



# April (March) 2025 Product Updates



# Marketing Hub<sup>®</sup>



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# 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

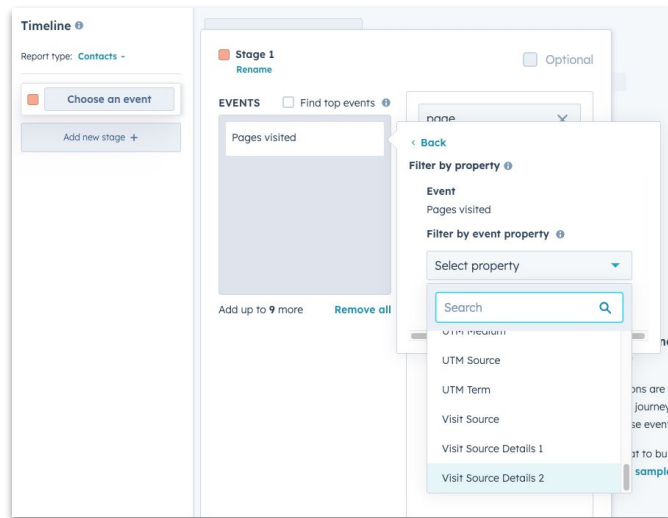
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# Deep link from Table Reports on Mobile

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.

**Launch region:** Global

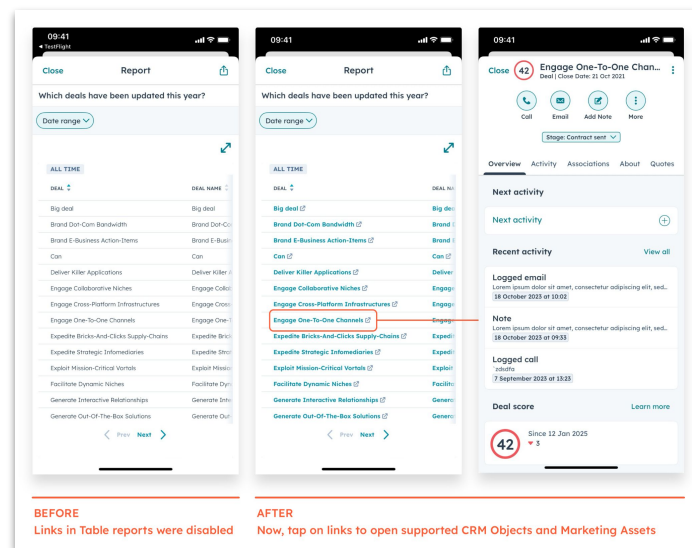
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# Separate WhatsApp Transactional and Marketing Subscription Types

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.

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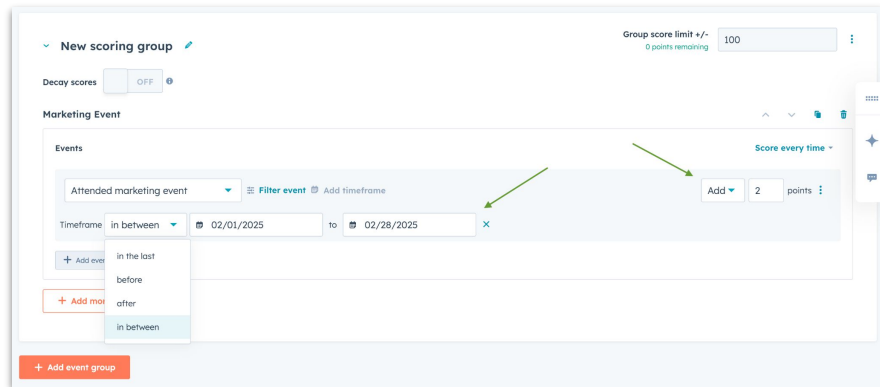
Live

# 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.



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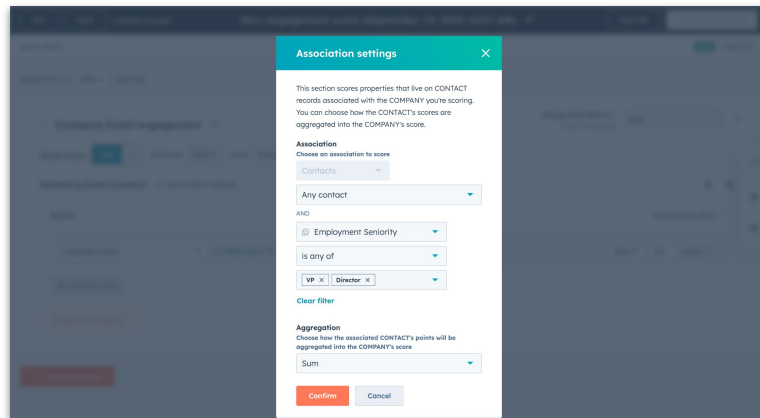
Live

# 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.



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# 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

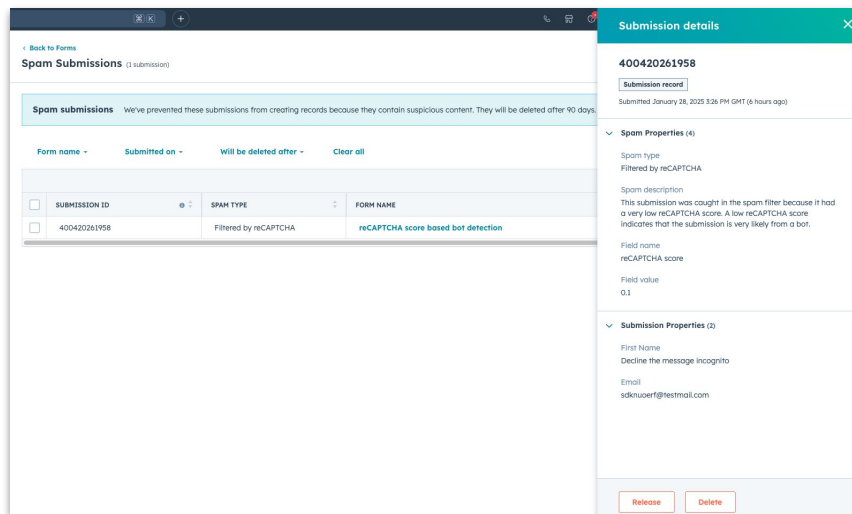
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The screenshot displays the HubSpot 'Spam Submissions' interface. The main table lists one submission with ID 400420261958, which was filtered by reCAPTCHA. The submission details panel on the right shows the submission was made on January 28, 2025, at 3:26 PM GMT. It includes a 'Spam Properties' section with a description stating the submission was caught by a spam filter due to a low reCAPTCHA score (0.1). The 'Submission Properties' section shows the first name as 'Decline the message incognito' and the email as 'sdenuer@nestmail.com'. At the bottom of the details panel are 'Release' and 'Delete' buttons.

Form name	Submitted on	Will be deleted after	Clear all
<input type="checkbox"/>	SUBMISSION ID	SPAM TYPE	FORM NAME
<input type="checkbox"/>	400420261958	Filtered by reCAPTCHA	reCAPTCHA score based bot detection

**Submission details**

**400420261958**

[Submission record](#)

Submitted January 28, 2025 3:26 PM GMT (6 hours ago)

**Spam Properties (4)**

Spam type  
Filtered by reCAPTCHA

Spam description  
This submission was caught in the spam filter because it had a very low reCAPTCHA score. A low reCAPTCHA score indicates that the submission is very likely from a bot.

