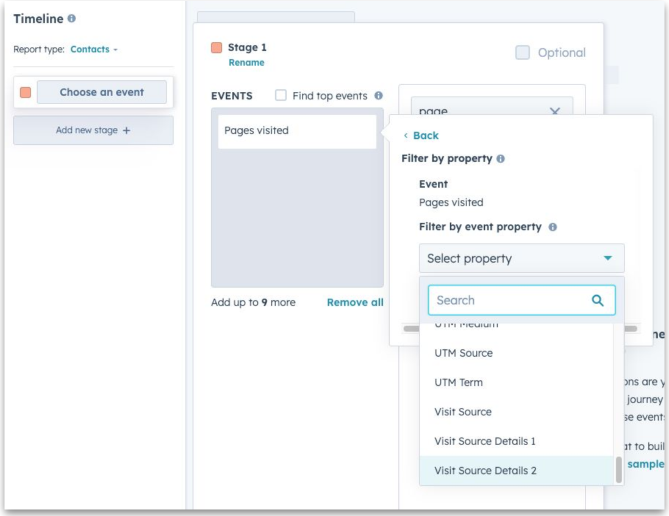
# April (March) 2025 Product Updates

# Marketing Hub®

Powered by Breeze

# Sources properties available in Journey Analytics

Journey Analytics now supports filtering and breakdowns by Source property to better understand traffic origins and attribution.




## Use Case

When analyzing how users progress through key milestones, you can now break down page visits by traffic source to identify high-performing channels. This reveals which campaigns or referrals are driving engagement and helps refine your marketing strategy.

**Launch region:** Global

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

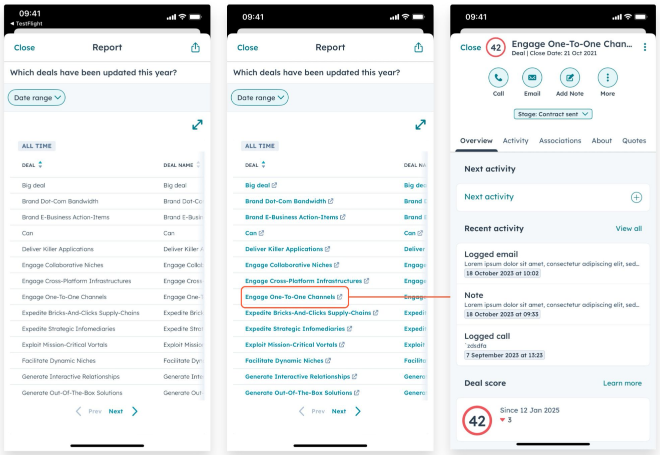
Marketing Hub®

# Deep link from Table Reports on Mobile

Mobile users can now tap into CRM records and marketing assets directly from Table Reports on dashboards.

## Use Case

When reviewing dashboards on your phone, you can now open CRM records or assets directly from table rows without hitting a dead end. This speeds up decision-making and makes mobile reporting far more actionable.




BEFORE
Links in Table reports were disabled

AFTER
Now, tap on links to open supported CRM Objects and Marketing Assets

**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

HubSpot

# Separate WhatsApp Transactional and Marketing Subscription Types

Manage separate opt-ins for WhatsApp Marketing and Transactional messages to improve consent tracking and outreach flexibility.

**Use Case**

When sending WhatsApp messages outside the 24-hour window, you can now differentiate between promotional and utility communications by message type. This ensures compliance, prevents message delivery issues, and protects essential updates like order confirmations or account alerts.

**Launch region:** Global

Free Starter Pro Enterprise Live

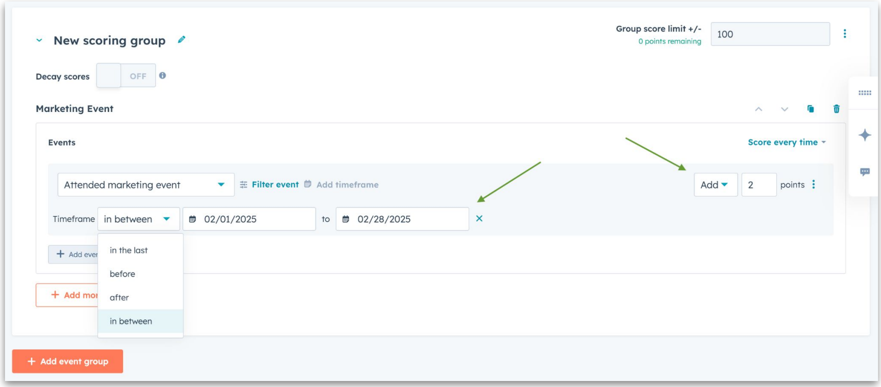
Marketing Hub®

# Specify the timeframe of when an event occurred in Scoring Apps

Score actions based on when they occurred by setting specific timeframes in Lead and Health Scoring.

## Use Case

When refining lead or customer health scores, you can now prioritize recent behaviors—like form submissions or product usage—over older interactions. This makes your scoring model more responsive to current activity and strengthens decision-making across teams.

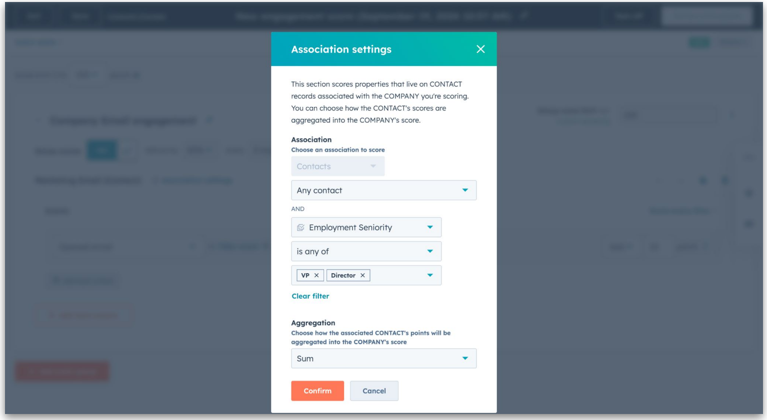



**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

# Refine which associated records get scored in Scoring Apps

Customize scoring rules to include only associated records that match specific criteria for better scoring precision.




## Use Case

When building company or deal scoring models, you can now limit influence to only relevant associated contacts or tickets—like those in a specific pipeline or with matching interests. This ensures scores reflect real intent and helps prioritize the right accounts or leads.

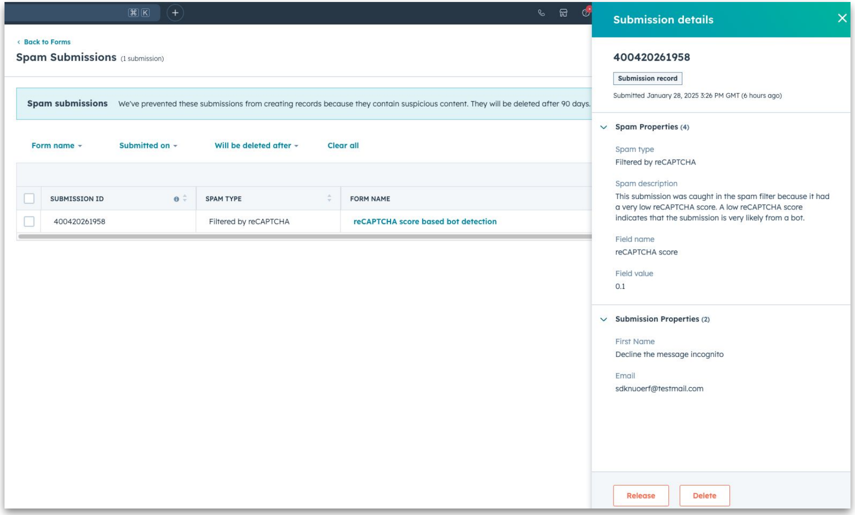
**Launch region:** Global

Free Starter Pro Enterprise Live

Marketing Hub®

# reCAPTCHA score based bot form submissions detection

Automatically filter bot submissions with reCAPTCHA score-based detection to protect CRM data quality and prioritize real leads.




## Use Case

Marketing and sales teams can rely on reCAPTCHA scoring to automatically filter out spam form submissions before they reach the CRM, preventing bot data from polluting lead pipelines. This automation saves time, enabling teams to focus on nurturing legitimate leads and driving conversions.

**Launch region:** Global

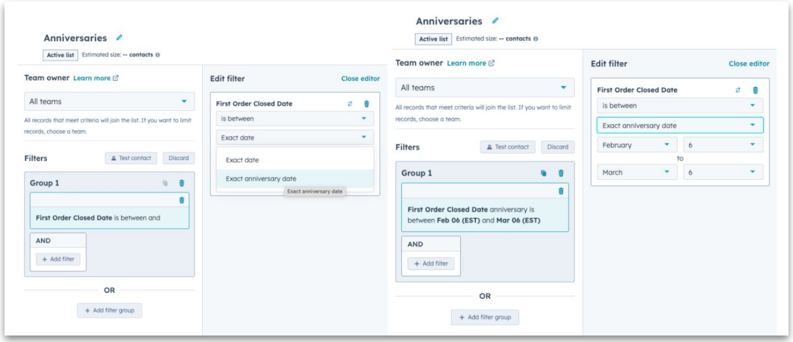
Free Starter Pro Enterprise Live

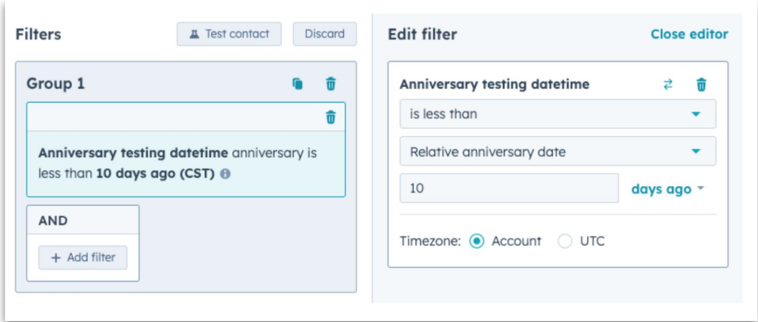
HubSpot

Marketing Hub®

# Anniversary Filters

Create recurring date-based filters for birthdays and anniversaries without relying on calculated properties or manual workarounds.




## Use Case

A marketing team running automated birthday campaigns can now filter contacts by birth date without needing to adjust the year, ensuring personalized outreach happens on time, every year. This improves segmentation, reduces errors, and streamlines engagement efforts.

