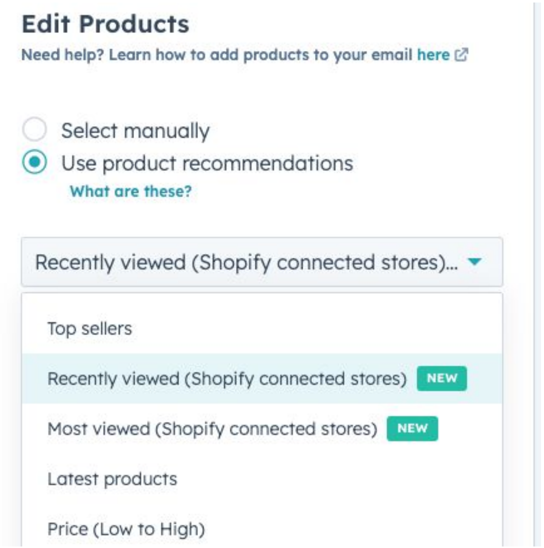
December 2024 Product Updates

Marketing Hub®

Powered by Breeze

[Private Beta] Customize HubSpot marketing emails with recently viewed Shopify products

Now you can use the Shopify app to pull contacts' recently viewed products from your Shopify store into your HubSpot marketing emails. This new option allows you to easily identify and showcase products that your customers have recently explored, helping to re-engage them and boost sales.



Why does it matter?

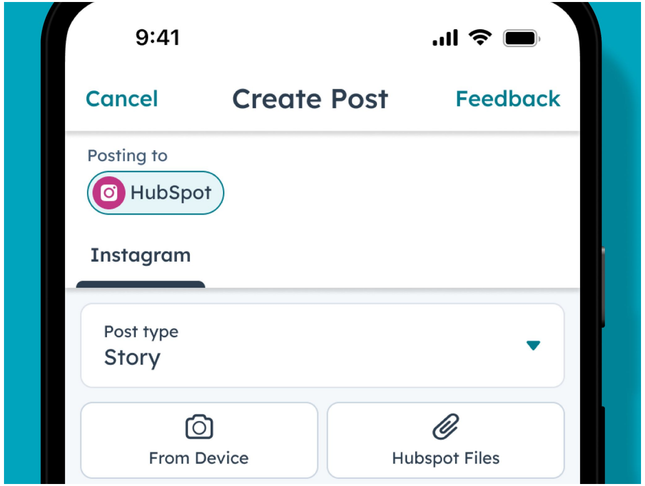
Previously, you couldn't customize HubSpot marketing emails with recently viewed products from your Shopify store, which limited your marketing campaigns. Now, you can boost engagement and sales by integrating these personalized product recommendations directly into your emails, using synced data from Shopify.

Launch region: Global

Pro Enterprise

[Live] Instagram Stories on Mobile

You can now publish Instagram Stories and see their performance on the Mobile Social tool.



Why does it matter?

Instagram Stories give you prime placement in your followers' feeds, allowing you to stand out and grab their attention. By consistently posting Stories, you can stay top of mind with your customers and bypass the constantly changing Instagram algorithm.

Stories also provide a perfect opportunity to showcase the human side of your brand, which is found on the go a lot of times!

The informal and spontaneous nature of Stories allows you to connect with your audience on a more personal level, showcasing your brand's voice and personality.

Launch region: Global

Pro Enterprise Live

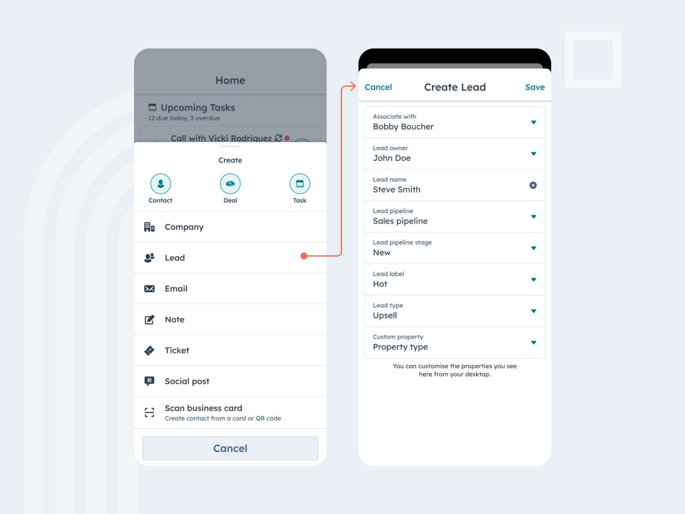
Sales Hub®

Powered by Breeze

Sales Hub®

[Public Beta] Create Sales Leads from Mobile

Sales representatives using the HubSpot mobile app now have the capability to generate leads directly from the app while on the move. This update lets them create leads from different places in their sales navigation interface. This gives them the freedom to build their pipeline anytime and anywhere.



