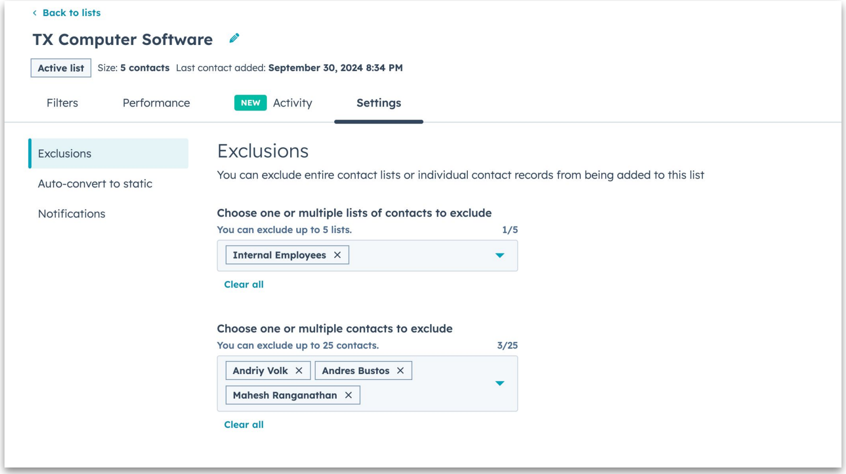
October 2024 Product Updates

Marketing Hub®

Powered by Breeze

Quickly Exclude Records from Active Lists

Quickly exclude specific records or lists from an active list, simplifying the management of email campaigns and personalized content.



Use Case

This enhancement allows you to easily refine your active lists without resorting to cumbersome workarounds. Instead of filtering through multiple criteria or manually entering email addresses, you can swiftly exclude records, ensuring that the right contacts receive your communications while maintaining an organized and efficient workflow.

Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

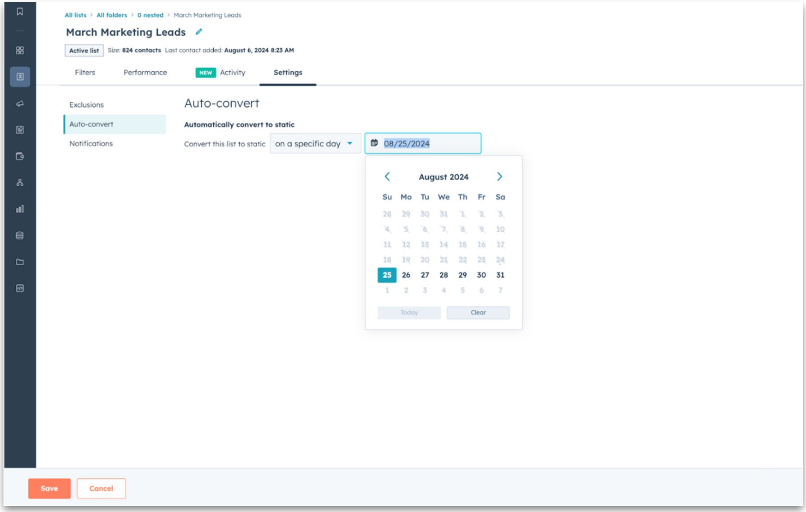
Marketing Hub®

Convert Active to Static Lists

The ability to select when any active list will automatically be converted to a static list.

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** **Public Beta**

HubSpot

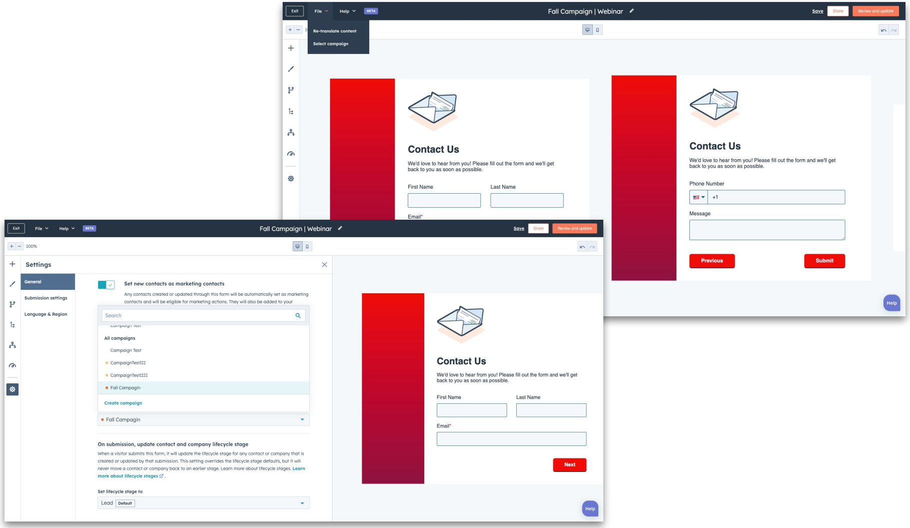
Marketing Hub®

Associate Campaigns to Forms in the new Forms tool

You can now associate forms with campaigns in the new Forms tool, enabling a comprehensive view of how your marketing efforts contribute to results.

Use Case

By linking forms to specific campaigns, you gain the ability to directly attribute form submissions to your marketing initiatives. This detailed performance tracking not only enhances your understanding of each campaign's effectiveness but also empowers you to make data-driven optimizations for improved outcomes.



Launch region: Global

Free Starter Pro Enterprise Live

HubSpot

URL Personalisation Token Support in Email

The URL Personalisation Token Support in Marketing Email enables you to effortlessly insert personalised tokens into buttons and images, enhancing the relevance of your email content.

Use Case

Send a targeted email campaign where each recipient sees a button linking directly to their unique offer. By utilizing personalisation tokens, you not only boost engagement and conversion rates but also streamline your workflow, saving you valuable time.

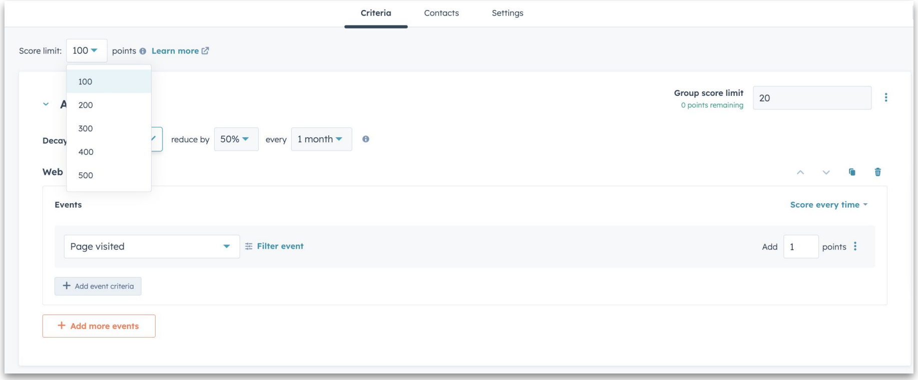
Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

Marketing Hub®

Custom maximum score - Lead Scoring

Previously, lead scores were limited to a maximum of 100 points. With the introduction of the custom max score feature, you can now set your own maximum score, allowing you to increase it to as high as 500, tailored to your specific business needs.



Use Case

Marketers need scoring to accurately reflect their internal processes, how leads interact with marketing content, and how well they fit the ideal customer profile. Now, with custom maximum scores, you can set your own custom score caps, allowing you to maintain your current qualification thresholds and better align your scoring models with your business needs.

Launch region: Global

Free Starter Pro Enterprise Public Beta

HubSpot

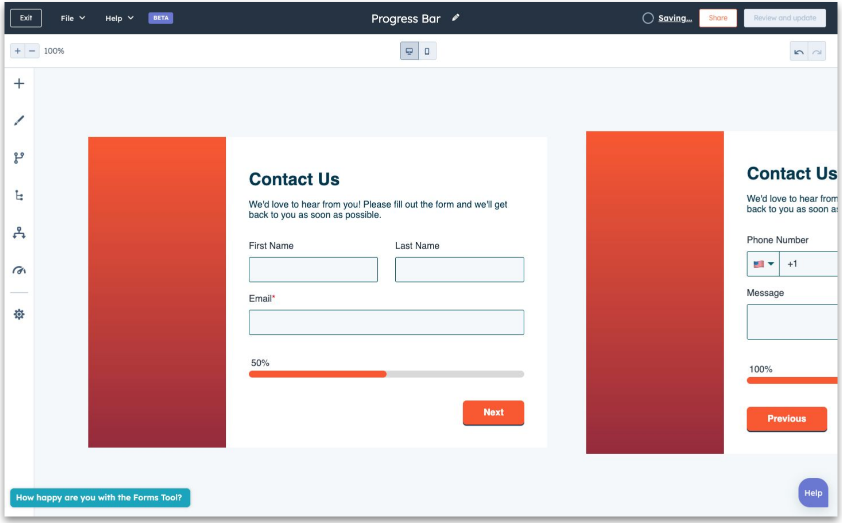
Marketing Hub®

Progress Bar in the new Forms tool

The progress bar visually indicates users' progress through a form, enhancing their experience and encouraging completion.

Use Case

As your website visitors fill out a lengthy form, the progress bar updates in real-time, letting them know how much they've completed and how much remains. This clear feedback keeps them engaged and motivated, making it more likely that they'll complete the form instead of abandoning it halfway through.



Launch region: Global

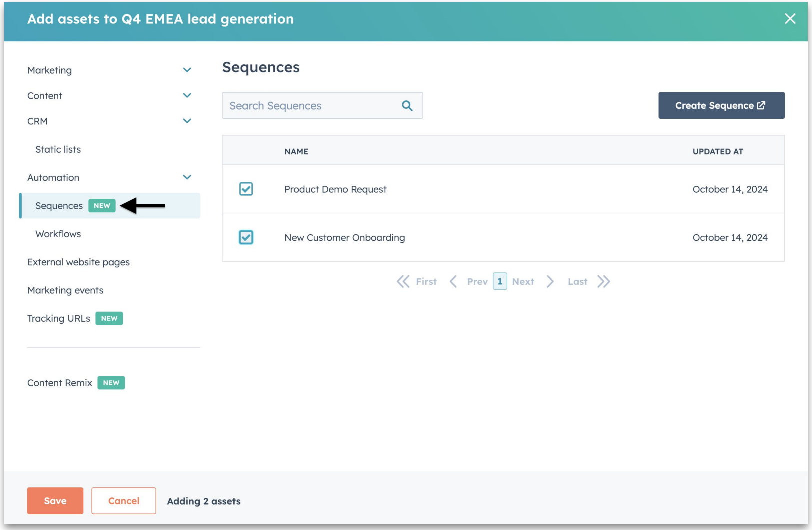
Free | Starter | Pro | Enterprise | Live

Add Sequences to Campaigns

You can now include sequences in your campaigns, facilitating better collaboration between marketing and sales teams.

Use Case

As you launch a new campaign, you can easily incorporate sequences to align sales outreach with your marketing efforts. This integration allows you to analyze both sales and marketing data together, enabling your team to pivot strategies in real-time and maximize campaign effectiveness for improved ROI.