Note: All results will contain records with dates of February 29th if present (only if February 28th is present) agnostic of whether the current year is a leap year or not.

**Launch region:** Global

Free Starter Pro Enterprise Live

HubSpot

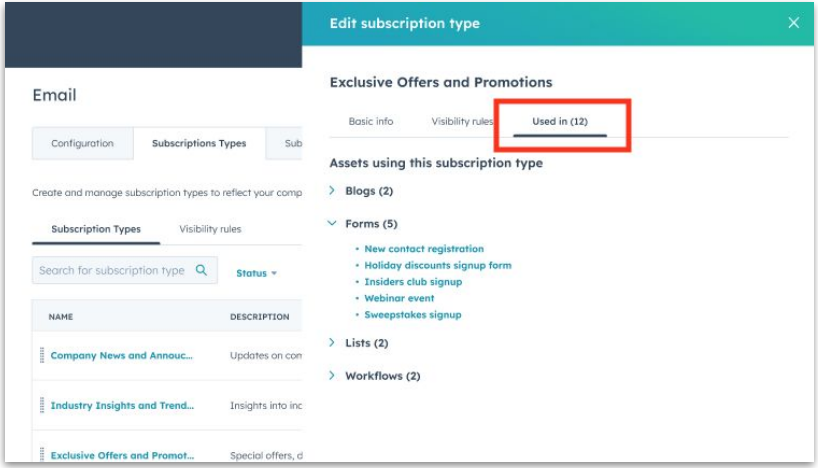
Marketing Hub®

# Centralized view into what HubSpot assets are using subscription types

Track where subscription types are used across HubSpot assets to simplify updates and prevent invalid subscriptions.

### Use Case

When preparing to archive a subscription type, admins can review a complete list of associated assets, ensuring all necessary updates are made before removal. This reduces the risk of invalid statuses and helps maintain accurate, compliant subscription data.




**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

HubSpot

# Content Hub™

Powered by Breeze

Content Hub™

# Updated Content Remix Homepage and Manage Screens

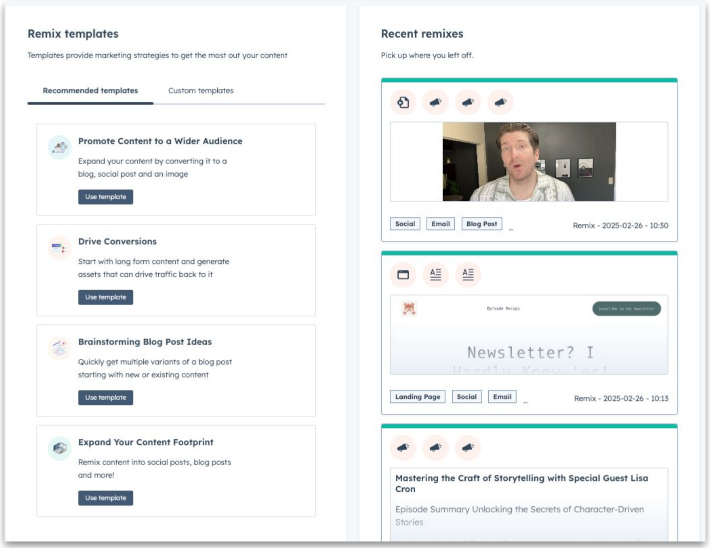
Quickly find and manage your recent remixes and custom templates with the updated Content Remix homepage and manage screens.

## Use Case

When working on multiple campaigns, you can now return to your recent remixes and templates without digging through scattered files. This improves efficiency and helps teams move faster when repurposing content.

**Launch region:** Global

Free Starter Pro Enterprise Public Beta



# Video Remixing

Remix your videos into short-form content using AI and transcript-based editing—no advanced skills required.

**Use Case**

When reusing product demos, webinars, or recorded sessions, you can now create polished video shorts just by editing a transcript. This speeds up content production and helps scale video marketing across channels like email, ads, and social.

**Launch region:** Global

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

# Easily Set Up Brand Voice with a URL

Learn More

Set up your brand voice by entering your website URL—no writing sample or manual input required.

### Use Case

When customizing content creation tools, you can now pull your brand tone directly from your website to instantly align messaging with your existing style. This simplifies setup and ensures consistency across emails, landing pages, and more.

**Launch region:** Global

Free Starter Pro Enterprise Live

Content Hub™

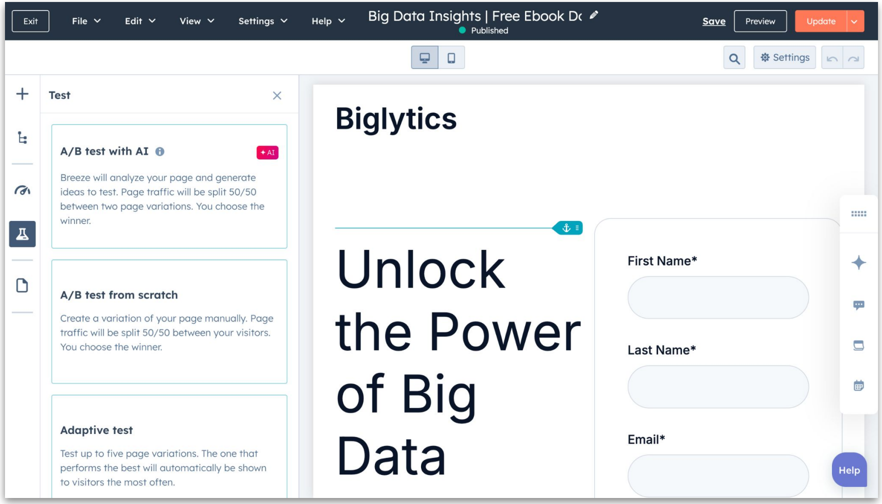
# AI-Powered A/B Testing for Landing Pages

Learn More

Use AI to generate and test landing page variants faster, improving performance with less guesswork.

## Use Case

When optimizing a campaign page, you can now let AI propose alternate headlines or copy, then test variations to see what performs best. This accelerates experimentation and helps refine landing pages with data-backed confidence.




**Launch region:** Global

Free | Starter | Pro | Enterprise | Public Beta

HubSpot

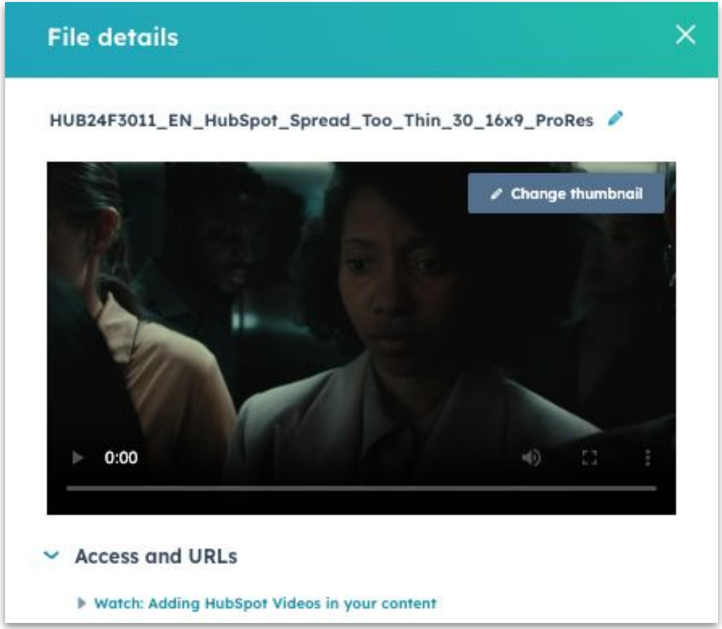
# Edit a video thumbnail

Learn More

Create and edit video thumbnails directly in HubSpot, ensuring visually compelling and brand-aligned previews for your videos.

**Use Case**

Marketing teams can now select the perfect video frame and enhance it within HubSpot, eliminating the need for third-party design software. This streamlined process helps create attention-grabbing thumbnails that drive higher engagement and video views.




**Launch region:** Global

Free Starter Pro Enterprise Live

Marketing Hub®

Content Hub™

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Marketing Hub® Content Hub™

# Simplified Video Limit Management

Advanced video features are now auto-enabled only when a video is embedded, making limit management more efficient.

**Use Case**

When adding videos to your file manager, you no longer need to toggle advanced features off to preserve your usage limits. This prevents accidental overages and simplifies how you manage video assets across your content.

**Launch region:** Global

Free Starter Pro Enterprise Live

HubSpot

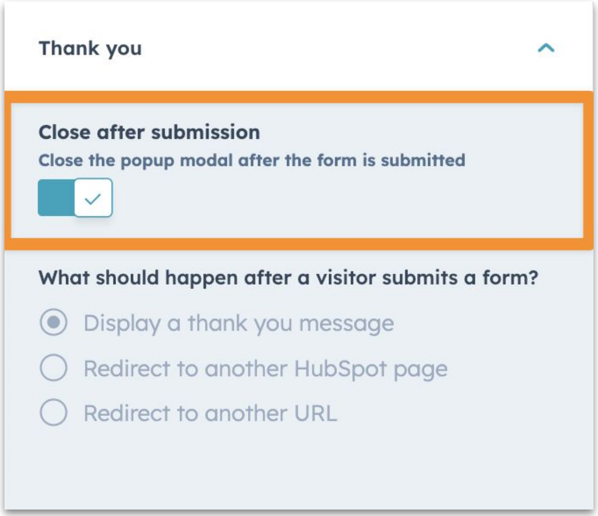
Marketing Hub® Content Hub™

# Close popup CTA automatically after form submission

Automatically close popup CTAs after form submission to streamline visitor experience.

**Use Case**

When capturing leads through popups, you can now close the form automatically once it's submitted—no extra clicks required. This prevents friction for visitors and helps maintain a clean, uninterrupted user journey.




**Launch region:** Global

Free Starter Pro Enterprise Live

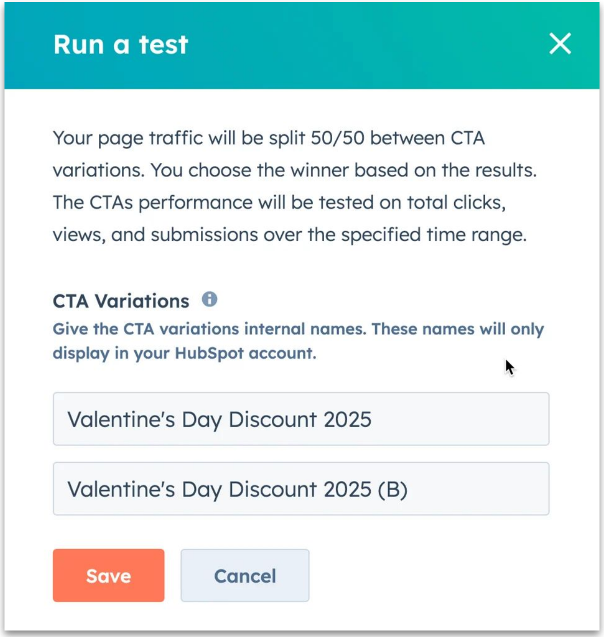
HubSpot

# A/B Testing for CTAs

Test two CTA variations on your website to see which performs best and boost conversions with data-driven insights.