Why does it matter?

Until recently, sales representatives had a problem: they couldn't create new lead records from the mobile app while managing their prospecting pipeline. They were constrained to using an enabled portal Lead setting to generate leads only when contacts in specific stages emerged. This posed a significant limitation in expanding their sales pipeline when away from their desks.

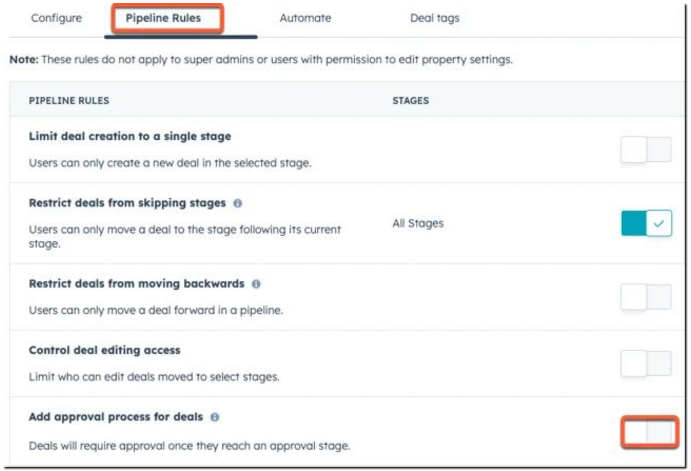
Launch region: Global

Pro Enterprise

HubSpot

Sales Hub®

[Automated Rollout] Deal approvals: Set conditions & reinstate rejected deals



We are enhancing the deal approvals feature with two updates:

- Admins can set conditional criteria for deal approvals within a pipeline, ensuring only qualifying deals require approval.
- Super admins can restart the approval process for rejected deals.

Why does it matter?

Conditional approvals offer flexibility by requiring approval only for specific deals, ensuring compliance while minimizing disruptions.

If a deal is mistakenly rejected, a super admin can now reinstate it into the approval process, preserving the original data and avoiding the creation of a new deal record.

Launch region: Global

Enterprise Live

HubSpot

Sales Hub®

[Live] Sales Workspace is Now Available for New Portals

The sales workspace will replace the existing prospecting workspace. To minimize disruption of workflows, we are rolling it out in phases. First, only to new Sales Hub portals and portals who don't make use of the prospecting workspace. We will then migrate all remaining Sales Hub portals to the new sales workspace on January 20, 2025.

Why does it matter?

We reimagined the prospecting workspace as the sales workspace because we know that in the current selling environment every quota-carrying salesperson is responsible for pipeline generation. For some sellers (e.g., BDRs), pipeline generation is their entire job, while for others (e.g., AEs), it's necessary to hit quota on top of their deal-closing duties.

The sales workspace brings together pipeline generation and closing activities in one place. This helps salespeople easily choose and do the most important sales actions they need to reach their goals, without switching between tools.

Launch region: Global

Pro Enterprise Live

Service Hub®

Powered by Breeze

[Private Beta] AI-Generated Language Detection for Tickets

This change introduces a new AI-generated ticket property: Language. The value for this property will be automatically generated based on the language of the customer messages in any conversations associated with the ticket.

Why does it matter?

Support teams, especially those in multi-national organizations that serve a diverse customer base, need to be able to route and triage tickets based on criteria like language. With this change, support teams will be able to more easily take language into account when processing new tickets—ensuring the ticket gets to the right agent as quickly as possible. The language property can also be used in reports to help support teams glean additional insights.