Launch region: Global

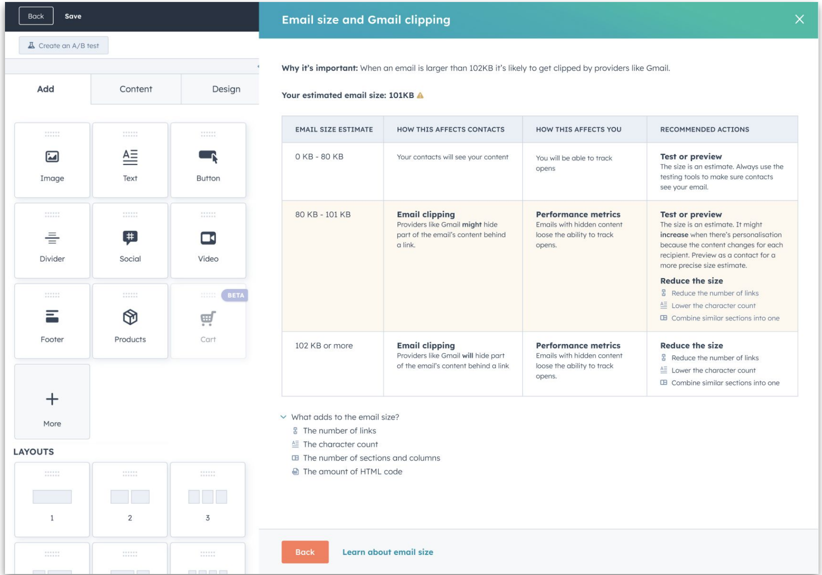
Free | Starter | Pro | Enterprise | Live

Marketing Hub®

Estimated Email Size in Marketing Email Editor

Learn More

The Size Optimization feature in Marketing Email provides visibility into your email's total size, helping you create effective, deliverable campaigns.



Use Case

When crafting your marketing email, you notice the estimated size indicator in the Email Editor. By keeping your email size below the critical threshold, you can enhance deliverability and avoid clipping, ensuring your message reaches your audience intact.

Launch region: Global

Free Starter Pro Enterprise Public Beta

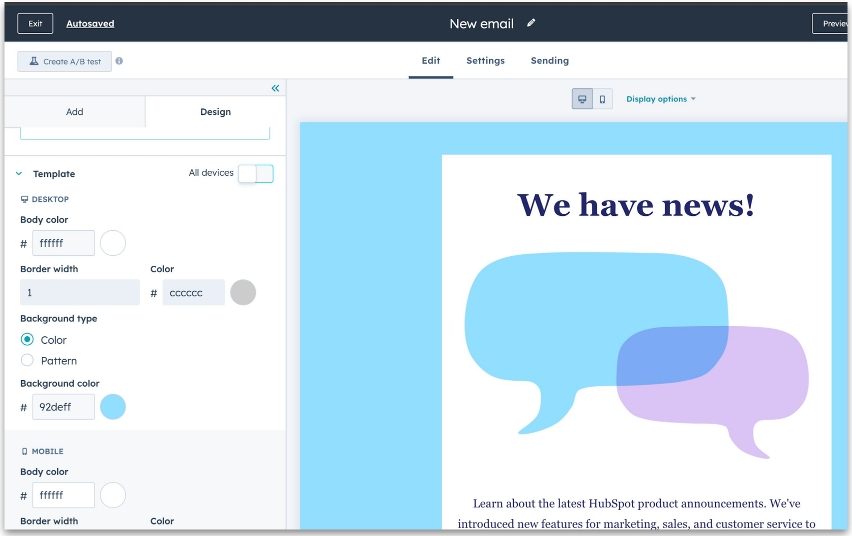
HubSpot

Marketing Hub®

Mobile Optimised Email

Learn More

The new Mobile Editor for Marketing Email allows you to customize your emails for mobile devices, ensuring a seamless viewing experience for your recipients.



Use Case

As you create a marketing email, you utilize the Mobile Editor to hide certain sections that may not translate well on smaller screens. This targeted approach not only improves the overall appearance of your email on mobile devices but also boosts engagement and conversion rates by delivering a more relevant experience to your audience.

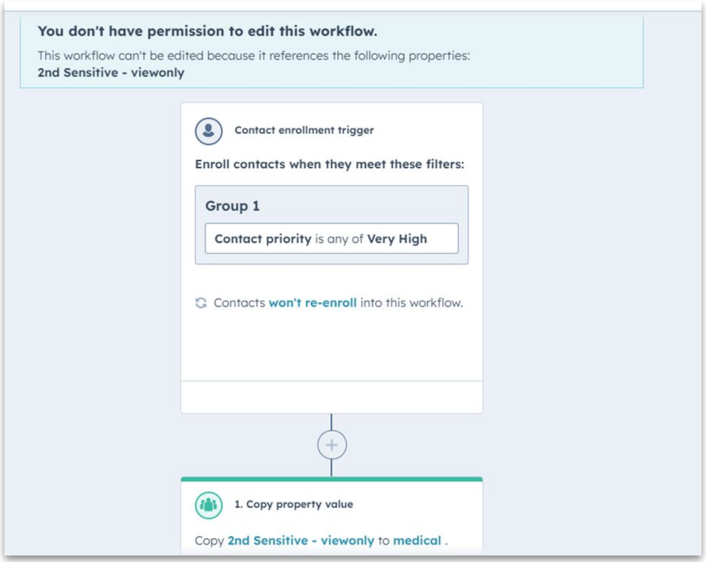
Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

HubSpot

Manage view and edit property access in workflows

This new feature allows you to set specific view and edit permissions for team members within workflows, enhancing data security and control.



Use Case

When setting up a new workflow, you assign specific permissions to team members, determining who can view or edit the properties used in the workflow triggers and actions. This control not only safeguards sensitive data but also streamlines collaboration by ensuring that only authorized personnel can make changes.

Launch region: Global

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

Simplify how contacts resubscribe via form

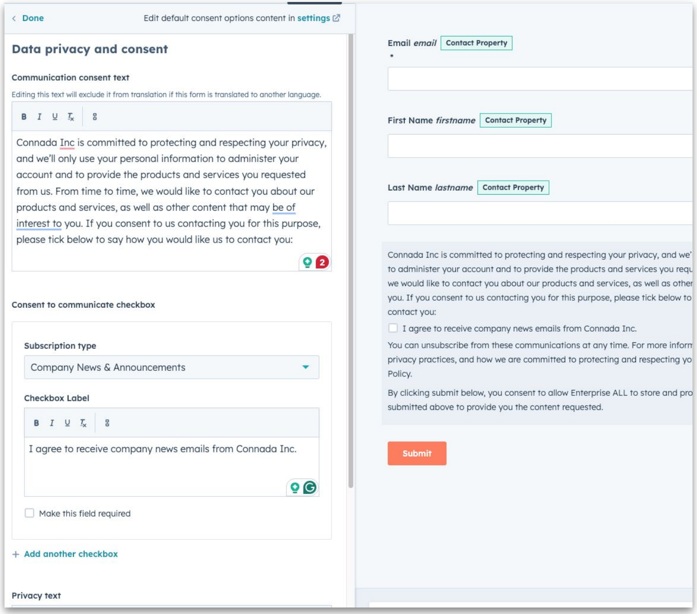
Previously unsubscribed users can easily opt back into marketing emails by submitting a relevant form, simplifying their re-engagement process.

Use Case

When a former subscriber fills out a form for a newsletter, they are automatically added back to the mailing list without any extra clicks. This seamless process allows businesses to re-engage contacts effortlessly, enhancing email marketing effectiveness.

Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta



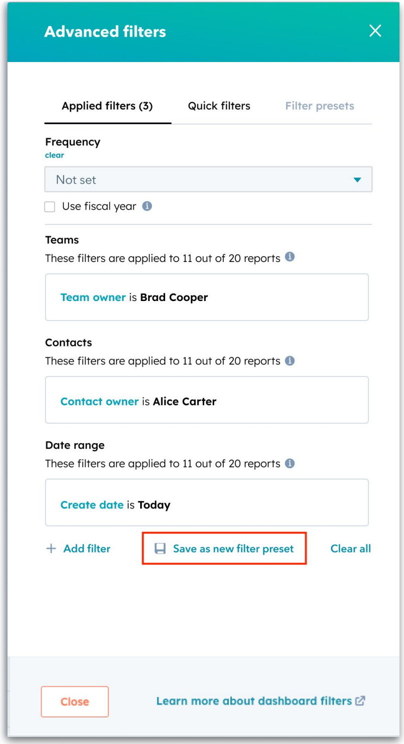
Marketing Hub®

Filter Presets on Dashboards

Filter presets allow you to save and quickly apply recurring filters, streamlining your dashboard reporting process.

Use Case

As an editor, you create specific filter presets to display key metrics relevant to different teams on your dashboard. Your colleagues with view-only access can then select these presets with a single click, saving time and improving their data analysis experience.



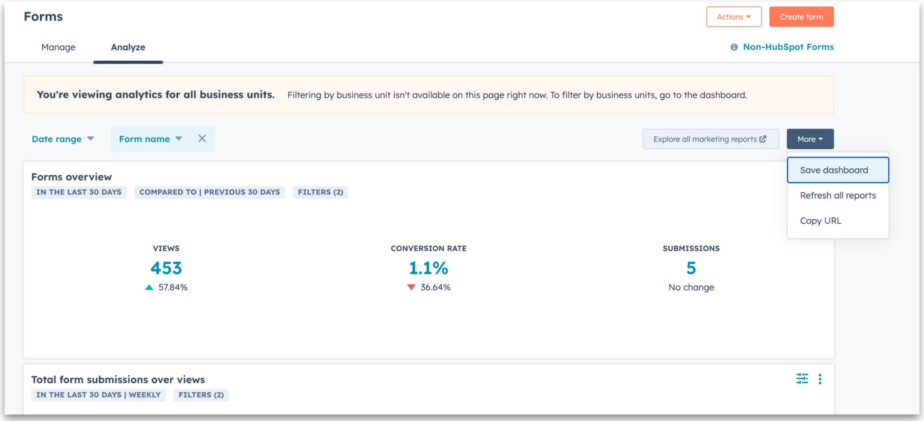
Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

HubSpot

Reporting Updates to the Forms Analyze Tab

New reporting actions in the Forms Analyze tab allow for better filtering, enhanced report viewing, and easy dashboard refreshes.



Use Case

As you analyze form performance, you can apply the new 'Form Name' filter to quickly isolate specific reports. With the ability to refresh data and save your customized dashboard, you can stay on top of metrics and insights without missing a beat.

Launch region: Global

Free | Starter | Pro | Enterprise | Live

Content Hub™

Powered by Breeze

Content Scaffolding in Custom Templates

Content scaffolding empowers you to customize how generative AI tools add content to your templates by defining a specific schema. This feature allows you to specify the sections of the template and the types of content they should contain.

Use Case

With content scaffolding, you can guide AI-generated content to seamlessly fit into your landing and website pages, ensuring that the layout aligns with your brand's aesthetic. This means you can quickly produce cohesive page and email content without the hassle of copying and pasting, streamlining your content creation process while maintaining brand consistency.

Launch region: Global

Free Starter Pro Enterprise Public Beta

"Edit" Permissions Required to Create Blog Authors

The ability to create or update blog authors now requires "edit" permission for added security.

Use Case

As a user with "edit" permissions, you can easily create new blog authors or update existing ones within the portal. This change helps maintain tighter control over who can modify author information, safeguarding the integrity of your blog content.

Launch region: Global

Free Starter Pro Enterprise Live

Sales Hub®

Powered by Breeze

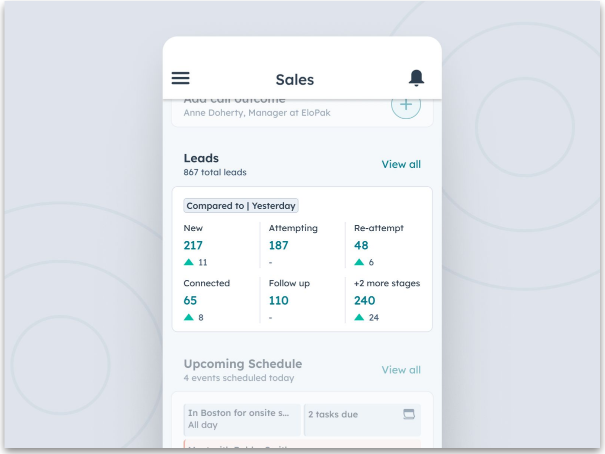
Sales Hub®

Mobile Lead Summary Pipeline Widget [iOS only]

The Lead Pipeline Widget in the HubSpot mobile app lets sales representatives see their leads pipeline from the app's homepage.