Field name  
reCAPTCHA score

Field value  
0.1

**Submission Properties (2)**

First Name  
Decline the message incognito

Email  
sdenuer@nestmail.com

[Release](#) [Delete](#)



# 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

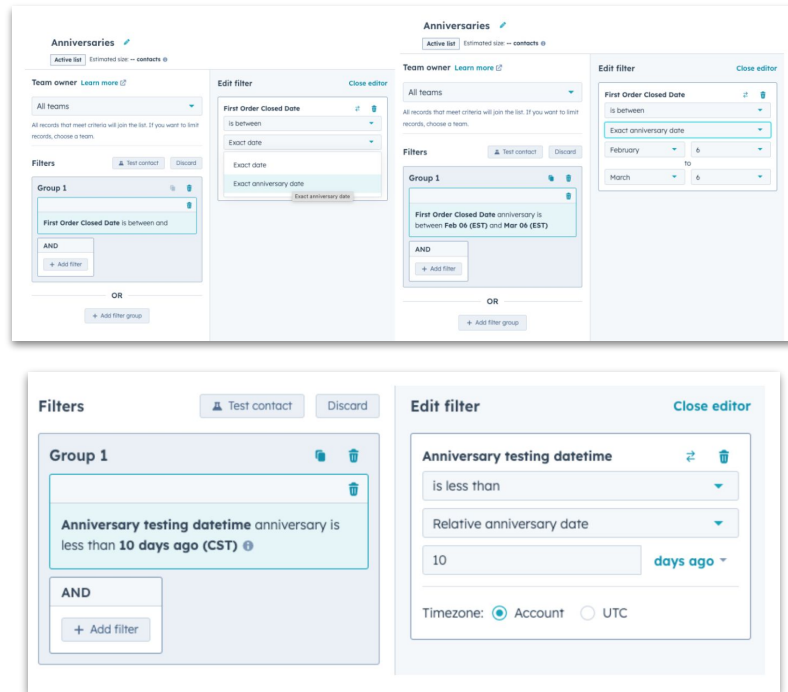
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The image displays two screenshots of the HubSpot Anniversary Filters interface. The top screenshot shows the 'Anniversaries' section with a 'Team owner' dropdown set to 'All teams'. It features an 'Edit filter' panel where a filter is configured: 'First Order Closed Date' is 'is between' 'Exact date' and 'Exact anniversary date'. The bottom screenshot shows the 'Filters' section with a filter group named 'Group 1' containing a filter: 'Anniversary testing datetime anniversary is less than 10 days ago (CST)'. The 'Edit filter' panel for this filter shows 'Anniversary testing datetime' is 'is less than' 'Relative anniversary date' with a value of '10 days ago'. The 'Timezone' is set to 'Account'.

# 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

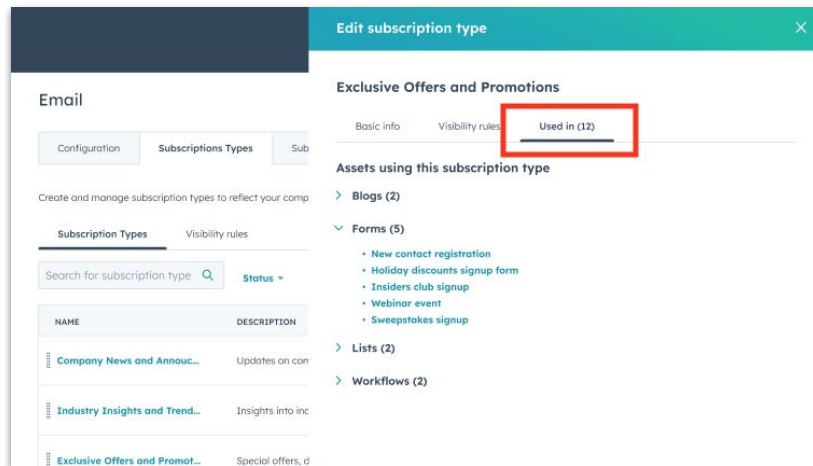
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# Content Hub™



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# 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

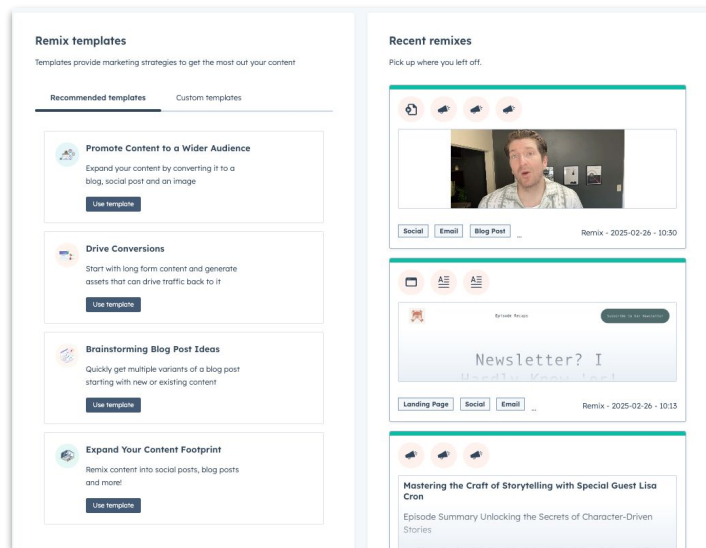
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# Video Remixing

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.

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# 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.

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# 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

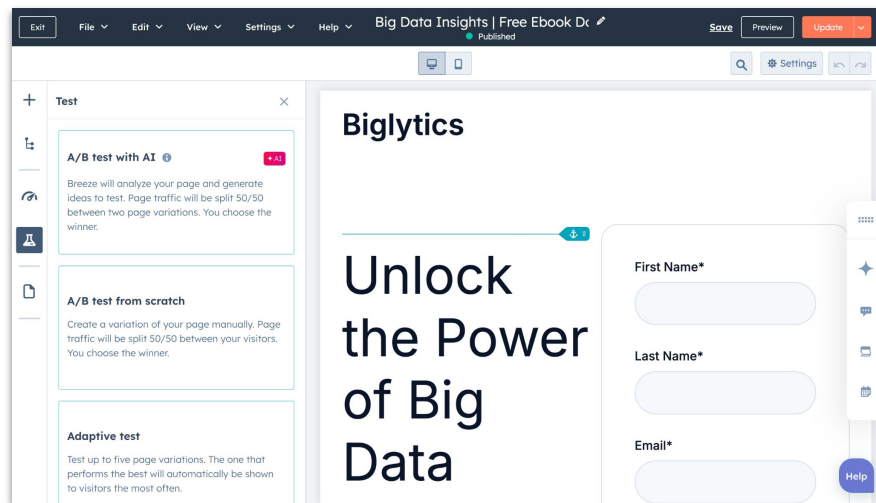
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## Edit a video thumbnail

