region: Global

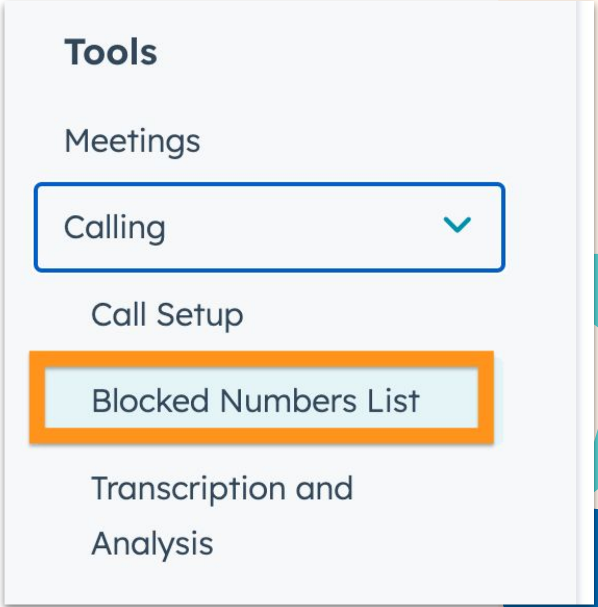
Sales Hub™ + Service Hub™

Blocked Numbers List

Safeguarding your calling reps from spam and fraudulent callers bolsters your company's security and reputation. With Blocked Numbers List, Managers and Admins can protect their teams from potential spam and calling breaches, while maintaining the highest level of inbound calling accuracy.

Use Case

Since the launch of Inbound browser calling in March 2023, HubSpot users have more avenues to accepts calls in HubSpot. With more calling access, we needed to develop a solution empowering Admins to manage and block high-risk or non-compliant phone numbers for enhanced call control.



Free | Starter | Pro | Ent | Public Beta

Launch region: Global

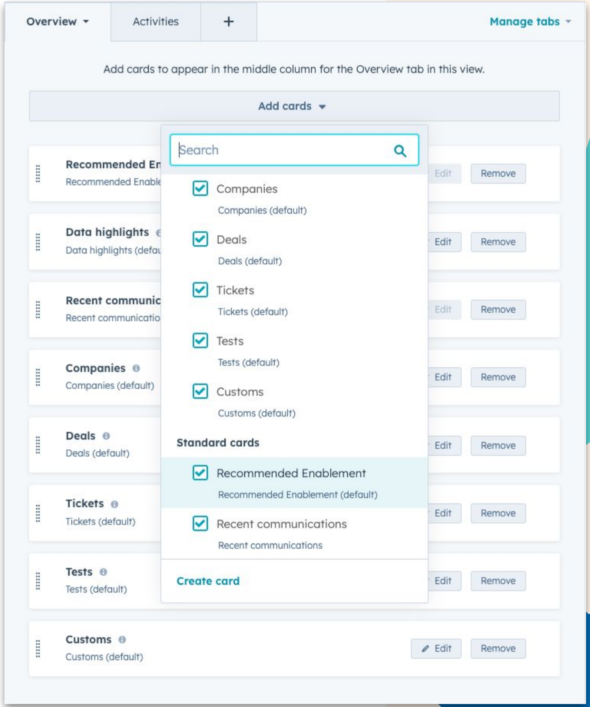
Sales Hub™ + Service Hub™

Recommended Enablement CRM Card

Until now Playbooks have only been available in a list in the side panel on Company, Contact, Deal, Ticket and custom object record pages. The new Recommended Enablement CRM Card puts the Playbooks your team needs right in front of the users that need them at exactly the right times by bringing recommended playbooks to the center panel of CRM record pages.

Use Case

Playbooks contain process guidance, reference information and efficiency tools that help HubSpot users efficiently execute specific tasks. Making it easy for users to access the right Playbook exactly when it's needed is critical to a high performing sales or service team's success.



Free Starter Pro Ent Live

Launch region: Global

HubSpot

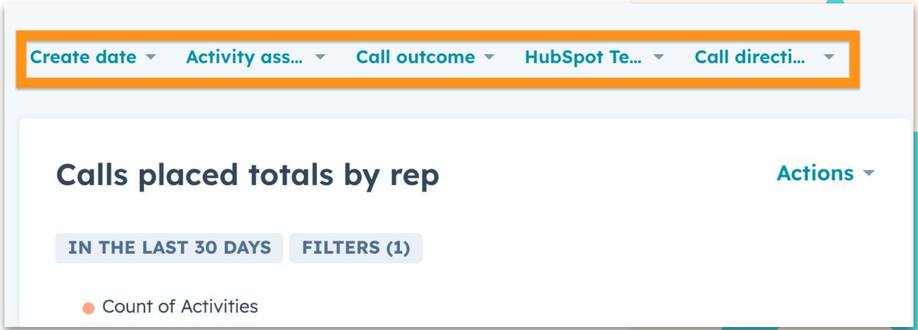
Sales Hub™ + Service Hub™

Call Analytics

The Call Analytics page simplifies the data evaluation process by providing out-of-the-box reporting. This dedicated page ensures that all HubSpot Calling users can conveniently access their essential calling data with just a few clicks, streamlining the analysis of their team's calling activities.

Use Case

By expanding call reporting data across the CRM, you can now access and analyze your call data flexibly and quickly to make informed workflow and staffing decisions.



Free Starter Pro Ent Live

Launch region: Global

Sales Hub™ + Service Hub™

New Goal Templates Available

Create goals, assign targets, and measure success using the new Goal Templates available in the Goals template library.