Use Case

Prior to the introduction of this feature, mobile sales representatives faced challenges in efficiently managing their prospecting work through the HubSpot app. This enhancement significantly improves the efficiency and effectiveness of sales representatives' workflow.



Launch region: Global

Free Starter Pro Enterprise Public Beta

HubSpot

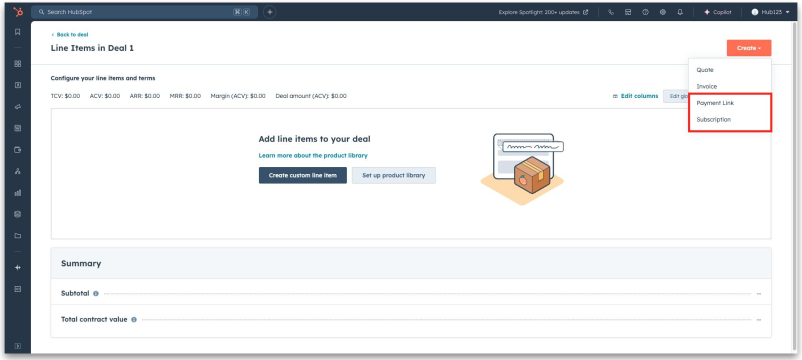
Sales Hub®

Create Payment Links & Subscriptions From Line Items in Deals

Payment Links and Subscriptions can now be created directly from the line items page within deals, enhancing your sales workflow.

Use Case

While reviewing a deal, you can now generate a Payment Link or Subscription straight from the line items, eliminating the need to switch between pages. This efficiency helps you close sales faster and provides a smoother experience for your customers.



Launch region: Global

Free Starter Pro Enterprise Live

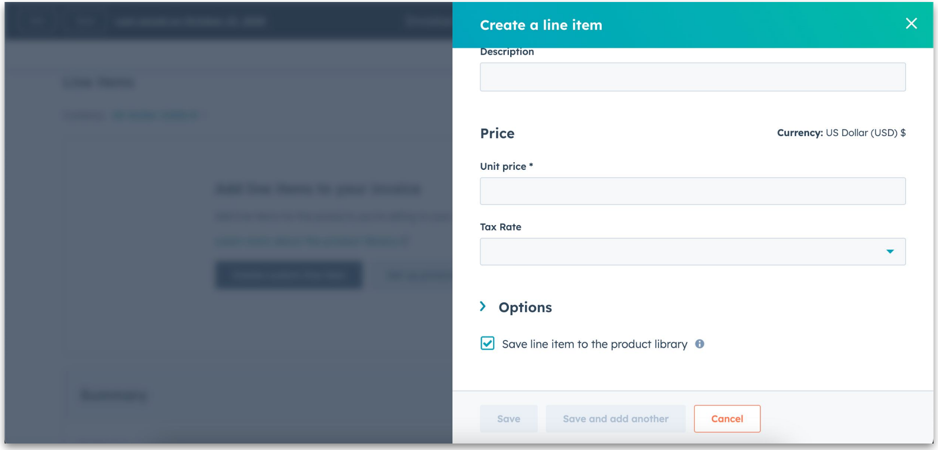
HubSpot

Saving Line Items to the Product Library

Customers can save line items to the Product Library from Deals, Quotes, Invoices, Subscriptions, and Payment Links for better product management.

Use Case

While creating a quote, you can easily save specific line items to the Product Library, ensuring they are readily available for future use. This seamless integration not only saves time but also enhances the consistency and efficiency of managing your products and services.



Launch region: Global

Free | Starter | Pro | Enterprise | Live

Service Hub®

Powered by Breeze

Service Hub®

Skill-based Ticket Routing for Live Chat

Learn More

With skill-based ticket routing, you can quickly match incoming customer inquiries to the best-suited agent, ensuring efficient issue resolution.

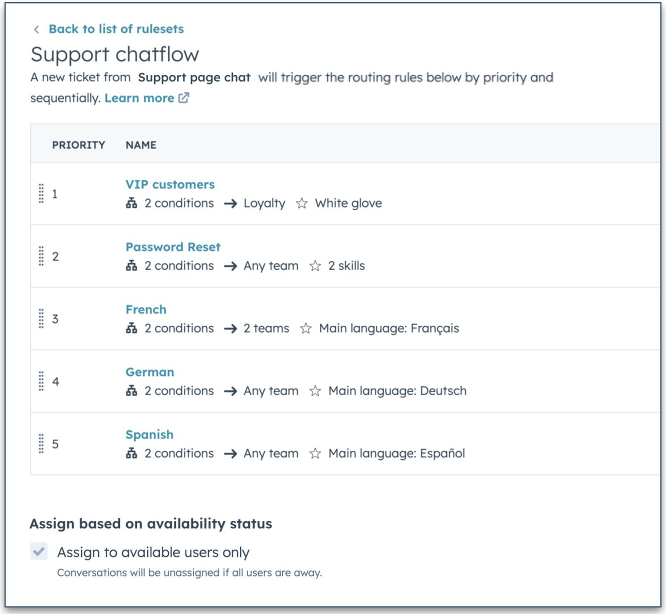
Use Case

Admins can now route live chats based on ticket properties, making it quicker to connect customers with the right agent. By focusing on skills for routing, you can easily maintain rules even as your workforce changes, ensuring consistent support.

Note: This feature is only available with Help Desk. Skill-based assignment requires the target teams and/or users to have a Service Hub paid seat. If a user does not have a service seat, they will not be considered in the routable pool of agents even if they have the skills and availability to take the ticket.

Launch region: Global

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

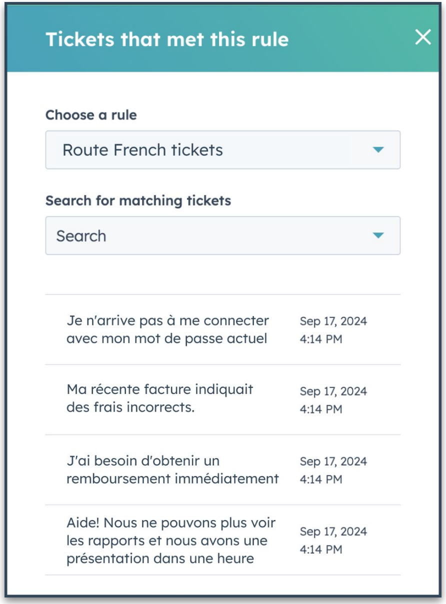


Rule performance and matching ticket look up

This feature allows you to see how many tickets go through your skill-based routing rules and identify which tickets match specific rules.

Use Case

Improve rule performance tracking and verification.



Launch region: Global

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

Advanced filters and Saved Pipeline Views in the Customer Success Workspace

Create custom views on the pipelines tab of the Customer Success (CS) workspace, along with utilizing advanced filters throughout the workspace.

Use Case

With the ability to set custom views and apply advanced filters, your team can easily prioritize the most critical objects in the pipeline tab, streamlining your workflow. This means you can quickly access the data that matters most, improving efficiency and ensuring that your team's focus aligns with your strategic goals.

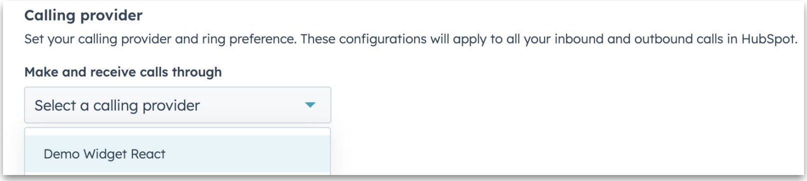
Launch region: Global

Free Starter Pro Enterprise Public Beta

Service Hub®

Receive Inbound Calls via Calling Apps in HubSpot

HubSpot has enhanced its Calling SDK, allowing calling app partners to integrate incoming call features directly into their applications within HubSpot.



Use Case

Imagine managing all your inbound calls without ever leaving your HubSpot account. With the updated dialer pop-up, you can seamlessly receive and handle calls, streamlining your workflow and boosting your productivity by keeping everything in one place.

Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

HubSpot

Service Hub®

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 | Public Beta

HubSpot

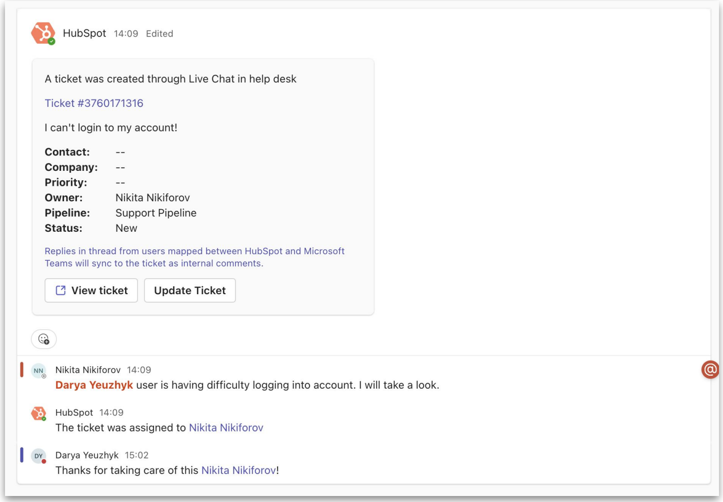
Service Hub®

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 | Public Beta

Conditional SLA Rules

In Help Desk, you can now create conditional SLAs for new tickets from connected channels, tailoring response times based on ticket properties and associated objects.

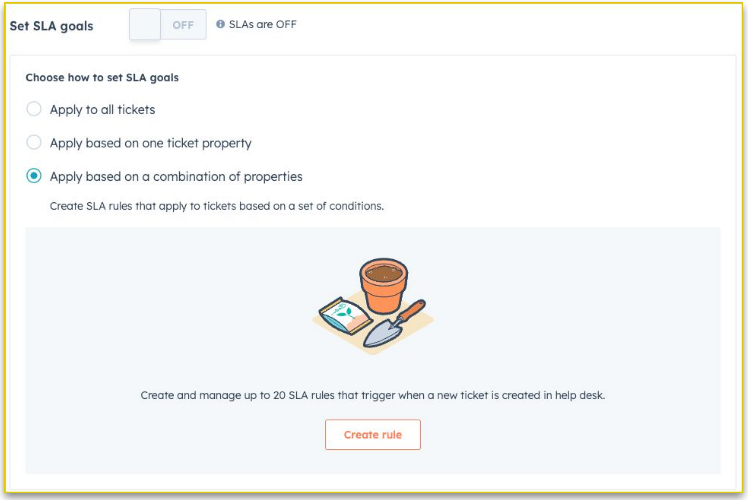
Use Case

As a B2B business, you can set specific SLAs for customers requiring faster responses, ensuring your support agents prioritize urgent tickets effectively. This helps you meet customer needs while optimizing your team's efficiency and maintaining high service standards.

Note: Conditional SLAs only apply to tickets created by Help desk-connected channels. Conditional SLAs only apply at ticket creation and do not update if ticket or associated properties are updated after ticket creation. Only users with a service seat will see SLAs on their tickets.

