November 2024 Product Updates

Marketing Hub®

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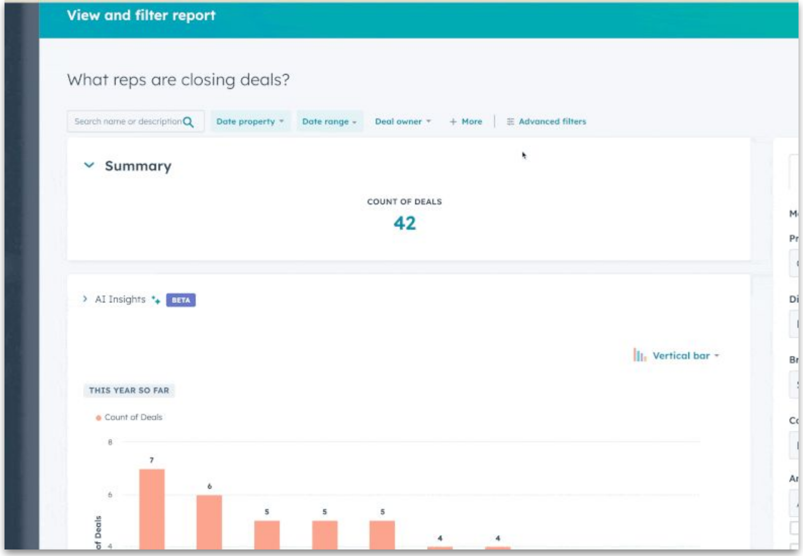
Unsummarized Dataset in Report Viewer

You can now easily see the unsummarized Dataset behind your reports from within the Report Viewer.



Use Case

Accessing the record level data behind your Reports is critical to help find problems and answer questions, the unsummarized "Dataset" tab makes this as easy as a single click. This view is responsive to your filters and makes it simple to see all the record level data within your Report without needing to Edit or Export.

Launch region: Global

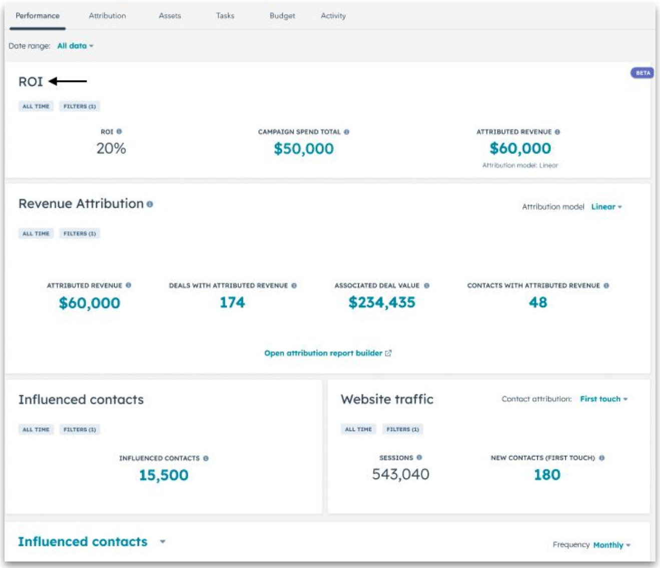
Free | Starter | Pro | Enterprise | Live

Marketing Hub®

[Campaign Impact Reporting] Campaigns ROI

Learn More

With the new Campaigns ROI reporting, you can evaluate your campaign performance and make data-driven decisions to maximize your marketing impact.



Use Case

After running a marketing campaign, you need to understand its ROI to justify future budget requests. The Campaigns ROI reporting lets you see the percentage return based on campaign spend and revenue from closed-won deals, helping you evaluate success, adjust strategies, and plan for the next campaign.

Launch region: Global

Free | Starter | Pro | Enterprise | Live

Dynamic date ranges: now available in customer journey analytics

Customer Journey Analytics now offers dynamic date ranges, enabling you to filter reports by predefined or custom timeframes for real-time insights.

Use Case

When reviewing the performance of your campaigns, you can set the date range to "this month" and automatically get an updated report showing the most recent data. This feature saves time and ensures you're always analyzing the latest trends without having to manually adjust the dates each time.

Launch region: Global

Free Starter Pro **Enterprise** **Live**

Marketing Hub®

Dynamic date ranges: now available in the new funnel report builder

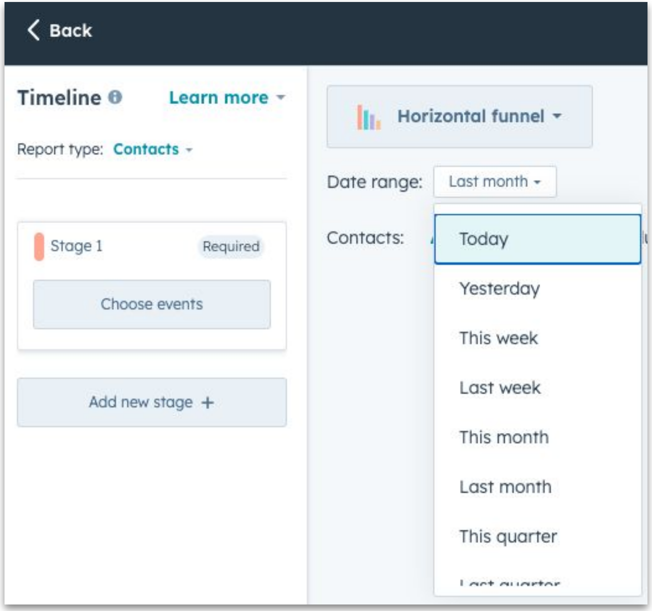
Dynamic date range filters in the new funnel report builder make it simple to create automatically updating reports based on timeframes like "this month," "last week," and more.

Use Case

You need to analyze your funnel performance for the current month without manually adjusting the date range every time. With the dynamic date range feature, selecting "this month" automatically updates your report to always reflect the most recent data, helping you stay focused on current trends without extra effort.

Launch region: Global

Free | Starter | Pro | Enterprise | Live



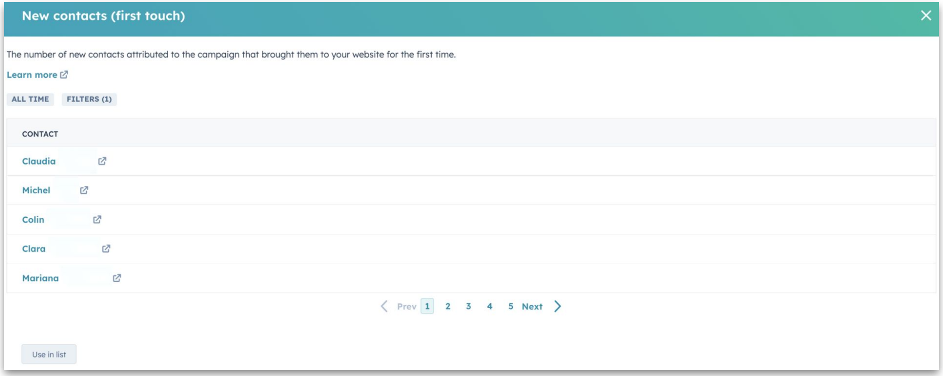
Marketing Hub®

Enhanced 'New contact' Reporting in Campaigns

Enhanced 'New Contact' reporting now offers deeper insights into first-touch and last-touch contact generation, with options to save and export data for better campaign analysis.

Use Case

You want to know which assets in your campaign are driving the most new contacts. With the enhanced reporting, you can see exactly which content types are contributing to first and last touch, save the insights to your dashboard, and use the data to optimize future campaigns.



Launch region: Global

Free Starter Pro Enterprise Live

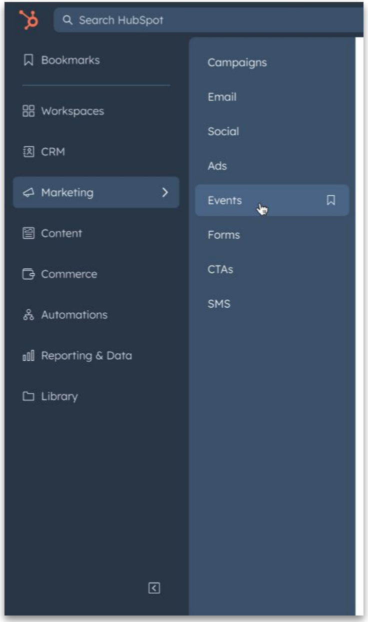
HubSpot

Access marketing events in HubSpot's left sidebar menu

You can now quickly access marketing events from HubSpot's left sidebar menu, making it easier to manage and analyze your events alongside other marketing tools.

Use Case

As a marketer, you often need to edit event details or assess their impact, but finding the marketing events object was previously time-consuming. Now, with easy access from the left sidebar menu, you can quickly navigate to your marketing events and focus on optimizing their performance without hassle.



Launch region: Global

Free Starter Pro Enterprise Live

Increasing step and stage limits in Journey Analytics

You can now add up to 10 steps in a stage and 20 unique stages in a journey report, providing greater detail and flexibility for your journey analysis.

Use Case

If you need to track a more complex customer journey with additional steps and stages, you can now include up to 10 steps per stage and 20 stages in your report. This expanded capacity helps you capture the full scope of customer interactions, offering deeper insights and enabling better decision-making.

Launch region: Global

Free Starter Pro **Enterprise** **Live**

Domain Connect for Email Sending Domains

Domain Connect for email sending domains allows you to easily link your DNS provider to HubSpot, ensuring your email configuration is up to date.

Use Case

With the upcoming email security changes from Google and Yahoo, businesses need to quickly configure SPF, DKIM, and DMARC policies for email sending domains. Domain Connect makes this process easier by letting you log in to your DNS provider from within HubSpot and complete the setup in just a few clicks.

Launch region: Global

Free | Starter | Pro | Enterprise | Live

Important Campaign UTM improvements

New improvements to Campaign UTMs enhance visibility and automatically generate unique values, ensuring better tracking and reduced errors.

Use Case

A marketer wants to track the performance of multiple campaigns but has struggled with overlapping UTM values and difficulty identifying which campaign a UTM maps to. With these updates, UTMs are now automatically generated with unique identifiers, ensuring seamless tracking and preventing errors when campaigns are renamed or created with similar names.