[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

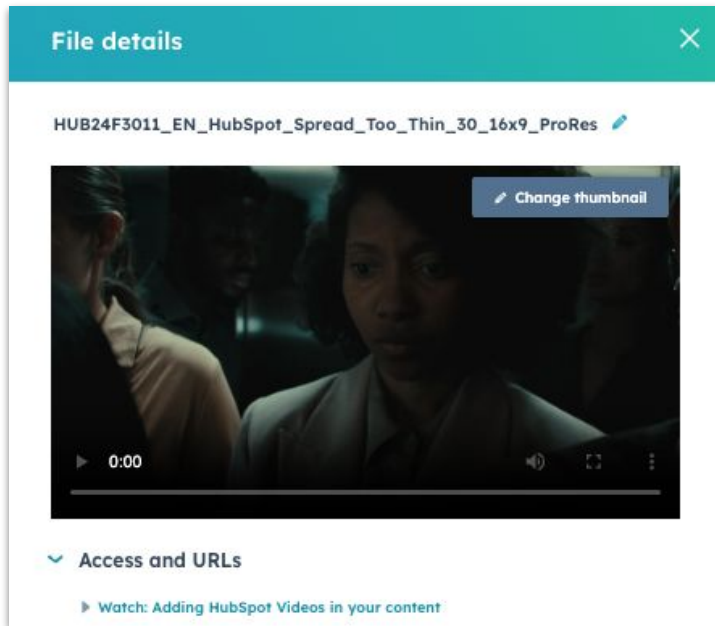
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# Simplified Video Limit Management

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.

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# 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.

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Thank you

**Close after submission**  
Close the popup modal after the form is submitted

☒

**What should happen after a visitor submits a form?**

- ☒ Display a thank you message
- ☐ Redirect to another HubSpot page
- ☐ Redirect to another URL



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## 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.

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### Run a test



Your page traffic will be split 50/50 between CTA variations. You choose the winner based on the results. The CTAs performance will be tested on total clicks, views, and submissions over the specified time range.

#### CTA Variations ⓘ

Give the CTA variations internal names. These names will only display in your HubSpot account.

Valentine's Day Discount 2025

Valentine's Day Discount 2025 (B)

Save

Cancel



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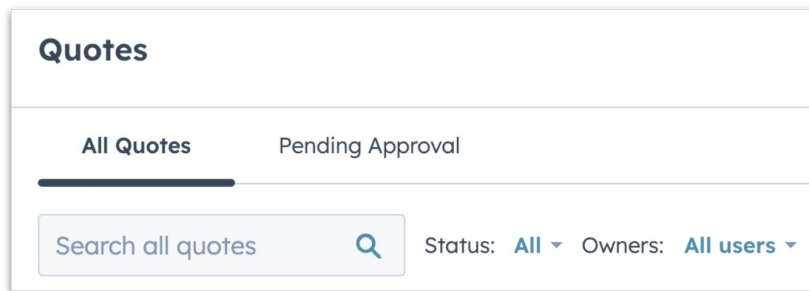


# Streamlined Quote Approval for Admins

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.



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# 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

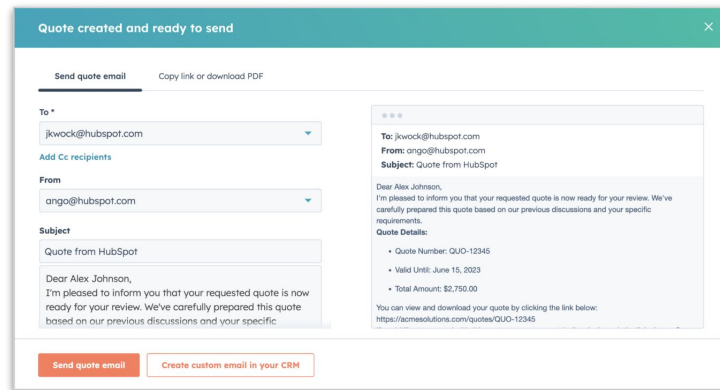
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The screenshot shows a modal window titled "Quote created and ready to send" with a close button (X) in the top right corner. It features two tabs: "Send quote email" (active) and "Copy link or download PDF".

Under the "Send quote email" tab, there are several fields:

- To \***: A dropdown menu showing "jkwack@hubspot.com".
- Add Cc recipients**: A link to add additional recipients.
- From**: A dropdown menu showing "ango@hubspot.com".
- Subject**: A text field containing "Quote from HubSpot".

Below these fields is a preview of the email content:

Dear Alex Johnson,  
I'm pleased to inform you that your requested quote is now ready for your review. We've carefully prepared this quote based on our previous discussions and your specific requirements.

**Quote Details:**

- Quote Number: QUO-12345
- Valid Until: June 15, 2023
- Total Amount: \$2,750.00

At the bottom of the preview, it says: "You can view and download your quote by clicking the link below: <https://acmesolutions.com/quotes/QUO-12345>".

At the bottom of the modal, there are two buttons: "Send quote email" (orange) and "Create custom email in your CRM" (white with orange border).



# 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.

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# 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.

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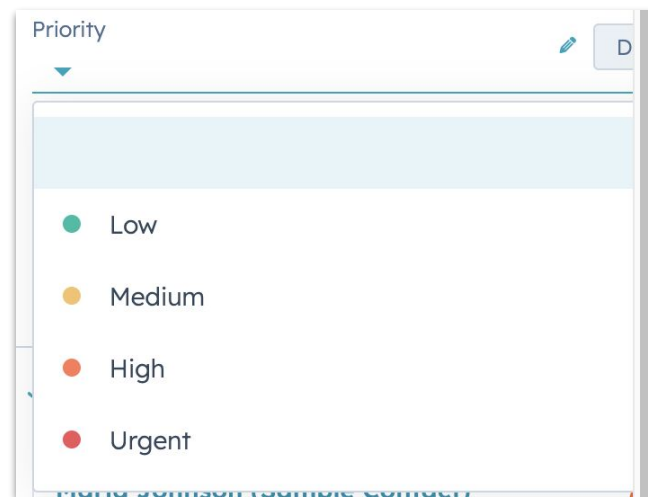


## Adding "urgent" priority to the tickets object

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.



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# 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.

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# 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.

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# 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

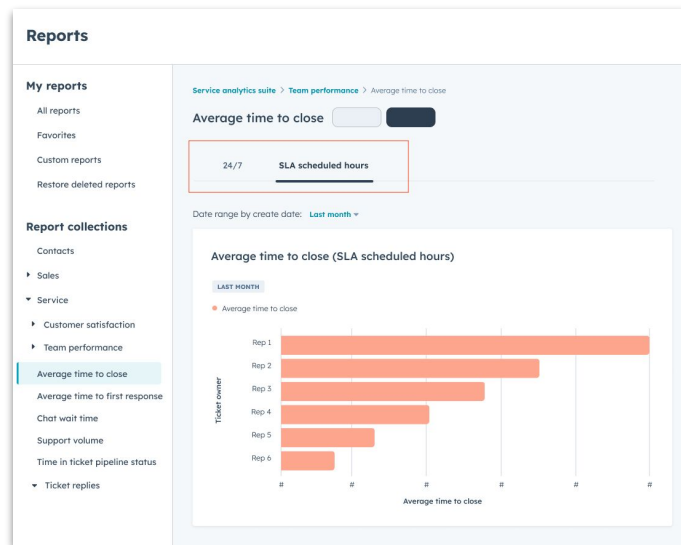
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# Rename 'Tickets' Label in the Customer Portal

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.