Launch region: Global

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



WhatsApp Pricing Change - Free Service Messaging

Starting November 1st, Service conversations initiated by your recipients will no longer count toward your WhatsApp usage limit. While Marketing, Utility, and Authentication conversations will still be counted, HubSpot will continue to offer the first 1,000 of these conversations each month for free.

Use Case

This change allows you to engage more freely with customers via service conversations without worrying about usage limits, enhancing your support capabilities. With the first 1,000 Marketing, Utility, or Authentication conversations still free, you can effectively manage promotional and transactional messaging while optimizing your communication strategy on WhatsApp.

Launch region: Global

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

Mobile Chat SDK

Learn More

The Mobile Chat SDK seamlessly integrates HubSpot chat into your iOS or Android app, enhancing customer support with a native feel and minimal coding.

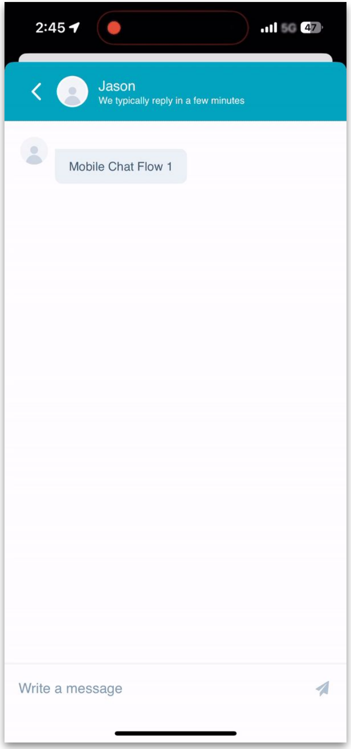
Use Case

- Easily integrate HubSpot chat into any iOS or Android app with minimal coding to deliver a support experience that feels contextual and native to your app.
- Offer an in-app self-service experience by integrating customer agents, the knowledge base, bots, and other powerful HubSpot tools into the chat.
- Configure and customize your app's chatflow using the same familiar interface.
- Capture essential customer information to resolve issues more efficiently.

Note: The Mobile Chat SDK is designed for native iOS and Android. If your codebase uses a hybrid framework like React Native or Flutter, you'll need to build your own hooks to integrate it

Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta



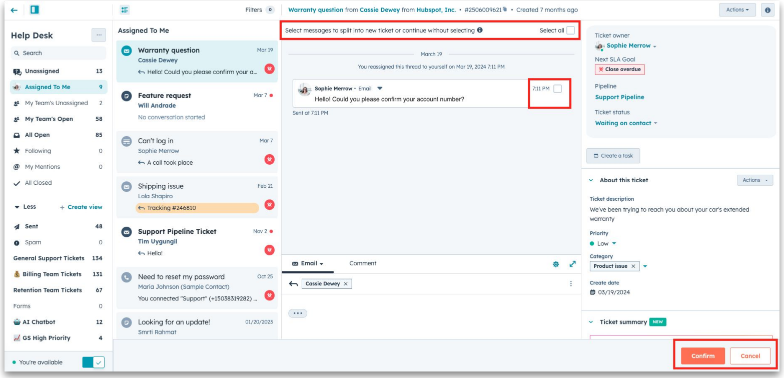
Service Hub®

Ticket Splitting in Help Desk

Ticket splitting allows you to efficiently manage reopened support tickets and inquiries about multiple topics, enhancing your workflow in Service Hub.

Use Case

When a customer emails you with a new question after their previous ticket was closed, ticket splitting enables you to create a separate ticket for their new inquiry. This keeps your support organized and ensures you can address each issue clearly, improving both your efficiency and the customer's experience.



Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

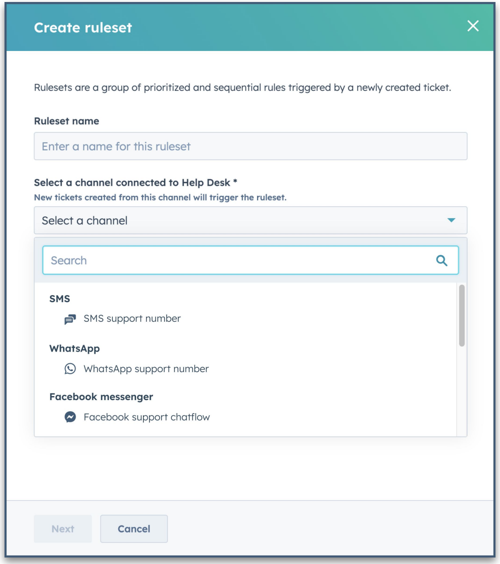
HubSpot

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.

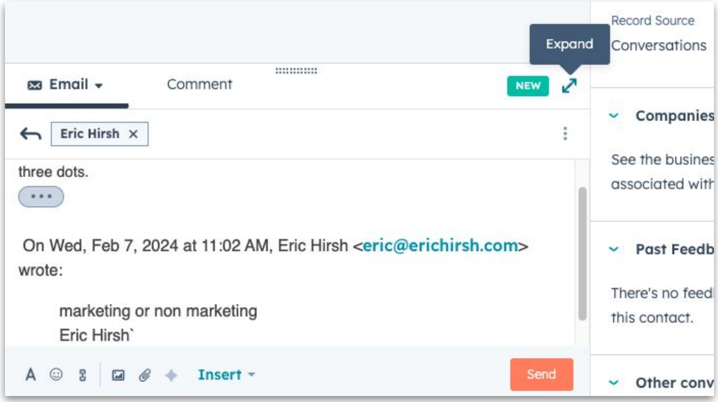


Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

Pop-out Email Compose View for Help Desk and Inbox

You can now open a larger editing window when composing or replying to emails in Help Desk or Inbox, giving you more space to create longer messages.



Use Case

As you reply to a customer inquiry, you can pop out the larger editing window to see your entire response at once. This feature allows you to refine your message and formatting without scrolling, ensuring a professional presentation before sending.

Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

Editing Default Views in the Customer Success Workspace

Create and customize up to six default views in the Customer Success Workspace, tailored to your team's specific needs.

Use Case

As a super admin, you set up default views that showcase key metrics and insights relevant to your team's objectives. This customization enables team members to quickly access the most important information through the new portfolio insight cards, enhancing their workflow and focus.

Launch region: Global

Free Starter Pro Enterprise Public Beta

Sales Hub®

Service Hub®

Powered by Breeze

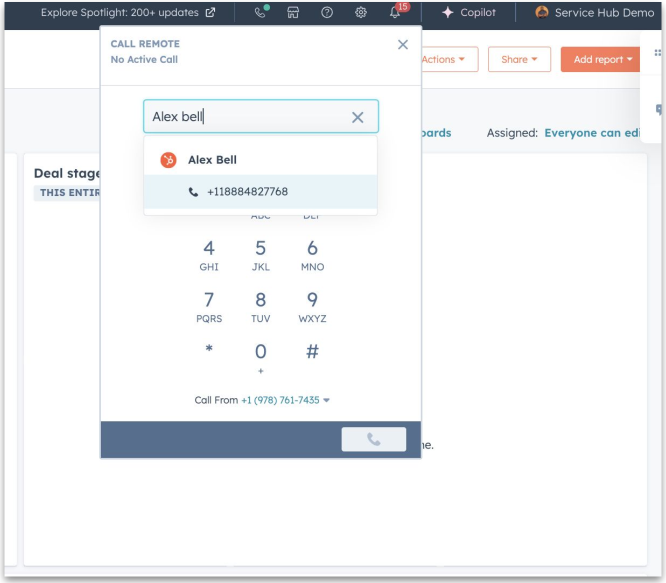
Sales Hub® Service Hub®

Contact Search for Outbound Dialer

The outbound dialer now has a search field. Search by name, email, phone number, or company name, and instantly dial.

Use Case

With this enhancement, you can effortlessly find and call contacts in HubSpot, significantly speeding up your outreach process. No more scrolling through lists—simply enter the relevant information to connect with leads or clients instantly, improving your efficiency and productivity.



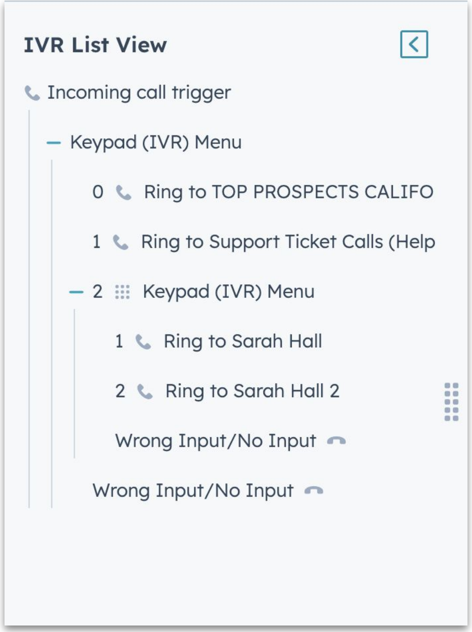
Launch region: Global

Free Starter Pro Enterprise Live

HubSpot

Boost Your IVR: Add Submenus and Reporting Insights

We're excited to introduce enhanced IVR functionality, featuring submenus, reporting capabilities, and a streamlined list view. These improvements enable users to create multiple layers of call routing, ensuring callers are directed accurately to the appropriate teams or representatives.



Use Case

For instance, a HubSpot Travel Company can now set up an IVR with a primary menu and specific submenus, allowing callers to easily navigate options like Room Reservations and Event Booking. With the added reporting tool, your team gains valuable insights into call routing patterns, enabling data-driven decisions to further improve customer interactions and streamline IVR management.

Launch region: Global

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

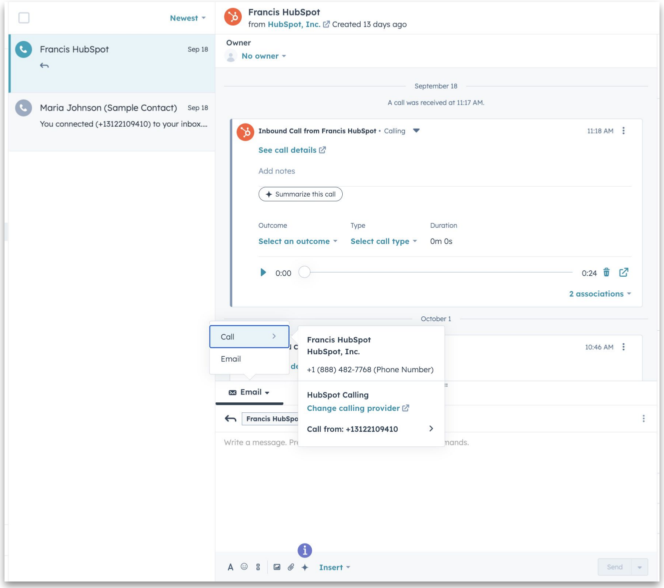
Sales Hub® Service Hub®

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

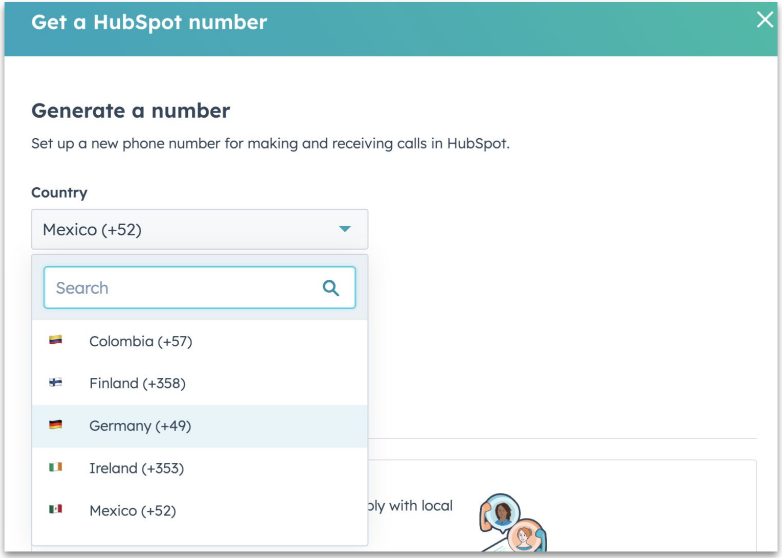
Free Starter Pro Enterprise Public Beta

HubSpot

Sales Hub® Service Hub®

HubSpot Numbers Available in 7 New Countries!

