January 2025 Product Updates

Marketing Hub®

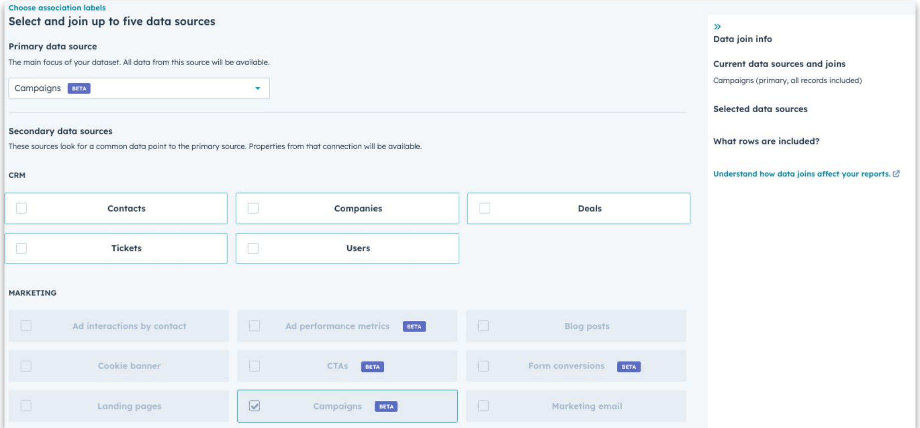
Powered by Breeze

Marketing Hub®

Primary Campaigns data source now available in the Custom Report Builder

Learn More

Create custom campaign reports in HubSpot's Custom Report Builder using the new 'Campaigns' data source. This feature combines various campaign properties and the 'influenced contacts' event for streamlined reporting.



Use Case

This functionality allows you to analyze key metrics, such as the number of influenced contacts and companies per campaign, as well as total spend versus budget. It helps you evaluate campaign success by identifying which campaigns generate the most page views or use the widest variety of channels.

Launch region: Global

Free Starter Pro Enterprise Live

HubSpot

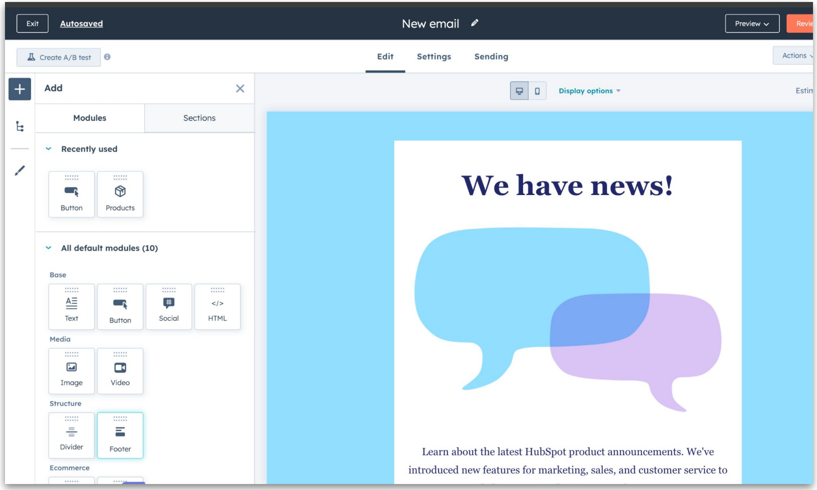
Marketing Hub®

New Sidebar in the Marketing Email Editor

Enhance your email editing experience with a refreshed sidebar and email contents tree for improved navigation and usability.

Use Case

Easily access tools and features in the updated sidebar while using the contents tree to navigate and organize your email structure. This update simplifies email creation, helping you work more efficiently and create better campaigns.



Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

HubSpot

Marketing Hub®

Accelerate Marketing Email Campaign Sending

Accelerate marketing email sending speeds to 5,000 messages per second, ensuring timely delivery and effortless scalability for large campaigns.