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### Page title \*

Jo's Drinks

Appears in the browser title bar and page header (max 70 characters)

### Display name for Tickets ⓘ

Orders

Change the default ticket label in the customer portal.

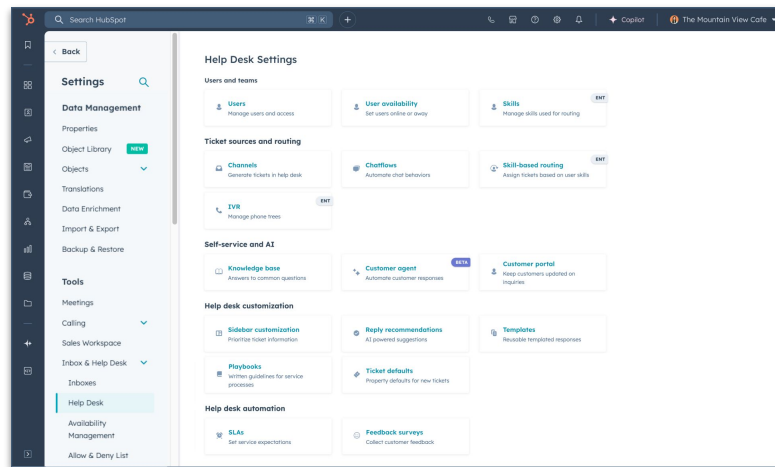


# New Help Desk Settings Page

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.



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# 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.

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# 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

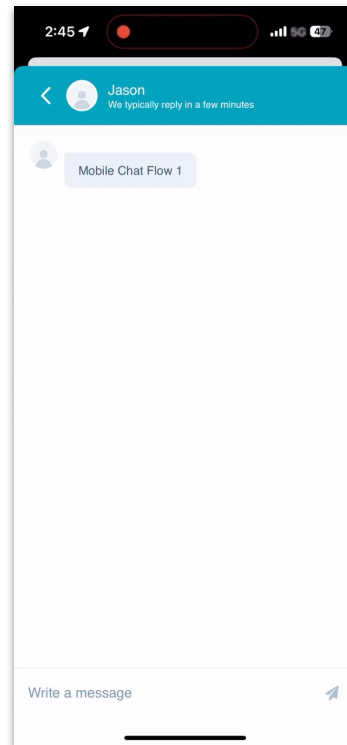
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# Help Desk Board Layout

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

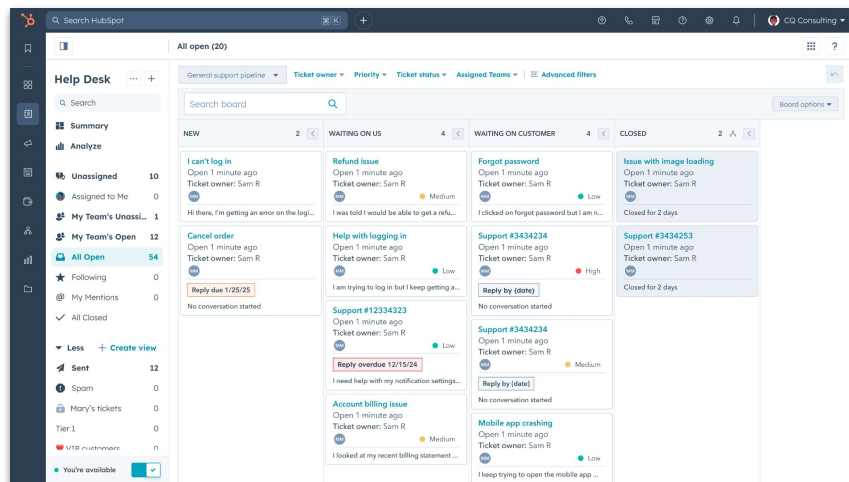
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# Users can reply to closed tickets in the Customer Portal

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.

### Ticket Actions

Choose whether your customers can reply to closed tickets.



Allow customers to reply to closed tickets

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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.

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### Out of office

Set a same-day or future time period for out of office availability. During this time, this user's availability status will be set to "away."

Event name

Playing with OOO

from 

02/14/2025

 to 

02/14/2025

9:45 AM

11:15 AM

Event name

OOO playing with integration

from 

02/18/2025

 to 


02/19/2025

12:00 AM

12:00 AM

[+ Add dates](#)

Calendar sync (optional)

☒ Sync out of office with your calendar 

Keep out of office dates in sync between HubSpot and your connected calendar [Manage calendars](#)

# 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

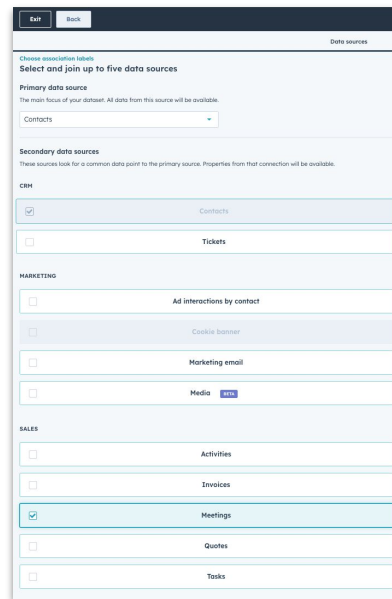
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# Delete forecast submissions

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.

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## 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.

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i	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



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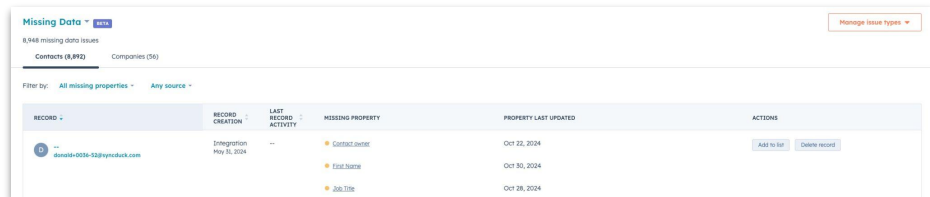


# Identify Missing Data in the Data Quality Command Center

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.



RECORD	RECORD CREATION	LAST RECORD ACTIVITY	MISSING PROPERTY	PROPERTY LAST UPDATED	ACTIONS
1 dave@0000-0000-0000@yourwork.com	Integration May 10, 2024	---	Contract Owner	Oct 22, 2024	<button>Add to list</button> <button>Delete record</button>
			Email Name	Oct 30, 2024	
			Job Title	Oct 28, 2024	

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# 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

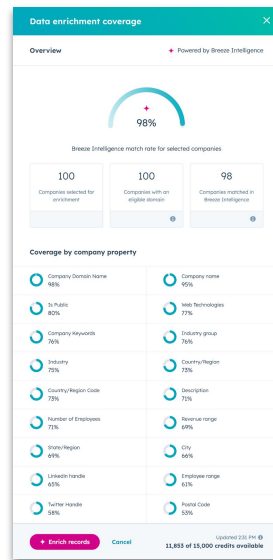
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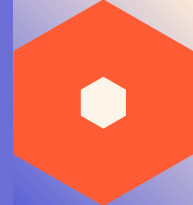
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# Realtime AI-powered duplicate checks for contacts and companies

[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.