**Use Case**

When improving your website's conversion strategy, you can now experiment with different CTA designs or messaging to find what resonates most with visitors. This makes it easier to refine campaigns and increase engagement based on real performance data.




**Launch region:** Global

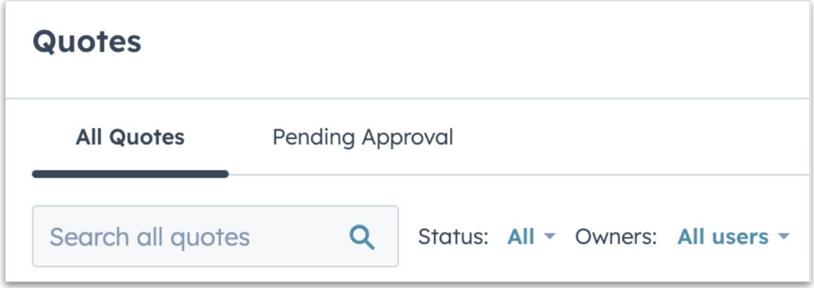
Free Starter **Pro** **Enterprise** **Public Beta**

# Sales Hub®

Powered by Breeze

# Streamlined Quote Approval for Admins

Approve quotes faster with direct access to quote approvals from the index page.




**Use Case**

When reviewing pending quotes, admins can now take action without sifting through unrelated tasks or navigating away from the quote list. This shortens turnaround time and keeps approvals moving without added steps.

**Launch region:** Global

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

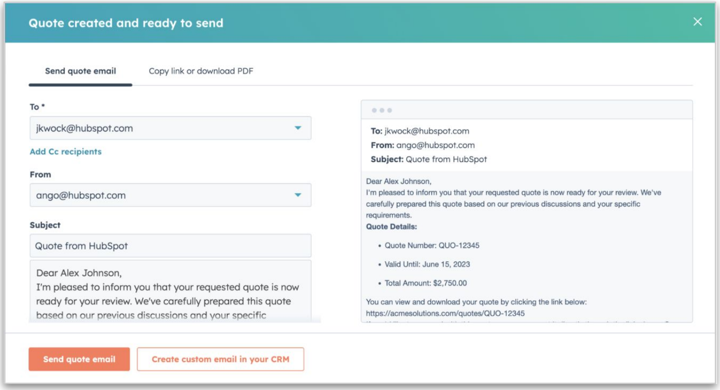
Sales Hub®

# Preview and Customize Quote Emails

Quickly personalize and preview quote emails before sending, or copy the quote link for manual sharing.

## Use Case

While finalizing a deal, you can now tailor the quote email to match your tone and preview it before hitting send. This reduces back-and-forth, improves professionalism, and gets quotes in front of buyers faster.




**Launch region:** Global

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

HubSpot

Sales Hub®

# Streamline Revenue Management with Subscription Objects

Manage recurring revenue in HubSpot by using subscriptions as CRM objects with full functionality across workflows and associations.

**Use Case**

When tracking revenue and renewals, you can now connect subscription data to contacts, companies, and deals to streamline billing and customer management. This improves reporting accuracy and makes it easier to automate renewals and payments at scale.

**Launch region:** Global

Free Starter Pro Enterprise Live

# Create Quotes from Contact & Company Record Pages

Generate and manage quotes from Contact and Company records without switching to a deal.

**Use Case**

When working with a customer who doesn't yet have an associated deal, you can now create a quote directly from their contact or company record. This streamlines workflows and ensures your quote data is always accessible in the right context.

**Launch region:** Global

Free Starter Pro Enterprise Live

# Service Hub®

Powered by Breeze

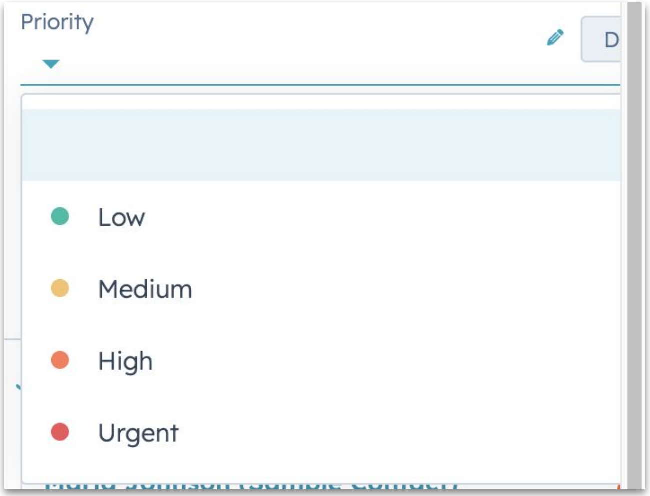
Service Hub®

# Adding "urgent" priority to the tickets object

The ticket object now includes an “Urgent” priority option for better handling of time-critical support issues.

**Use Case**

When managing incoming tickets, you can now mark pressing issues as “Urgent” to separate them from other high-priority items. This helps teams triage faster and allocate resources where they're needed most.




**Launch region:** Global

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

HubSpot

# Support SLAs for all Tickets Visible in Help Desk

SLAs can now be assigned to all Help Desk-visible tickets, including those created manually or through automation.

**Use Case**

When handling manually created or automated tickets, you can now apply SLAs just like you would for channel-based tickets. This eliminates confusion and helps support reps prioritize all tickets with the same level of urgency and clarity.

**Launch region:** Global

Free Starter Pro Enterprise Live

Service Hub®

# Reporting on time in ticket status

Track and report on how long tickets spend in each status with new properties and out-of-the-box reports.

## Use Case

When evaluating support team performance, you can now identify how long tickets stay in specific statuses and uncover workflow bottlenecks. This enables more informed decisions to improve resolution time and customer satisfaction.

**Launch region:** Global

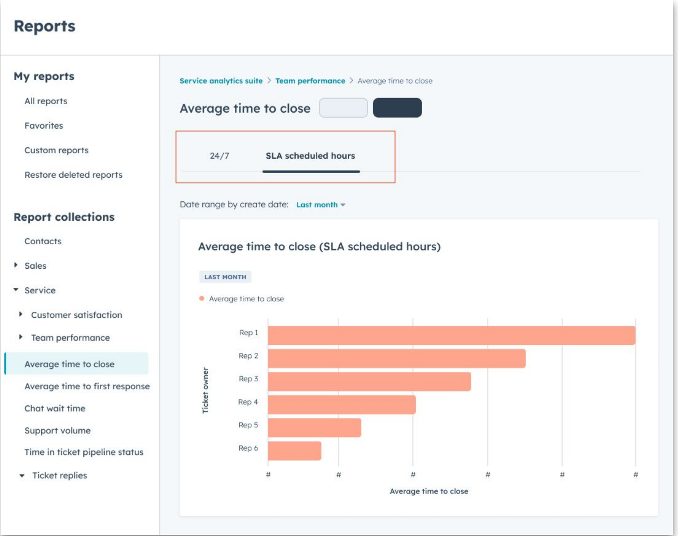
Free | Starter | Pro | Enterprise | Live

# Scheduled hours for SLA rules & SLA reports

Customize SLA rules with scheduled hours and time zones for more accurate tracking and reporting across global teams.

## Use Case

Admins can configure SLA rules to reflect actual support hours, ensuring response and resolution times align with operational availability. Additionally, SLA reports now adjust for scheduled hours, providing a more precise view of adherence and service performance.

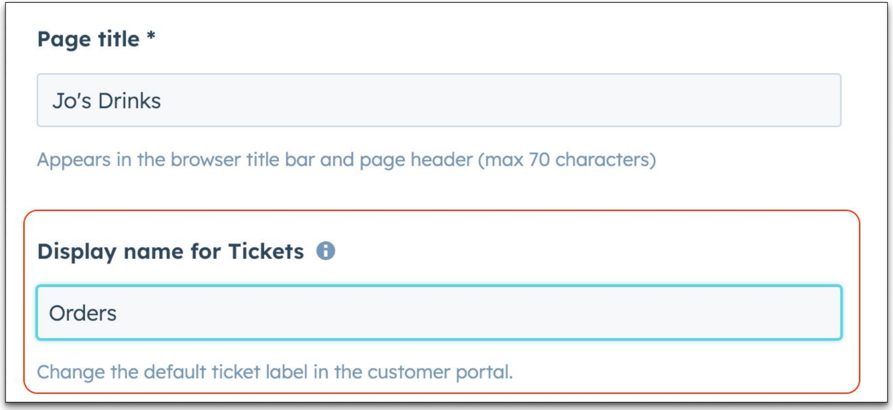



**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

# Rename 'Tickets' Label in the Customer Portal

Rename the “Tickets” label in the Customer Portal to better align with your company’s terminology and use case.




**Use Case**

When managing service requests, orders, or specialized interactions, you can now relabel “Tickets” to reflect your actual business process. This creates a clearer and more personalized experience for your customers.

**Launch region:** Global

Free Starter Pro Enterprise Live

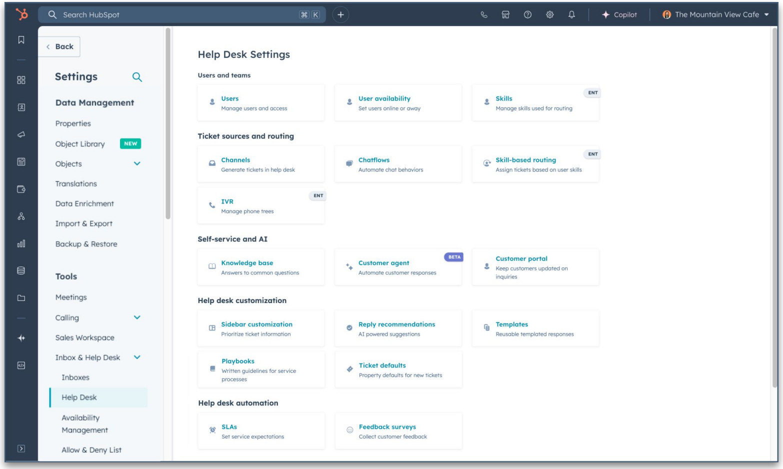
Service Hub®

# New Help Desk Settings Page

Access a centralized Help Desk Settings page to streamline workspace setup and management.