Use Case

For urgent promotions or large-scale announcements, businesses can now send high-volume emails faster, ensuring messages reach customers at the right moment

Launch region: Global

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

HubSpot

Marketing Hub®

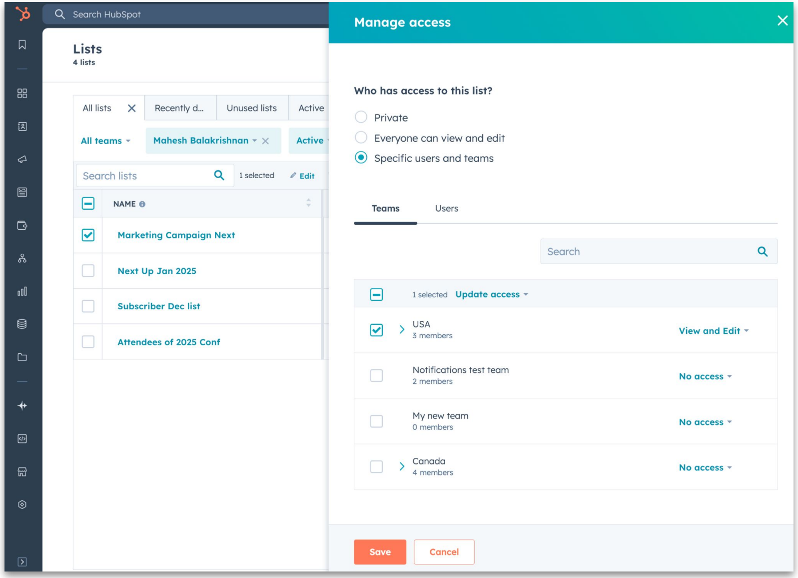
Permissions to edit and view specific Lists

Learn More

Control list access by assigning specific edit and view permissions to users and teams, improving security and efficiency.

Use Case

Admins can now restrict list editing to designated teams, preventing unauthorized changes while keeping segmentation structured. This functionality ensures that users only interact with relevant data, reducing errors and maintaining organizational clarity.



Launch region: Global

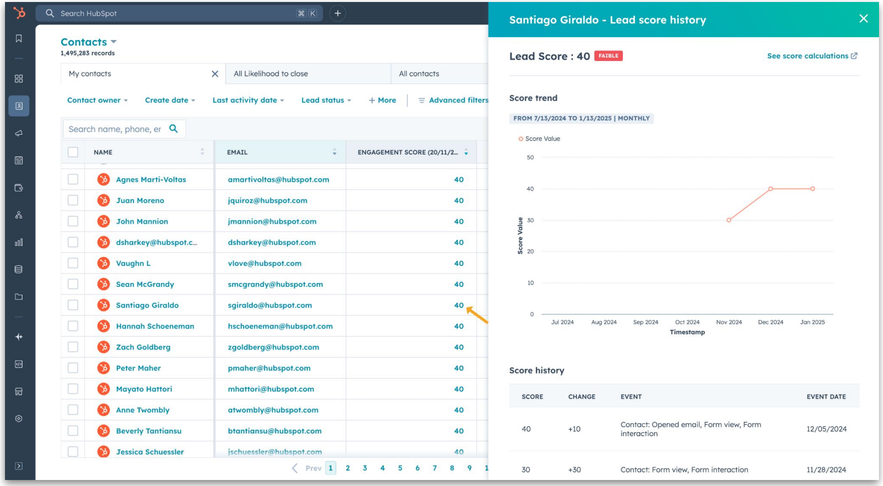
Free Starter Pro Enterprise Public Beta

HubSpot

Marketing Hub®

See Score History Directly in Index Pages

View score history directly in Index Pages to analyze lead or health score changes without opening individual records.



Use Case

Sales and marketing teams can now assess score fluctuations at a glance, helping them prioritize leads more efficiently. This improvement reduces the time spent searching for score histories, making decision-making faster and more data-driven.

Launch region: Global

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

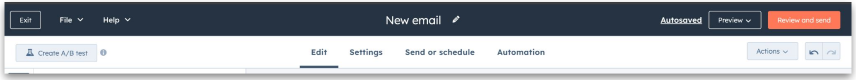
HubSpot

New File & Help Entry Points in the Marketing Email Editor

Enhance your email editing workflow with a refreshed top navigation, featuring improved access to file management and help resources.

Use Case

Users can now quickly access Save Email as a Template from the File dropdown, reducing clicks and making email management more intuitive. The Help dropdown ensures support resources are easily accessible, enhancing efficiency for marketers of all experience levels.



Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

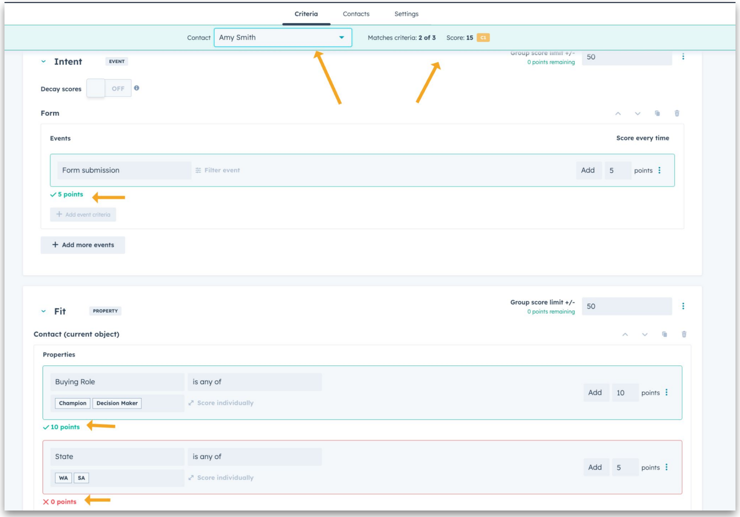
Marketing Hub®

Test a record in new scoring apps

Test individual records in scoring apps to see real-time rule impact, refine models, and improve scoring accuracy.

Use Case

While building a scoring model, users can test a specific record to see how each rule affects its final score and label. This insight enables fine-tuning of scoring criteria, ensuring a more precise and reliable evaluation of leads or customer health.



Launch region: Global

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

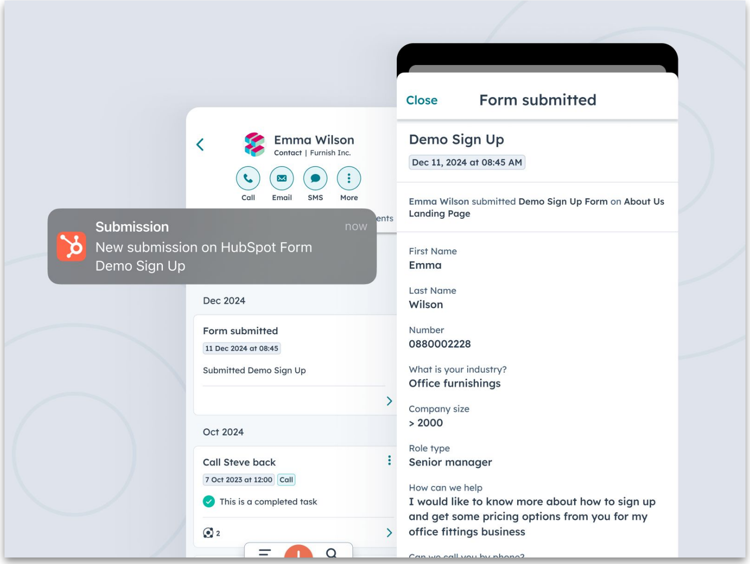
HubSpot

View Forms Submission from Mobile [Android only]

Access full form submission details on Android to engage leads faster and streamline mobile sales workflows.

Use Case

Sales reps can now see exactly what a lead submitted—such as product interest or service requests—directly within the mobile app. This ensures they can follow up promptly without needing to switch to a desktop, improving efficiency and response times.



Launch region: Global

Free | Starter | Pro | Enterprise | Live

[Campaign Impact Reporting] Contact lifecycle reporting now available

Our new 'contact lifecycle' reports are now live on your campaign performance page, offering you powerful insights into your marketing impact.

Use Case

The new 'contact lifecycle' reports reflect your portal's lifecycle stage settings, including both HubSpot's default and custom stages. This feature empowers you to make data-driven decisions, adjust campaign strategies early, and gain better insights into campaign effectiveness.