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**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

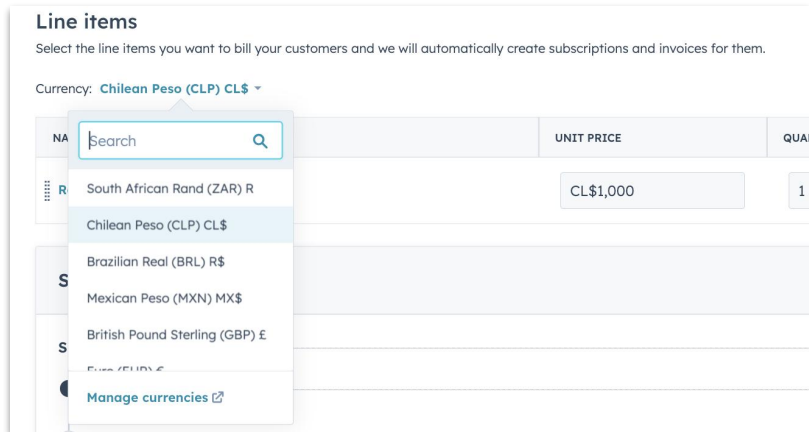
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**Line items**  
Select the line items you want to bill your customers and we will automatically create subscriptions and invoices for them.

Currency: **Chilean Peso (CLP) CL\$** ▼

NA	Search	UNIT PRICE	QUAI
R	South African Rand (ZAR) R	CL\$1,000	1
	Chilean Peso (CLP) CL\$		
S	Brazilian Real (BRL) R\$		
S	Mexican Peso (MXN) MX\$		
S	British Pound Sterling (GBP) £		
	EUR (EUR) €		
	<a href="#">Manage currencies</a>		

# 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

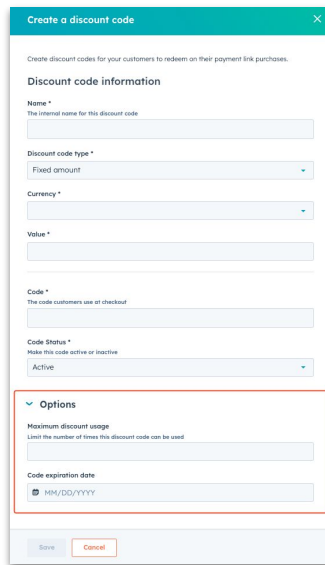
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**Create a discount code**

Create discount codes for your customers to redeem on their payment link purchases.

**Discount code information**

**Name \***  
The internal name for this discount code

**Discount code type \***  
Fixed amount

**Currency \***

**Value \***

**Code \***  
The code customers use at checkout

**Code Status \***  
Make this code active or inactive  
Active

**Options**

**Maximum discount usage**  
Limit the number of times this discount code can be used

**Code expiration date**  
MM/DD/YYYY

Save Cancel



# 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.

### Payment Collection

Collection method ⓘ

☒ Automatically charge the subscription

Charge method

Charge stored payment method (VISA \*\*\*\*4242)

The customer will be automatically charged on each billing date.

☐ Manually collect payment on each invoice

Launch region: Global

Free

Starter

Pro

Enterprise

Live

# 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.

### Subscription invoices

☒ Show billing period on subscription invoices and emails

The billing period start and end date will show on invoices created and emails sent from subscriptions.

Launch region: Global

Free

Starter

Pro

Enterprise

Live



# 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

# 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

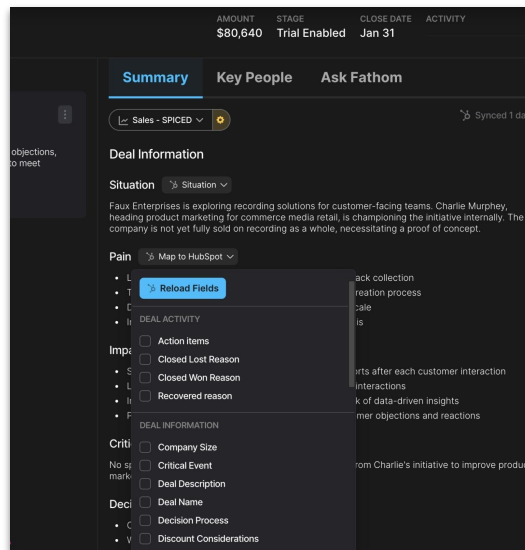
Free

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

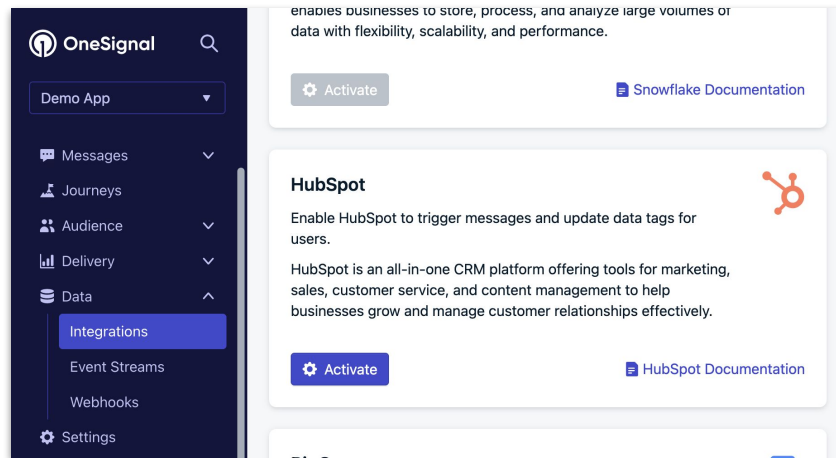
Free

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.

Account > Settings access [View Settings access permissions](#)

#### App Marketplace install access

View business app integrations in your account and install listed apps in the App Marketplace. Also install unlisted apps from third parties. Connecting integrations will depend on user permissions.



#### App Marketplace uninstall access

Uninstall apps from the App Marketplace and from third parties.