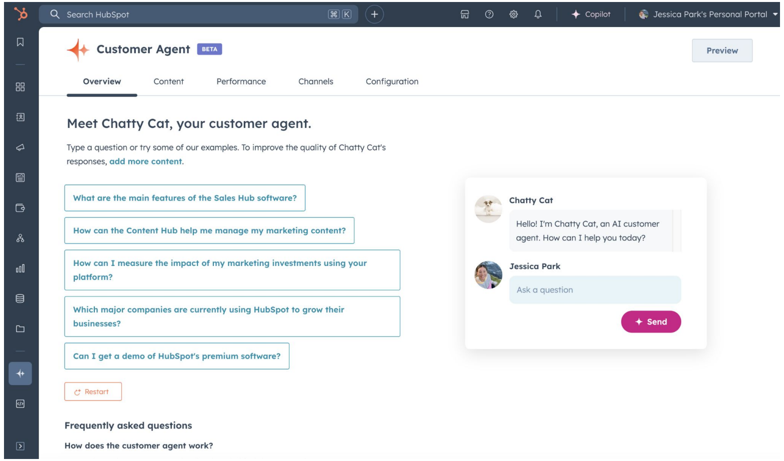
Launch region: Global

Free Starter Pro **Enterprise**

Service Hub®

[Live] Test and train your Customer Agent in minutes

Businesses can now hit the ground running by quickly testing their agent with pre-populated sample questions designed to simulate real customer interactions. This powerful feature makes it easy for businesses to assess the visitor experience and ensure the agent is ready to deliver accurate and helpful responses. By providing a range of sample questions, businesses can confidently evaluate how well the agent handles various scenarios, while also identifying any gaps in knowledge.



Why does it matter?

By offering a curated set of sample questions, we're empowering users to quickly evaluate how the agent handles a variety of common customer interactions. This not only builds trust in the agent's responses but also shortens the time-to-value, allowing businesses to deliver seamless customer experiences faster.

Launch region: Global

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

Service Hub®

[Public Beta] Reporting on SLA Operating Hour performance in Help Desk

With this new functionality, support leaders will be able to deduct new kind of insights from the SLAs set in their portal.

You will get access to 2 more data points:

- Time to First Response in SLA Hours
- Time to Close in SLA Hours

Why does it matter?

Many support organizations do not offer a 24/7 support. Understanding a support team's performance within the set SLA hours is key to understanding and improving customer experience and thus customer satisfaction.

Launch region: Global

Free Starter Pro Enterprise

HubSpot

Sales Hub®

Service Hub®

Powered by Breeze

Sales Hub® Service Hub®

[Private Beta] International Number Porting

Porting is the process of transferring a phone number from one carrier to another. The standard time to for porting from international countries is 4 - 6 weeks.

HubSpot is expanding the capability to port phone numbers globally. The following countries allow porting:

United Kingdom, Canada, Brazil, Australia, New Zealand, Netherlands, Germany, France, Denmark, Sweden, Norway, Finland, Switzerland, Austria, Ireland, Mexico, Spain, Italy

Any countries, not listed, are NOT available at this time. This is the definitive list for Q1 & Q2 2025.

Launch region: Global

Free Starter Pro Enterprise

HubSpot

Developer Platform

[Live] Check Data Model Limits via API

Developers can check a specific portal's progress toward a number of data model limits via API.

Why does it matter?

Accessing data limits via helps developers track usage and access through another medium. Earlier this year, we introduced the ability to easily review data model limits within the Limits tab (accessible via Data Model>Limits). Within this space, users view their overall usage and limits for records, associations, custom properties, association labels and custom objects. Developers are eager to access this information and have requested the ability to query it via API.

Launch region: Global

Free Starter Pro Enterprise Live

[Live] Updated Marketing Events API

The Marketing Events API is now updated, addressing previous limitations and significantly enhancing event management and data analysis capabilities for app developers. This update enables access to all marketing events via the API, regardless of their creation source, allowing for comprehensive event management and analysis.

Why does it matter?

Previously, the API's functionality used two primary identifiers: externalEventId (representing the event ID within a specific application) and externalAccountId (representing the account ID within a specific application). Each application was limited to interacting only with the marketing events it has created, restricting cross-app event management capabilities.

Now, the API provides access to all marketing events, irrespective of their creation source. Additionally, new and enhanced endpoints now support the retrieval, analysis, and management of all marketing events and adding participants using the objectId. This means developers can now develop apps that gather and analyze data across all events, so customers can produce detailed attribution reports, calculate ROI, and segment contacts seamlessly.