Launch region: Global

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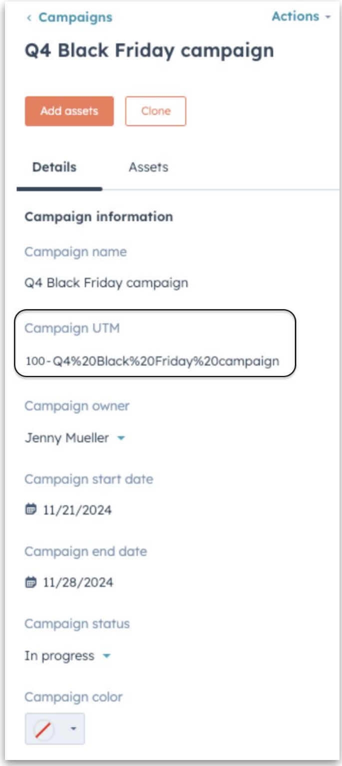
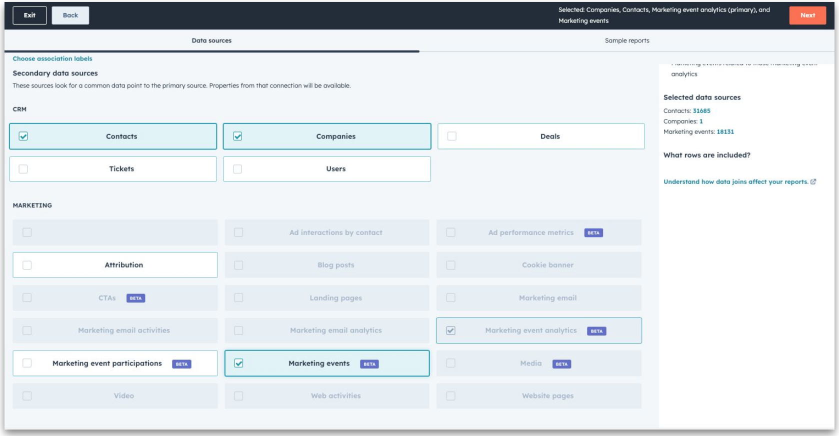


Marketing Hub®

Marketing events data now available in custom report builder

[Learn More]

You can now include marketing events data in your custom reports, enabling more detailed analysis of event performance and engagement.



Use Case

When analyzing the success of recent marketing events, it's now easier to pull event performance data directly into custom reports. By combining this with other HubSpot data, you gain a fuller picture of how events are driving engagement, sales, or other key metrics, without needing to manually aggregate data from different sources.

Launch region: Global

Free | Starter | Pro | Enterprise | Live

HubSpot

Marketing Hub®

Crop your social media images while creating your social post on mobile

Learn More

You can now quickly ensure their images fit the correct aspect ratio for each platform without needing to leave the app, streamlining the posting process.

Use Case

Imagine you're out and about, ready to publish a new post on Instagram. With this new cropping tool, you can easily adjust your image for a perfect fit, all from your phone, ensuring your posts go live faster and look professional across social platforms.

Launch region: Global

Free Starter Pro Enterprise Live

HubSpot

Instagram Stories on Mobile

Create and track Instagram Stories effortlessly on mobile, keeping your audience engaged and your strategy sharp.

Use Case

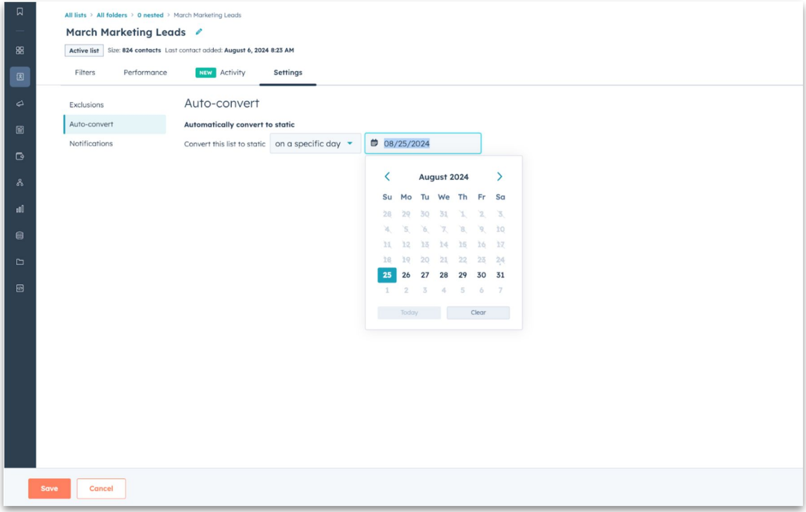
Imagine quickly sharing a behind-the-scenes moment or a timely promotion directly from your phone and instantly analyzing its impact. This capability keeps you nimble, letting you maintain your brand's relevance and deepen connections with your followers in real time.

Launch region: Global

Free Starter Pro Enterprise Live

Convert Active to Static Lists

Schedule active lists to convert into static lists automatically, simplifying database organization and campaign management.



Use Case

This feature simplifies your workflow by allowing you to convert active lists once they fulfill your campaign requirements, eliminating the need for ongoing evaluations of new records. As a result, you can keep your list management organized and focused, ensuring that only relevant contacts are retained for future campaigns.

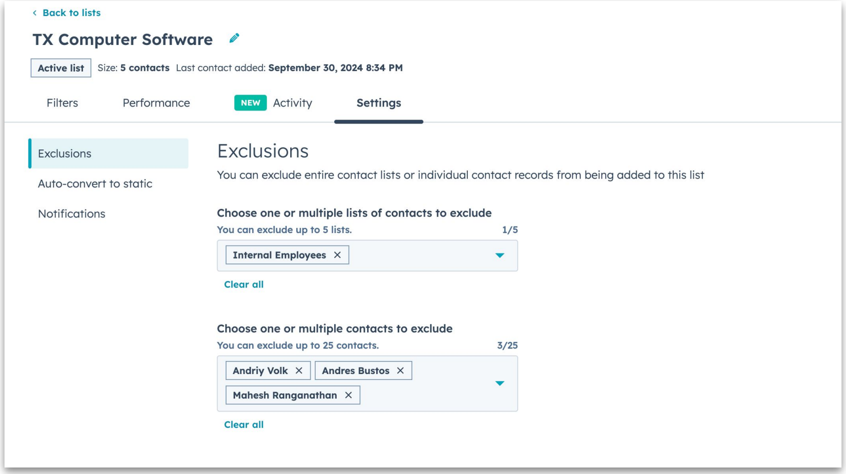
Launch region: Global

Free Starter Pro **Enterprise** **Live**

Marketing Hub®

Quickly Exclude Records from Active Lists

Quickly remove specific records or lists from active lists to streamline targeting and campaign accuracy.



Use Case

When managing active lists, you can now exclude unwanted records directly with just a few clicks, avoiding the need for cumbersome filters or manual email entries. This ensures your lists remain accurate and aligned with your campaign objectives, boosting overall efficiency.

Launch region: Global

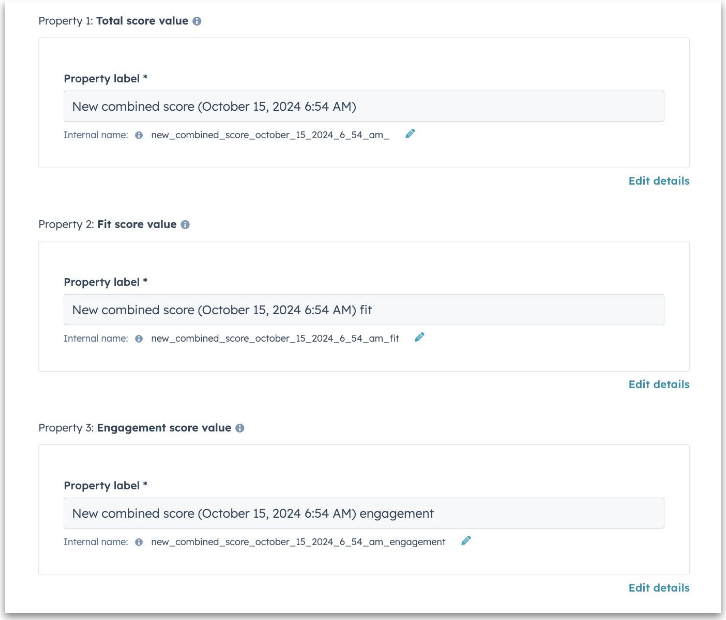
Free Starter Pro Enterprise Live

HubSpot

Marketing Hub®

Combined Lead Scores

Unify fit and engagement metrics into one lead score for simpler, more effective list building and workflow automation.



Use Case

You can create a single score that incorporates both property data and event metrics, making it easier to rank leads and prioritize follow-up actions. This functionality improves alignment across teams and accelerates lead management processes.

Launch region: Global

Free Starter Pro **Enterprise** **Public Beta**

HubSpot

Negative Score Rules (Lead Scoring)

Assign negative points to lead scores to refine prioritization and focus on the most promising leads.

Use Case

You can now adjust scores to reflect negative actions like newsletter unsubscriptions or disqualifying attributes such as location outside your operational region. This ensures your lead scoring system remains accurate and tailored to your business needs.

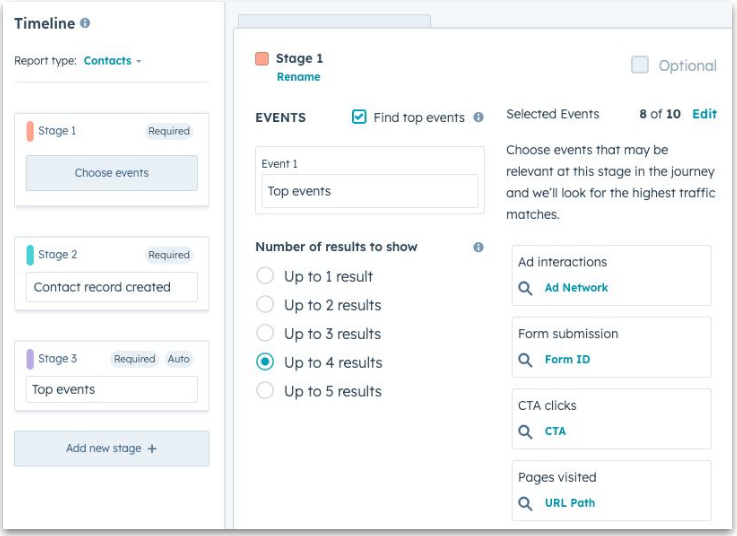
Launch region: Global

Free Starter Pro Enterprise Public Beta

Marketing Hub®

Top events in Journey Analytics

Highlight the most common next steps in your customer journey with the new Top Events filter, improving clarity and focus in your analysis.



Use Case

With Top Events, identifying key customer actions following a specific stage becomes straightforward, guiding your optimization efforts efficiently. By leveraging this feature, you can enhance your strategies to align with actual customer behavior for better outcomes.