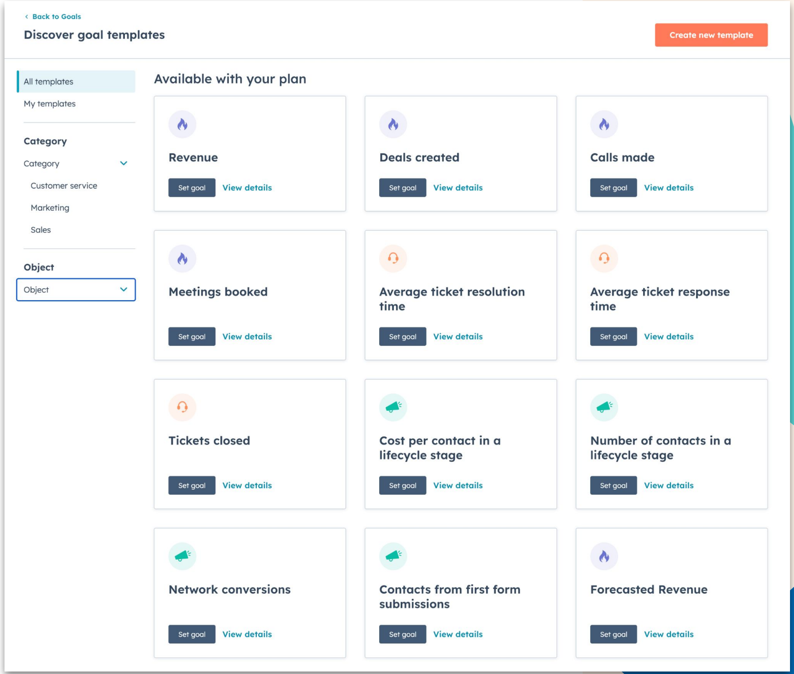
- The following (new) Goal Templates are available for all Sales Hub Pro+ customers: Deals Created, Calls Made, Meetings Booked
- The following (new) Goal Templates are available for all Service Hub Pro+ customers: Average ticket resolution time, Average ticket response time, Tickets closed

Use Case

Save time when creating goals using the new goal templates. Assign targets and align teams around the most impactful activities contributing to organizational success.

Free Starter Pro Ent Live

Launch region: Global



Operations Hub™

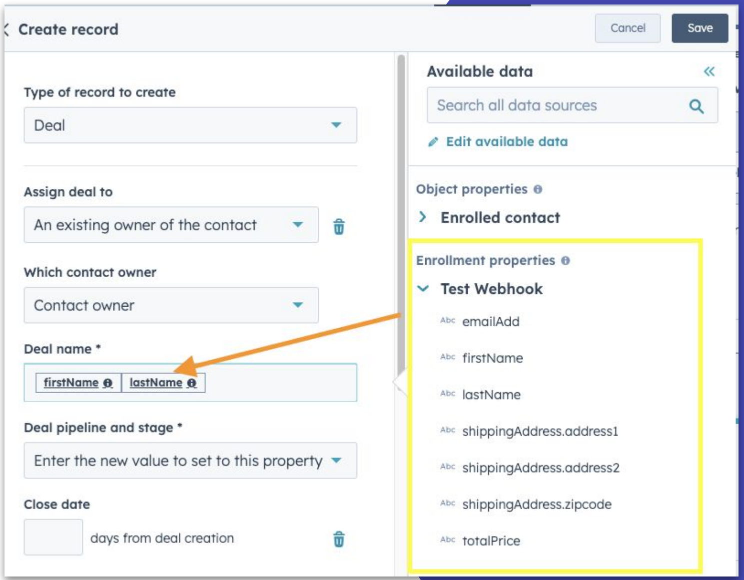
Operations Hub™

Webhook Triggers in Workflows

You can now trigger workflows from Webhooks! Webhook Triggers provide you with the flexibility to pull data in from your third-party systems/apps in order to trigger workflows directly in HubSpot on the third-party data.

Use Case

Being able to trigger from a webhook will solve a wide variety of automation use cases for you to automate from your third-party data!



[Learn More](#)

Free Starter Pro Ent Live

Launch region: Global

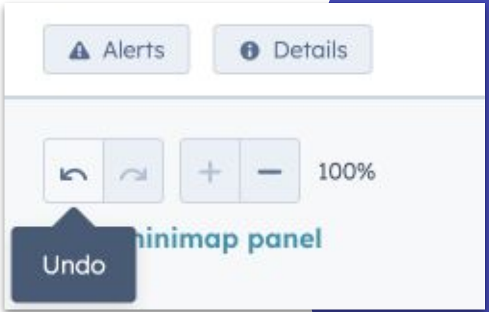
Operations Hub™

Undo or Redo Changes on the Workflows Canvas

An undo/redo button on the workflows canvas will undo and redo most action changes on the workflows canvas during the last 30 days. Undo/redo won't work for workflows that have extension actions or custom code actions, and won't work for moving or cloning of actions.

Use Case

With this new addition, customers can now quickly undo and redo changes inside the workflow canvas, and get right back to work as if nothing happened.



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

Launch region: Global

Operations Hub™

Anomaly Monitoring on Property Updates

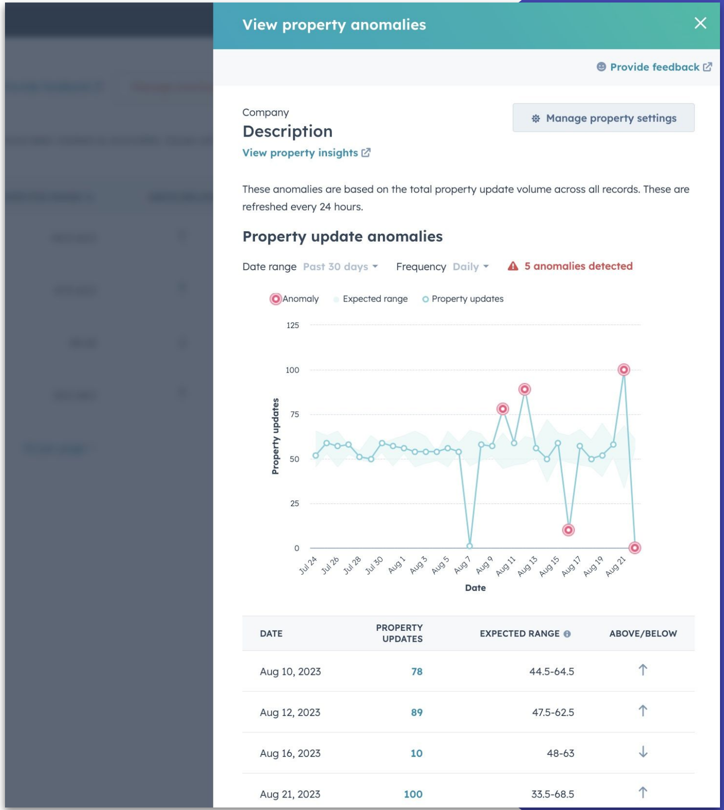
Introducing the ability to proactively monitor properties for anomalies in update volume across the CRM using HubSpot AI. This includes a new section of the data quality command center that monitors properties and takes action. Users will also have the ability to subscribe themselves, and other users,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

Launch region: Global



Operations Hub™

Daily Record Enrollment Limit for Workflows in Sandboxes

We're implementing a daily record enrollment limit for workflows in sandboxes. Starting November 1st, sandbox users will be able to enroll up to 100,000 records per sandbox account, per day. Before this change, sandbox users could enroll an unlimited number of records per sandbox account.