You can now acquire HubSpot phone numbers for calling in Germany, Brazil, Austria, Switzerland, New Zealand, Mexico, and Colombia by submitting the necessary business documentation.



Use Case

When expanding your business operations to Germany, you can now easily obtain a local HubSpot phone number to enhance your calling capabilities. By submitting the required documentation directly through the HubSpot platform, you ensure compliance with local regulations while facilitating seamless communication with your clients.

Launch region: Global

Free | Starter | Pro | Enterprise | Live

Operations Hub®

Powered by Breeze

Operations Hub®

Association (lookup) support for Airtable and Kintone

Learn More

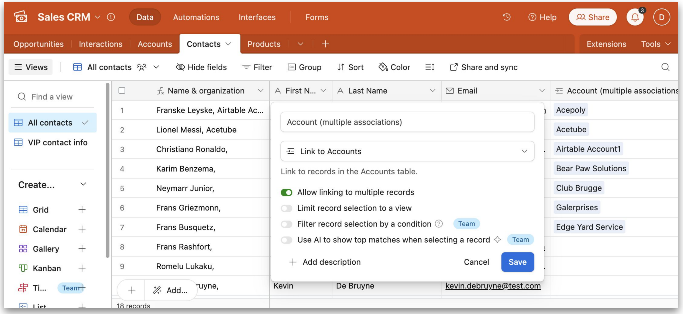
Bidirectional sync with association support is now available for Airtable and Kintone, enhancing how data integrates with HubSpot.

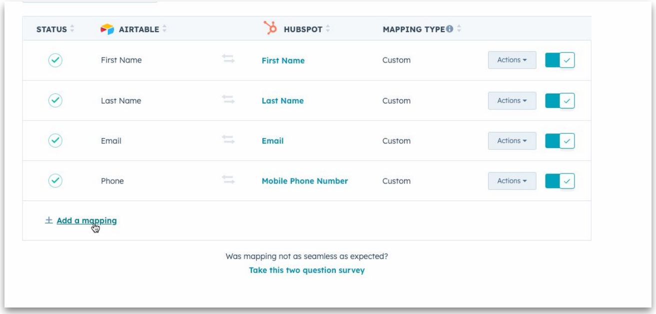
Use Case

When managing a spreadsheet of contacts that references associated companies, you can now effortlessly sync that data with HubSpot, including all relevant associations. This simplifies your workflow, eliminating the complexity of maintaining separate records and allowing for seamless data connectivity between Airtable, Kintone, and HubSpot.

Launch region: Global

Free | Starter | Pro | Enterprise | Live





HubSpot

Developer Platform

Content Personalization API

The Content Personalization API enables web developers to access user-specific data, such as name, user agent, IP, location, and CRM attributes, facilitating personalized web experiences.

Use Case

With the Content Personalization API, your development team can create tailored web experiences that engage users, such as greeting them by name or showing relevant content based on their lifecycle stage. By leveraging this API, you can enhance personalization while maintaining fast page load speeds through prerendering, ultimately boosting conversion rates and reducing bounce rates.

Launch region: Global

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

Campaign API

The Campaign APIs empower customers, developers, and app partners to efficiently create, manage, and analyze marketing campaigns and assets.

Use Case

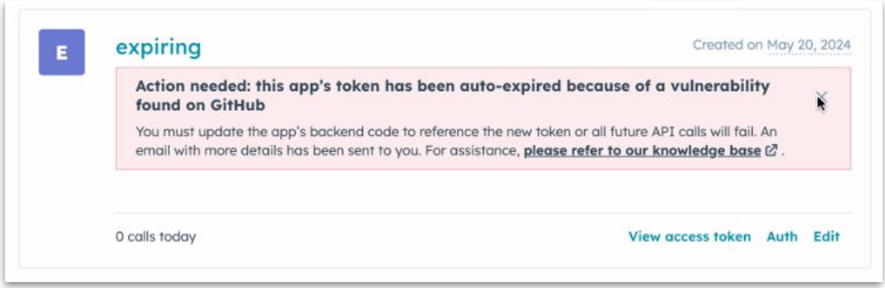
App partners can leverage the CRUD and Batch API to integrate campaign management directly into their applications, enabling users to create, update, and delete campaigns seamlessly. Additionally, the Metrics API allows businesses to automate the extraction of campaign performance data into external data warehouses, facilitating real-time analytics and informed decision-making alongside other business intelligence data.

Launch region: Global

Free Starter Pro Enterprise Live

Automated Deactivation for Publicly Exposed Tokens (GitHub)

HubSpot is implementing a new security feature that automatically revokes newly identified tokens exposed in public GitHub repositories, notifying customers and their technical contacts to take necessary remediation steps.



Use Case

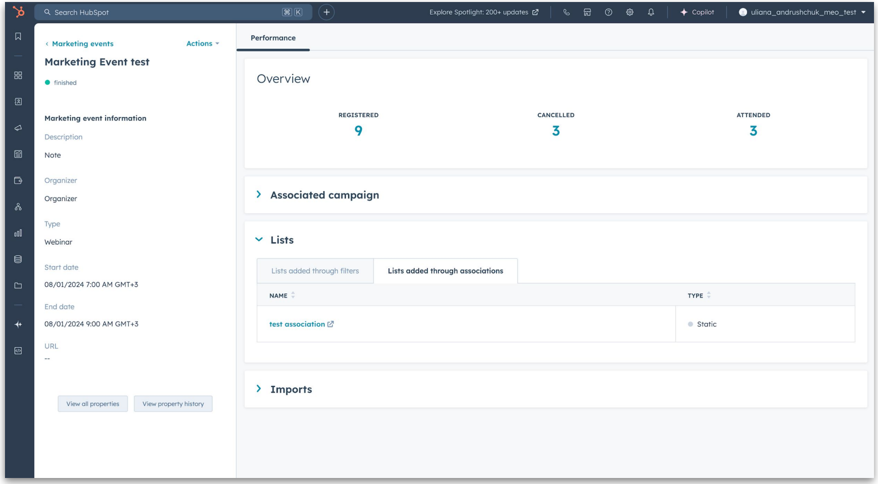
By enabling this feature, you can proactively protect your HubSpot account from potential security threats associated with token exposure. This automatic deactivation not only helps mitigate risks but also enhances your peace of mind, knowing that your data is safeguarded against misuse by external parties, building greater trust in your partnerships.

Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

Associations and Diassociations of Lists via Marketing Events API

The new API endpoints allow developers to directly manage contact associations with marketing events, streamlining event tracking and participant segmentation.



Use Case

As a developer, you can quickly link or unlink lists of contacts to a specific marketing event, making it effortless to manage participation. This functionality allows you to segment your audience more effectively, enabling targeted marketing campaigns that drive engagement and maximize event impact.

Launch region: Global

Free Starter Pro Enterprise Live

Developer Feedback Center (link)

The new Developer Feedback Center allows you to provide structured feedback that is efficiently routed to the relevant HubSpot API teams.

Use Case

When you have suggestions or concerns about the API, you can submit your feedback through the Developer Feedback Center for direct review by the Developer Relations team. This organized approach not only helps ensure your voice is heard but also offers the option for follow-up contact, enhancing collaboration between developers and HubSpot teams.

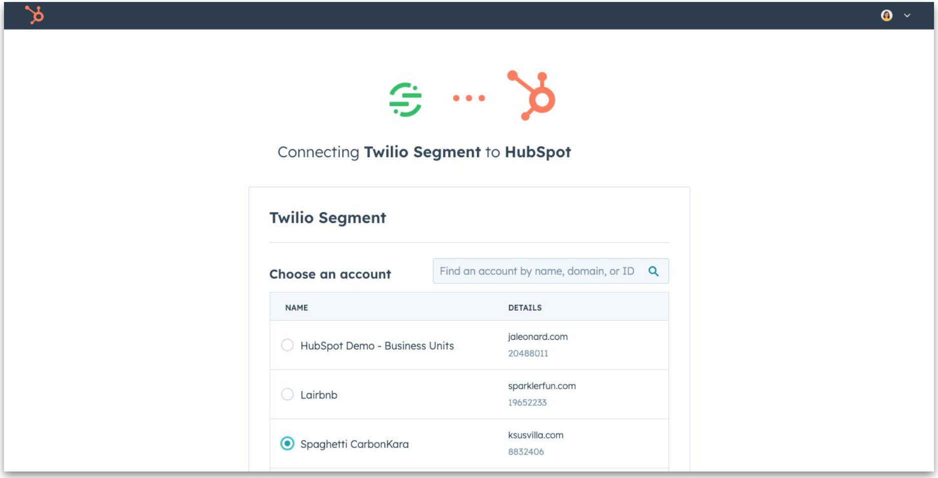
Launch region: Global

Free Starter Pro Enterprise Live

App Marketplace

Improvements to the Twilio Segment app for HubSpot

The Twilio Segment app for HubSpot now empowers you to effortlessly create and update properties through custom objects and events, including sensitive data.



Use Case

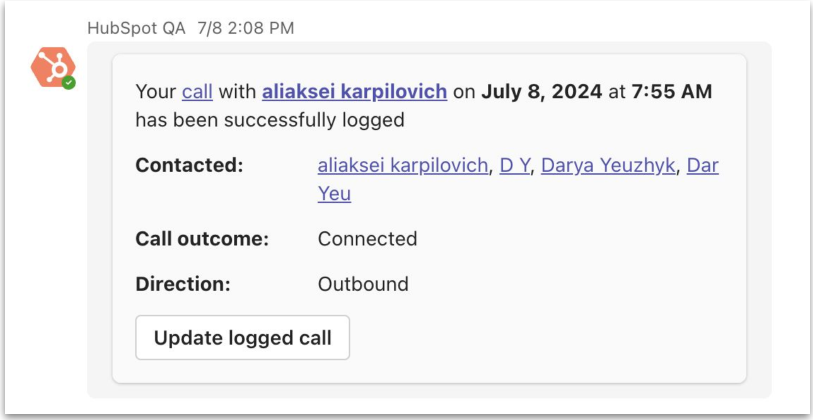
As a HubSpot user, you benefit from seamless syncing of data from Twilio Segment into custom objects and events, enabling more accurate and targeted marketing campaigns. This streamlined process saves you time and enhances your customer data management, ensuring your outreach is both effective and personalized.

Launch region: Global

Free | Starter | Pro | Enterprise | Live

Log Microsoft Teams phone calls in HubSpot

If you use Microsoft Teams Phone as your telephony solution, you can now automatically log phone calls to the relevant HubSpot records.



Use Case

Previously, logging Microsoft Teams phone call activity in HubSpot was manual and inefficient, leading to gaps in timelines. Now, calls are automatically captured in HubSpot, and you can initiate calls and be routed to contact pages directly from Teams, streamlining your workflow.