**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

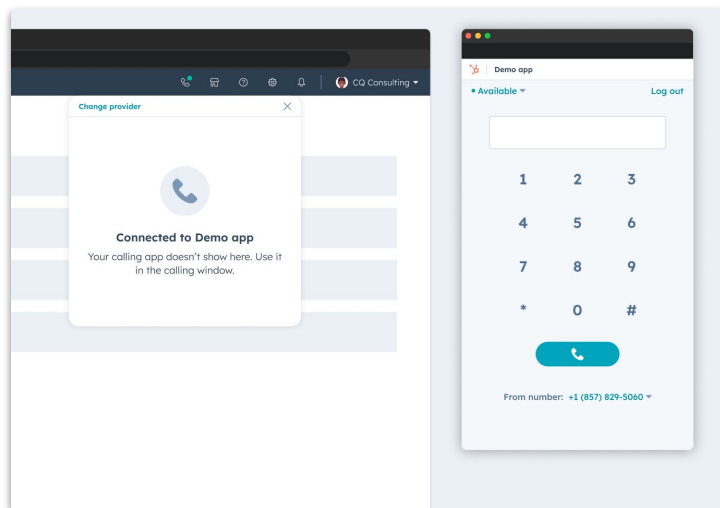
Free

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

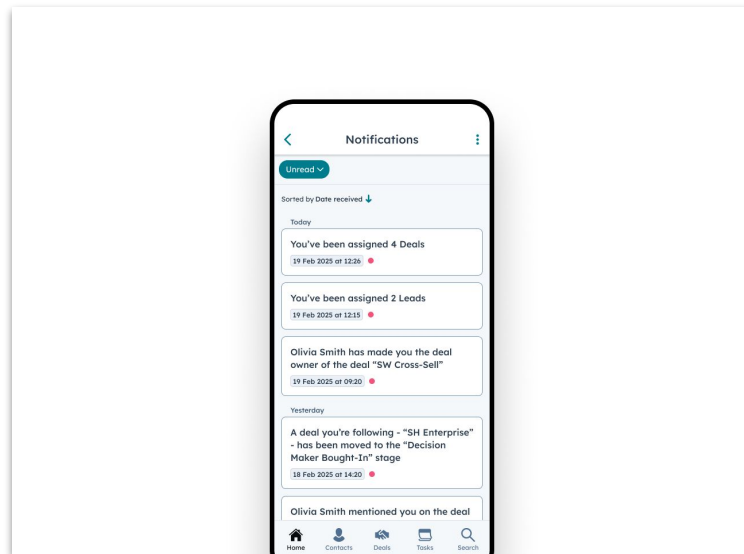
Free

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

## 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

### Export contact data

Choose the information you'd like to export. (This is not a complete list of all contact data stored in HubSpot).

☒ Default contact properties and history

☐ Custom contact properties and history NEW

☐ Contact activities

☐ Associations

- Company associations
- Ticket associations
- Deals associations
- Engagement associations
- Conversation associations

Not getting your emails? Make sure that you've added HubSpot emails addresses to [your allowlist](#) and turned on your [export notifications](#)

ExportCancel

These are all those extra properties that you've created in your account.

## 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

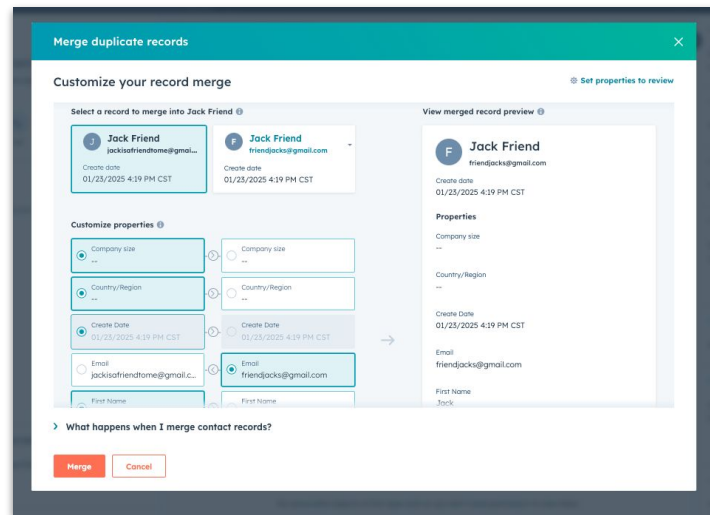
Free

Starter

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Enterprise

Public Beta

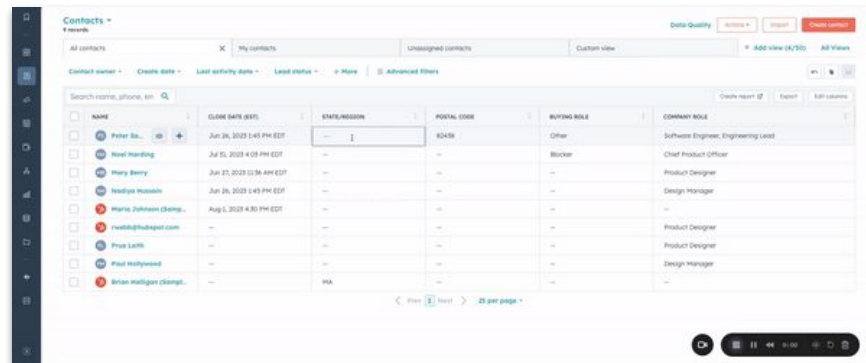


## Autosave properties on the CRM index page

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.

### 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.

TIME UNTIL RENEWAL DATE
5.3 years
5.6 months

**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

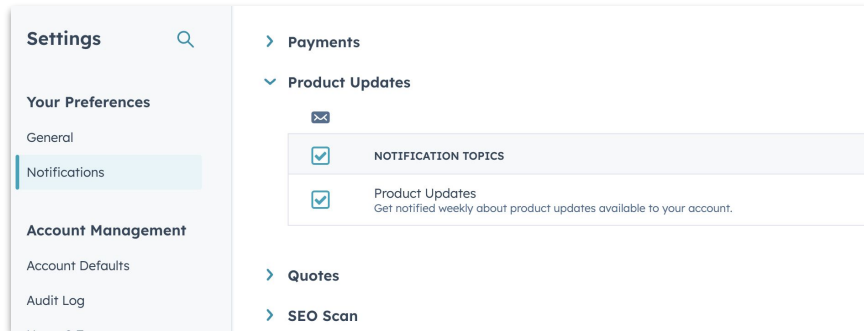
Free

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

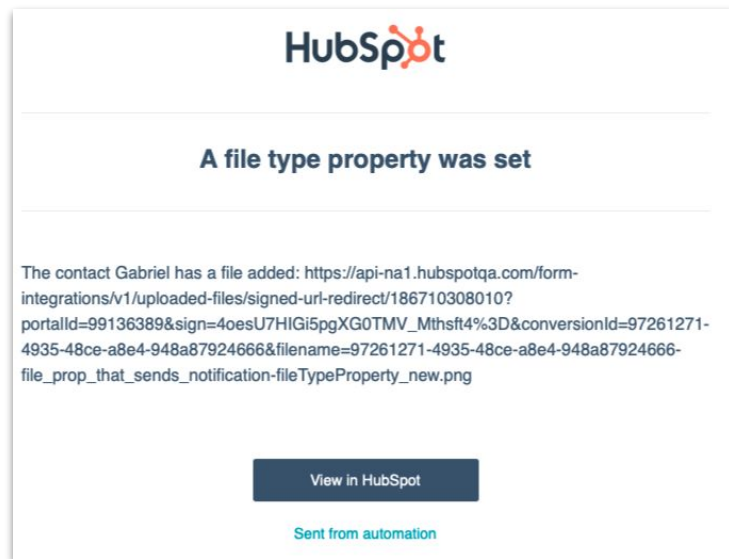
Free

Starter

Pro

Enterprise

Live

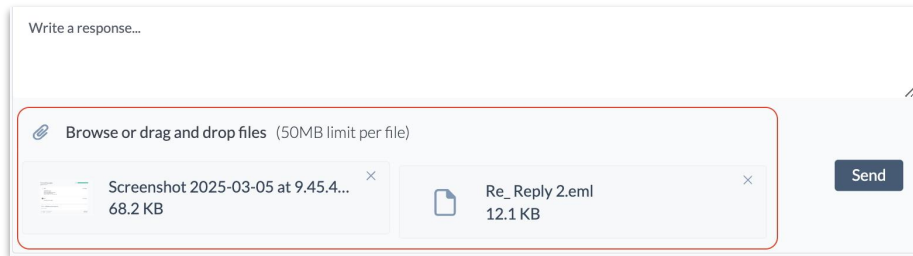


# Multiple file attachments in the Customer Portal

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



## 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.

The screenshot shows a CRM interface for a table titled 'Deals' with 15 records. The table has columns: DEAL NAME, DEAL STAGE, PIPELINE, CLOSE DATE (PDT), and DEAL OWNER. Above the table, there are buttons for 'Sort Ascending', 'Sort Descending', 'Freeze Column', 'Add Column', and 'Remove Column'. The table data is as follows:

DEAL NAME	DEAL STAGE	PIPELINE	CLOSE DATE (PDT)	DEAL OWNER
Office supplies - spring	Qualified To Buy (Sales Pipeli...	Sales Pipeline	Mar 31, 2024 9:49 AM PDT	Lily Rosenbloo
Party supplies	Presentation Scheduled (Sal...	Sales Pipeline	Sep 27, 2024 11:17 AM PDT	Lily Rosenbloo
Ferguson Lighting Renewal	Closed Won (Sales Pipeline)	Sales Pipeline	Nov 15, 2024 8:25 AM PST	Lily Rosenbloo
Vance paper order	Decision Maker Bought-In (S...	Sales Pipeline	Oct 15, 2024 2:11 PM PDT	Kevin Grandin
Penobscott County - New ...	Contract Sent (Sales Pipeline)	\$250	Mar 31, 2023 10:29 AM PDT	Kevin Grandin
Paper purchase	Closed Won (Sales Pipeline)	\$50	Sep 12, 2024 12:26 PM PDT	Lily Rosenbloo
Coldplay - New Deal	Contract Sent (Sales Pipeline)	\$749	Aug 31, 2022 12:03 PM PDT	Kevin Grandin
Michael's Deal	Appointment Scheduled (Sal...	\$100	Jan 31, 2022 8:59 AM PST	Lily Rosenbloo
Deal 2	Appointment Scheduled (Sal...	\$250	Jan 31, 2022 8:59 AM PST	Lily Rosenbloo
Deal for Vance Ref.	Presentation Scheduled (Sal...	\$549	May 15, 2023 3:22 PM PDT	Lily Rosenbloo
Dunder Mifflin - Proposal	Presentation Scheduled (Sal...	\$1,240	Feb 28, 2022 10:53 AM PST	Lily Rosenbloo

Launch region: Global

Free

Starter

Pro

Enterprise

Live

## 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

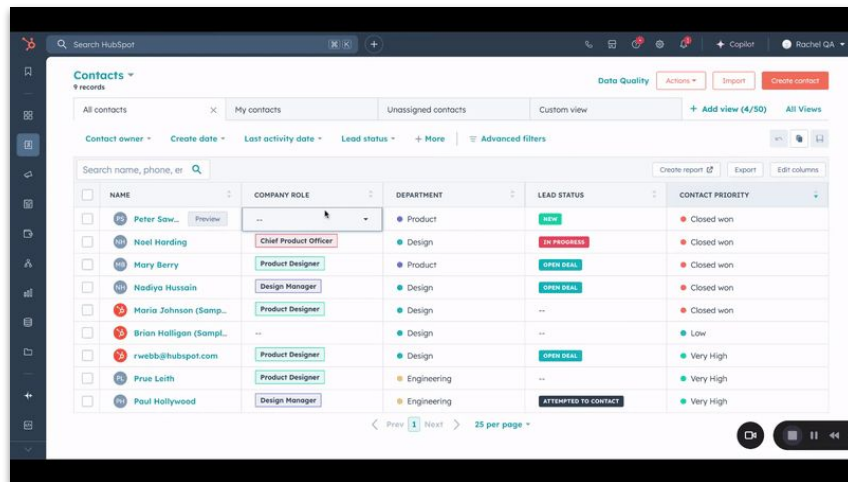
Free

Starter

Pro

Enterprise

Live



The screenshot displays the HubSpot CRM 'Contacts' page. A table lists contacts with columns for Name, Company Role, Department, Lead Status, and Contact Priority. The 'Company Role' column is highlighted with a red border, and the 'Lead Status' column is highlighted with a green border. The 'Contact Priority' column shows various status labels like 'Closed won', 'Low', 'Very High', and 'Attempted to contact'.

	NAME	COMPANY ROLE	DEPARTMENT	LEAD STATUS	CONTACT PRIORITY
<input type="checkbox"/>	Peter Saw...	...	Product	new	Closed won
<input type="checkbox"/>	Noel Harding	Chief Product Officer	Design	In Progress	Closed won
<input type="checkbox"/>	Mary Berry	Product Designer	Product	Open Deal	Closed won
<input type="checkbox"/>	Nadliya Hussain	Design Manager	Design	Open Deal	Closed won
<input type="checkbox"/>	Maria Johnson (Samp...	Product Designer	Design	...	Closed won
<input type="checkbox"/>	Brian Holligan (Samp...	...	Design	...	Low
<input type="checkbox"/>	rwebb@hubspot.com	Product Designer	Design	Open Deal	Very High
<input type="checkbox"/>	Prus Leith	Product Designer	Engineering	...	Very High
<input type="checkbox"/>	Paul Hollywood	Design Manager	Engineering	Attempted to contact	Very High