Launch region: Global

Free Starter Pro **Enterprise** **Public Beta**

HubSpot

Content Hub™

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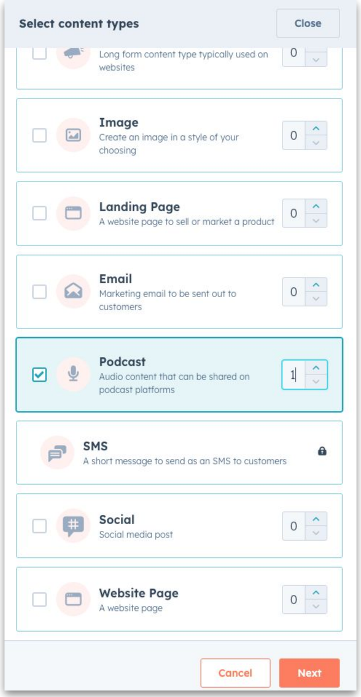
Content Hub™

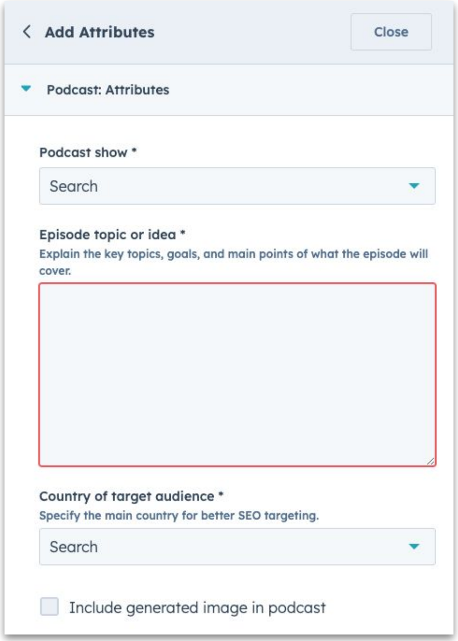
Podcast Remix

Podcast Remix lets you repurpose your podcasts into different content types or convert other content into podcasts with AI voices, saving time and expanding your reach.

Use Case

You have a well-performing blog post and want to turn it into a podcast to engage listeners who prefer audio content. With Podcast Remix, you can quickly convert that blog into an AI-generated podcast, or take your existing podcast and repurpose it into other formats to maximize its impact across channels.





Launch region: Global

Free Starter Pro Enterprise Live

Podcast Editor Enhancements

New enhancements to the Podcast Editor allow you to upload custom audio, adjust section order, and choose AI voices based on dialect and tone.

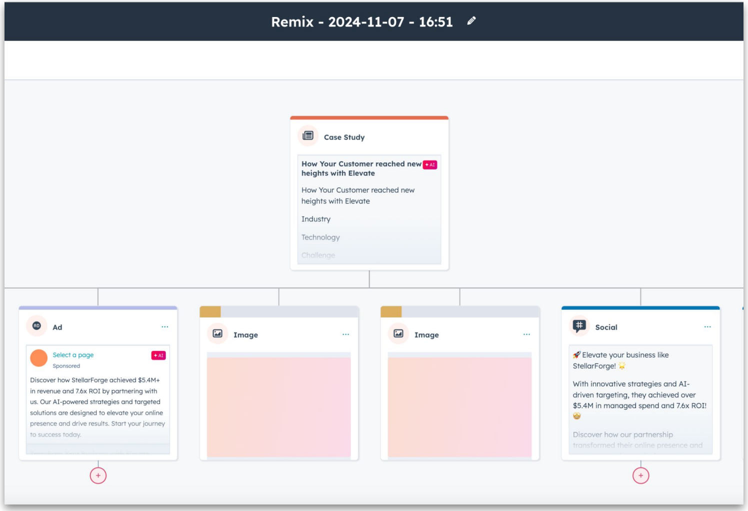
Use Case

You're creating a podcast and want to add a custom intro music clip or rearrange the order of your segments. With these new tools, you can seamlessly upload and position audio files, choose the right AI voice for each part of the episode, and produce a polished podcast with minimal effort.

Launch region: Global

Free Starter Pro Enterprise Live

Remix Case Studies



You can now transform case studies into different content formats using HubSpot's Content Remix tool, streamlining content repurposing.

Use Case

Have a successful case study that you want to turn into a social media post, ad, or blog article? With the new case study node in Content Remix, you can quickly convert your case study into multiple formats, saving time and increasing its reach across different platforms.

Launch region: Global

Free | Starter | Pro | Enterprise | Live

Site Search Improvement

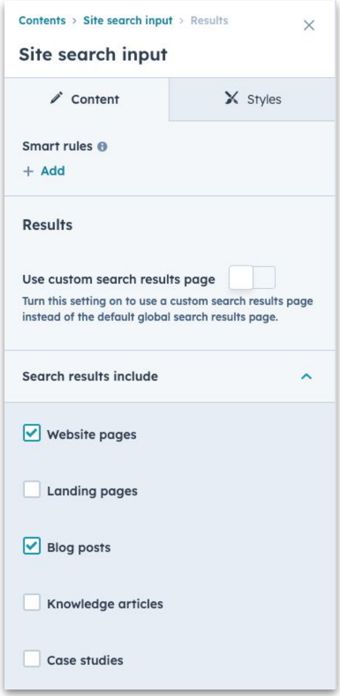
Site search now remembers filters throughout the search journey, providing visitors with a smoother, more consistent search experience.

Use Case

A visitor filters for case studies on your site and clicks through to a main search page—previously, their filter would be lost. With this update, their filter selection remains, making it easier for them to continue their search without losing context, ultimately improving the overall user experience.

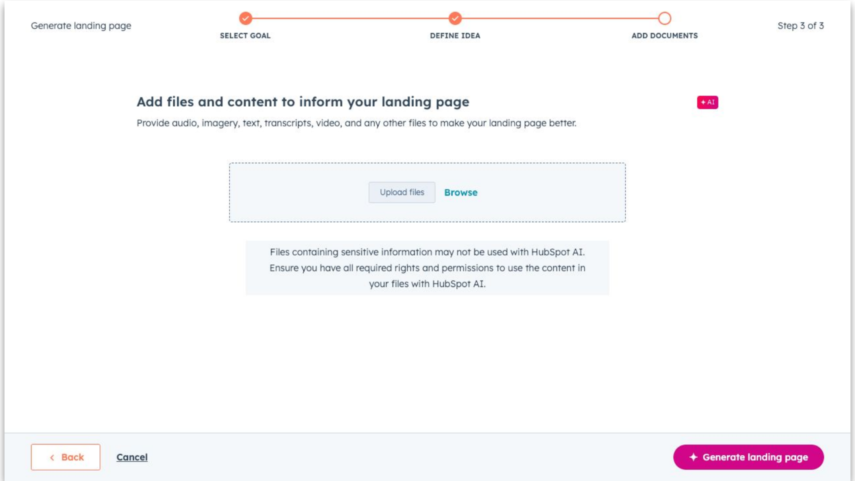
Launch region: Global

Free | Starter | Pro | Enterprise | Live



Content Agent Landing Pages: Upload Files

Easily upload files like PDFs to Content Agent landing pages, streamlining the content creation process and improving efficiency.



Use Case

A marketer is working on a landing page but has several existing files that provide important context and information. Instead of manually copying and pasting content into the description field, they can now upload those files directly, saving time and ensuring the landing page is built using the most up-to-date materials.

Launch region: Global

Free Starter **Pro** **Enterprise** **Live**

Marketing Hub®

Content Hub™

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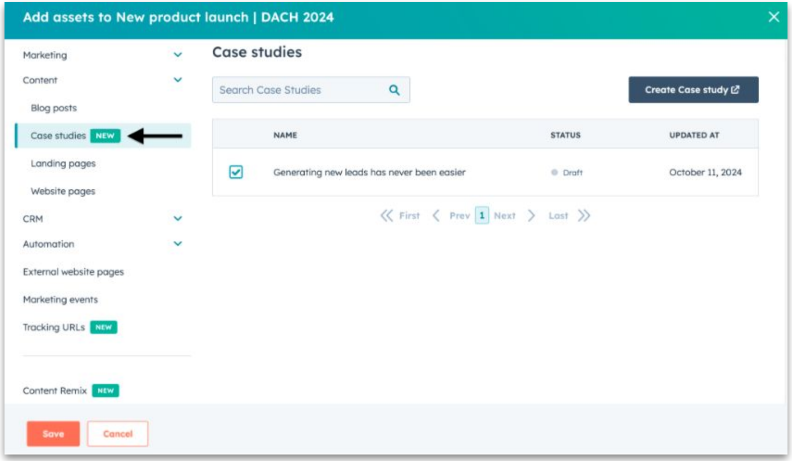
Marketing Hub® Content Hub™

Add Case Studies to Campaigns

Add case studies to your campaigns to build credibility and drive engagement by showcasing successful customer stories.



Use Case

You're running a lead generation campaign and want to provide potential customers with real-world examples of your product's effectiveness. By adding case studies to your campaign, you can build trust and credibility, showing exactly how your product has solved problems for other customers, ultimately driving more conversions.

Launch region: Global

Free Starter Pro Enterprise Live

HubSpot

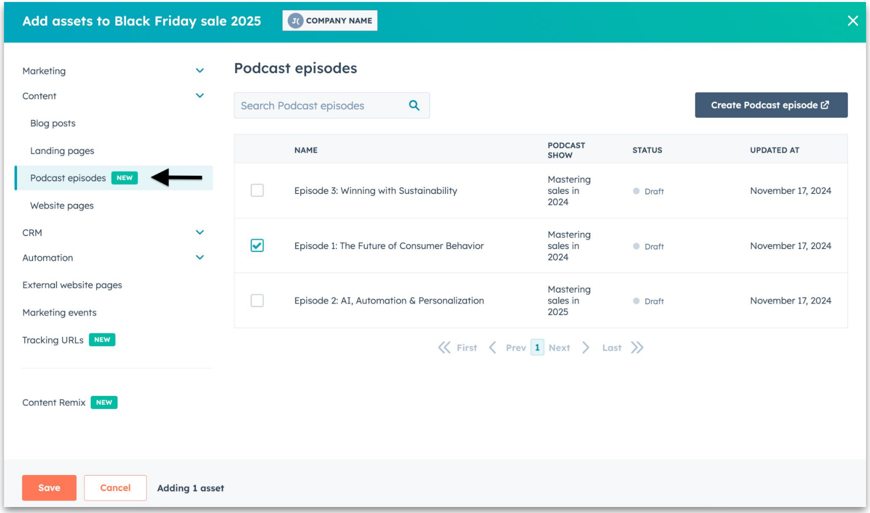
Marketing Hub® Content Hub™

Add Podcast Episodes to Campaigns

Add podcast episodes to your campaigns to foster deeper audience connections and reinforce your brand's authority.

Use Case

As part of a comprehensive marketing strategy, you want to provide your audience with valuable insights in a format that goes beyond text. Including podcast episodes in your campaigns allows you to build trust and connect with your listeners on a more personal level, driving engagement and loyalty over time.