Launch region: Global

Free | Starter | Pro | Enterprise | Live

App Marketplace

[Live] Sync custom objects bidirectionally between HubSpot and Salesforce

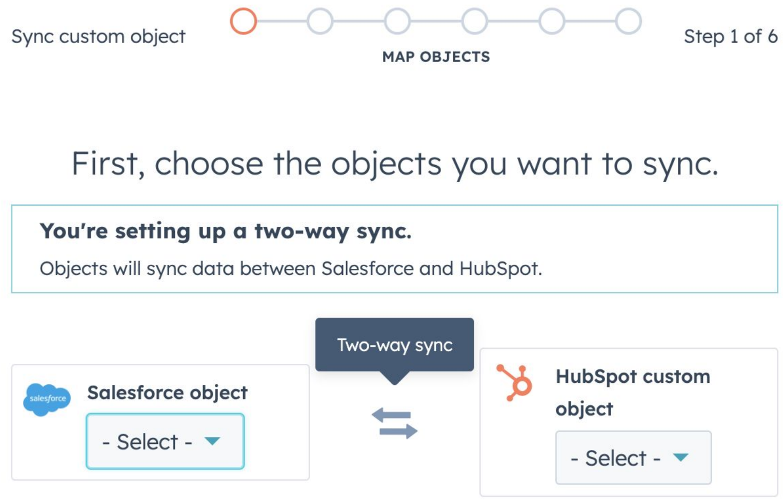
You can now sync custom objects bidirectionally between Salesforce and HubSpot, so you can rest assured that you can both tools are up-to-date.

Why does it matter?

Custom objects help you customize your Salesforce and HubSpot accounts to your needs. Previously, you could only sync custom objects from Salesforce to HubSpot, but not the other way around. Now you can make sure both tools are automatically updated, meaning less back and forth between systems. Now you can set up the sync rules and triggers that align with your needs and preferences

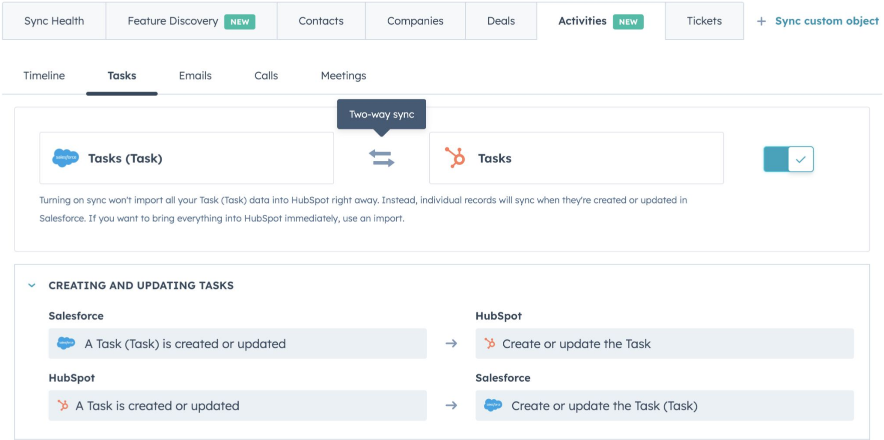
Launch region: Global

Free Starter Pro Enterprise Live



[Live] Sync activities bidirectionally between Salesforce and HubSpot

Customers can now sync activities--including calls, emails, meetings, notes, and tasks--bidirectionally between HubSpot and Salesforce.



Why does it matter?

Previously, you could only sync activities from Salesforce to HubSpot, but not the other way around. Now, with this bidirectional sync, you can make sure both Salesforce and HubSpot are up-to-date with the latest data.

Launch region: Global

Free Starter Pro Enterprise Live

[Live] Sync Salesforce cases with HubSpot tickets bidirectionally

You can now sync HubSpot tickets with Salesforce cases bidirectionally with HubSpot's Salesforce app.

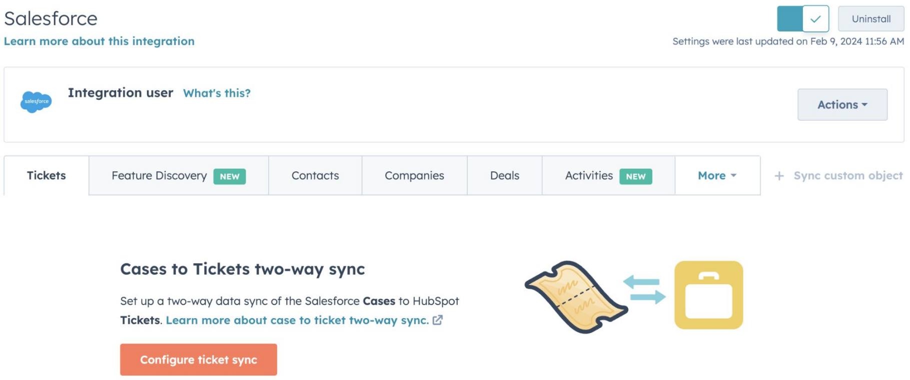
Why does it matter?