Use Case

To ensure optimal performance within sandboxes, we are implementing these limits which are needed to accommodate increasing demand and drive innovation.

Free Starter Pro Ent Live

Launch region: Global

Developer Platform

Developer Platform

Lists V3 Create and Delete API Release

The first update to the V3 Lists API allowed developers to add or remove records to existing lists, add or remove records from one list to another, and view records from an existing list. The new update allows creating and deleting lists via the Lists API.

Use Case

Lists have scaled to support new filtering criteria like custom behavioral events while also expanding the objects it supports- from Contacts to Deals and Companies. The current Contact Lists API has not been updated to support these advanced capabilities until now.

Free Starter Pro Ent Public Beta

Launch region: Global

CRM Platform

CRM Email Permissions

A new permission is being added which can limit the ability for users to view logged emails and emails from connected inboxes. CRM emails are assigned to the primary sender or receiver of the email. The permission levels can then be set to owned, team, or all.

- Owned means only emails assigned to that user can be viewed.
- Team means only emails assigned to that user or to users on teams they are a part of.
- All means they can see all logged emails.

This does not impact marketing emails sent to contacts.

Use Case

A new permission is being introduced to limit access to logged emails in HubSpot.

Free Starter Pro Ent Public Beta

Launch region: Global

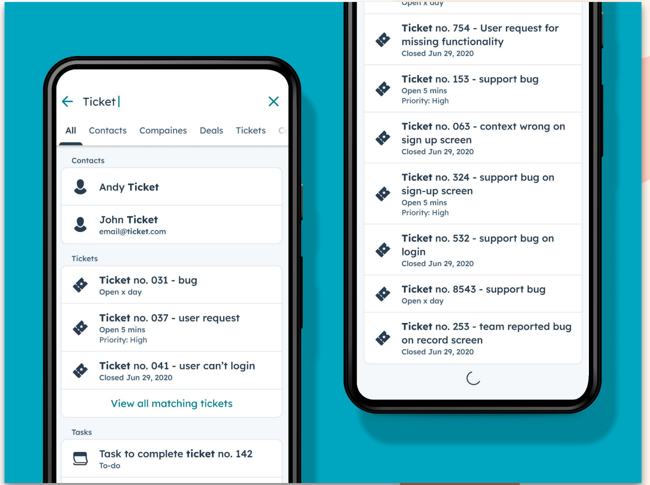
CRM Platform

Expanding Global Search on Mobile

Mobile Search just got unlocked. Our previous search experience, while functional, was capped to the top 12 results on mobile. If you run a search on Mobile now, you'll be able to see every relevant result that matches your query without a cap.

Use Case

Search is the gateway to our product, especially on Mobile. It's the first step in solving our users' problems and is the first feature app users engage with after launching home. As we scale for more personas in the app, we need to therefore scale our search capabilities too..



Free Starter Pro Ent Live

Launch region: Global

CRM Platform

Add Guests to Meetings via Scheduling Pages

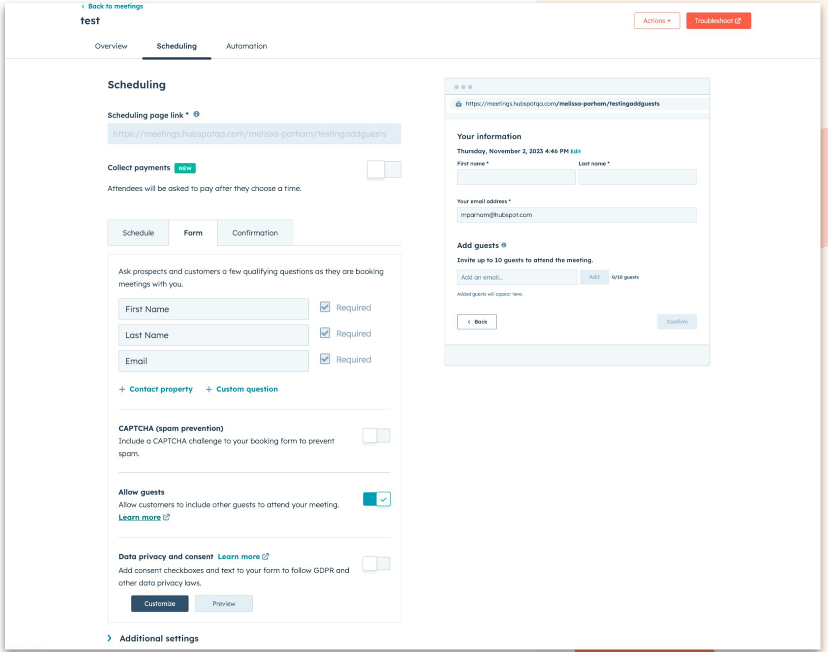
Today, users are lacking a way for prospects to include additional attendees on the meeting invite when booking time on a scheduling page. Now, users will have the ability to turn on a feature within their scheduling pages to allow prospects to add additional guests to the meeting. Prospects can include up to 10 additional guests. These guests will receive a calendar invite for the meeting that was just booked.

Use Case

This feature gives the ability for prospects filling out a scheduling page to add additional guests/attendees to a meeting link when they are in the process of booking the meeting.

Free Starter Pro Ent Public Beta

Launch region: Global

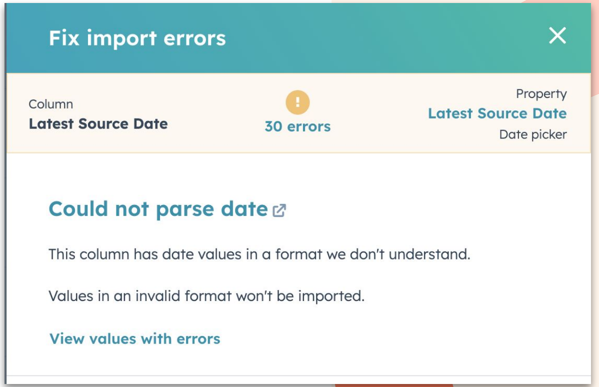


Import Preview Validation Now Checks the First 1000 Rows of Imports

HubSpot will now scan the first 1000 rows of import files for potential errors. Previously, only the first one hundred rows were scanned.

Use Case

This will help ensure that you're able to resolve errors in your data before writing it to the CRM. It also means that features like our new invalid enum remapping tool are even more powerful, as we check for misspelled enumeration options across more rows of your file.