Launch region: Global

Free Starter **Pro** **Enterprise** **Live**

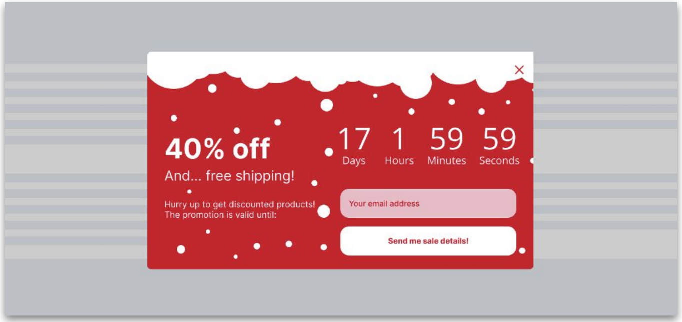
HubSpot

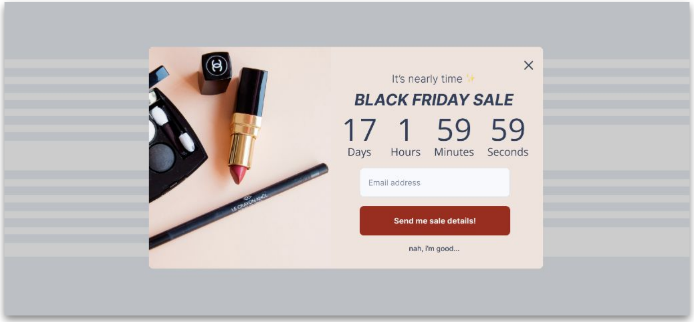
Countdown Timer in CTAs

Drive urgency and conversions with the Countdown Timer module in HubSpot CTAs, ideal for time-sensitive campaigns.

Use Case

Highlight an upcoming sale or limited-time event directly in your CTAs with an eye-catching countdown to motivate quick user action. This functionality helps you maximize engagement and capitalize on urgency to achieve your campaign goals.





Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

Sales Hub®

Powered by Breeze

Sales Hub®

Indicate the meeting duration when logging and editing a meeting on Android

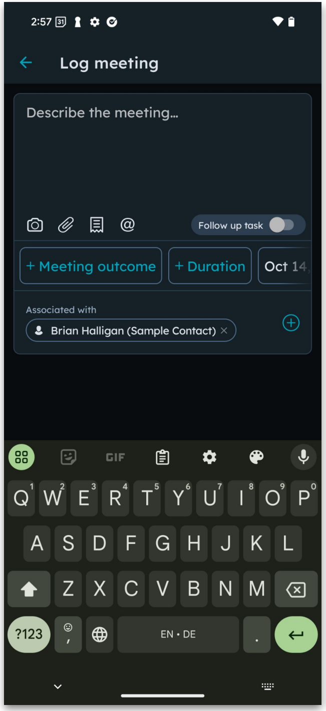
The Android app now allows you to select and specify the duration of meetings when creating or editing them.

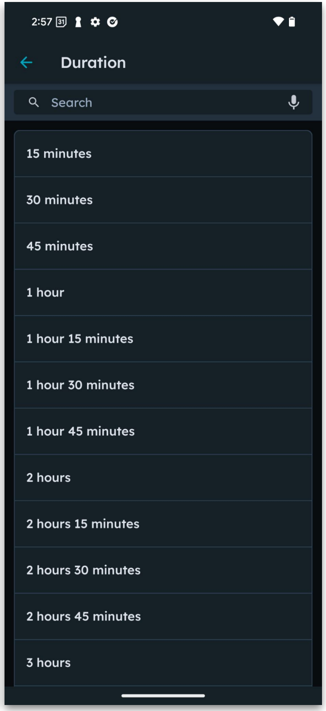
Use Case

A sales rep scheduling a meeting on their Android device can quickly select the meeting duration, just like they would on the web version, ensuring accurate meeting time tracking. This eliminates the need for manual entry and reduces errors, making the scheduling process smoother.

Launch region: Global

Free | Starter | Pro | Enterprise | Live





Service Hub®

Powered by Breeze

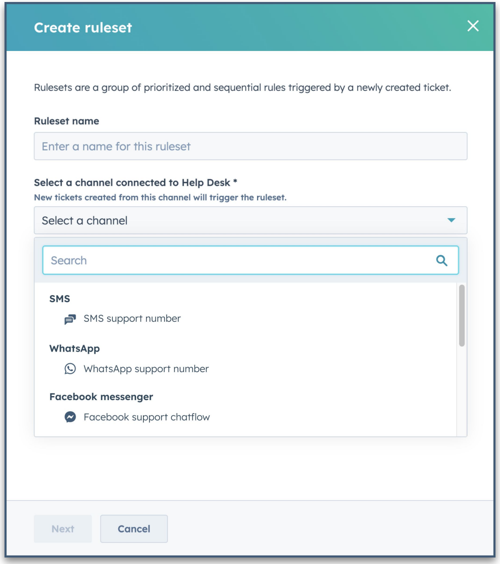
Service Hub®

Skill-based Ticket Routing on Help desk messaging channels

The new skill-based rulesets allow Help Desk Admins to efficiently route tickets across all connected messaging channels.

Use Case

As a Help Desk Admin, you set up skill-based rulesets to ensure that customer inquiries via WhatsApp are directed to agents with expertise in that area. This streamlined approach improves response times and customer satisfaction by connecting users with the right support from the start.



Launch region: Global

Free | Starter | Pro | **Enterprise** | **Live**

Get notified about custom objects on Android

Receive real-time notifications for custom objects and activities on Android, keeping you informed and in control.

Use Case

Imagine being tagged in a key activity or assigned a custom object and instantly receiving a notification to address it promptly. With this feature, you can stay aligned with your team's progress and respond efficiently, even on the go.

Launch region: Global

Free Starter Pro Enterprise Live

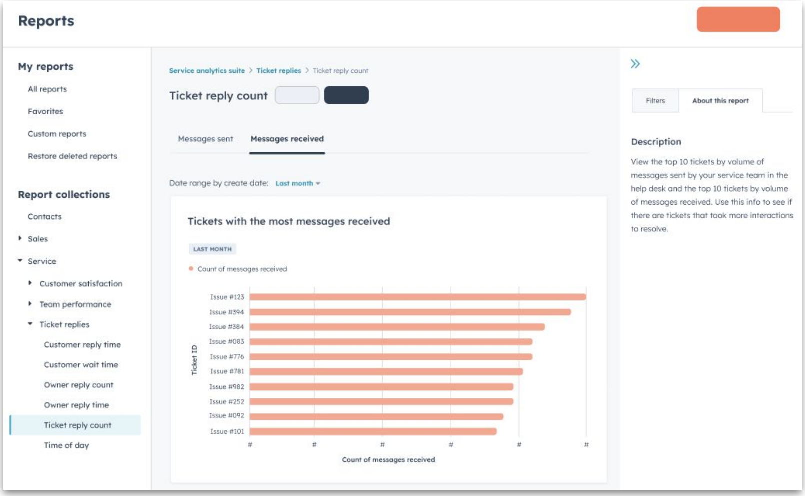
Service Hub®

Help Desk Message Analytics

Gain actionable insights into reply behaviors with Help Desk Message Analytics, improving team efficiency and customer satisfaction.

Use Case

You can analyze average reply times, identify top-performing reps, and uncover patterns in customer wait times to address inefficiencies and enhance service quality. This feature supports your Help Desk team in providing responsive and exceptional customer support.



Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

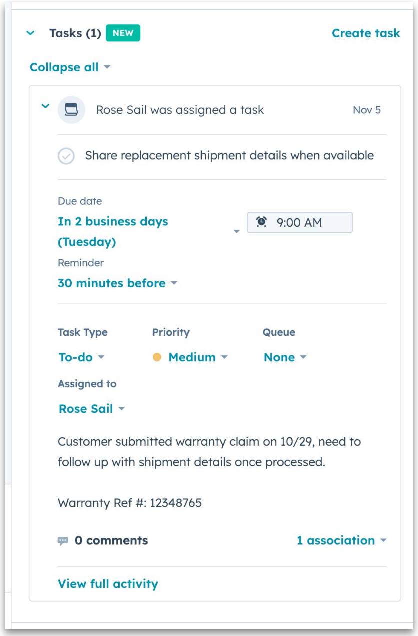
HubSpot

Create and View Tasks from Help Desk Sidebar

Manage ticket-related tasks seamlessly within the help desk workspace to improve efficiency and resolution times.

Use Case

Support teams can create and track action items directly alongside tickets, ensuring nothing is overlooked while resolving issues faster. By keeping task management within the help desk, this update boosts productivity and simplifies workflows.



Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

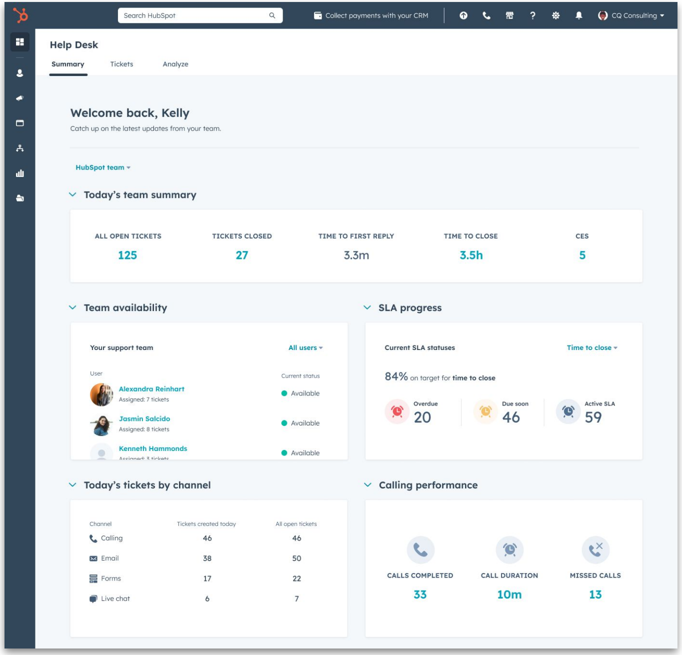
Service Hub®

Help Desk Summary Tab

Get a clear snapshot of your support team's performance and ticket activity with the Help Desk Summary tab.

Use Case

As a support manager, you can quickly assess agent availability, caseloads, and performance trends to identify where adjustments or interventions are needed. This tool helps you maintain team efficiency and deliver exceptional customer support.