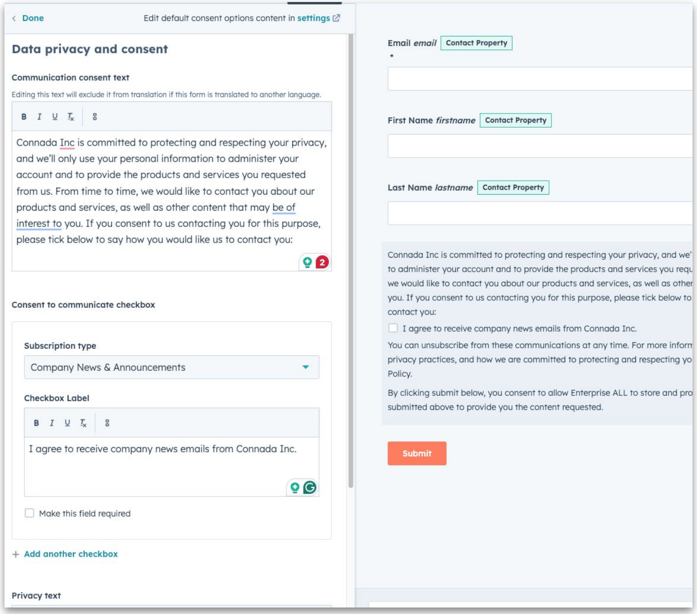
Note: Reporting limits can apply.

Launch region: Global

Free | Starter | Pro | Enterprise | Live

Simplify how contacts resubscribe via form

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



Use Case

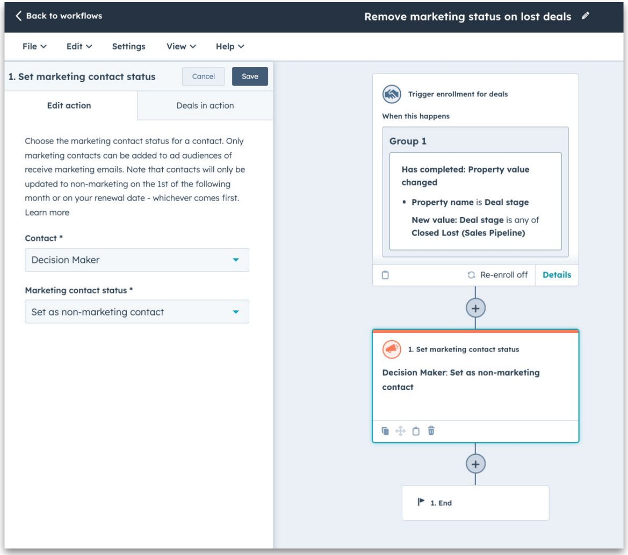
When a former subscriber fills out a form for a newsletter, they are automatically added back to the mailing list without any extra clicks. This seamless process allows businesses to re-engage contacts effortlessly, enhancing email marketing effectiveness.

Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

Set marketing contact status action available across workflow types

Expand automation capabilities by setting marketing contact status in workflows beyond contact-based triggers, improving efficiency and cost control.



Use Case

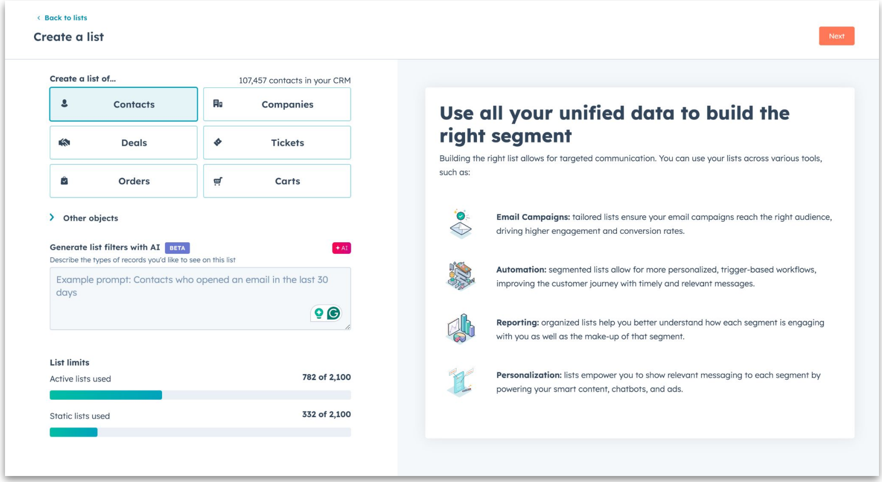
Teams can now update a contact's marketing status based on deal or ticket workflows, such as marking decision-makers in closed-lost deals as non-marketing to avoid unnecessary outreach. This ensures marketing efforts remain targeted while optimizing costs.