Free | Starter | Pro | Ent | Public Beta

Launch region: Global

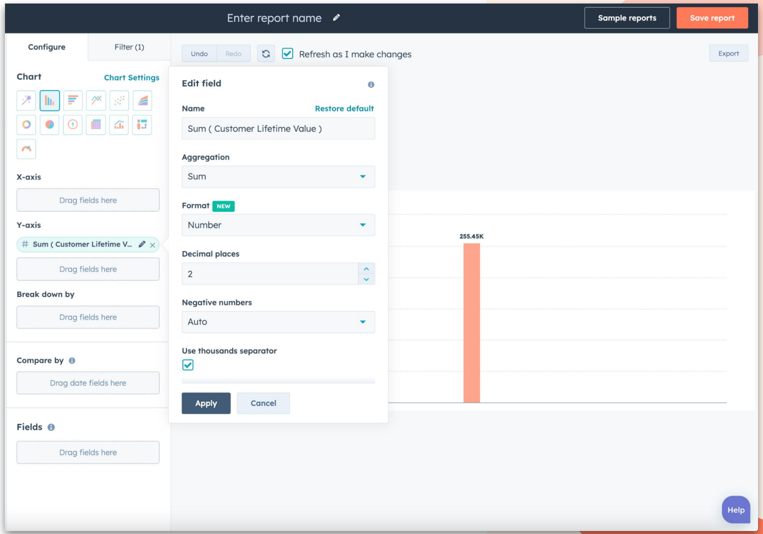
CRM Platform

Number Formatting for Currency and Percentages now in Custom Report Builder

You can now format measures in the custom report builder as a specific currency or percentage, along with controlling the display of decimal places and negative numbers.

Use Case

Now, with greater control over how measures are formatted in a report visualization, you'll ensure that each report is conveying the insights you need. For any Number field type that is used in a report, you'll have an additional Format option in the "Edit fields" section, giving you the option to display and convert your field values in the ways you need.



Free Starter Pro Ent Live

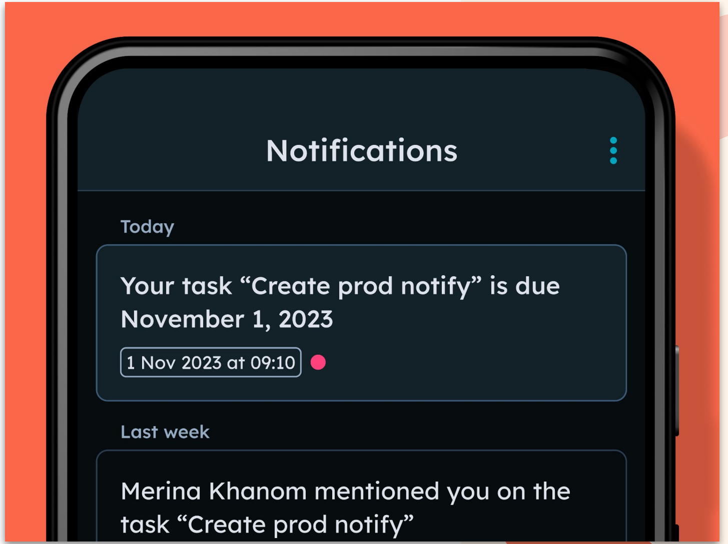
Launch region: Global

Never Miss a Push Notification Again!

Find your missed + dismissed notifications in the new mobile notification centre.

Use Case

Up until now, push notifications disappear as soon as they are tapped, swiped or don't even make it onto your device when focus mode is on. Now you can check missed + dismissed notifications in the new mobile notification centre.



Free | Starter | Pro | Ent | Live

Launch region: Global

CRM Platform

Changes to Pipeline Settings now surfaced in the Centralized Audit Log

Tracking and auditing when a user creates, updates, or deletes a Pipeline in your account is now surfaced in the centralized audit log.

Use Case

This helps super admins answer questions like:

- Who changed this ticket pipeline?
- Who deleted this deal stage?

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

Launch region: Global

CRM Platform

Additional Changes to Settings Now Surfaced in the Centralized Audit Log

Tracking and auditing when a user makes a change to the following settings are now surfaced in the centralized audit log:

- when a user enables or disables the auto-associate companies to contacts setting
- when a user enables or disables the new AI Assistant settings
  - content prompts
  - customer analysis

Use Case

This helps super admins answer questions like:

- Who enabled 'create and associate companies with contacts'?
- Who disabled the AI Assistant for 'content prompts'?

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

Launch region: Global

CRM Platform

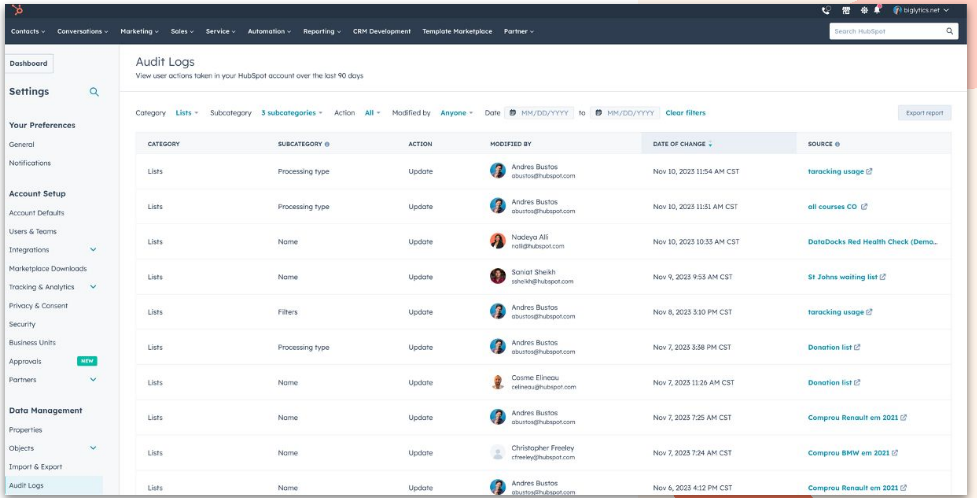
Changes to Lists Now Surfaced in the Centralized Audit Log

Tracking and auditing when a user creates, updates, or deletes a list in your account is now surfaced in the centralized audit log.

Use Case

This helps super admins answer questions like:

- Who created a list and when?
- Who deleted or restored a list and when?
- Who changed the filters in a list?
- Who converted a list from active to static?