## Use Case

When configuring your Help Desk, you can now access all key settings from a single page without digging through multiple menus. This saves time, reduces complexity, and ensures smoother onboarding for admins.




**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

# Updated Customer Success Workspace

The Customer Success workspace now offers a streamlined layout and new tools to help CSMs manage their book of business more effectively.

## Use Case

When managing multiple accounts, customer success managers can now rely on a dedicated workspace to track key changes, health metrics, and upcoming renewals in one place. This improves focus, reduces context switching, and helps teams serve more customers with less effort.

**Launch region:** Global

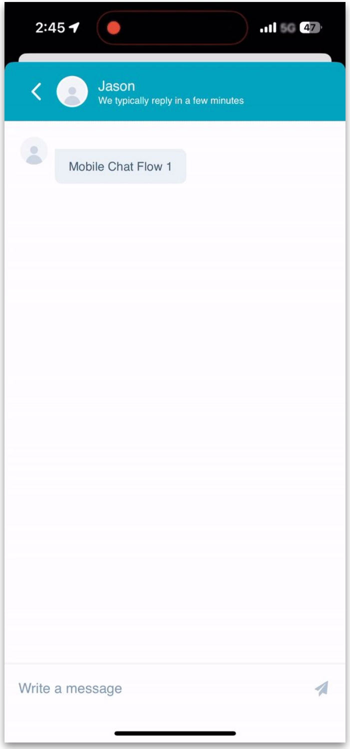
Free Starter Pro Enterprise Live

# Mobile Chat SDK

Integrate HubSpot chat into your iOS or Android app to deliver real-time, contextual support from within your mobile experience.

**Use Case**

When supporting users inside a mobile app, you can now provide live chat, self-service, and automation without redirecting them to a browser. This improves customer satisfaction by keeping conversations fast, convenient, and in context.




**Launch region:** Global

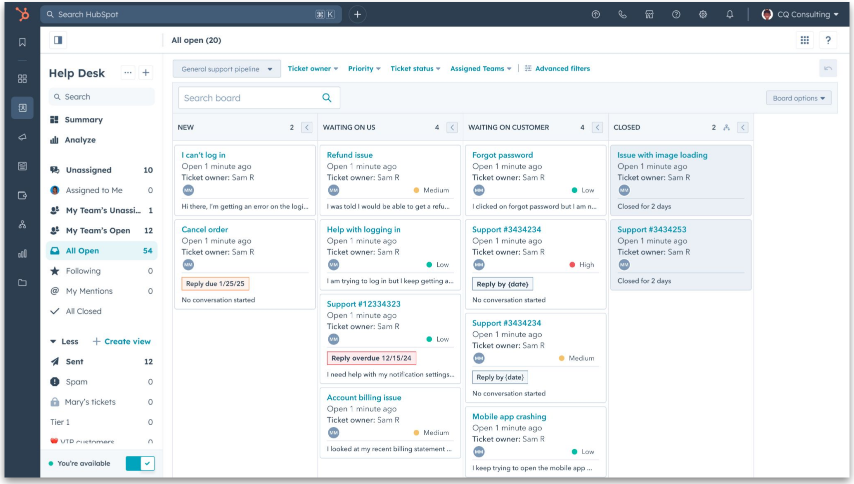
Free Starter Pro Enterprise Live

# Help Desk Board Layout

Manage help desk tickets visually with the new board layout, improving workflow clarity and response efficiency.

## Use Case

Support reps can quickly see which tickets require immediate attention, while managers gain a high-level view of ticket movement across pipeline stages. This structured layout enhances decision-making and streamlines ticket management, ensuring faster resolutions.




**Launch region:** Global

Free Starter Pro Enterprise Live

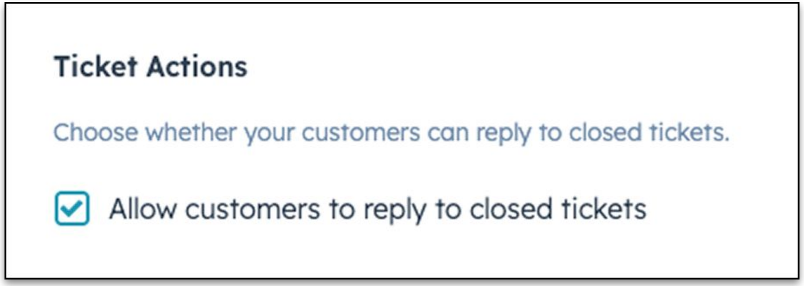
HubSpot

# Users can reply to closed tickets in the Customer Portal

Customers can now reply to closed tickets from the portal, making it easier to follow up without starting a new conversation.

**Use Case**

When a customer has additional questions after a ticket is marked resolved, they can now reply directly in the portal instead of emailing or opening a new case. This maintains the full context of the original issue and simplifies follow-up for both customers and support teams.




**Launch region:** Global

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Sales Hub®

Service Hub®

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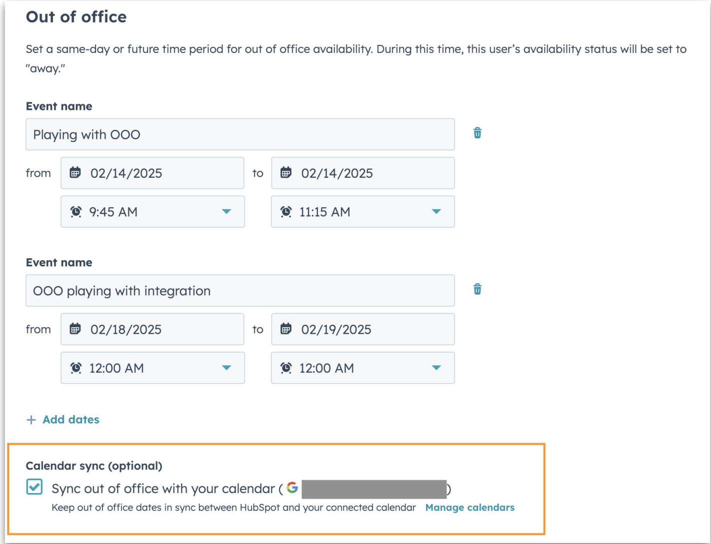
# Utilize calendar integration to sync user's out of office

Automatically sync user out-of-office status between HubSpot and connected calendars for seamless availability management.




## Use Case

When scheduling work or assigning tasks, you can now rely on synced calendar data to reflect accurate out-of-office statuses in HubSpot. This reduces manual coordination and prevents delays caused by unavailable team members.

**Launch region:** Global

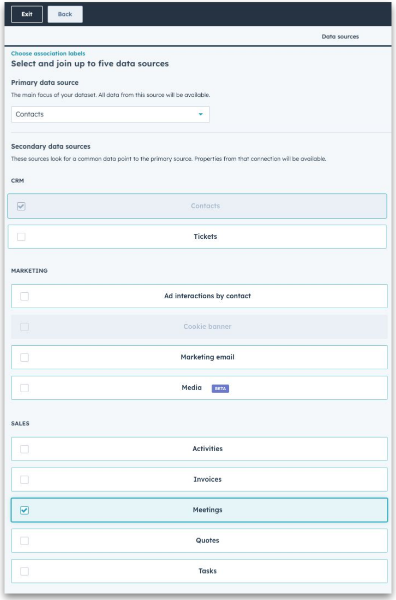
Free Starter Pro Enterprise Live

HubSpot

Sales Hub® Service Hub®

# Meetings Data Source in Custom Report Builder

Report on meeting attendees, formats, and participation using the new Meetings data source in Custom Report Builder.




## Use Case

When analyzing team performance, you can now report on who attended or booked meetings—not just the host—directly within custom reports. This ensures all contributors receive visibility and helps track meeting impact more accurately.

**Launch region:** Global

Free Starter Pro Enterprise Live

HubSpot

Sales Hub® Service Hub®

# Delete forecast submissions

Remove outdated or incorrect manual forecast submissions to maintain cleaner, more accurate reporting.

**Use Case**

When managing forecasts, you can now delete test or erroneous entries to reflect only the most relevant data. This keeps your historical records reliable and ensures team forecasts roll up as expected.

**Launch region:** Global

Free Starter Pro Enterprise Live

HubSpot

Sales Hub® Service Hub®

# Include deals in forecast submissions

See exactly which deals contribute to a manual forecast submission for better pipeline transparency and review.

**Use Case**

When reviewing forecasts in a 1:1 or team meeting, you can now drill into the specific deals behind each submission. This supports clearer coaching, more accurate forecasting, and stronger pipeline management.

| ADD TO FORECAST | DEAL NAME | AMOUNT |
|---|---|---|
| ☑ | Bailey Brewing | $77,300.00 |
| ☐ | Brandy's Fine Wines | $100,000.00 |
| ☐ | Bubbly Beverages | $23,450.00 |
| ☐ | Daring Designs | $47,120.00 |
| ☑ | Ember Events | $64,750.00 |
| ☑ | Fizz Furnishings | $92,600.00 |
| ☐ | Swift Solutions | $88,300.00 |
| ☑ | Jigsaw Journeys | $29,900.00 |
| ☑ | Paisley's Paintings | $75,000.00 |

**Launch region:** Global

Free Starter Pro Enterprise Live

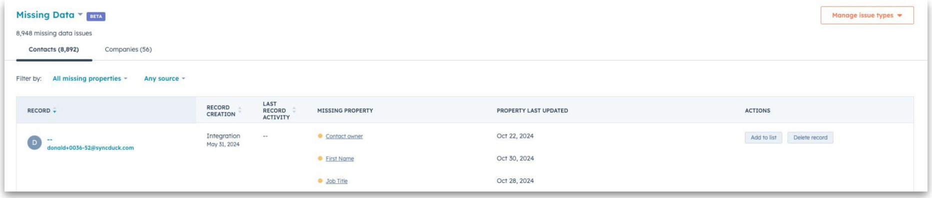
HubSpot

# Operations Hub®

Powered by Breeze

# 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

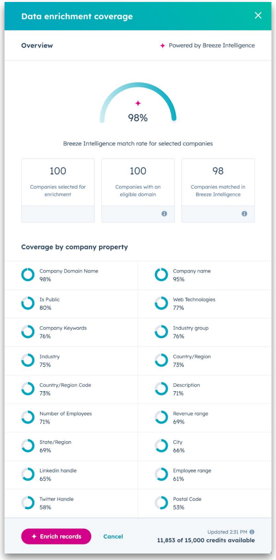
Free Starter **Pro** **Enterprise** **Live**

# Enrich Company Properties in the Missing Data App

Automatically enrich incomplete company records using external data sources directly in the Missing Data app.