Launch region: Global

Free Starter **Pro** **Enterprise** **Public Beta**

HubSpot

Sales Hub®

Service Hub®

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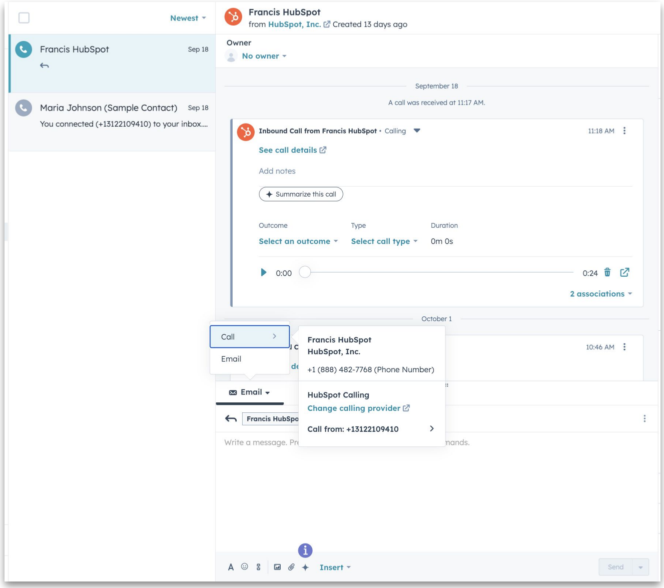
Sales Hub® Service Hub®

Updated Outbound Calling experience in conversations Inbox

This update provides a new method of placing Outbound Calls from existing Inbox threads.



Use Case

Consider the advantage of spotting an inquiry in an Inbox thread and instantly dialing out to discuss it, regardless of whether a contact is linked. This capability transforms your workflow, allowing you to act on leads with agility, ensuring you never miss an opportunity to connect with clients.

Launch region: Global

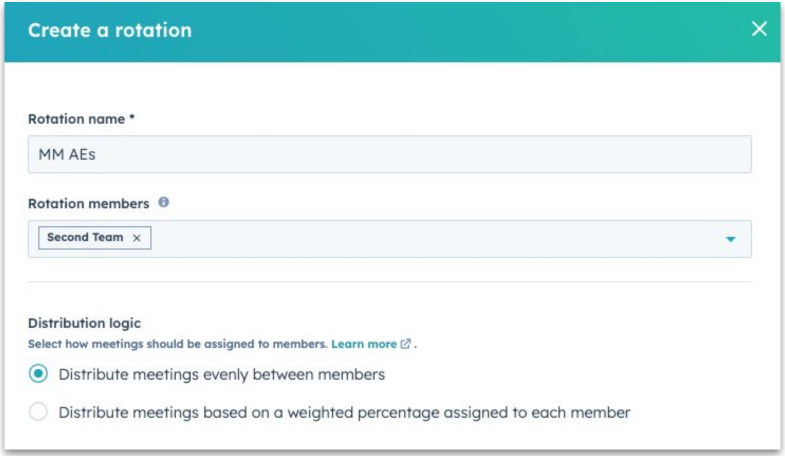
Free Starter Pro Enterprise Live

HubSpot

Sales Hub® Service Hub®

Weighted and even distribution for meeting rotations in scheduling pages

Control meeting assignments with evenly distributed or weighted rotations, ensuring fair and strategic scheduling.



Use Case

Assign meetings evenly across team members for fairness or weight assignments toward key team members to match demand. Changes to the rotation automatically reflect on all associated scheduling pages, ensuring consistency and saving time.

Launch region: Global

Free Starter Pro Enterprise Public Beta

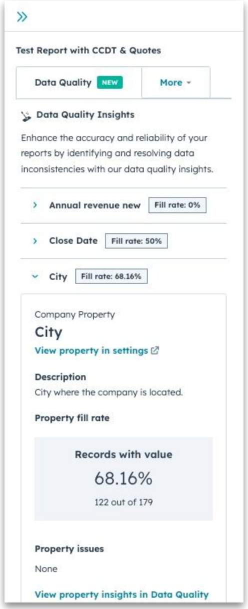
HubSpot

Operations Hub®

Powered by Breeze

Data Quality Property Insights in Report Viewer

Gain valuable context about properties in Report Viewer to make smarter, data-driven reporting decisions.



Use Case

When creating reports, you can access insights on property data quality and availability, ensuring you choose the most relevant fields. This improves reporting efficiency and helps achieve precise outcomes aligned with your goals.

Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

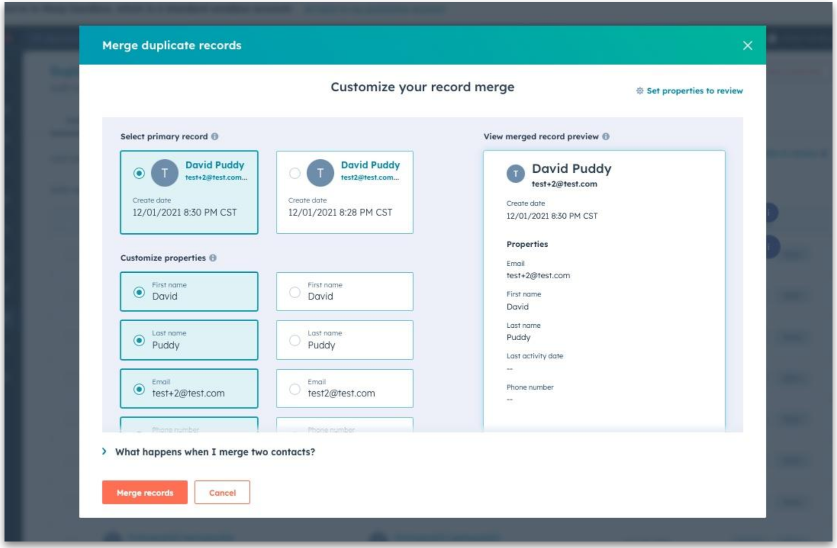
Operations Hub®

Merges with Property Control in Duplicate Management Tool

With Property Control, you can now select which properties to keep during duplicate record merges, giving you precise control over your data management.

Use Case

As your business scales, managing duplicate contacts and records can become more challenging. This feature lets you retain only the most accurate and necessary properties during a merge, ensuring your CRM data stays clean and aligned with your business's evolving needs.



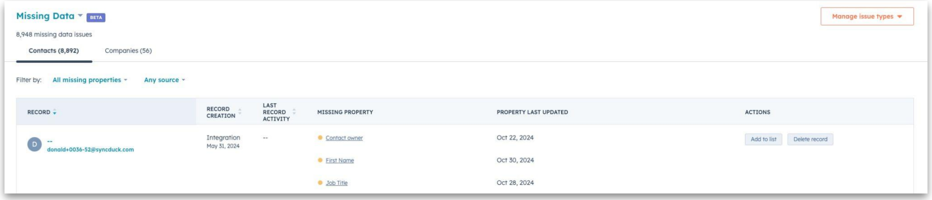
Launch region: Global

Free Starter Pro Enterprise Live

Operations Hub®

Identify Missing Data in the Data Quality Command Center

Easily locate and resolve missing data for contacts and companies to maintain accurate and reliable records in the Data Quality Command Center.



Use Case

Quickly spot incomplete records, such as missing emails or phone numbers, and update or manage them directly within the Data Quality Command Center. This proactive approach improves data accuracy, ensuring better customer engagement and more effective strategies.

Launch region: Global

Free Starter **Pro** **Enterprise** **Public Beta**

HubSpot

Commerce Hub™

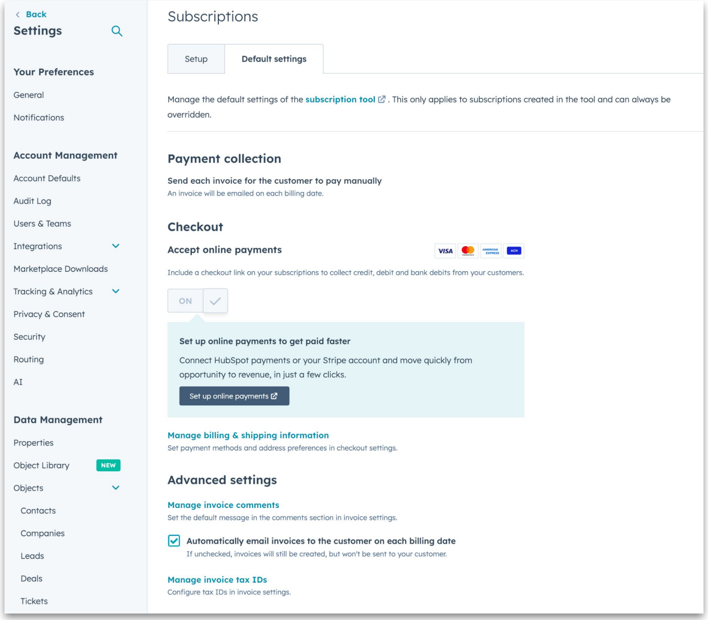
Commerce Hub™

Settings page for Subscriptions

A new Settings page for Subscriptions makes it easy to configure defaults and manage properties and permissions for your subscription workflows.

Use Case

If your team regularly creates new subscriptions, you can now set default values that automatically apply, saving time and reducing errors. The Settings page ensures that the most common subscription configurations are ready to go, so your team can focus on more strategic tasks.



Launch region: Global

Free Starter Pro Enterprise Live

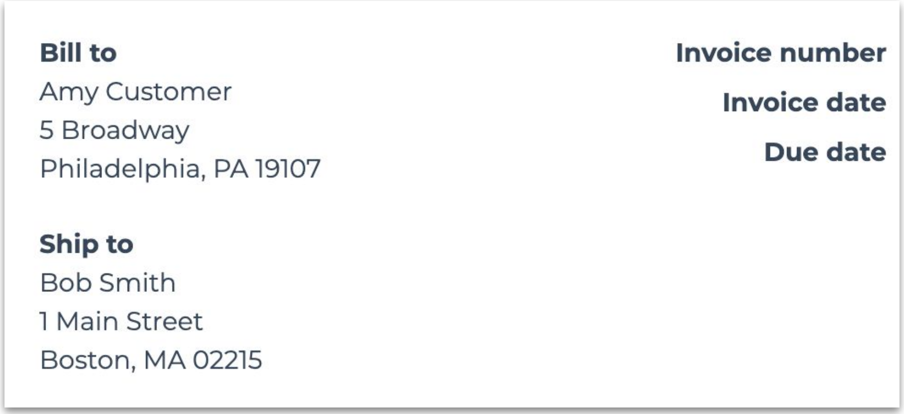
HubSpot

Include shipping address on invoices

You can now add shipping addresses to invoices, improving accuracy and record-keeping for deliveries.

Use Case

As a merchant using HubSpot Payments or Stripe, you need to include a customer's shipping address on their invoice for accurate delivery records. This feature allows you to automatically add the shipping address to invoices, reducing errors and improving the overall customer experience.