# 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

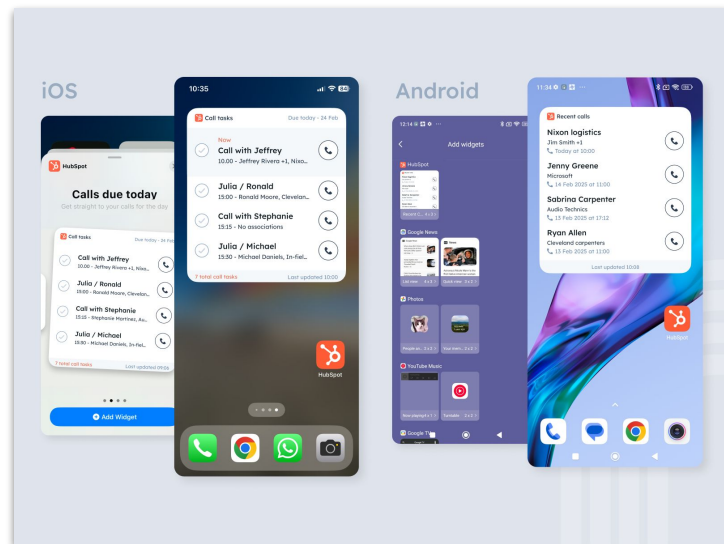
Free

Starter

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Enterprise

Live

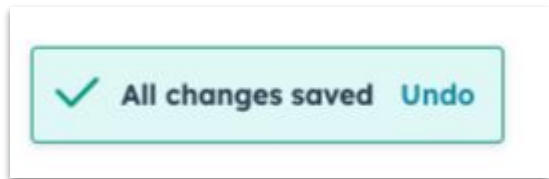


# 'Undo' action for property autosave on association record cards

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

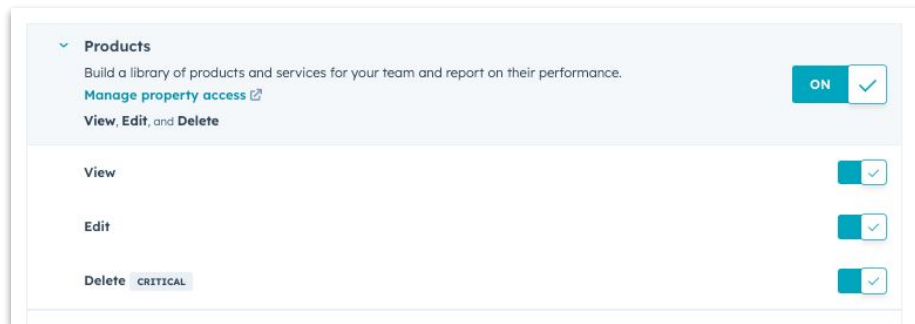
Live

# 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

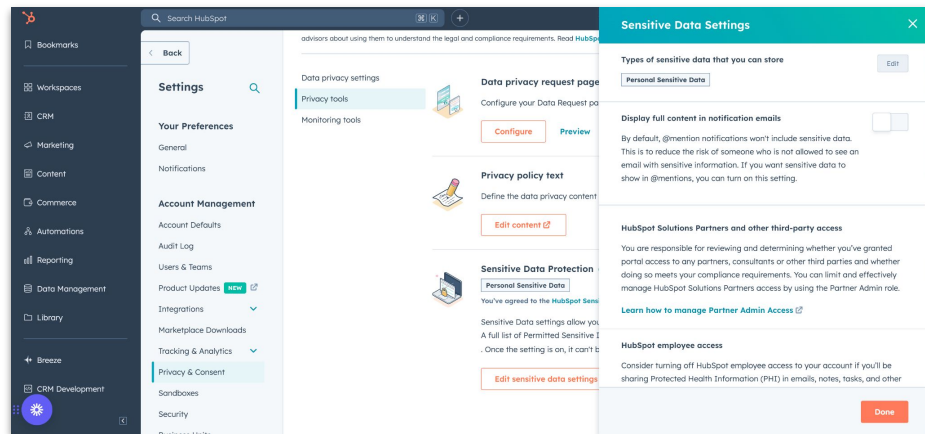
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Starter

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Enterprise

Public Beta



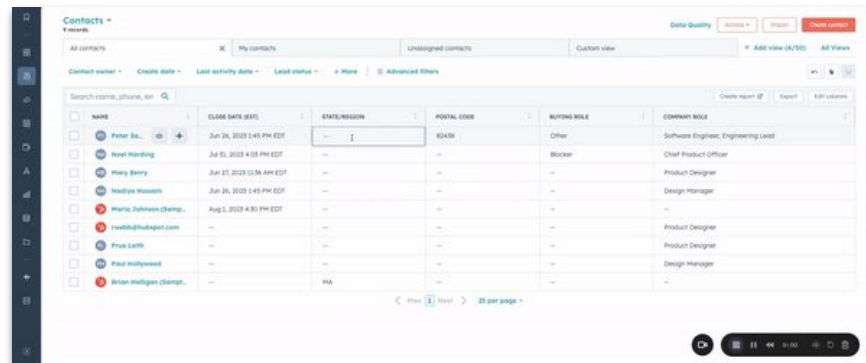


## Autosave properties on the CRM index page

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

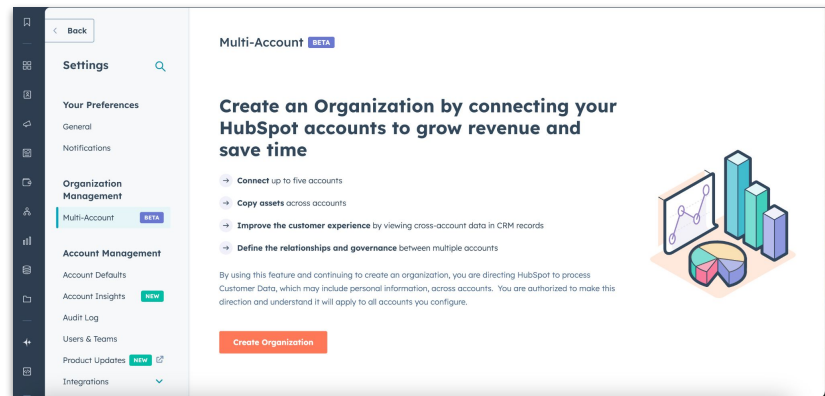
Free

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

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Enterprise

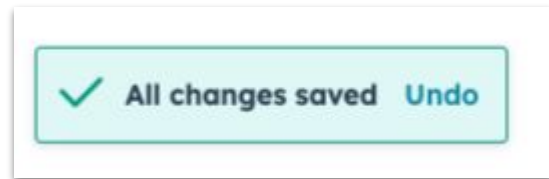
Live

# '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

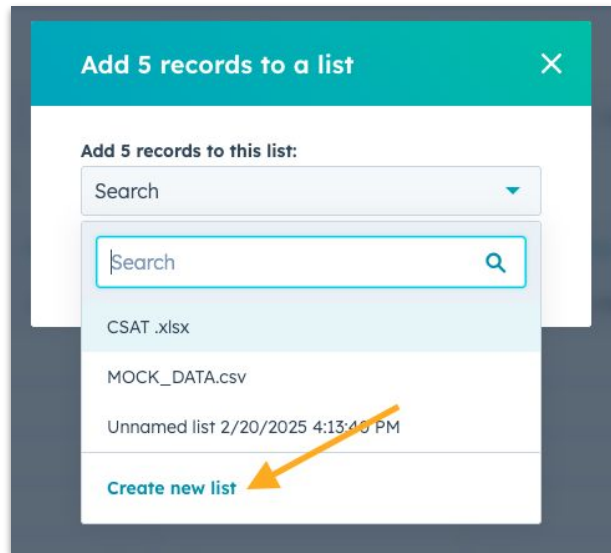
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Public Beta





✦ AI Powered





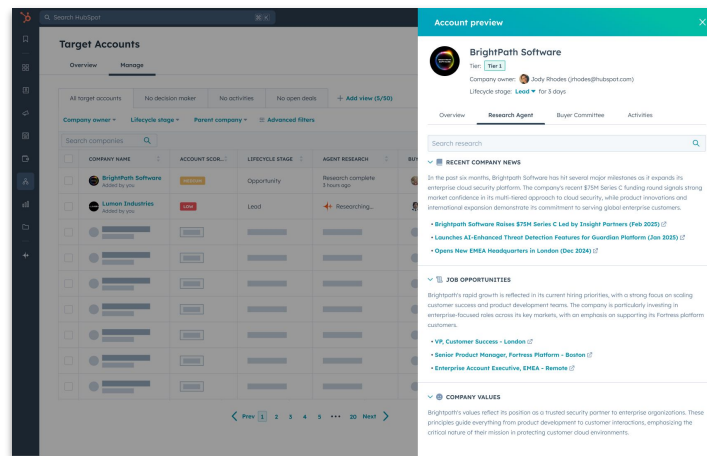
# Breeze Prospecting Agent

[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





**Thank You**