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

Launch region: Global

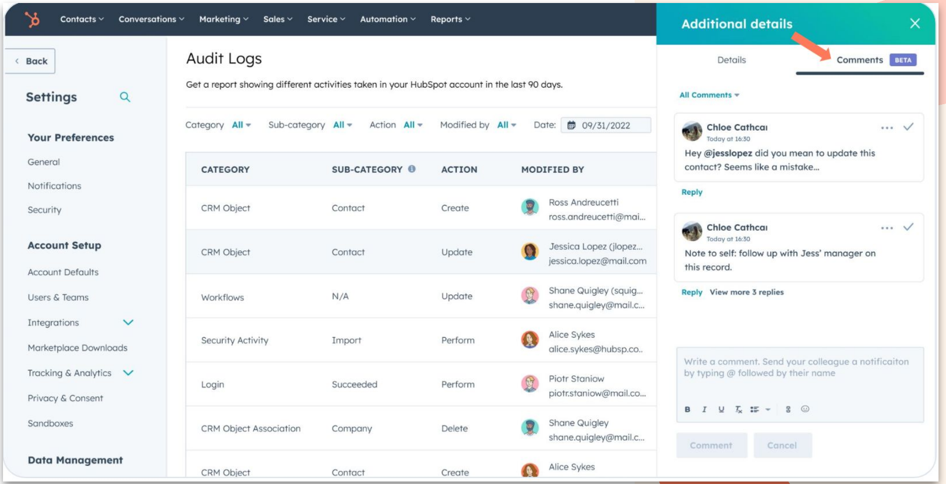
CRM Platform

Commenting within the Centralized Audit Log

Customers can now comment inside the centralized audit log page. This update enhances the usability of the centralized audit log feature by enabling customers to communicate with other account users directly from the audit log.

Use Case

Adding the commenting side panel into the audit log allows these conversations to happen seamlessly within HubSpot while holding all relevant context easily accessible when needed.



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

Launch region: Global

CRM Platform

“Use In” Lists Quick Actions

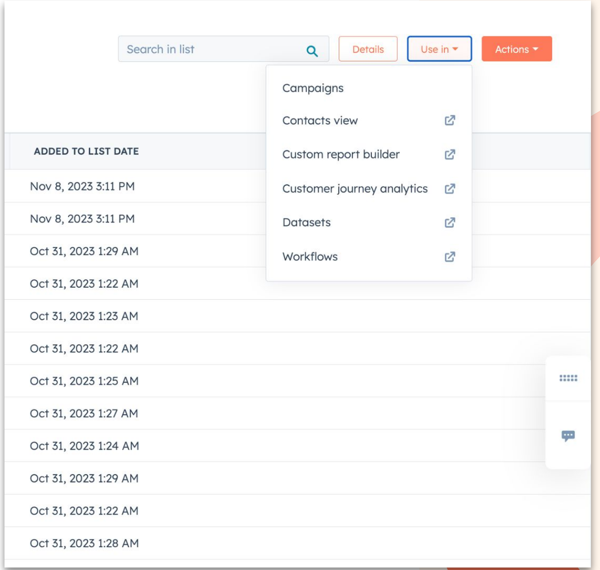
A new 'Use In' actions menu inside Lists lets you quickly use a specific list to gain insights or take actions across other HubSpot tools.

Use Case

Once you create a list, you can:

- Track its engagement performance using the Custom Report Builder, Datasets, or Customer Journey Analytics
- Automate a campaign for that segment using workflows
- Share a view of that list with a team

The new actions menu helps you see just some of the many ways you can take actions on a list.



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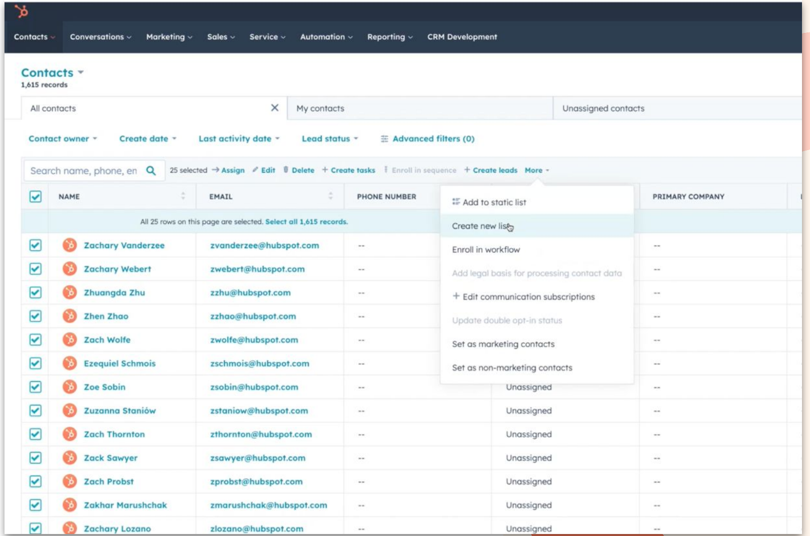
Quickly Add Records to a New List from Index Pages

The ability to use bulk actions inside Contacts, Companies, Deals, or Custom Objects to select and add records to a new static list quickly.

Use Case

Object Index pages help you view the records most important to you. When you quickly need to engage with any of these records, creating a brand new static list can help expedite this process.



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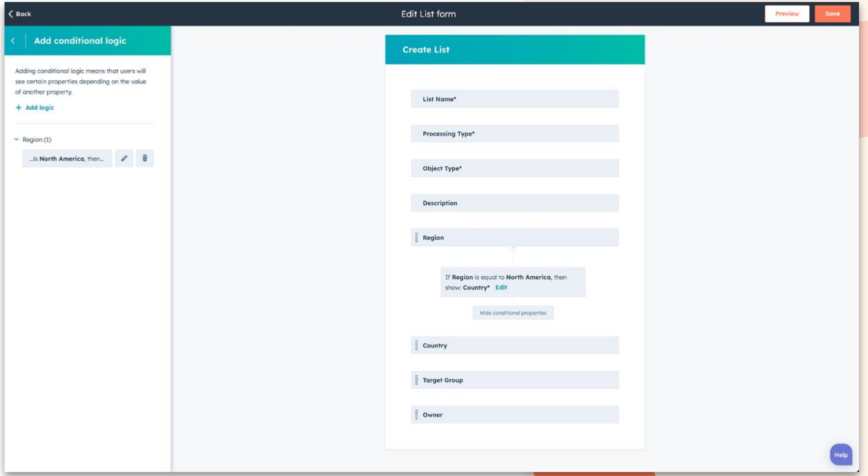
CRM Platform

Custom Properties and a Description field for Lists

Do you struggle to organize Lists and quickly delete those that are no longer used? Custom properties and a Description field inside of Lists are here to help!