Launch region: Global

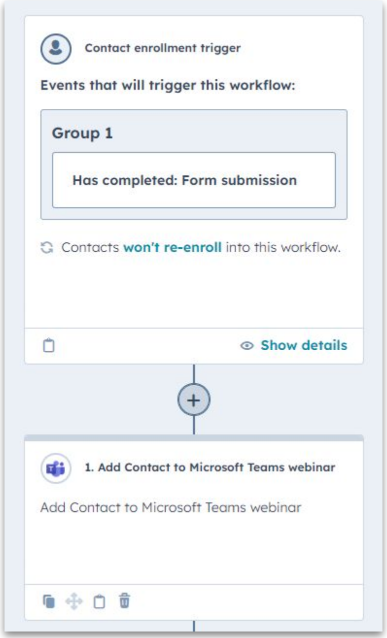
Free | Starter | Pro | Enterprise | Live

Use workflows to register contacts for Microsoft Teams webinars

Easily enroll HubSpot contacts in Microsoft Teams webinars using automated workflows that respond to specific criteria.

Use Case

If you're hosting a webinar on a specific topic, you can automatically enroll contacts who have expressed interest in related content through HubSpot forms. This targeted approach ensures that your audience is relevant and engaged, maximizing the impact of your webinar.

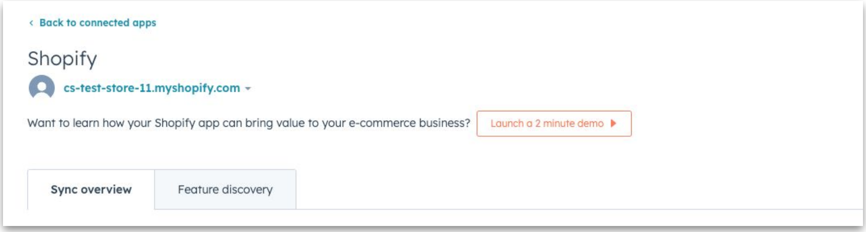


Launch region: Global

Free Starter Pro Enterprise Live

New onboarding experience for Shopify app

HubSpot's revamped onboarding experience for its Shopify app simplifies setup, providing essential resources tailored to eCommerce needs.



Use Case

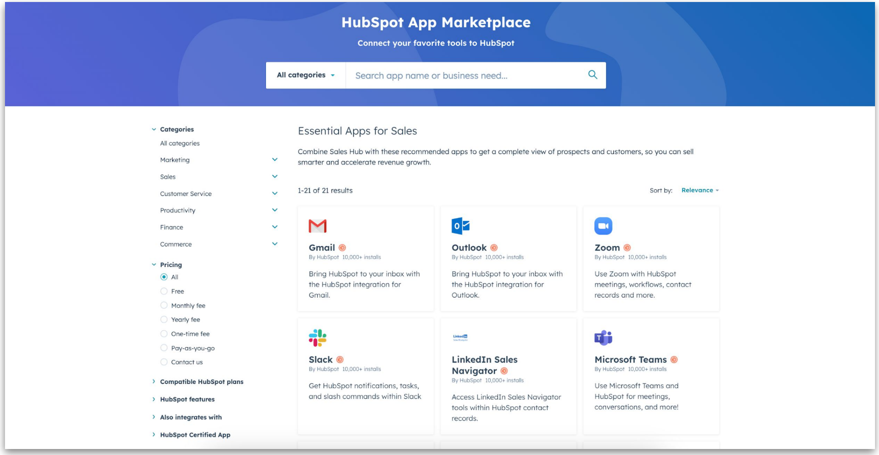
When you first integrate the HubSpot Shopify app, the new onboarding experience guides you through a comprehensive overview of its features. This ensures you can quickly utilize customized email templates and reports to enhance your eCommerce strategy and drive better results.

Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

Essential Apps for Sales Hub 2024

Discover the latest essential sales apps in the HubSpot App Marketplace, designed to optimize your Sales Hub capabilities.



Use Case

Sales teams can leverage the 2024 essential apps to create a more connected tech stack that enhances collaboration and productivity across various tasks. By utilizing tools like Slack for communication and DocuSign for document management, teams can efficiently manage the entire sales process, from lead generation to closing deals, all within HubSpot.

Launch region: Global

Free | Starter | Pro | Enterprise | Live

CRM Platform

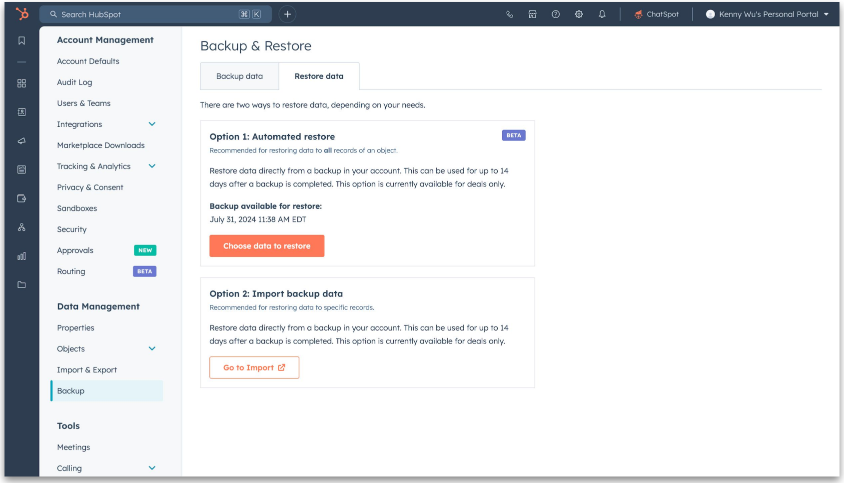
Restore from Data Backup

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 | Public Beta

HubSpot

Display Relative Time from 'today' for Date and Datetime Properties

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

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Launch region: Global

Free Starter Pro Enterprise Live

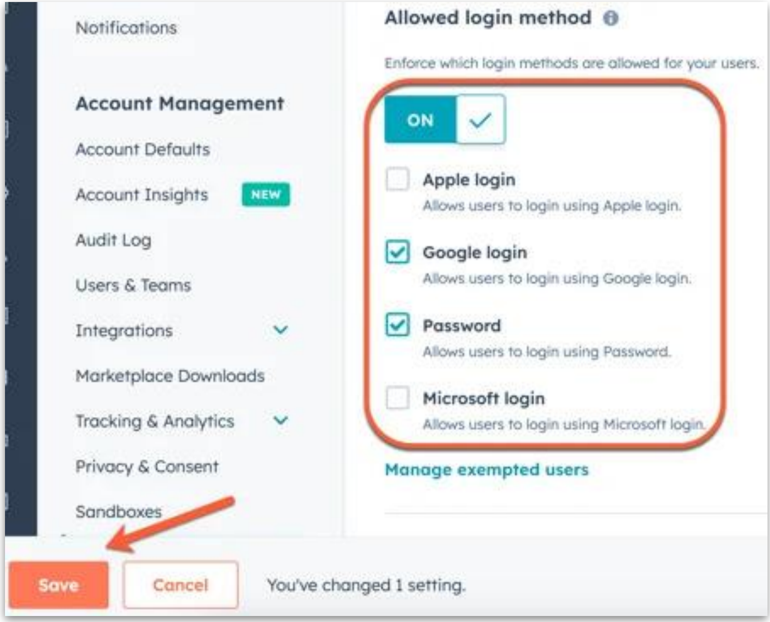
Allowed Login Methods

Learn More

Admins can now define which login methods are permitted for their portal, allowing for enhanced security measures.

Use Case

If your organization prioritizes security, you can enforce stricter login requirements by limiting access to only Google authentication. As a result, users will receive email notifications and will be prompted to set up their new login method during their next login, ensuring a smoother transition to a more secure authentication process.



Launch region: Global

Free · Starter · Pro · Enterprise · Public Beta

Portal level unsubscribe link setting

Learn More

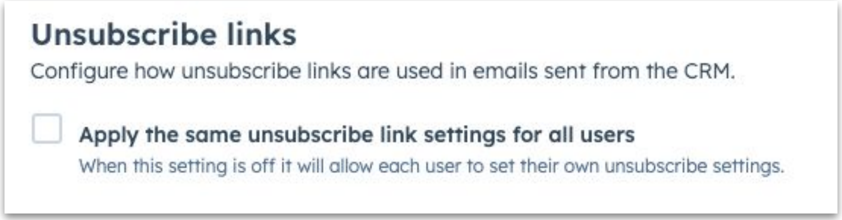
Centrally control the use of unsubscribe links in 1:1 emails for all users allowing for better adherence to deliverability best practices and company policies.

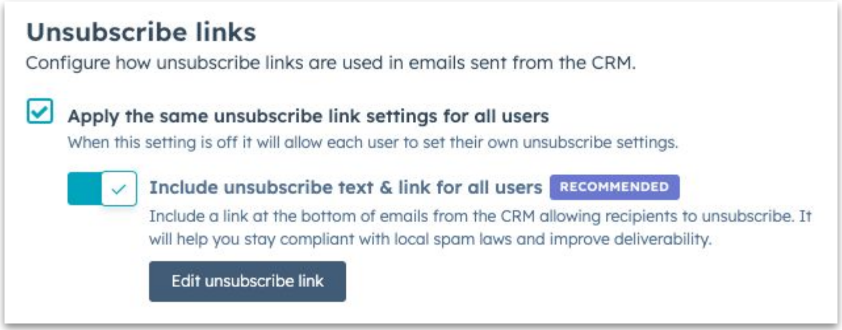
Use Case

By enabling admins to dictate whether unsubscribe links are included in 1:1 emails, your organization can ensure that all communications meet compliance and best practice standards. This centralized control simplifies policy enforcement, making it easier to maintain a unified approach to email communication across the team.

Launch region: Global

Free | Starter | Pro | Enterprise | Live





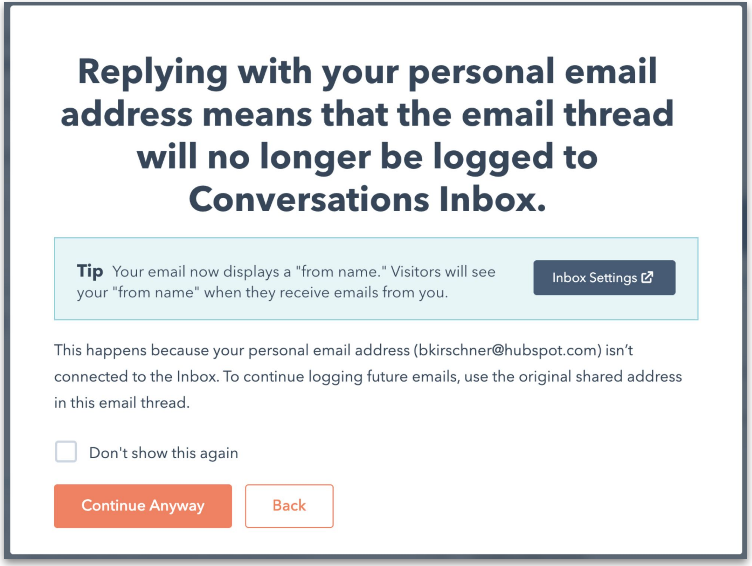
Email reply logging when switching from team to personal email

Learn More

Email replies will now log to existing threads when users switch from a team email to their personal email for sending.

Use Case

When you respond to an email using your personal email instead of a team email, the reply will now correctly log to the existing thread in HubSpot. This means you can maintain continuity in your conversations, ensuring all relevant context is captured without losing important details about your interactions with contacts.