Launch region: Global

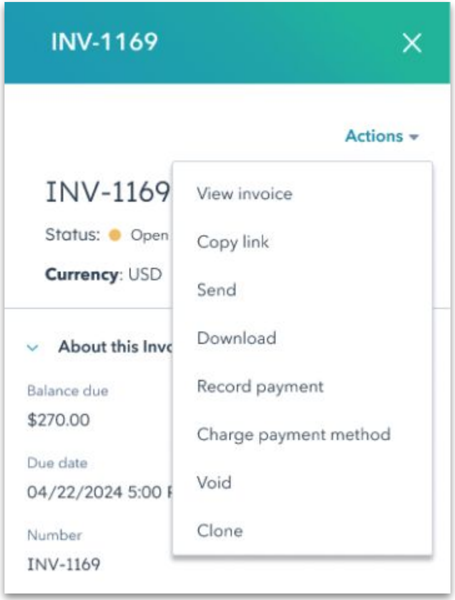
Free | Starter | Pro | Enterprise | Live

Charge a payment method for future charges with Commerce Hub

Securely store and charge payment methods for future transactions with Commerce Hub, enhancing convenience and driving revenue.

Use Case

Merchants can eliminate the need to repeatedly ask customers for payment details, enabling seamless charges for future transactions directly through invoices. By streamlining the checkout process, this feature reduces revenue blockers and enhances customer satisfaction.



Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

Developer Platform

Changes to the meetings engagement API

A change to the Meetings Engagement API ensures the hs_timestamp defaults to the meeting start time when not provided, aligning API-created meetings with those created within HubSpot.

Use Case

As an app developer using the Engagement API to create meeting records, you'll notice that if the hs_timestamp property is missing, the system will now default to the meeting's start time. This ensures that meetings created through your app will have the same timestamp behavior as those manually created in HubSpot, preventing any discrepancies in reporting or workflows.

Launch region: Global

Free Starter Pro Enterprise Live

You can now request internal values for your API Exports instead of labels

Learn More

The exports API now allows you to export internal property names or values instead of labels for greater accuracy and consistency.

Use Case

A developer working on a data integration between HubSpot and a custom CRM previously struggled with the lack of unique property labels, which made syncing data unreliable. By exporting internal property names instead, they can ensure a consistent and predictable data transfer, avoiding errors and saving development time.

Launch region: Global

Free Starter Pro Enterprise Live

Updated Marketing Events API

Gain unrestricted access to all marketing events via the updated API, enabling advanced event management, analysis, and integration.

Use Case

Developers can now retrieve and analyze data from all marketing events, including those created directly in the UI, to provide customers with detailed attribution reporting, ROI calculations, and improved segmentation. This ensures seamless event management across applications and enhances strategic decision-making.

Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

UI Extensions & CRM Development Tools Available on Enterprise Plans

Access powerful CRM development tools on any enterprise plan to build private apps and customize your CRM experience.

Use Case

You can create custom UI extensions with React, leverage serverless functions, and test in developer sandboxes to streamline your CRM workflows. This functionality centralizes tools in the CRM development home page, ensuring efficient navigation and robust customization options.

Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

Workflow Update and V3 Migration endpoints for Automation Workflows Public API v4

Empower your development efforts with the expanded capabilities of Automation Workflows Public API v4, offering advanced workflow control and modernized design.

Use Case

Developers can now retrieve multiple workflows, update flows, and access ID mappings in batch, streamlining workflow management for complex automation projects. This update simplifies API integrations, enabling faster implementation and greater customization possibilities.

Launch region: Global

Free Starter Pro Enterprise Public Beta

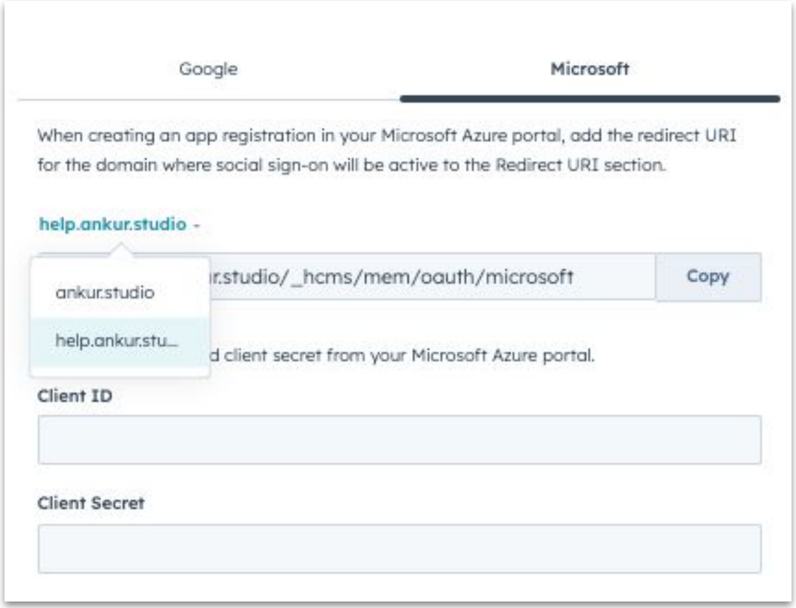
App Marketplace

Microsoft Sign-in for Private Content

Contacts can access private content via their Microsoft account, bypassing the need for unique login credentials.

Use Case

For users accessing exclusive content, signing in with a Microsoft account reduces the hassle of remembering additional passwords. This frictionless authentication boosts convenience and encourages engagement with your resources.



Launch region: Global

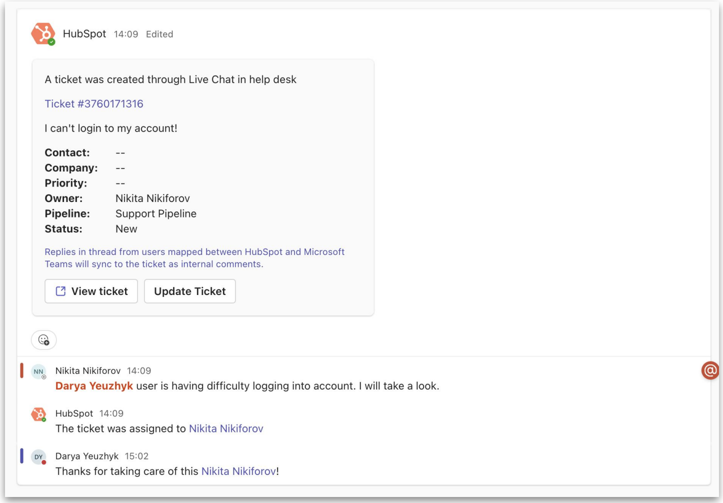
Free Starter **Pro** **Enterprise** **Live**

Connect HubSpot tickets to Microsoft Teams and sync replies

You can now integrate HubSpot's help desk tool with Microsoft Teams, enabling your team to collaboratively resolve tickets more effectively.

Use Case

This integration enhances your support team's workflow by ensuring real-time collaboration in Microsoft Teams, where many discussions take place. By automatically sending ticket notifications to designated channels and allowing threaded replies to sync with HubSpot, your team can resolve issues faster and provide better customer service, all while staying connected in a familiar environment.



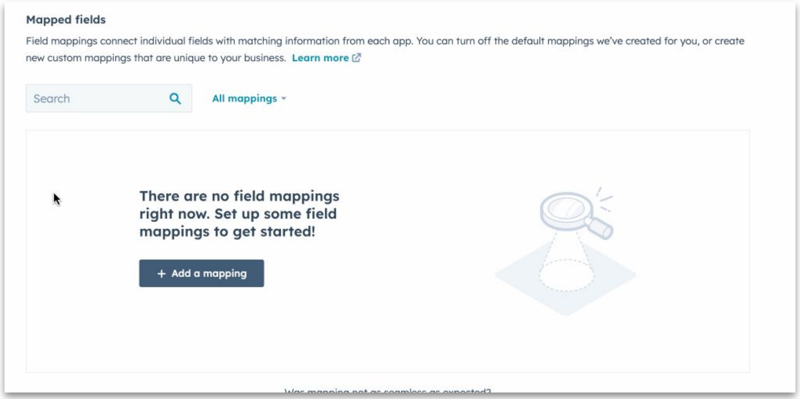
Launch region: Global

Free | Starter | Pro | Enterprise | Live

Sync custom objects in data sync (ZohoCRM, Dynamics, Airtable, Kintone, Smartsheet)

Learn More

Sync custom objects between HubSpot and third-party apps to maintain consistent data and streamline workflows across platforms.



Use Case

Effortlessly connect HubSpot Custom Objects with custom entities in apps like Airtable or Zoho CRM to ensure your data remains unified and actionable. This feature simplifies cross-platform collaboration and keeps your business processes running smoothly.

Launch region: Global

Free Starter Pro Enterprise Public Beta

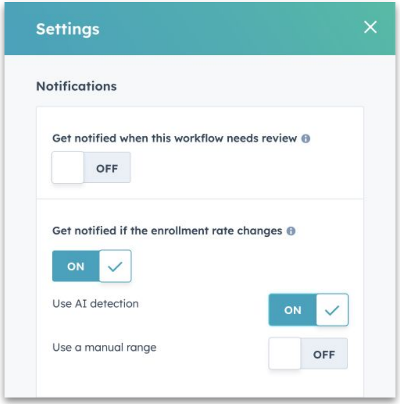
CRM Platform

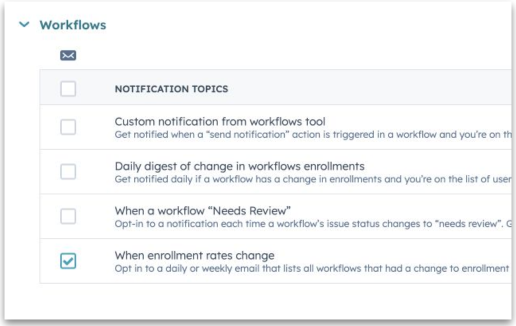
AI Powered

Smart CRM™

Workflow Enrollment Anomalies Identified by HubSpot AI

HubSpot now uses AI to automatically detect unusual changes in workflow enrollment rates, allowing you to receive notifications when these rates fluctuate for specific workflows. This feature streamlines monitoring and enhances responsiveness.





Use Case

Enabling AI-powered notifications keeps you informed about significant dips or spikes in enrollment rates without the need for manual calculations. This proactive approach ensures quick action on potential workflow issues, optimizing their effectiveness and improving overall business performance.