Launch region: Global

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

Easier & Faster List Creation Path

Build lists faster with a simplified creation process that prioritizes segmentation before requiring additional settings.



Use Case

Marketers can now define their audience first without needing to name the list or configure properties upfront. This flexibility ensures lists are built efficiently, allowing teams to refine details only after segmenting their ideal contacts.

Launch region: Global

Free Starter Pro Enterprise Public Beta

Search Phone and Dropdown Fields in the New Forms Editor

Improve form completion rates with searchable dropdowns and auto-detected country codes, making forms faster and easier to fill out.

Use Case

Visitors can now type to search dropdown options instead of scrolling through long lists, while country codes default based on IP address. This streamlined experience reduces frustration, helping businesses capture more leads with fewer abandoned forms.

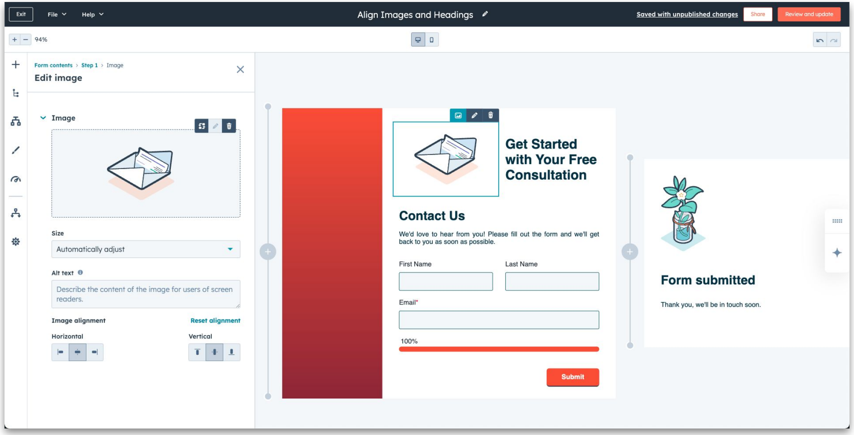
Launch region: Global

Free Starter Pro Enterprise Live

Marketing Hub®

Align Headings and Images in the new Forms Editor

Create visually polished forms with vertically aligned headings and images, ensuring a professional and cohesive design.



Use Case

Marketers and designers can now easily align form elements to maintain a clean layout, reinforcing brand credibility and improving engagement. This update eliminates formatting inconsistencies, making forms more visually appealing and user-friendly.

Launch region: Global

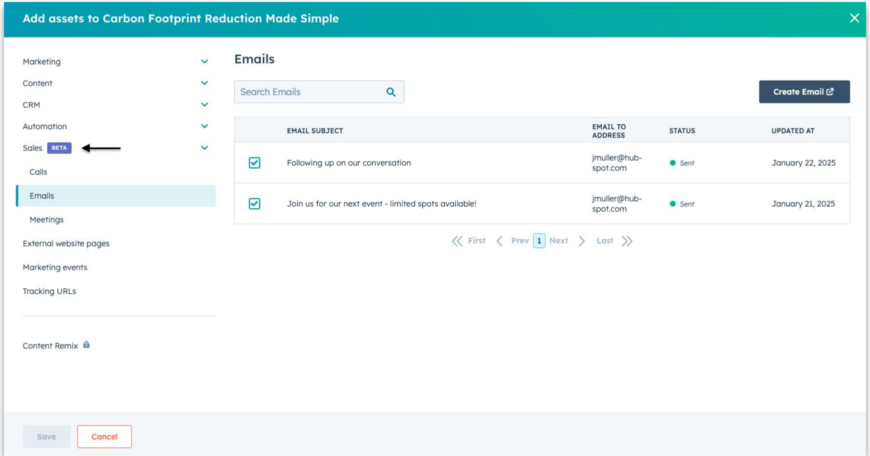
Free | Starter | Pro | Enterprise | Live

HubSpot

Marketing Hub®

Add calls, emails and meetings to campaigns

Track calls, emails, and meetings within campaigns to gain a complete view of customer interactions and improve attribution.



Use Case

Sales and marketing teams can now log every sales touchpoint—calls, emails, and meetings—within campaigns, ensuring personalized engagement is fully accounted for. This holistic tracking improves reporting, attribution, and campaign optimization.