Launch region: Global

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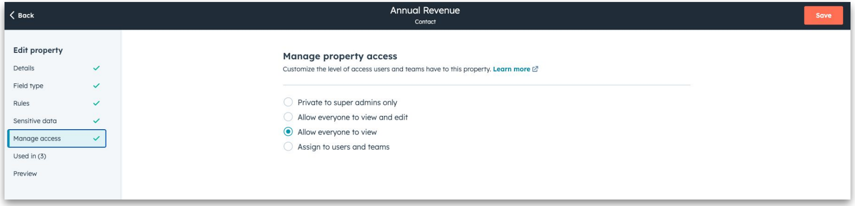
Manage Field-Level Permissions during Property Creation

You will now be able to manage access to properties within the property creation flow.

Use Case

This enhancement streamlines your property management experience by allowing you to easily provision access controls while working on properties. As a result, you can ensure that the right team members have the appropriate permissions from the start, improving efficiency and reducing the risk of unauthorized access.



Launch region: Global

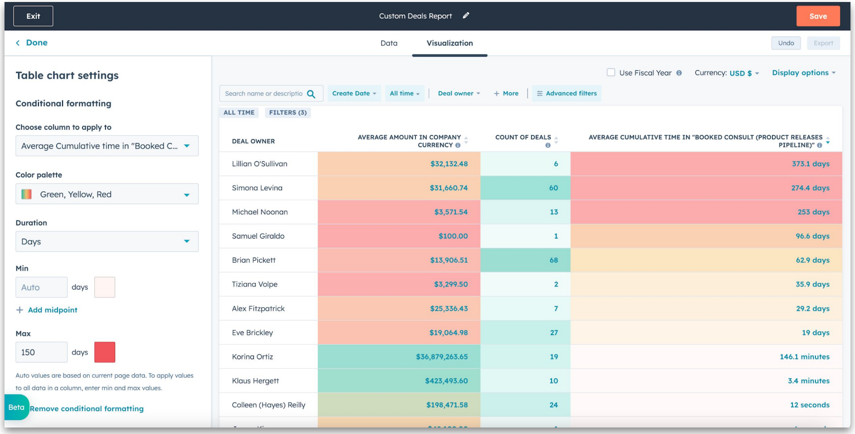
Free · Starter · Pro · **Enterprise** · **Live**

CRM Platform

Conditional formatting in table visualizations within custom reporting

Learn More

This feature helps you highlight patterns and trends in your data, making important information easier to locate and analyze at a glance.



Use Case

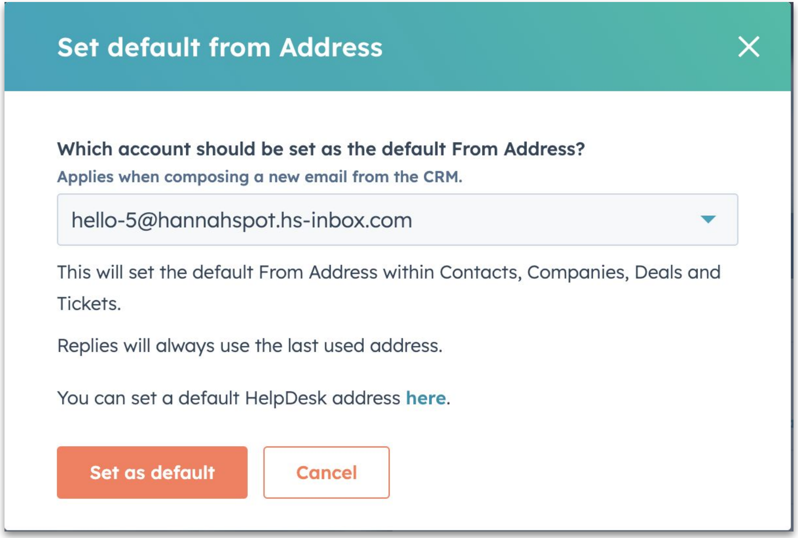
With conditional formatting, you can create visually impactful table reports that emphasize key metrics and trends. By formatting cells according to specific thresholds—such as high, low, or midpoint values—you enable quick, actionable insights, enhancing your data analysis and decision-making processes.

Launch region: Global

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

Default From address for CRM Email

You can now specify which of your connected email addresses is the Default From Address when composing new emails from CRM records.



Use Case

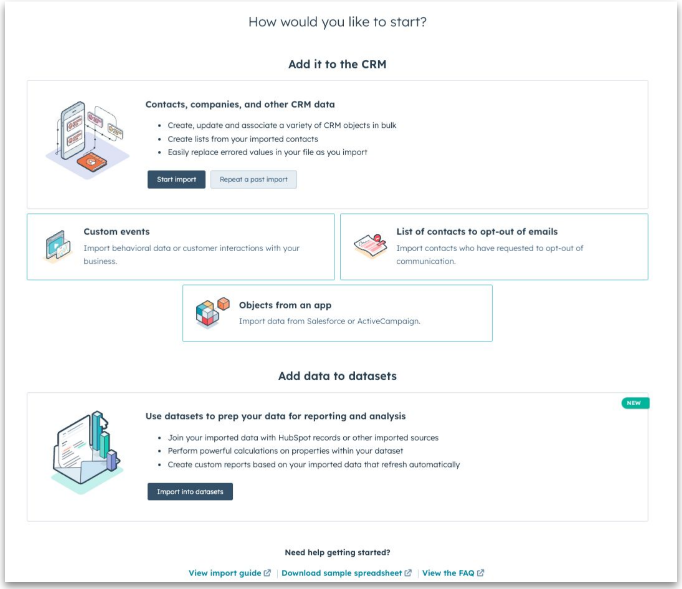
With this enhancement, you can set your preferred email address as the default, eliminating the need to constantly switch between multiple connected addresses. This saves you time and reduces clicks, allowing you to focus on crafting your messages rather than managing your email settings.

Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

Dataset and custom event imports can now be started from within the import tool

Seamlessly import your custom events data and external unstructured data directly into datasets using the revamped import tool.



Use Case

Imagine tracking user behavior by importing custom events in bulk, which enriches your customer records and provides deeper insights into engagement. With the ability to bring in external data, you can enhance your reporting capabilities, allowing for more dynamic data analysis and informed decision-making across your business.

Launch region: Global

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

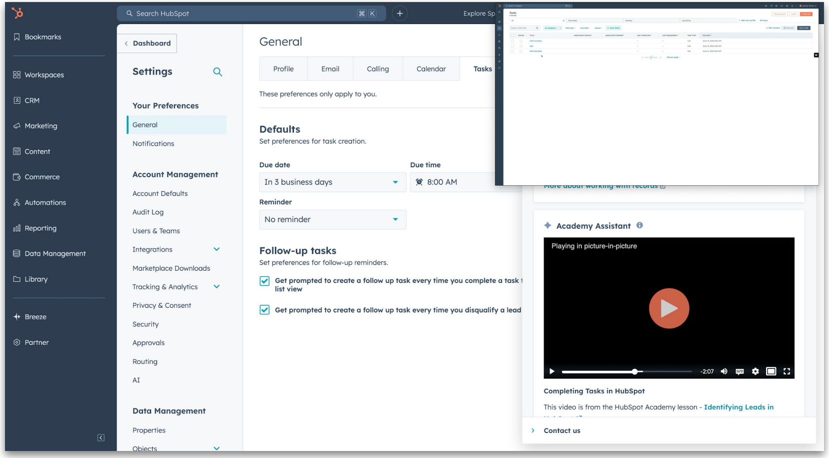
CRM Platform

Stay Engaged with HubSpot Academy Picture-in-Picture

The new Picture-in-Picture (PiP) functionality allows you to watch Academy content—like courses and tutorials—in a small, resizable window that stays on top while you navigate HubSpot.

Use Case

Imagine learning how to use a new feature in HubSpot while simultaneously working on your tasks; the PiP mode keeps the instructional video visible, letting you follow along without losing focus. This streamlined approach not only enhances your productivity but also allows you to master HubSpot features in real-time, adapting to your workflow seamlessly.

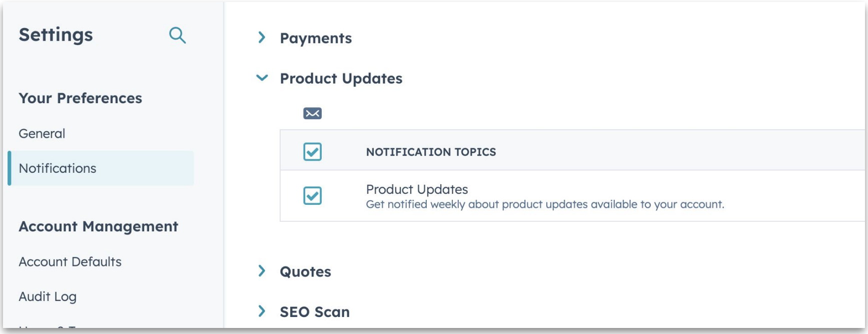


Launch region: Global

Free | Starter | Pro | Enterprise | Live

Weekly Product Updates Roundup

You can now subscribe to receive weekly email notifications about Product Updates, helping you stay informed on the latest features and changes in HubSpot.



Use Case

By subscribing to the Weekly Product Updates Roundup, you receive timely notifications about new features and betas directly in your inbox. This proactive approach allows you to prepare your team for upcoming changes, minimizing disruptions to your HubSpot workflows.

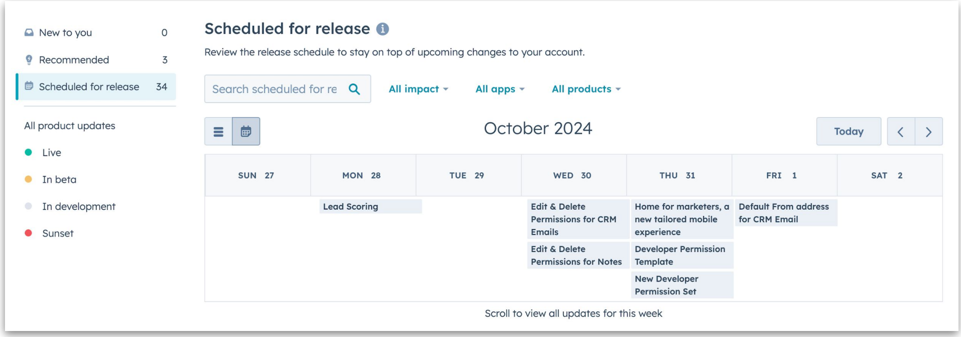
Note: this preference will only apply to you.

Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

View updates scheduled to release to your account

Admins can access the Scheduled for Release tab to view a detailed calendar and table of upcoming product release schedules.



Use Case

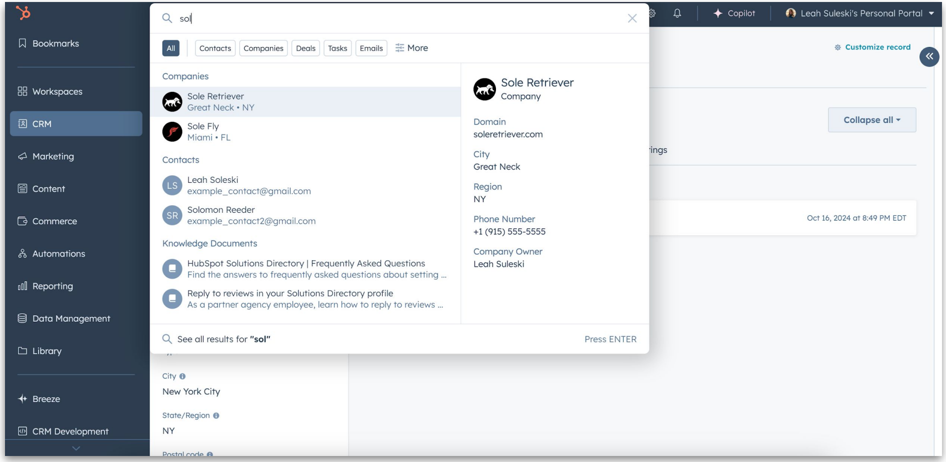
As an admin, you can easily check the Scheduled for Release tab to see what updates are coming and when they're expected to launch. This enables you to plan accordingly, ensuring your team is ready to leverage new features as soon as they're available, enhancing your overall efficiency.