**Use Case**

When reviewing incomplete company records, you can now enrich fields like industry, revenue, or employee count without leaving the app. This improves data quality at scale and eliminates the need for manual research.




**Launch region:** Global

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

Operations Hub®

# Realtime AI-powered duplicate checks for contacts and companies

Learn More

AI now flags potential duplicate records in real time, enabling faster cleanup and more accurate CRM data.

**Use Case**

When adding new contacts or companies, your team will now see potential duplicates instantly instead of waiting for the daily scan. This prevents clutter in your CRM, improves data confidence, and supports accurate segmentation and reporting.

**Launch region:** Global

Free | Starter | Pro | Enterprise | Public Beta

HubSpot

Commerce Hub™

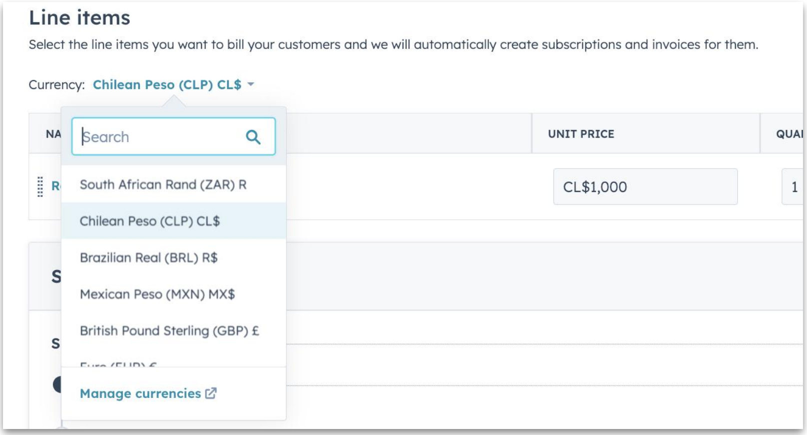
Commerce Hub™

# Expanded Currency Support for Subscriptions

Create subscriptions in any HubSpot-supported currency—even those not supported by your payment processor.

## Use Case

When managing international deals, you can now convert quotes into subscriptions without being limited by payment processor currency restrictions. This streamlines cross-border operations and allows global teams to move faster with fewer constraints.




**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

HubSpot

Commerce Hub™

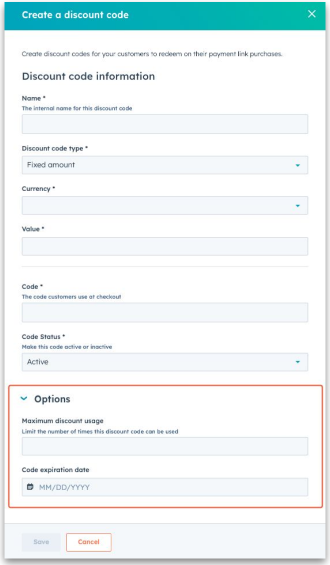
# Set Maximum Redemptions & Expiration Dates for Discount Codes

Learn More

Add usage limits and expiration dates to discount codes for smarter, more controlled payment link promotions.

## Use Case

When managing time-sensitive or limited-use offers, you can now configure discount codes to expire automatically or cap their redemptions. This ensures your promotions stay on track without needing manual oversight.




**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

HubSpot

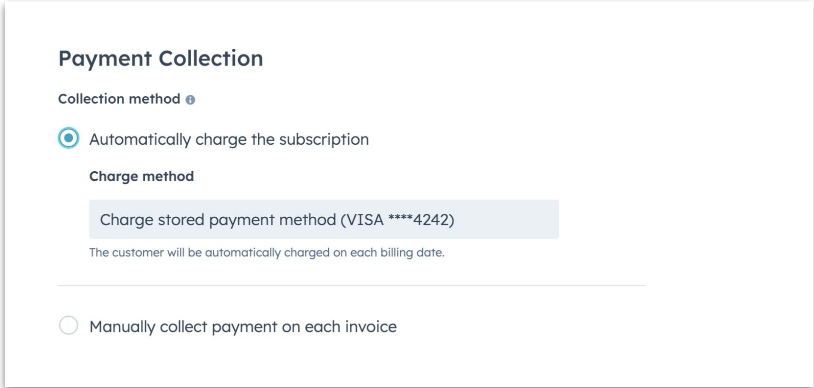
Commerce Hub™

# Save a Payment Method on File for Subscriptions

Store credit card or ACH payment methods to streamline subscription payments and accelerate billing.

**Use Case**

When managing recurring subscriptions, you can now charge customers automatically without requiring them to complete a new checkout each time. This reduces friction, speeds up collections, and improves the customer payment experience.




**Launch region:** Global

Free Starter Pro Enterprise Live

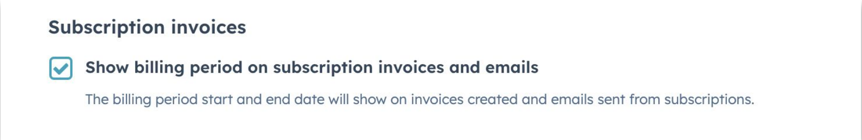
HubSpot

# Hide Billing Dates on Subscription Invoices

Choose whether to show or hide billing dates on subscription invoices for added customization.

**Use Case**

When managing invoice communications, you can now hide billing dates to create a cleaner look or avoid confusion in custom billing cycles. This gives your team more control over the customer-facing invoice experience.




**Launch region:** Global

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Commerce Hub™

# Expanded Multi-Currency Support for Commerce Hub Payments

Sell in 130+ global currencies through HubSpot Payments to deliver a localized and seamless buyer experience.

**Use Case**

When expanding into international markets, you can now present prices in the buyer's local currency to eliminate confusion and boost conversion rates. This helps remove exchange rate guesswork while making your brand feel more accessible to global customers.

**Launch region:** Global

Free Starter Pro Enterprise Live

HubSpot

# Developer Platform

# Public Permissions API

Leverage the Public Permissions API to check user access against object IDs, enabling secure and informed data usage in external products.

### Use Case

A SaaS provider integrating with HubSpot can now confirm whether a user has the right permissions before displaying HubSpot data in their app. This prevents unauthorized access, enhances security, and ensures a smooth user experience for mutual customers.

**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

# “Alter list membership” action changes in the Automation Workflows Public API v4

List membership changes in workflows are now handled by two distinct API actions—add to list and remove from list—instead of a combined action type.

**Use Case**

When programmatically creating or updating workflows, developers can now use separate actions for adding or removing list members, rather than toggling a field within a single action type. This reduces ambiguity in API behavior and supports cleaner, more reliable automation logic.

**Launch region:** Global

Free Starter Pro Enterprise Live

# Expanded language labels supported for custom actions API

Custom actions now support seven additional languages, expanding multilingual workflow automation capabilities.

**Use Case**

When building custom workflows across regions, you can now present action labels in local languages like Italian, Traditional Chinese, or Swedish. This improves clarity for international users and helps teams collaborate more effectively in their native language.

**Launch region:** Global

Free Starter Pro Enterprise Live

# New Forms Editor | Global Events & Instance API

Enhance embedded form functionality with new lifecycle event callbacks and deeper access to form instance data.

**Use Case**

When embedding HubSpot forms on external websites, developers can now track submissions, trigger custom behavior, or sync data with tools like GA4 and custom CRMs. This makes form experiences more interactive, measurable, and integrated into broader workflows.

**Launch region:** Global

Free Starter Pro Enterprise Live

# Custom Channels API - include channel image and description

Learn More

Customize how your app's channels appear in Help Desk settings by including a name, image, and description via the Custom Channels API.

**Use Case**

When offering a support channel integration, developers can now brand the experience clearly so admins see exactly what the integration does. This builds trust and simplifies the setup process for Help Desk admins.

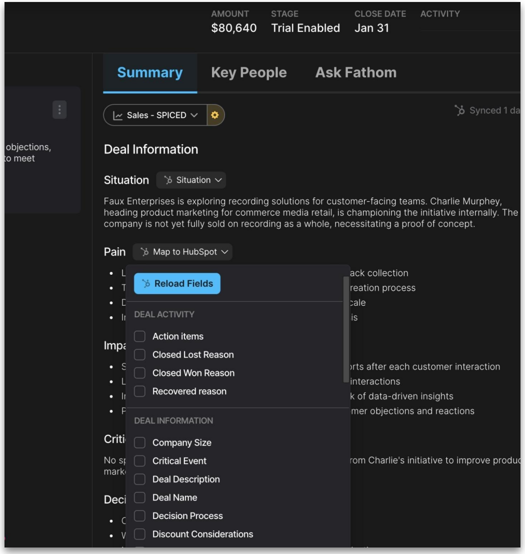
**Launch region:** Global

Free Starter Pro Enterprise Live

# App Marketplace

# Automatically Update Deal Properties After Meetings with the Fathom App for HubSpot

The Fathom app now auto-syncs AI meeting summaries to HubSpot deal properties, aligning updates with customizable sales methodologies.




## Use Case

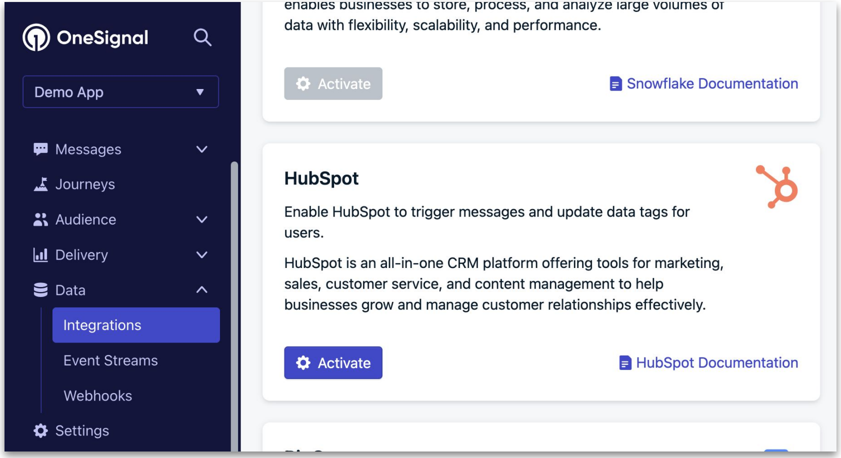
While reviewing meeting outcomes, you can now rely on Fathom to automatically update deal properties with structured insights tailored to your sales process. This saves time, keeps your CRM accurate, and ensures every deal follows a consistent methodology from start to close.