Previously, you could only sync Salesforce cases to HubSpot tickets, but not the other way around. This caused unnecessary back-and-forth between the two tools.

Now your customer support reps can sync Salesforce cases with HubSpot tickets bidirectionally, so both tools are up-to-date seamleslsy. Rest assured that your Salesforce data reflects the latest changes from HubSpot tickets.

Launch region: Global

Free Starter Pro Enterprise Live



CRM Platform

AI Powered

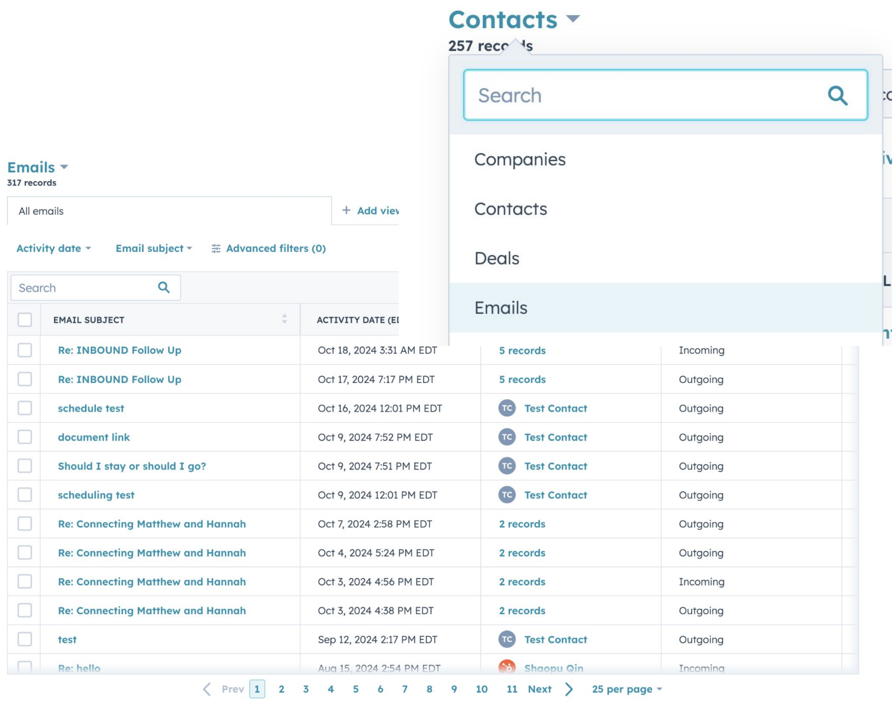
Smart CRM™

[Public Beta] Emails index page

We've built the emails index page, where you can bulk manage your portal's 1:1 emails.

Why does it matter?

The emails index page now offers a centralized location to manage email engagements across senders and recipients, unlocking bulk data management activities such as deleting unwanted emails from your CRM.



Launch region: Global

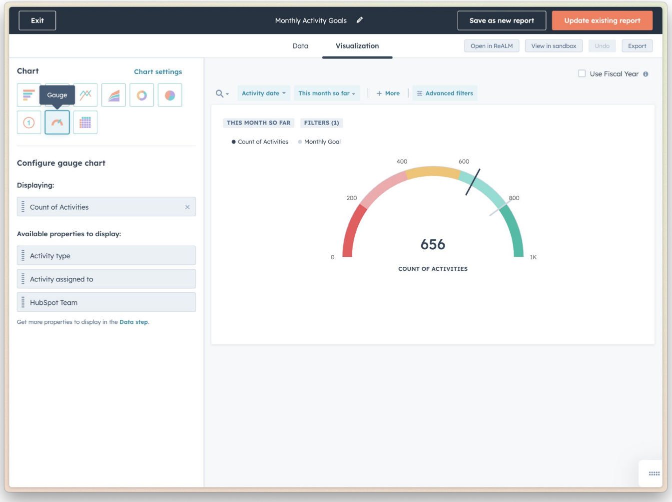
Free Starter Pro **Enterprise** **Live**

HubSpot

Smart CRM™

[Live] Gauges in Single Object Report Builder

The single object report builder now supports the creation of gauge charts. These visualizations easily and clearly show performance data relative to defined ranges.