Launch region: Global

Free | Starter | Pro | Enterprise | Live

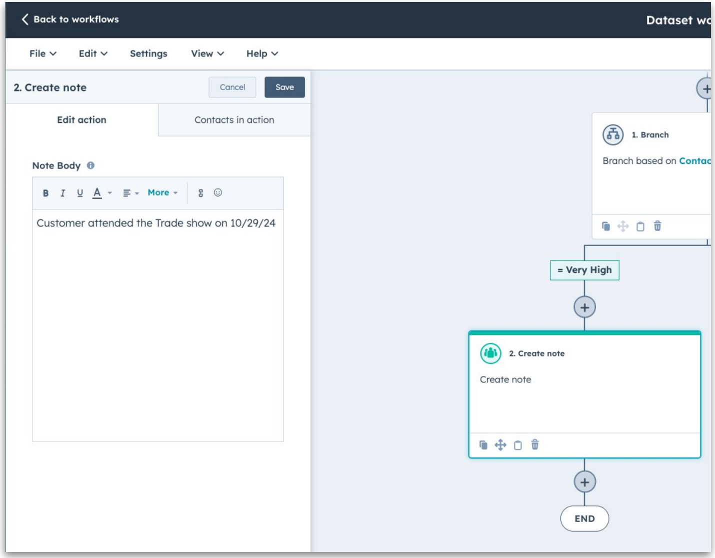
HubSpot

Create note workflow action

Automate note creation in workflows to save time and maintain clear, detailed records across teams.

Use Case

You can streamline customer handoffs by automatically generating notes summarizing key updates or actions taken, ensuring all teams involved are aligned. This feature reduces manual effort and fosters better communication within your processes.



Launch region: Global

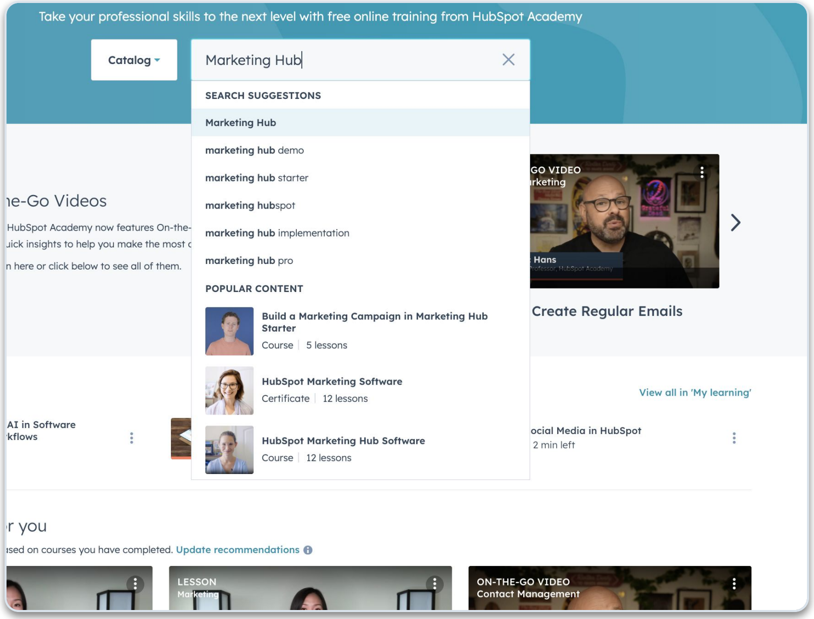
Free Starter **Pro** **Enterprise** **Live**

Academy Search Suggestions

With Search Suggestions, you can quickly find Academy content using keyword-based autocomplete, helping you learn more efficiently.

Use Case

You're ready to dive into HubSpot Academy and need a quick resource on inbound marketing. As you start typing, the search bar suggests relevant courses, letting you select the right one instantly and get started without wasting time.



Launch region: Global

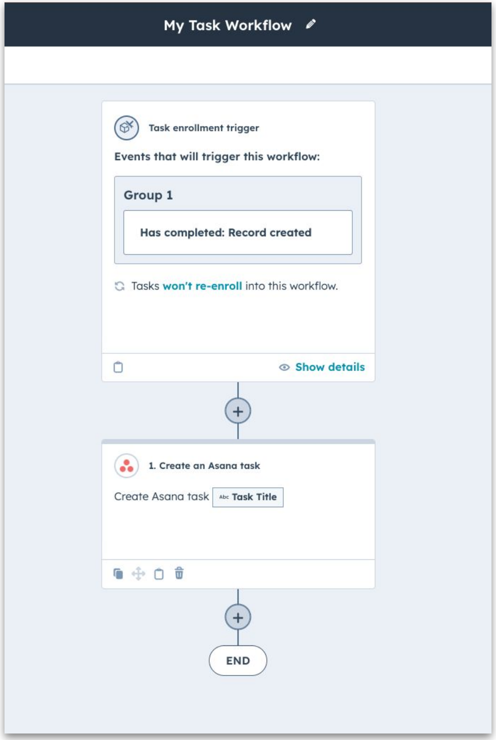
Free | Starter | Pro | Enterprise | Live

Task workflows

Automate note creation in workflows to save time and maintain clear, detailed records across teams.

Use Case

You can streamline customer handoffs by automatically generating notes summarizing key updates or actions taken, ensuring all teams involved are aligned. This feature reduces manual effort and fosters better communication within your processes.



Launch region: Global

Free Starter Pro Enterprise Live

Team Email respects team Never Log list

Learn More

HubSpot now extends the "Exclude recipients from CRM email logging" feature to include team-based email accounts, allowing super admins to maintain a "never log" list that applies to all Team Email connected channel.

Use Case

This update eliminates confusion by ensuring that the same exclusion rules apply across both personal and team email accounts. Now, your team can easily manage email logging, preventing certain recipients from cluttering the timeline with irrelevant activities, which enhances the clarity and focus of your CRM data.

Launch region: Global

Free | Starter | Pro | Enterprise | Live

Custom Object Pipelines Automation

Automate actions such as task creation and internal notifications based on the stages of your custom object pipelines.

Use Case

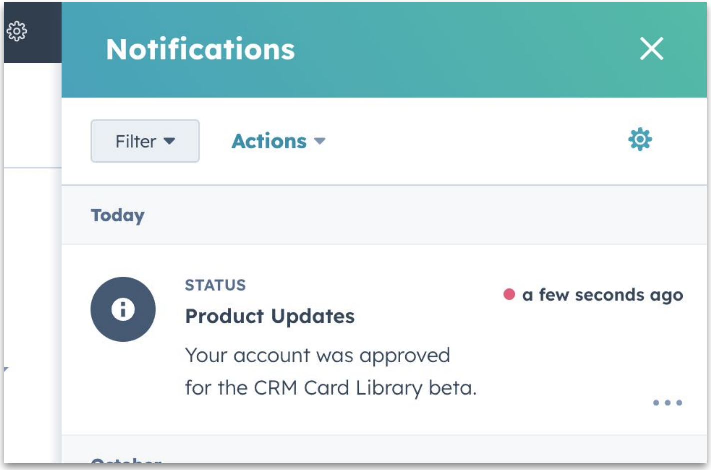
Imagine you're tracking customer onboarding as a custom object; with this update, you can automatically assign tasks or notify your team whenever a customer advances to a new stage. This reduces manual work and ensures that important actions are taken in real-time, keeping your processes smooth and timely.

Launch region: Global

Free Starter Pro **Enterprise** **Live**

Admins will now be notified once their private beta request has been approved or rejected

You'll be notified right in the app when your private beta request is approved or rejected, saving you time and effort.



Use Case

As an admin managing multiple beta programs, you'll no longer have to monitor the Product Updates page for changes. Instead, you'll get an instant notification, so you can quickly act on approvals or rejections and keep things moving forward.

Launch region: Global

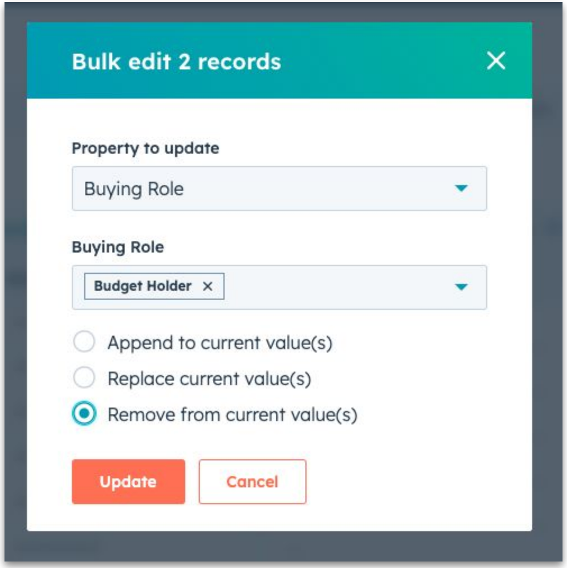
Free | Starter | Pro | Enterprise | Live

'Remove' action for bulk edits to properties

Bulk editing now includes the ability to remove property values from multiple records at once, streamlining data management.

Use Case

After updating the "Buying Role" property, you need to remove "Budget Holder" from a set of contact records. This feature allows you to quickly make that change across all selected records, keeping your data accurate and up-to-date with minimal effort.



Launch region: Global

Free | Starter | Pro | Enterprise | Live

CRM Platform

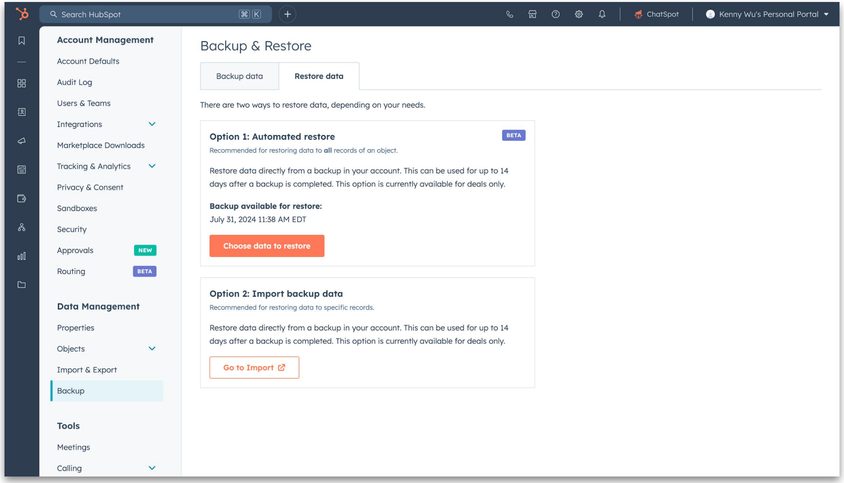
Restore from Data Backup

Learn More

Restore from Data Backup introduces a seamless recovery tool to bring data back to a previous state. With this feature, you will be able to restore updated property values from a previous backup without needing to re-import a file.

Use Case

Restoring data manually can be an error-prone and time-consuming process. Having a seamless restore experience enables you to quickly recover from catastrophe, without needing to re-import a file.