Use Case

Now, admins can define a set of custom properties to help teams better organize lists during and after creation. Imagine quickly scrolling through lists and quickly answering:

- What was the purpose of this list?
- What was the persona or ICP target?
- What region or campaign was the list created for?
- After what date can we delete this list?

You can now easily gather this information, choose what's mandatory, and even enable conditional properties by creating custom properties inside Lists.

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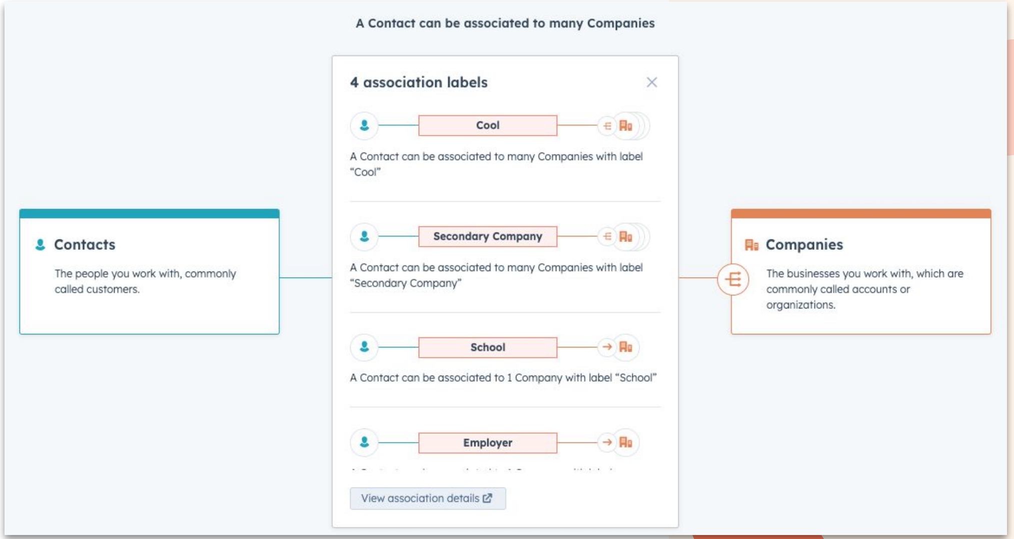
CRM Platform

Visualize Associations

A visual representation of associations between object types including association labels and limits. Additional information is now easily accessible about association labels within the data model overview and we've added a new, associations specific, view.

Use Case

Associations can be confusing. As we've added more complexity to that system with a web of labels and limits, customers need some way to easily understand what's configured and how it will impact their users.



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CRM Platform

Push Notification Support for Contact Assignment Notifications [iOS and Android]

Customers will now receive a push notification to their phone when a contact is assigned to them.

Use Case

Until now, when a contact is assigned to you in Hubspot (depending on your setting), you can receive either an email, desktop or integration notification, but what if you are commuting, walking the dog or queuing for coffee? The Hubspot mobile app now gives you access to contact assignment notifications.

Learn More

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CRM Platform

Easily Find Records to Associate

Users can now see all their options upfront and choose from a paginated list of records to associate. To check they're selecting the right record, users can either navigate to a particular record or see additional information about that record by hovering over it.

Use Case

Currently when customers are searching for records to associate, the experience is not user friendly as it requires the user to know and type in exactly what they're looking for instead of being able to see all their options upfront. Now, the record association process is streamlined by allowing users to easily identify the records to associate and navigate to those records directly.

Learn More

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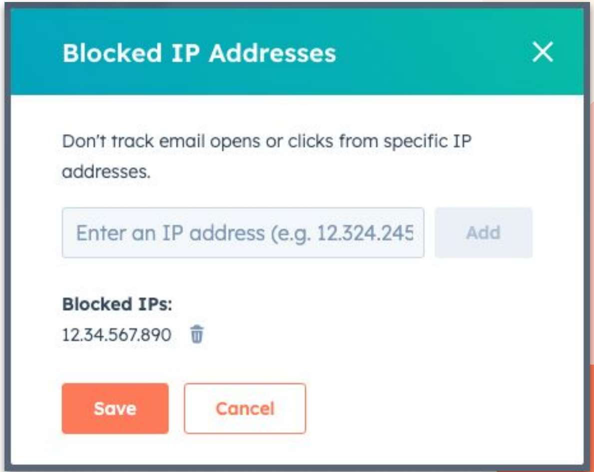
Sales email extension blocked IP addresses now per portal

We have been incorrectly applying the same blocked IP settings to all portals a user belongs to. We are fixing this so that your settings in one portal only are applied to notifications from that portal.

Use Case

You may not want to receive sales email open or click notifications from a specific IP address, so you added it to the Blocked IP addresses setting in your portal. If you are a user in multiple portals, you may have different lists of IP addresses to block depending on who you are working with for each business.



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CRM Platform

Add Cloudflare as a new Domain Connect Provider

Domain Connect allows users to log into their DNS provider from inside HubSpot and connect their existing domain with a couple of clicks. Cloudflare Domains will be an additional domain connect provider which will make it easier for customers who have Cloudflare domains to connect them in HubSpot.

Use Case

The current process of connecting a domain can be frictional and time-consuming. By adding Cloudflare as a new Domain Connect provider, we are removing the need to manually setup DNS records for Cloudflare domains.

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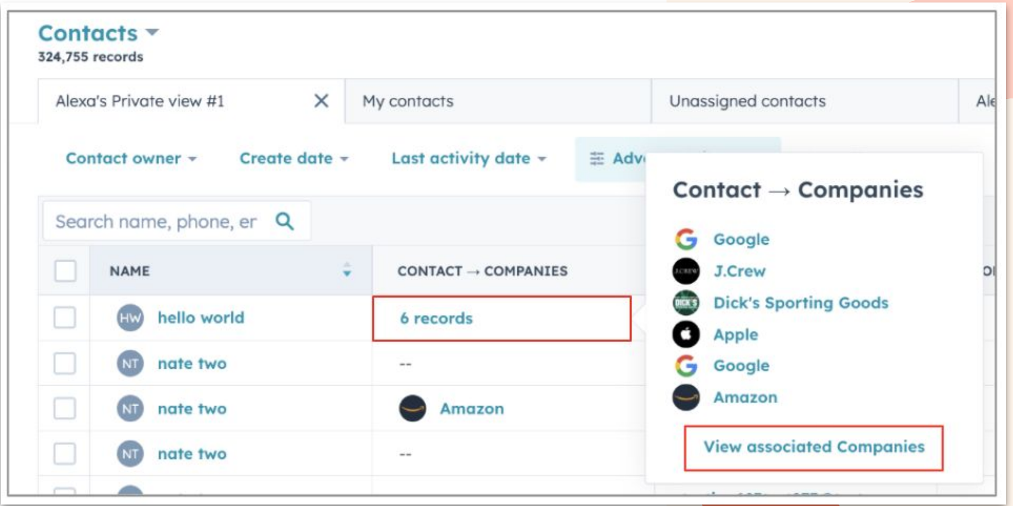
CRM Platform

“View All Associations” Link in Index Pages

Now you can quickly view a table of all associated records for a given index page record.