Launch region: Global

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

HubSpot

Templates in the new Forms Editor

Quickly build optimized, brand-aligned forms using pre-designed templates for lead capture, event registration, and more.

Use Case

Instead of starting from scratch, marketers and sales teams can select a pre-designed form template that matches their specific goal—such as booking a demo or capturing leads—while automatically applying their brand kit. This ensures forms are visually cohesive, conversion-focused, and ready to launch in seconds.

Launch region: Global

Free Starter Pro Enterprise Live

YouTube Publishing on Mobile

Publish YouTube videos from the HubSpot mobile app to maximize audience reach, engagement, and brand visibility.

Use Case

Marketers can now upload video content directly to YouTube from their mobile devices, ensuring quick and efficient content distribution. This capability allows brands to stay agile, capitalize on YouTube's vast audience, and enhance discoverability through video SEO.

Launch region: Global

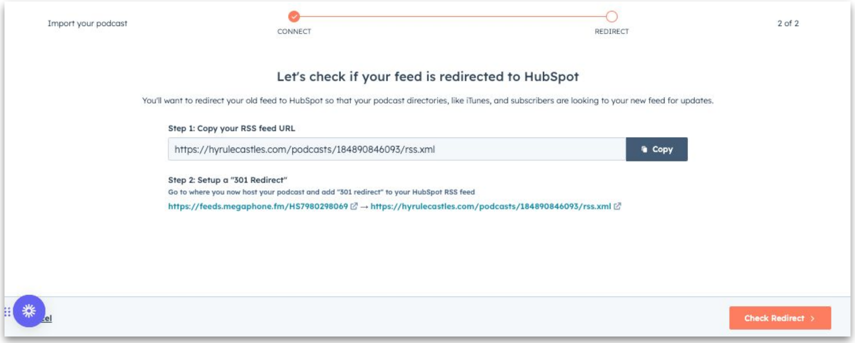
Free Starter Pro **Enterprise** **Live**

Content Hub™

Powered by Breeze

Import a Podcast Show

Seamlessly migrate your podcast to HubSpot by importing shows via RSS feed for easier hosting and management.



Use Case

Podcasters transitioning to HubSpot can now import their entire show in minutes instead of manually recreating episodes. This streamlined process saves time and centralizes podcast management within HubSpot's platform.

Launch region: Global

Free Starter Pro Enterprise Live

OpenID Connect SSO

Simplify secure access to private content by integrating your identity provider with HubSpot using OpenID Connect SSO.

Use Case

Organizations can now link their identity provider to HubSpot, allowing users to access private content without creating new login credentials. This integration enhances security, reduces friction, and improves the overall user experience.

Launch region: Global

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

Revision history for case studies

Track, compare, and restore past versions of case studies with revision history, giving you greater control over content updates.

Use Case

Content teams can now review previous edits, identify key changes, and revert to earlier versions of case studies when needed. This ensures accuracy, prevents accidental content loss, and streamlines collaboration on case study updates.