Why does it matter?

Gauge charts make it easy to understand if your metric is above or below where you want it to be, which enables users to build impactful reports. At a glance, readers can quickly answer important questions like "How close are we to meeting our KPI?" or “Does this metric need immediate attention?”

Launch region: Global

Free Starter Pro Enterprise Live

HubSpot

[Public Beta] Block (Free) Email Domains from Scheduling Meetings

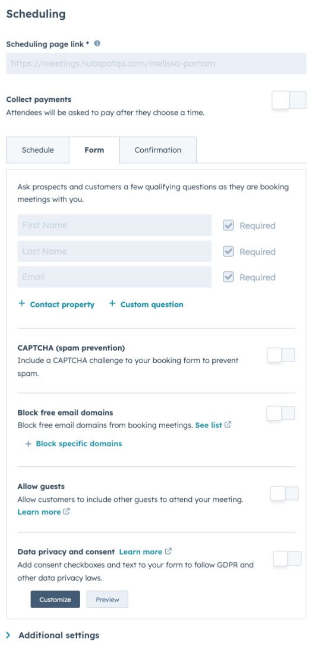
For each of your scheduling pages, you can now choose to add a rule to block visitors with free email domains or any specific email domains from being able to book time on your calendar.

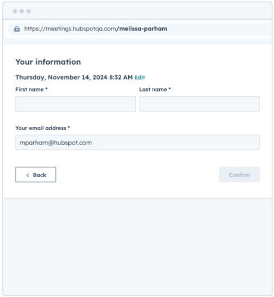
Why does it matter?

Protecting your time is important. Users have shared that they are struggling to make sure that their calendars are filling up with meetings that they find valuable. To combat unwanted meetings, HubSpot is introducing the ability to block free email domains or a specified list of domains from being able to book time on your calendar.

Launch region: Global

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

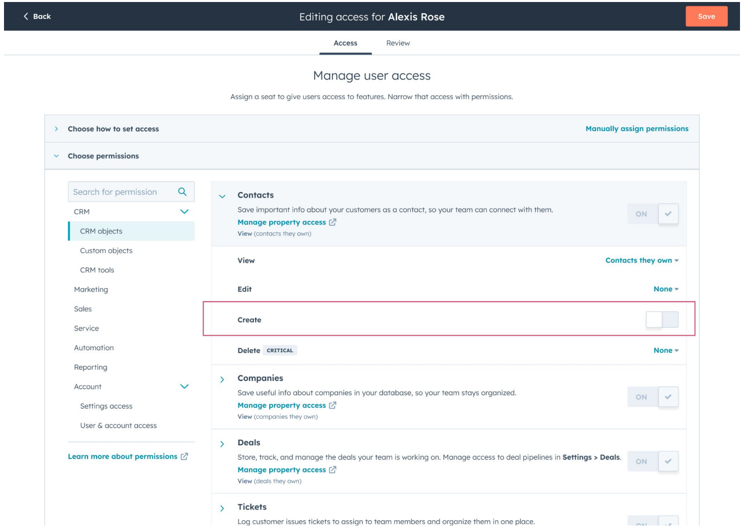




Smart CRM™

[Private Beta] Create permissions for Contacts, Companies, Deals, Tickets, and Custom Objects

We've added new user-level permissions enabling admins to control who can create and/or edit specific object types (Contact, Company, Deal, Ticket, and Custom Objects).



Why does it matter?