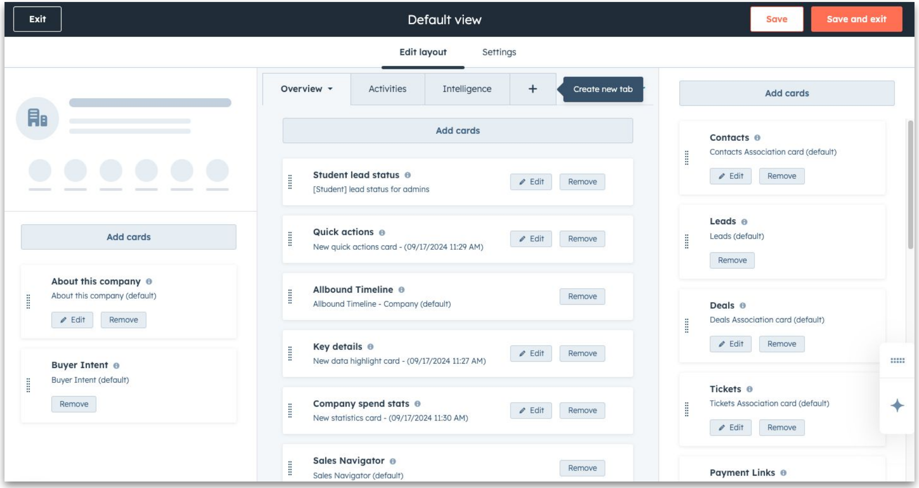


Launch region: Global

Free | Starter | Pro | Enterprise | Live

Additional Record Page Tabs for Enterprise

Admins can now add multiple tabs to the middle column of record pages, streamlining access to important business information.



Use Case

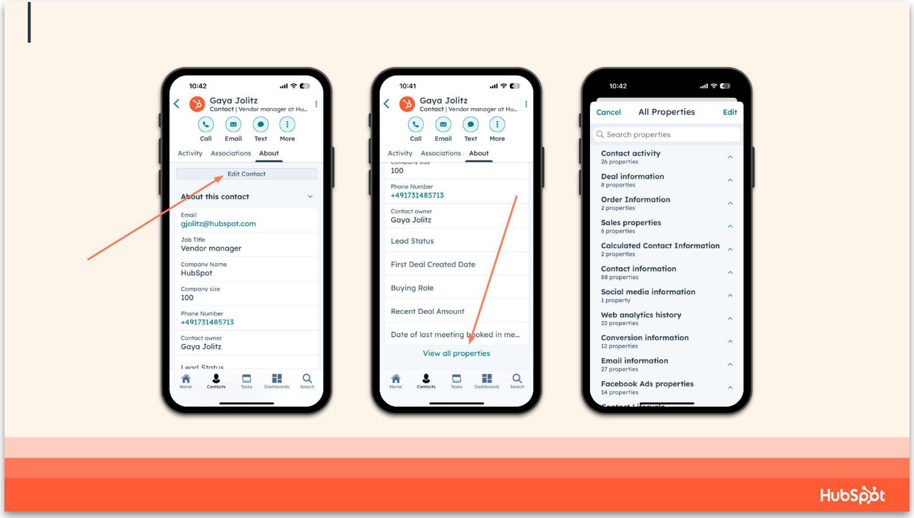
As an admin managing a large team, you need quick access to various data points within a record. By adding custom tabs, you can organize important information into separate views, allowing your team to find exactly what they need faster and more efficiently.

Launch region: Global

Free | Starter | Pro | **Enterprise** | **Live**

Customize the About section via the left sidebar on iOS

The About tab on iOS now mirrors the customized CRM properties from the left sidebar on desktop, providing a consistent experience across devices.



Use Case

If you've customized your CRM properties on the desktop version, they will now appear in the About tab on your iOS device. This update ensures you can view and manage the same important data whether you're at your desk or on the go, keeping your workflow seamless.

Launch region: Global

Free Starter Pro Enterprise Live

Passkeys

Passkeys provide a faster, more secure login method by replacing passwords and 2FA, using biometrics or password managers to streamline authentication.

Use Case

If you're tired of managing complex passwords and 2FA codes, passkeys allow you to use your phone's biometric authentication to log into HubSpot in seconds. This added layer of security makes it easier to access your account across devices while protecting you from phishing attacks and other security risks.

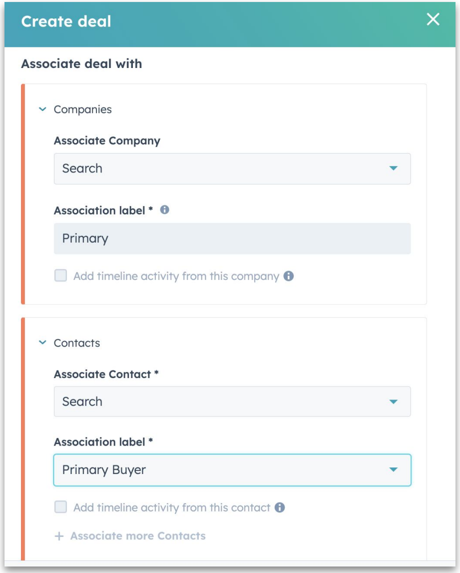
Note: users who log in to HubSpot with Single-Sign On aren't eligible to use passkeys

Launch region: Global

Free | Starter | Pro | Enterprise | Live

Required Association Labels for Manual Record Creation

Admins can now enforce the use of association labels during the creation of contact, company, deal, ticket, or custom object forms by requiring either any label or a specific label (e.g., "primary buyer"). This ensures that reps must fill out all required information, including labels, before creating a new record.



Use Case

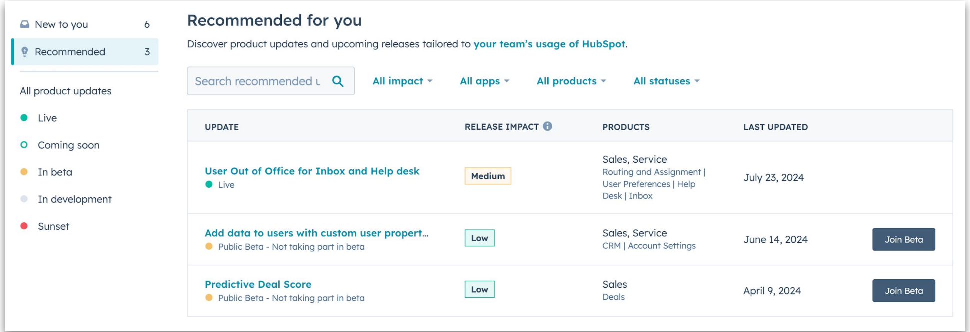
By implementing this functionality, you can enhance data quality and ensure that important association labels are consistently applied during record creation. For example, if every deal must have an associated contact labeled as "primary buyer," this requirement helps streamline the process, making it easier for your team to maintain accurate and organized data.

Launch region: Global

Free Starter **Pro** **Enterprise** **Live**

Recommended Product Updates

You can now access a curated list of product updates tailored to your team's usage of HubSpot.



Use Case

With over 800 updates released in the past year, this feature helps you easily identify the most relevant changes that can enhance your workflows. By focusing on impactful updates, you can effectively manage change and optimize your team's performance within HubSpot.

Launch region: Global

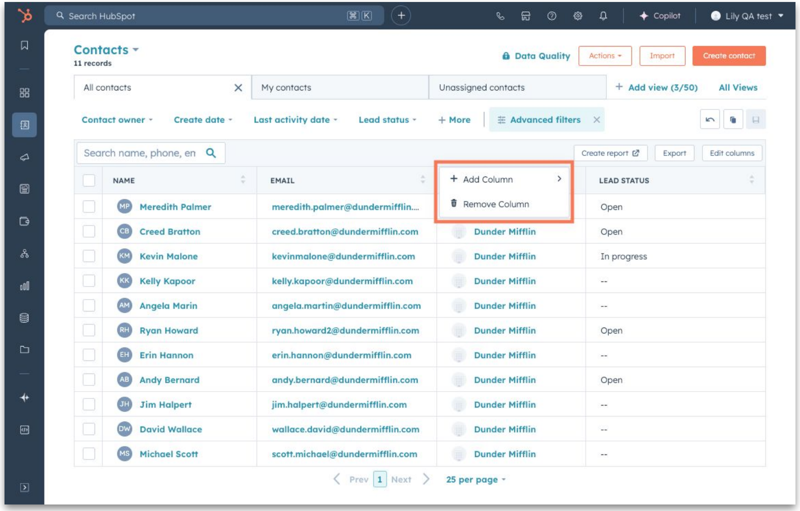
Free Starter Pro Enterprise Live

Index table right-click actions

Easily manage columns on the index table with right-click actions for a faster, more intuitive experience.

Use Case

Right-clicking on the index table now allows you to adjust columns instantly, streamlining your table setup without disrupting your workflow. This capability enhances usability, giving you more control and reducing repetitive steps.



Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

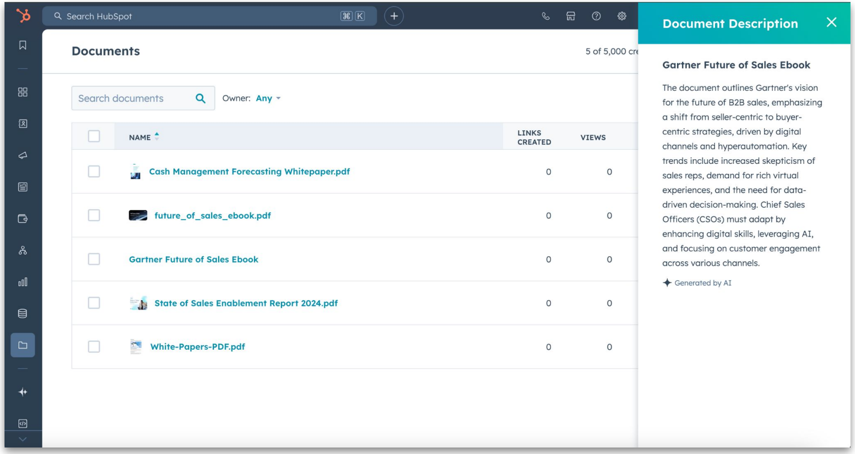
Breeze™

AI Powered

Breeze™

AI-Generated Document Descriptions

AI-generated document descriptions in Breeze make it easier for sales reps to find and share the right content in real-time.



Use Case

As a sales rep managing a large library of documents, you often struggle to find the right case study or product sheet in time for a meeting. With AI-generated descriptions, Breeze helps you quickly identify and share the most relevant documents, so you can engage prospects more effectively and close deals faster.

Launch region: Global

Free · Starter · Pro · Enterprise · Live

HubSpot

Breeze™

Copilot now available in all supported languages

Copilot's new multilingual capabilities allow you to perform tasks like content creation and customer service in any language supported by your portal.

Use Case

As a sales rep working with international clients, you can now draft personalized outreach in your client's preferred language, thanks to Copilot's language support. This ensures you can engage with customers more effectively, no matter where they're located or what language they speak.

Launch region: Global

Free Starter Pro Enterprise Live

HubSpot

Thank You