**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

# Create and Engage With New Users Instantly with the OneSignal App for HubSpot

Automatically create OneSignal users through HubSpot workflows and engage new contacts immediately via SMS, push, and in-app messaging.




### Use Case

When a new contact is created in HubSpot, you can now trigger OneSignal profile creation and send timely welcome messages without waiting for SDK interaction or manual uploads. This drives higher engagement by reaching users at peak interest, right when they sign up or take action.

**Launch region:** Global

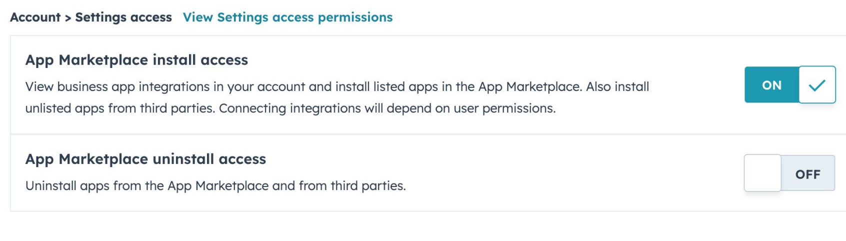
Free | Starter | Pro | Enterprise | Live

# New App Install & Uninstall User Permissions for Admins

Automatically create OneSignal users through HubSpot workflows and engage new contacts immediately via SMS, push, and in-app messaging.

### Use Case

When a new contact is created in HubSpot, you can now trigger OneSignal profile creation and send timely welcome messages without waiting for SDK interaction or manual uploads. This drives higher engagement by reaching users at peak interest, right when they sign up or take action.

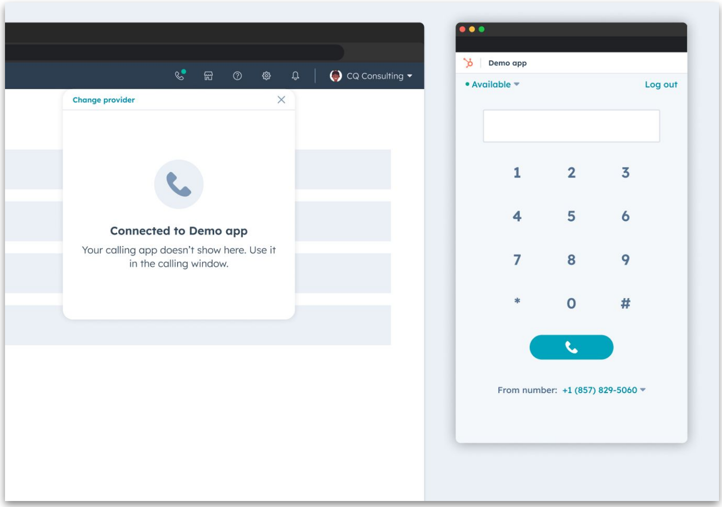



**Launch region:** Global

Free Starter Pro Enterprise Live

# Inbound Calling for Aircall Customers

Answer inbound Aircall calls from anywhere in HubSpot and stay productive while on live calls.




## Use Case

When receiving calls from prospects or customers, you can now take the call and access relevant records without leaving the HubSpot interface. This keeps conversations efficient, helps log context in real time, and ensures call data is stored automatically for follow-up.

**Launch region:** Global

Free | Starter | Pro | Enterprise | Public Beta

# CRM Platform

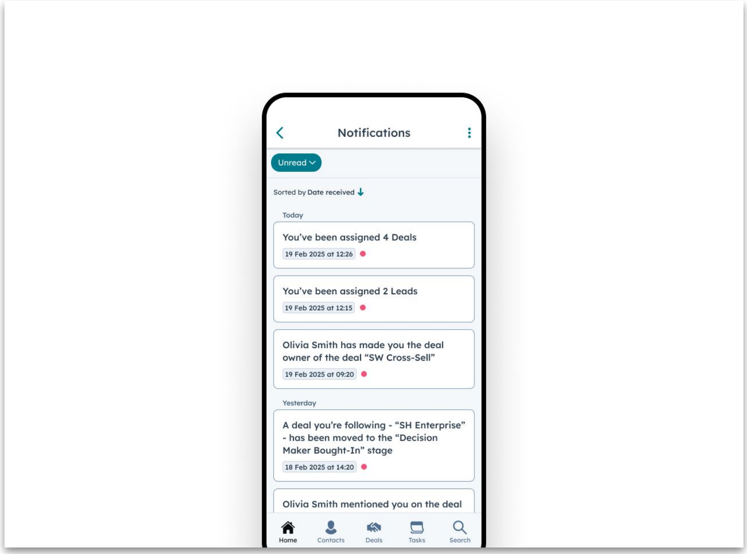
AI Powered

# Notification Enhancements on Mobile

Mobile notifications now last for 7 days and include new filters to sort by unread status or date received.

## Use Case

If you rely on mobile to track activity, you can now revisit important notifications up to a week later instead of losing them after 24 hours. This ensures you stay on top of key updates without needing to switch to desktop.




**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

# Combined sync property & calculated property limit

Sync and calculated property limits are now combined, giving you more room to create dynamic, automated property workflows.

## Use Case

When building custom workflows, you can now use your combined limit to create more sync properties without worrying about hitting a separate cap. This simplifies property management and supports more complex automation strategies.

**Launch region:** Global

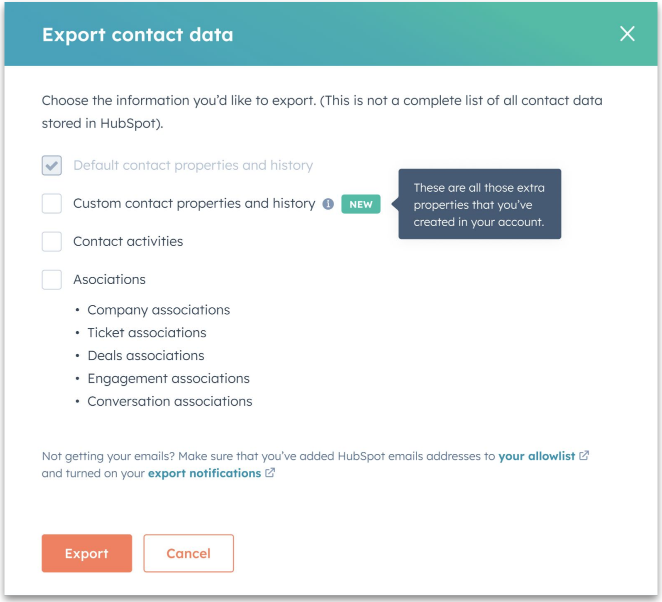
Free Starter Pro Enterprise Live

HubSpot

# Export custom contact properties

Learn More

Export custom contact properties and their change history for greater visibility and analysis.




## Use Case

When auditing contact records, you can now export custom properties with their historical values to track changes over time. This supports more accurate reporting and simplifies data reviews across your CRM.

**Launch region:** Global

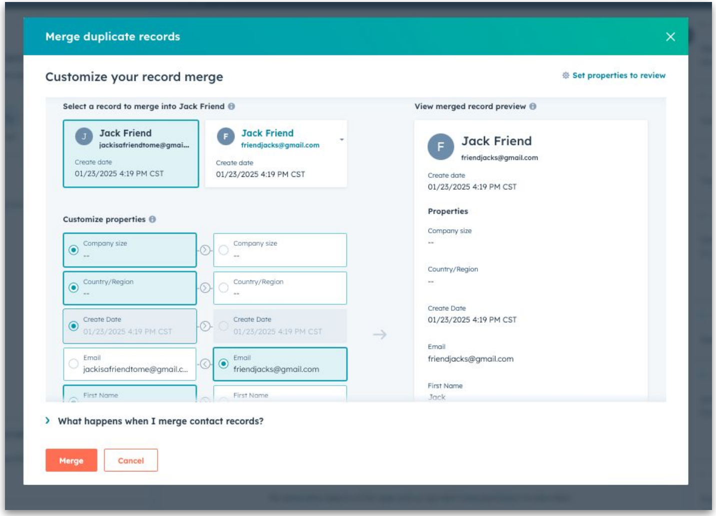
Free Starter Pro Enterprise Live

# Property Control in Record Merges

Choose which properties to keep during record merges, giving you precise control over data integrity.

## Use Case

When cleaning up duplicate records, you can now decide exactly which values to retain in the final version. This prevents data loss, reduces cleanup errors, and supports more intentional CRM hygiene.

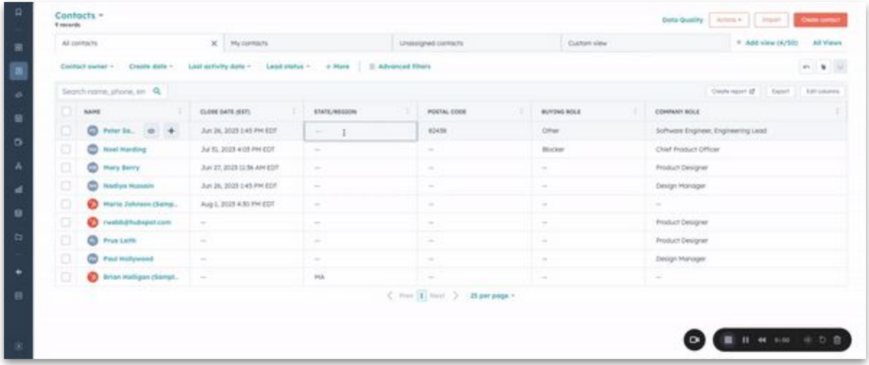



**Launch region:** Global

Free | Starter | Pro | Enterprise | Public Beta

# Autosave properties on the CRM index page

Automatically save property edits on the CRM index page, minimizing effort and ensuring data is never lost.



### Use Case

CRM users can now update records directly from the index page without worrying about saving changes manually. This feature improves efficiency, reduces repetitive actions, and ensures data accuracy across the platform.

**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

# Improved duration format for 'time since' and 'time until' calculated properties

"Time since" and "time until" calculated properties now show durations in clearer formats, including months, years, and decimals for added precision.

| TIME UNTIL RENEWAL DATE |
|---|
| 5.3 years |
| 5.6 months |

**Use Case**

While analyzing lifecycle stages or upcoming deadlines, you'll now see durations in formats that align with how people naturally think—like 4 months instead of 120 days. This improves readability and reduces time spent translating values into meaningful insights.