Admins can now ensure better data hygiene by separating permissions for editing and creating records. This allows admins to enable users to edit Contacts, Companies, Deals, Tickets, and Custom Objects without automatically granting record creation abilities, addressing customer concerns about data quality and control

Launch region: Global

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

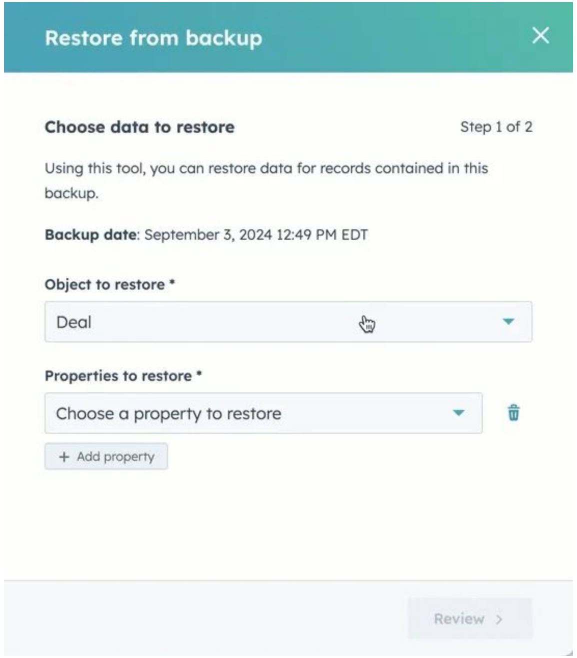
Smart CRM™

[Private Beta] Automated Scheduling for Backups

Automate CRM data backups with weekly or bi-weekly scheduling options.

Why does it matter?

CRM data backups protect your organizational data by preserving previous versions, allowing for easy data restoration and organizational continuity in case of accidental changes or data loss.



Launch region: Global

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

HubSpot

Breeze™

AI Powered

Breeze

[Live] Breeze Intelligence Data Test

Data testing within the CRM will give you the ability to sample a list of records from your CRM to get a preview of the data you can expect to get enriched from Breeze Intelligence.

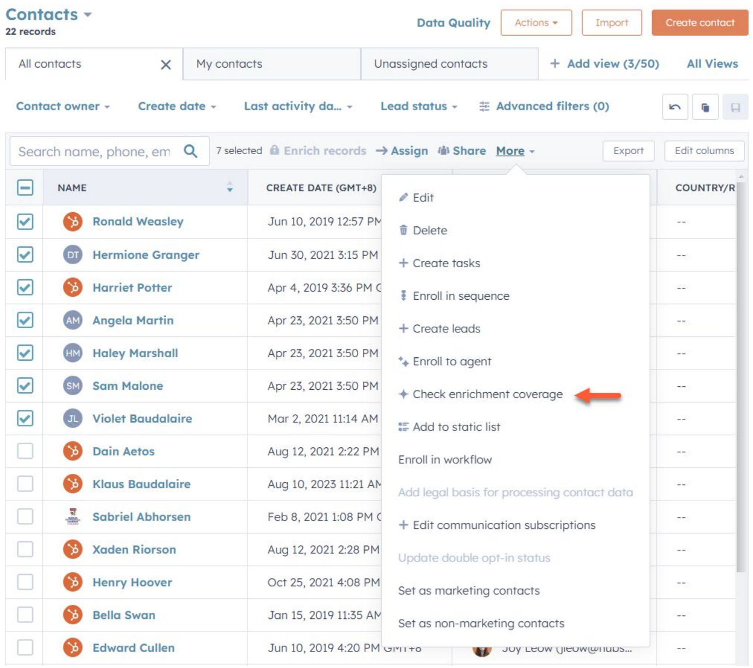
Now you can get a sense of the data enrichment available from Breeze Intelligence upfront, without buying credits first.

Why does it matter?

A data test is typically used when evaluating a data provider to get a sense of confidence that the data they can provide is both accurate and as complete as possible. This helps you gain confidence knowing whether the data in your CRM will have good coverage before buying Breeze Intelligence.