Launch region: Global

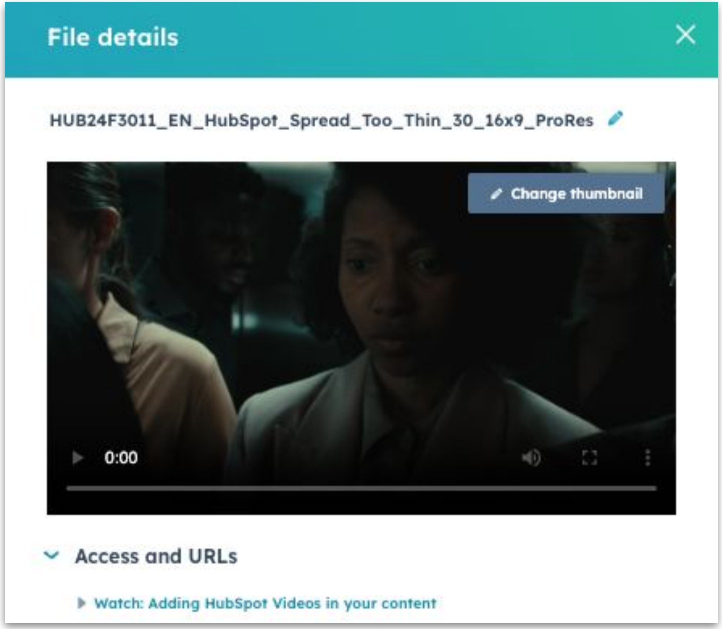
Free Starter Pro Enterprise Public Beta

Edit a video thumbnail

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 Public Beta

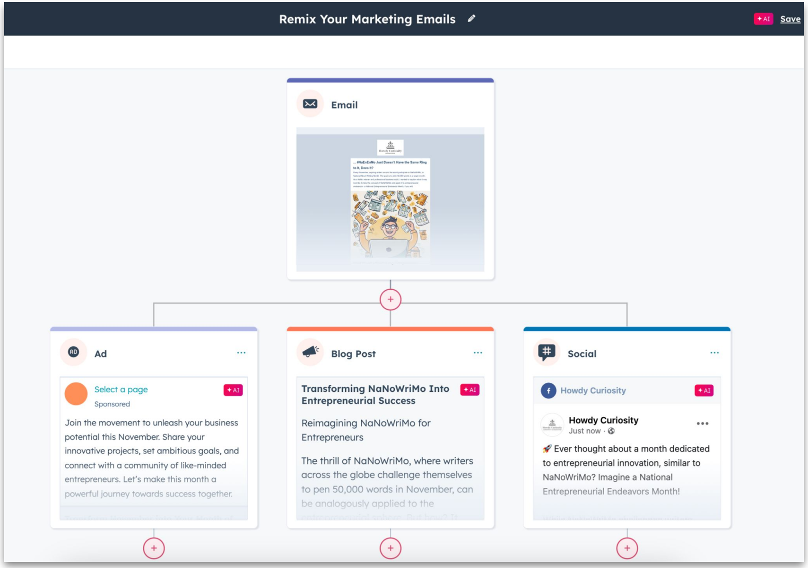
Content Hub™

Remix Your Marketing Emails

Turn marketing emails into fresh content with Breeze's AI-powered remix tool, repurposing emails into blogs, landing pages, and more.

Use Case

Marketers can now select an existing email and let Breeze transform it into new content formats, streamlining multi-channel content creation. This automation saves time, expands reach, and ensures businesses get the most value from their email campaigns.



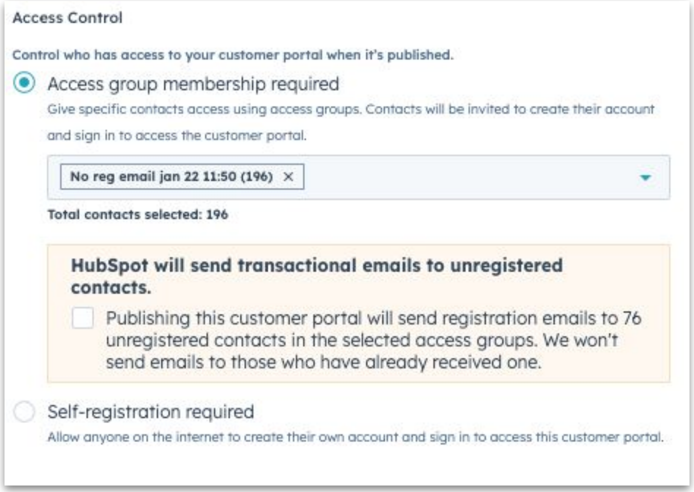
Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

HubSpot

Memberships Email Acknowledgement

Confirm email sends for access groups with ten or more contacts, reducing accidental sends and improving control over private content distribution.



Use Case

Before triggering registration emails to large access groups, users must now confirm the send, preventing unintended communication. This safeguard helps avoid unnecessary emails, ensuring outreach happens only when the timing is right.

Launch region: Global

Free Starter Pro Enterprise Live

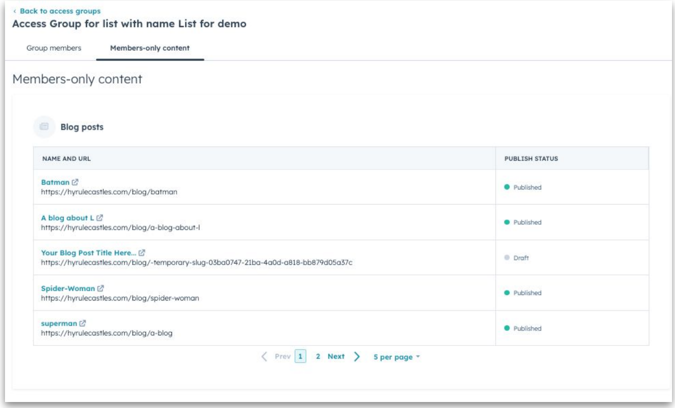
Content Hub™

Members-only content table for private content

View all private content shared with an access group in one place, streamlining content tracking and organization.