**Launch region:** Global

Free Starter Pro Enterprise Live

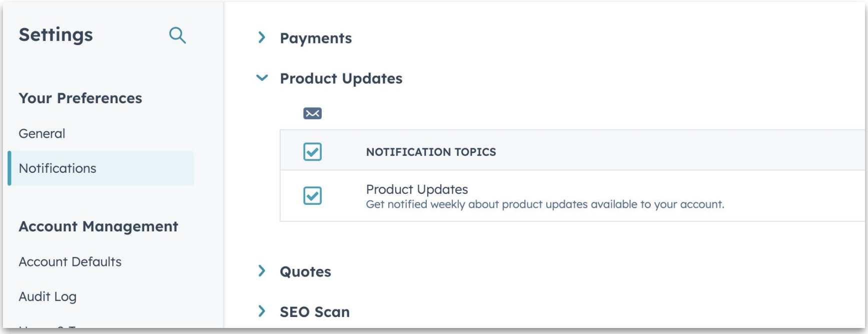
# Weekly Product Updates Roundup

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

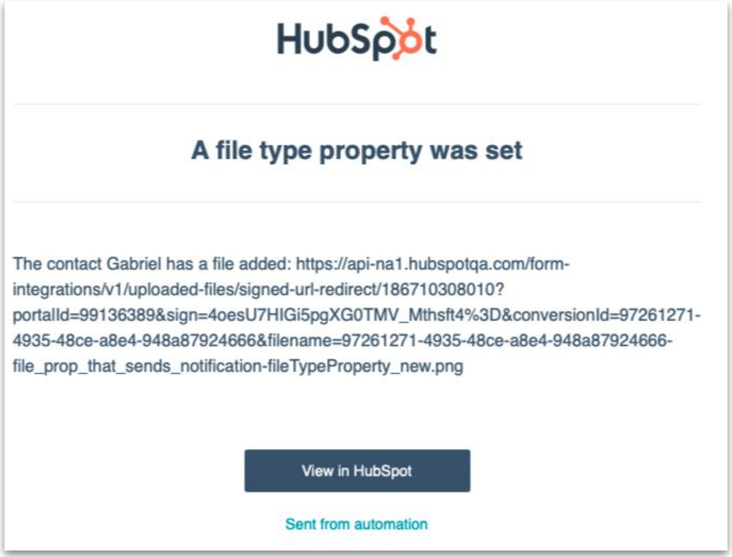
Free Starter Pro Enterprise Public Beta

# File Preview format for file properties in personalization tokens

File properties in personalization tokens are now formatted as 24-hour File Preview links for easier sharing and improved readability.

**Use Case**

When sending personalized emails or internal notifications, you'll now see clean File Preview links instead of long, hard-to-use URLs. This simplifies sharing files with teammates and makes tokenized communications more user-friendly.




**Launch region:** Global

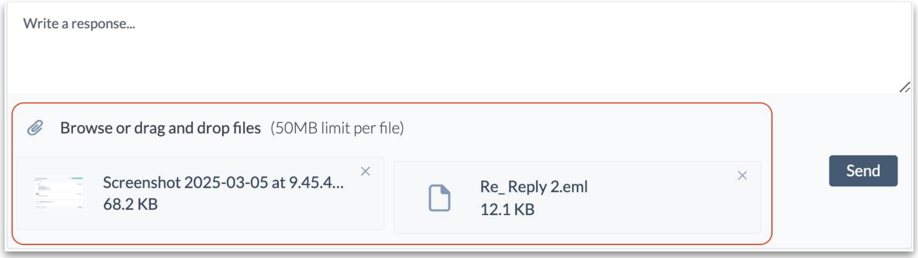
Free | Starter | Pro | Enterprise | Live

# Multiple file attachments in the Customer Portal

Customer portal users can now attach multiple files per message, including .eml files, for faster and more complete submissions.

## Use Case

When submitting a support inquiry, you can now drag and drop multiple files—including past emails and documentation—into a single message. This eliminates the need for multiple submissions and ensures the support team gets all the context up front.




**Launch region:** Global

Free Starter Pro Enterprise Live

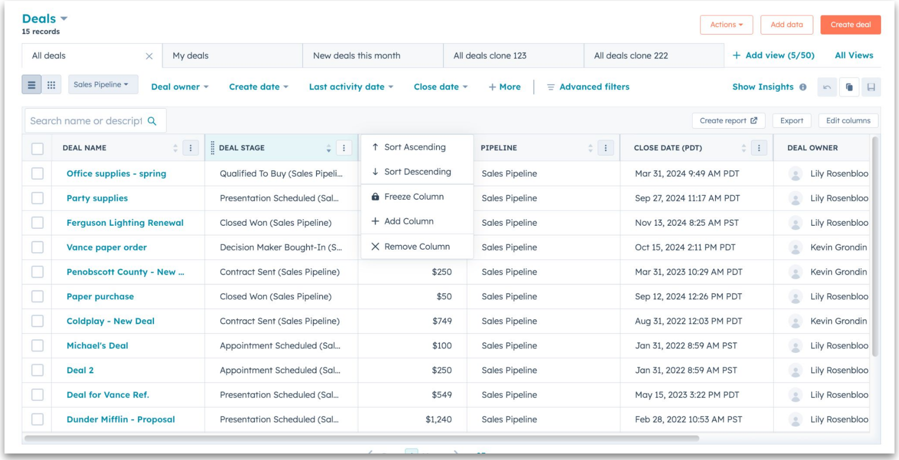
CRM Platform

# Index table contextual actions

Quickly adjust columns on the Index table with new in-place actions like sort, freeze, add, and remove.

## Use Case

While reviewing records, you can instantly rearrange or refine columns to surface the data that matters most. This reduces friction, improves visibility, and helps you stay focused on your work.




**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

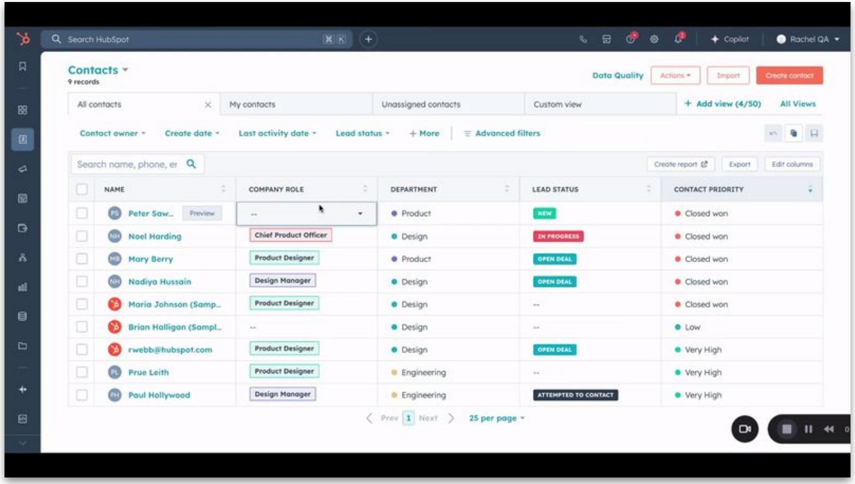
HubSpot

# Apply colors to property options

Apply colors to property options in the CRM to visually highlight key statuses, categories, and insights for faster decision-making.

## Use Case

When reviewing an index page table, you can now use color-coded property options—like red for blockers and green for approvals—to instantly assess priorities. This reduces scanning time, improves clarity, and helps teams act faster on critical updates.




**Launch region:** Global

Free Starter Pro Enterprise Live

HubSpot

# View Email Conversation History in CRM

See previous email messages while composing replies directly from CRM object records.

Use Case

When responding to customer emails in the CRM, you can now reference the full conversation thread without leaving the message composer. This helps you reply with greater clarity and reduces the risk of missing important context.

Note: This change only applies to composing emails from a CRM object record, not from Inbox or Help Desk, for which there is a separate update currently in private beta.

**Launch region:** Global

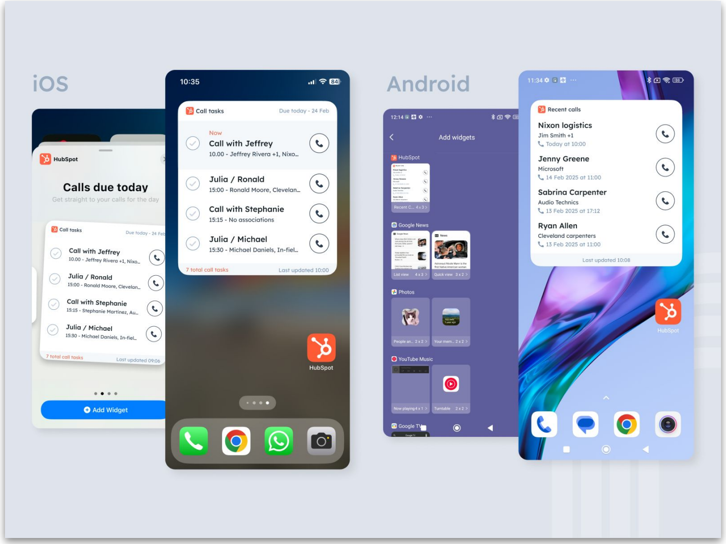
Free | Starter | Pro | Enterprise | Live

# Mobile Calling OS Widgets

New mobile widgets provide one-tap access to call tasks and recent contacts, improving speed and efficiency for reps on the move.

## Use Case

When working from a mobile device, sales reps can now initiate calls with fewer taps by launching straight into their task list or recent activity. This boosts outreach speed, minimizes app friction, and helps close deals faster—wherever they are.




**Launch region:** Global

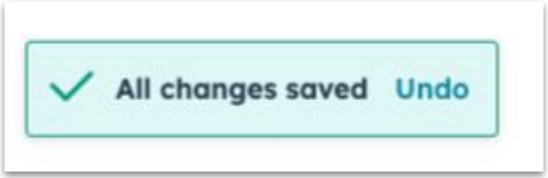
Free Starter Pro Enterprise Live

# 'Undo' action for property autosave on association record cards

Easily revert recent edits to deal stage or ticket status with a new ‘undo’ action on association record cards.

**Use Case**

While updating key properties in the sidebar, you can now quickly undo an accidental change without navigating away. This adds a safety net to in-context edits and helps maintain clean, accurate data.