Launch region: Global

Free | Starter | Pro | Enterprise | Live



HubSpot

Breeze™

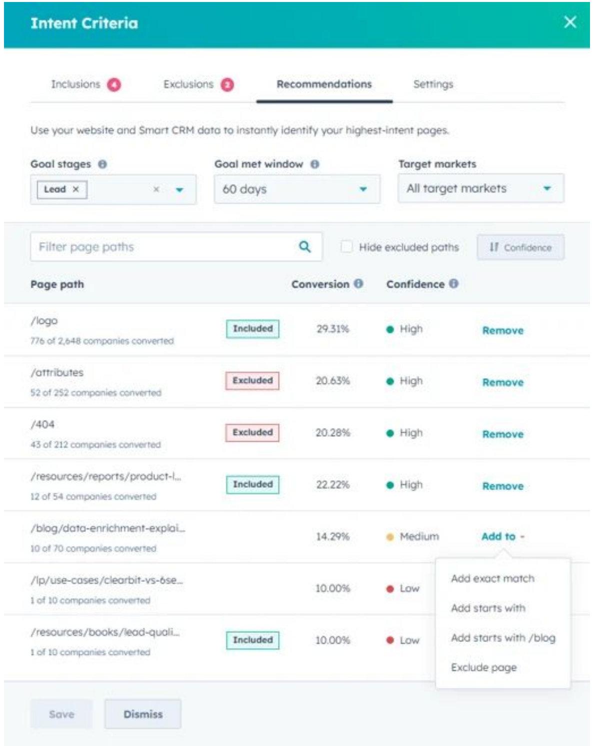
[Live] High-intent Page Recommendations

Not 100% sure what your highest-intent pages are? No problem.

Starting today, we'll help you define intent by recommending high-intent page paths based on your website visits and HubSpot lifecycle or deal stage conversion data.

Why does it matter?

Make quicker, more data-driven decisions on how to define your intent criteria. No guesswork or consulting with other teammates required to start identifying your highest-intent prospects.



Launch region: Global

Free Starter Pro Enterprise Live

HubSpot

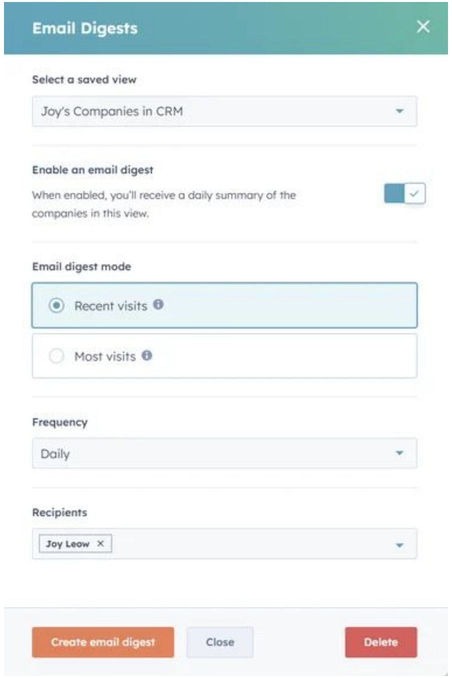
[Live] Email digests

You can now set up daily, weekly, or monthly email digests within buyer intent. These digests will notify you of high-fit, high-intent companies that have visited your website.

Why does it matter?

Email digests will power two new use cases:

- Get notified of recent visitors: Enable your sales team to prospect on the fly without needing to log into yet another tool. A simple, cadenced email of the hottest accounts to pursue.
- Get notified of top visitors: Enable your sales team to gauge which companies are showing most engagement on your website, so they can follow up accordingly.



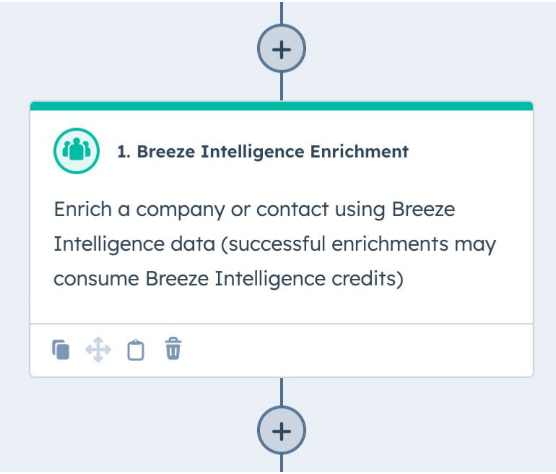
Launch region: Global

Free Starter Pro Enterprise Live

Breeze

[Live] Breeze Intelligence Enrichment Workflow Action

Breeze Intelligence enrichment can now be triggered from within a workflow. That means you can now specifically choose records to be automatically enriched, when and how you want using workflows.



Why does it matter?

Previously, you only had the option to enrich everything in your portal automatically, or 100 records at a time manually.

In order to add more flexibility to how records are enriched, workflows can now trigger records to be enriched as part of the workflow.

That means now there's more control around when and why a record is enriched, giving you the much needed flexibility in how Breeze Intelligence data flows into your Smart CRM.

Launch region: Global

Free | Starter | Pro | Enterprise | Live

Thank You