Use Case

With this update you can now easily see a table of these associated records with a link from the association pop over called 'View Associated {Objects}'



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Create & Edit Scheduled Meetings on Android

Android users can now create and edit Scheduled Meetings in the HubSpot Mobile app. Thanks to HubSpot's calendar sync with Google Calendar or Outlook Calendar, these meetings will appear in the native calendar app and guests will receive invitations. This launched on iOS recently too. Previously, Android users could only log a meeting.

Use Case

Meetings are a crucial part of many sales reps' workflows. Often, meetings are arranged as an outcome of a phone call or an in-person visit. Now that reps can easily create meetings through the HubSpot app, the meeting information will be readily available to everyone on the team. Additionally, it can power reporting, rather than staying siloed in their private calendar, outside of HubSpot. Thanks to edit support, reps can update the outcome of a Scheduled Meeting immediately after completing it, right through the Android app.

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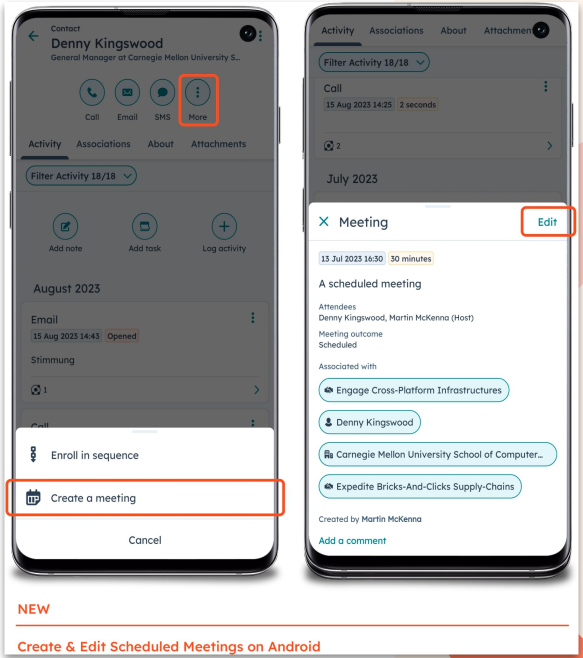


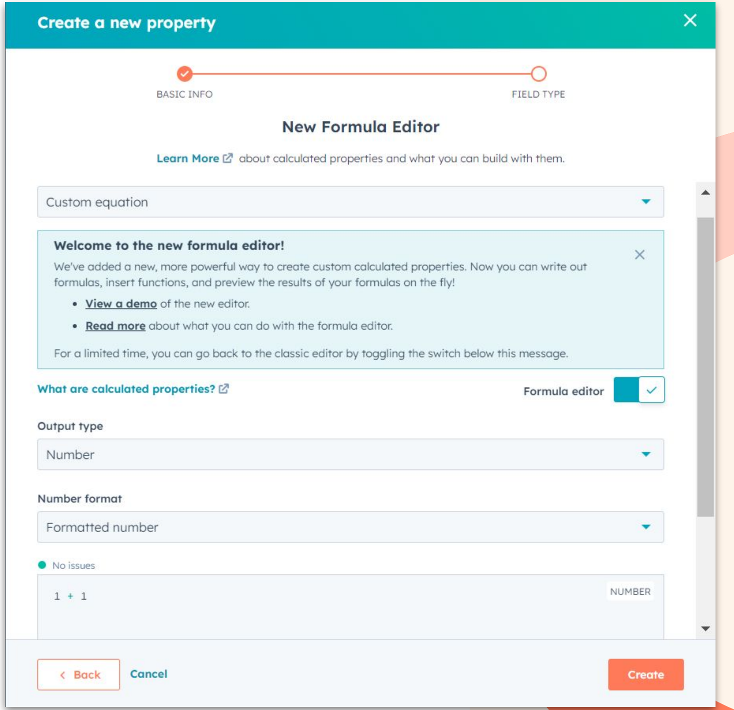
CRM Platform

Calculated Properties Redesign for Building Custom Equations

Building a custom equation for calculated properties now has a new look to make building equations even easier by using our new formula editor.

Use Case

Building a custom equation for calculated properties now has a new look to make building equations even easier by using our new formula editor.



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CRM Platform

Smart Property Creation in Import

We will now use information in your import file to auto-fill the various fields you need to fill in when creating a property within the import flow. For example, your column header will become the property label, if all the property values are numbers, we'll create a number property for you, and if your file contains many repetitive values, we'll create a dropdown select property for you. We'll also load the values within your file into the property, saving you the hassle of having to manually enter them into the property.

Use Case

We allow you to create properties within the import flow for those moments where you simply forgot to build out a property. Maybe you're uploading a list of leads you collected from a recent trade show, and you asked them a question about "product of interest" that isn't yet captured in the CRM. With smart property creation, we'll autofill a lot of the information that you previously would have had to manually enter on your own. Property name, property type, property group, and more will be autofilled so you can simply review, and get back to importing your data.