**Launch region:** Global

Free Starter Pro Enterprise Live

# Updating "Integrations" to "Data Integration" in the Main Navigation

“Integrations” is now “Data Integration” in the main navigation and links to the Import home page for centralized data management.

**Use Case**

When managing third-party data sources, you can now access all integration and import options from a single, unified entry point. This simplifies navigation and makes it easier to monitor and manage your connected data.

**Launch region:** Global

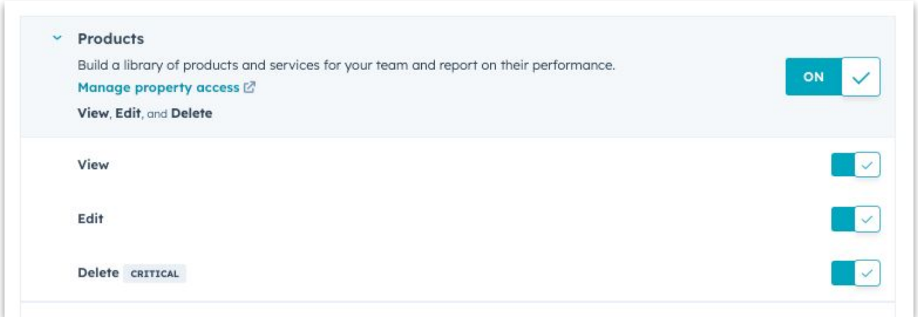
Free | Starter | Pro | Enterprise | Live

# View, Edit, & Delete Permissions for Products

Set user-level permissions for viewing, editing, and deleting products in the product library.

**Use Case**

When managing a shared product catalog, you can now limit edit or delete access to only trusted users while allowing broader view access. This reduces the risk of accidental changes and ensures consistent product data across teams.




**Launch region:** Global

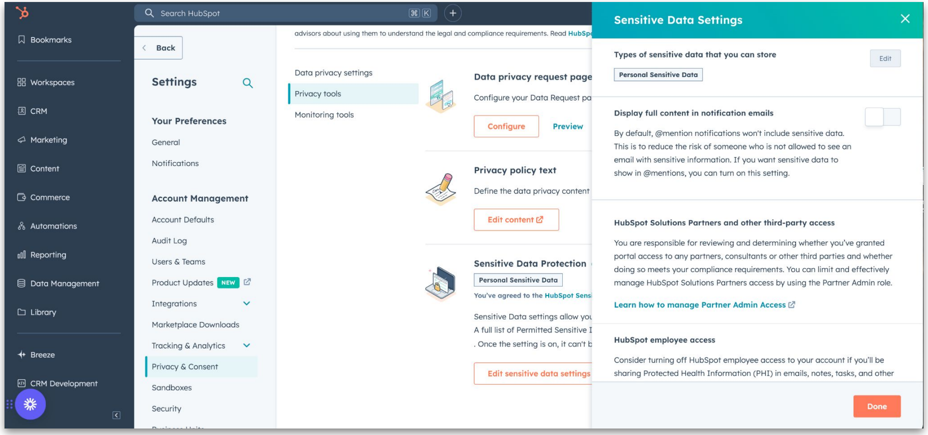
Free Starter Pro Enterprise Public Beta

# Sensitive Data Comment Notifications

Sensitive Data settings now restrict comment details from appearing in notifications to protect private information.

## Use Case

When collaborating on records that may include regulated or confidential information, you can enable Sensitive Data settings to prevent comment content from being shared outside of HubSpot. This keeps your communication secure and aligned with privacy standards.

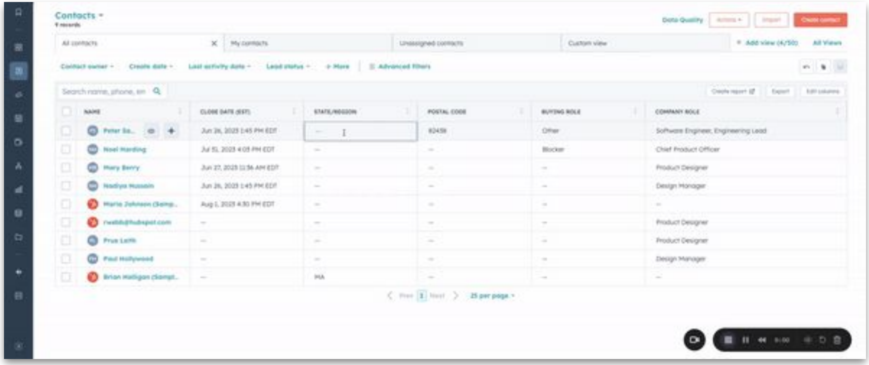



**Launch region:** Global

Free | Starter | Pro | Enterprise | Public Beta

# Autosave properties on the CRM index page

Automatically save property edits on the CRM index page, minimizing effort and ensuring data is never lost.



**Use Case**

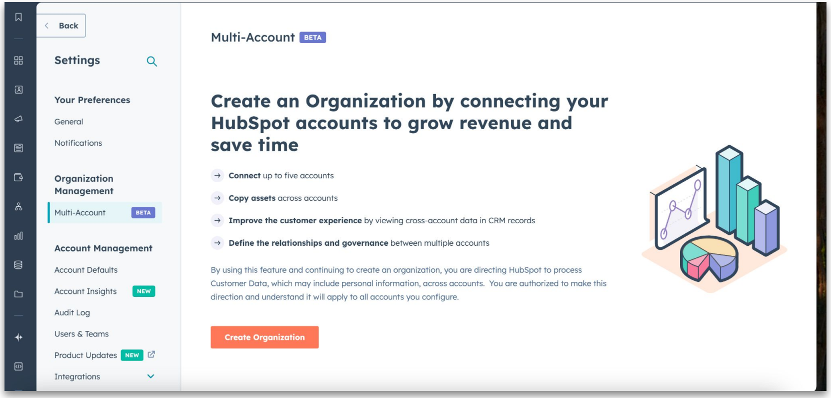
CRM users can now update records directly from the index page without worrying about saving changes manually. This feature improves efficiency, reduces repetitive actions, and ensures data accuracy across the platform.

**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

# Multi-Account Management

Manage multiple HubSpot accounts with shared governance, synced customer data, and cross-account asset sharing.




## Use Case

When overseeing multiple divisions, brands, or regions in HubSpot, you can now define relationships between accounts, mirror contact data, and reuse assets across instances. This ensures collaboration without compromising data integrity or organizational boundaries.

**Launch region:** Global

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

# Mobile App- Device Lock Capabilities

Protect your HubSpot mobile app with fingerprint, face ID, or PIN authentication for enhanced data security.

**Use Case**

When accessing sensitive customer data from your phone, you can now rely on device-level authentication to keep your app protected between sessions. This boosts mobile security and gives users more confidence in managing CRM data on the go.

**Launch region:** Global

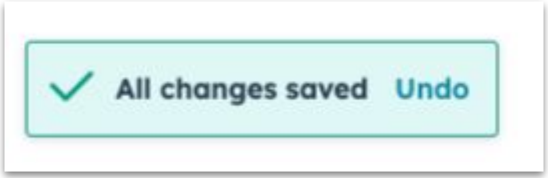
Free Starter Pro Enterprise Live

# 'Undo' edits to lead association card on the record page

Quickly revert changes to Lead Type or Stage on the lead association card using the new 'undo' option.

**Use Case**

When updating lead properties in the sidebar, you can now catch and correct mistakes instantly without leaving the record view. This improves data accuracy and gives users more control during in-context edits.




**Launch region:** Global

Free

Starter

Pro

Enterprise

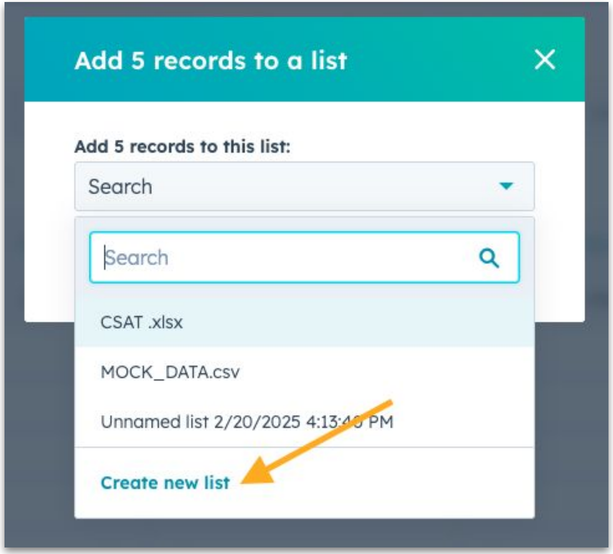
Live

# Create New List from Index Pages

Build new static lists directly from index pages to save time and avoid context switching.

**Use Case**

When segmenting contacts or qualifying deals, you can now select records and immediately add them to a new static list without leaving the index view. This speeds up targeting, improves organization, and reduces manual steps across teams.




**Launch region:** Global

Free Starter Pro Enterprise Public Beta

Breeze™

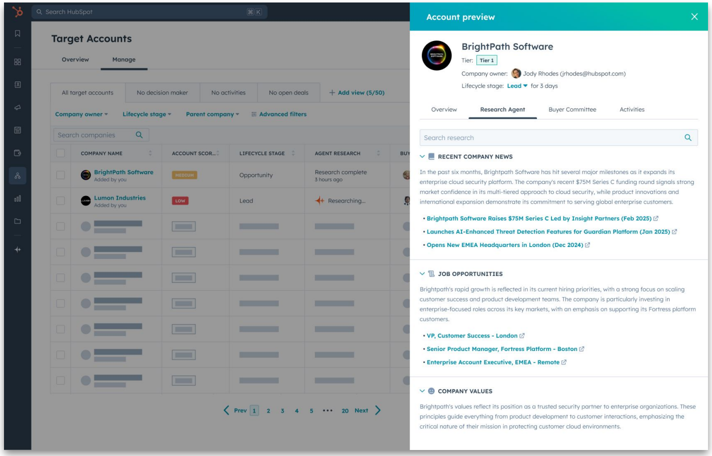
AI Powered

Breeze™

# Breeze Prospecting Agent

Learn More

Automate account research and personalized outreach at scale with the Prospecting Agent inside HubSpot's Sales Workspace.




## Use Case

When working an account-based sales strategy, reps can now research companies, draft tailored emails, and enroll contacts directly from their workspace. This speeds up engagement, scales outbound efforts, and helps sales teams focus on the highest-potential accounts.

**Launch region:** Global

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

HubSpot

# Thank You