Launch region: Global

Free | Starter | Pro | Enterprise | Live

Minified Global Search Dropdown

The updated Global Search enables quick access to relevant results in a new dropdown, allowing for efficient record searches without disrupting your current tasks.



Use Case

Upon entering a search query, the dropdown menu displays the top results from all record types, making it easy to find what you need swiftly. For further details, simply hover over any record or click "See all results" to explore the full-page search experience.

Launch region: Global

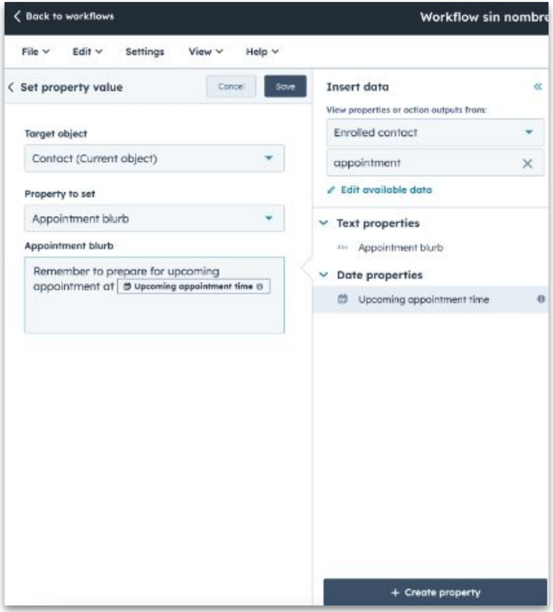
Free | Starter | Pro | Enterprise | Public Beta

Enhanced support for Datetime Properties in Workflows, Sequences, and Snippets

You can now include both date and time in custom datetime properties when personalizing workflows, sequences, or snippets.

Use Case

When sending appointment confirmations, you can use the datetime token to provide recipients with the exact date and time of their meeting. Similarly, when creating snippets, you can reference specific meeting details, ensuring your communication is clear and precise.



Launch region: Global

Free Starter Pro Enterprise Live

Configure Activity Association Defaults

Learn More

Admins can now configure default logic for logging activities across contacts, companies, deals, tickets, and custom objects, setting rules based on the original logging location, activity type, and associated records.

Use Case

By customizing logging rules, you can reduce the occurrence of irrelevant activities appearing on records, saving your reps time and ensuring that logged activities are meaningful and aligned with their workflows. This streamlined process improves efficiency and enhances the overall user experience within your CRM.

Launch region: Global

Free Starter Pro Enterprise Live

Object Form Customization Events in the Audit Log

Recent audit log events provide insights into who changed what in object forms, enhancing accountability and transparency.

Use Case

When collaborating with your sales team, you can check the audit log to see who made specific changes to customer data in object forms. This not only helps maintain accountability but also allows you to reference previous versions if needed.

Launch region: Global

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

Expand your data model: new objects and data templates

The new Object Library and Data Templates expand your CRM setup by providing pre-built objects and templates tailored for industries like Real Estate, Education, and Healthcare. These templates include new objects, recommended custom properties, association labels, and pipeline stages, allowing for immediate use and seamless integration with HubSpot tools.

Use Case

By utilizing these industry-specific templates, you can quickly customize your CRM to fit your business needs without the time-consuming process of building from scratch. This not only streamlines your setup but also ensures your team can start working efficiently right away, enhancing overall productivity and data management.

Launch region: Global

Free | Starter | Pro | Enterprise | Live

Repair "mixed" subscription statuses

Opting out of all email communication now automatically updates all underlying subscription types to "unsubscribed" for that contact.

Use Case

This change simplifies email management by ensuring that contacts who choose to unsubscribe from all communications have their preferences uniformly applied across all subscription types. As a result, your marketing team can maintain accurate records and avoid sending unwanted emails, fostering better relationships with your audience.

Launch region: Global

Free Starter Pro Enterprise Live

Get notified about Custom objects on iOS

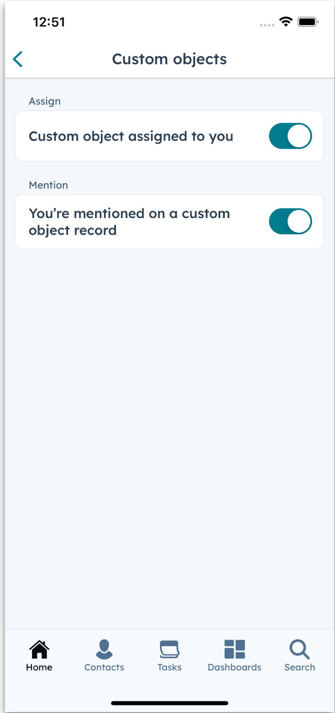
Stay updated with notifications on your iOS device for activities related to your assigned custom objects.

Use Case

By receiving real-time notifications for custom object activities, you can quickly respond to changes and updates that impact your projects. This feature enhances your productivity, ensuring you never miss important developments and can manage your workload more effectively.

Launch region: Global

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



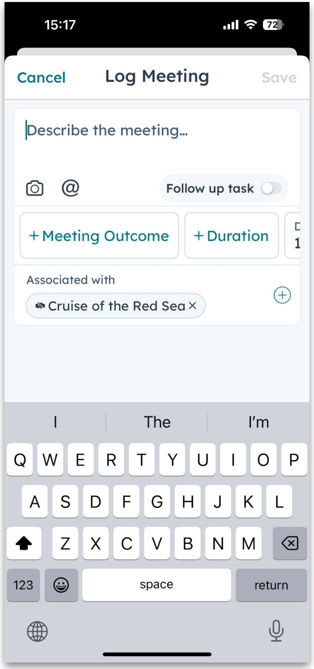
HubSpot

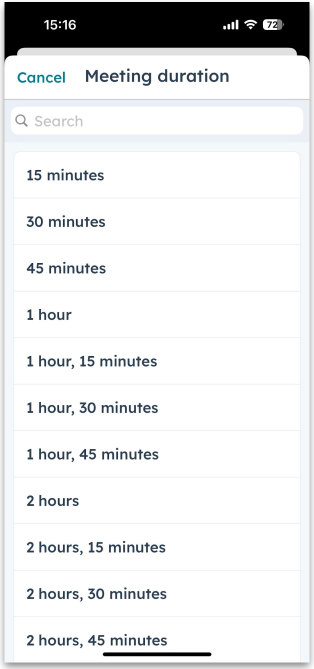
Indicate the meeting duration when logging and editing a meeting on iOS

You can now specify meeting duration when logging or editing a meeting by selecting from provided options, making the process more intuitive.

Use Case

While on the go, easily log your meetings on mobile with the same level of detail as you would on the web, including the duration. This feature enhances consistency and helps you manage your schedule more effectively, ensuring all meeting details are accurately captured.



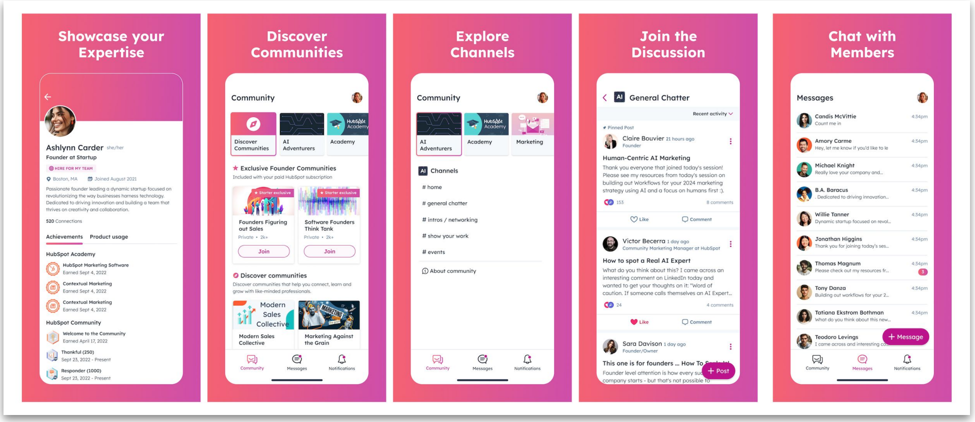


Launch region: Global

Free | Starter | Pro | Enterprise | Live

[Connect.com] iOS Mobile App

Exciting news for Connect.com users! The new Connect.com Mobile iOS App is here, offering a seamless way to connect, learn, and grow on the go.



Use Case

With the Connect.com Mobile App, you can easily showcase your professional profile using verified HubSpot data, join vibrant communities to collaborate with like-minded professionals, and message your connections privately. This empowers you to stay connected and enhance your professional development, all from the convenience of your mobile device—perfect for today's fast-paced lifestyle.

Launch region: Global

Free | Starter | Pro | Enterprise | Live

Breeze™

AI Powered

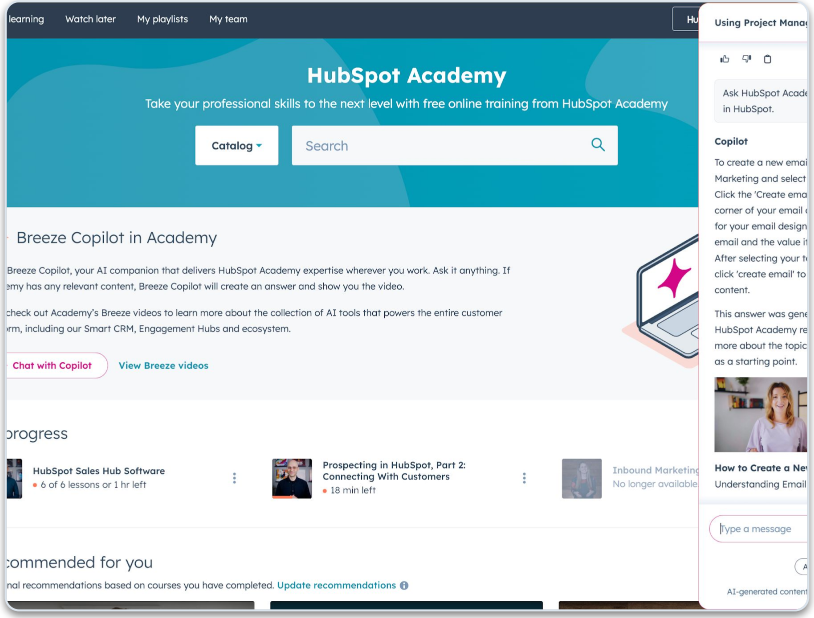
Breeze™

Learn with HubSpot Academy in Copilot

With the new "Learn with HubSpot Academy" prompt, Copilot by Breeze AI connects you to personalized learning resources from a vast catalog of HubSpot Academy videos.

Use Case

Need quick guidance on setting up a marketing automation workflow? By using the "Learn with HubSpot Academy" prompt, you receive instant video recommendations that provide the answers you need, helping you complete your tasks efficiently.



Launch region: Global

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HubSpot

Thank You