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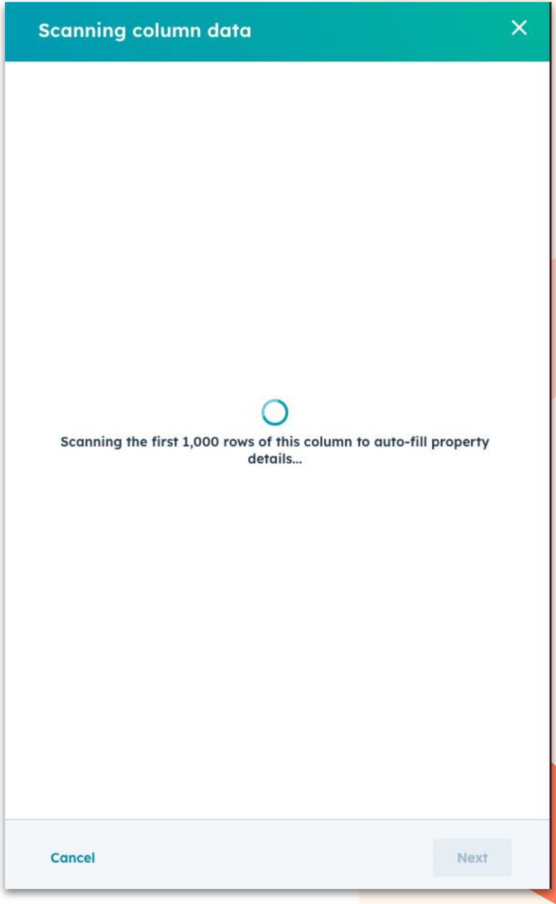

CRM Platform

New Permissions setting to control who can create, edit subscription types

The ability to create and/or edit subscription types on the Subscriptions settings page is now separated from the marketing email permissions.

With this rollout, HubSpot users who have the 'Add & edit users' permissions can now disable the ability to create and/or edit subscription types for new and existing users in their HubSpot account within the Marketing tab.

Use Case

Not every portal user in HubSpot should have the ability to add, edit, or delete email subscription types. Now you have a permission setting to indicate who should and should not have that ability.

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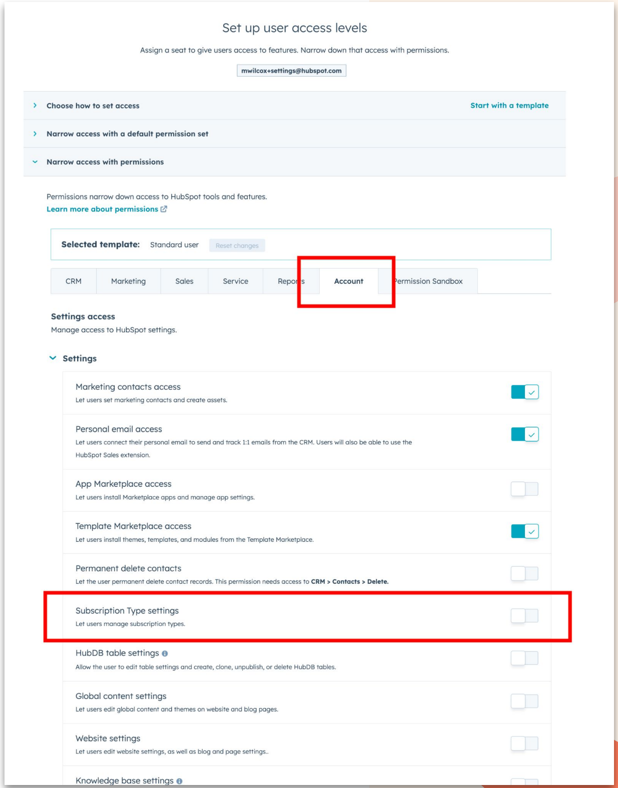

App Marketplace & Integrations

HubSpot

Email, WhatsApp, and Forms Inbox channels supported in Slack Integration

As a Slack integration user, you can now holistically connect your Slack workspace to HubSpot Inbox. Your teams working in Slack can ensure they don't miss anything that comes into their Inbox, minimizing missed messages and wait times for their customers.

Use Case

Now, you can receive alerts about new emails, WhatsApp messages, and form submissions that enter your Inbox.

In addition, you can now select the Inbox channel types syncing to your connected Slack channel. With a more holistic and customizable integration between Slack and HubSpot Inbox, you can connect with customers seamlessly and stay on top of conversations.

Learn More

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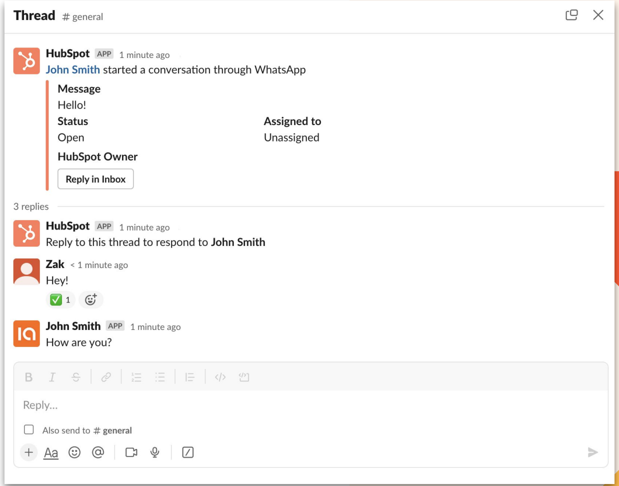

App Marketplace & Integrations

Access HubSpot App for Zoom Meetings before and after your live meeting!

With this app, you can connect to HubSpot directly from within a live Zoom Meeting. The HubSpot app is now available before and after your live Zoom Meeting, allowing you to 'set up' and 'wrap up' your meeting with ease.

Use Case

HubSpot in-meeting App for Zoom allows you to access HubSpot CRM and take actions before, during and after your meeting, removing the switching cost for users in moving back and forth between HubSpot and Zoom to get the information they need and make relevant updates, before, during and after their meeting.

[Learn More]

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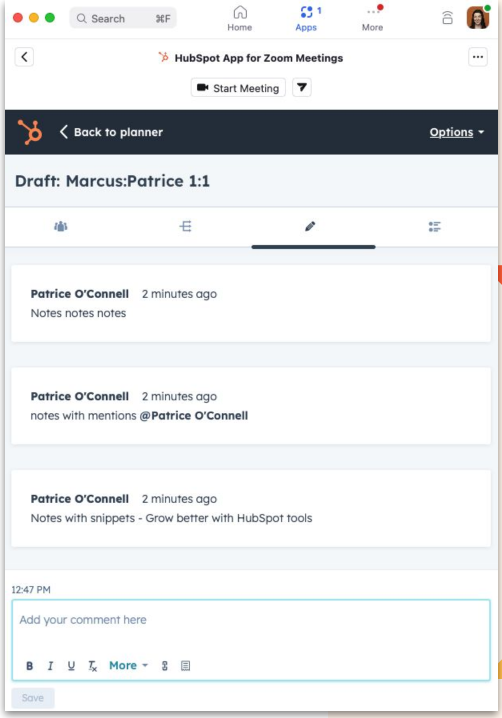

Thank you