Use Case

Admins can quickly review and manage private content, such as landing pages, blogs, and customer portals, ensuring each access group has the correct visibility. This feature enhances efficiency by eliminating the need to manually check individual content statuses.



Launch region: Global

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

HubSpot

Marketing Hub®

Content Hub™

Powered by Breeze

Marketing Analytics Suite

Learn More

Consolidate marketing metrics and reports into one suite, streamlining analysis and enhancing visibility across all channels.

Use Case

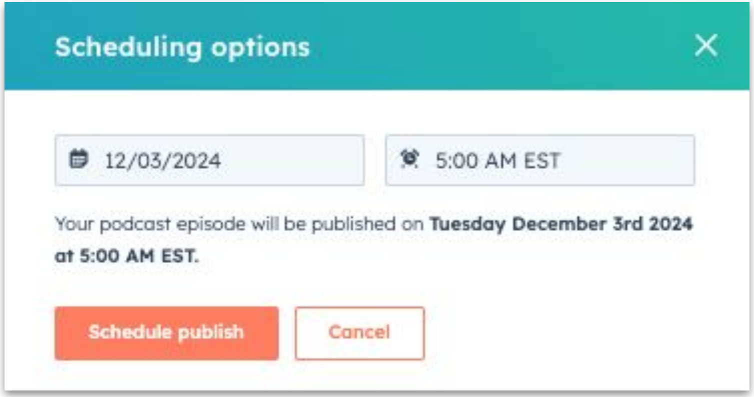
Marketers can evaluate web traffic, track campaign performance, and analyze lead sources without switching between multiple tools. With ready-made reports and a consistent interface, teams can quickly identify trends, optimize marketing strategies, and present data-driven insights with ease.

Launch region: Global

Free Starter Pro Enterprise Live

Scheduled Publishing for Podcasts

Automate your podcast releases with scheduled publishing to maintain consistency and maximize audience engagement.



Use Case

Set specific release dates and times for your podcast episodes to ensure they go live when your audience is most active. This functionality allows you to focus on creating high-quality content while ensuring timely, strategic distribution.

Launch region: Global

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

Sales Hub®

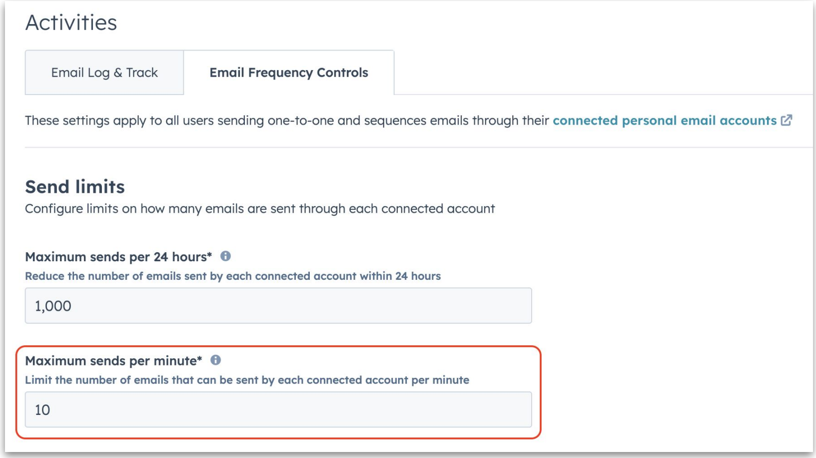
Powered by Breeze

Sales Hub®

Configurable Send Throttling

Learn More

Control email sending rates with Configurable Send Throttling to improve deliverability and maintain a trusted sender reputation.



Use Case

As an admin, you can set per-minute email limits to prevent over-sending and avoid triggering spam filters, especially when using automation tools like templates and sequences. This capability helps ensure your emails are high-quality and reach recipients effectively without damaging your company's reputation.

Launch region: Global

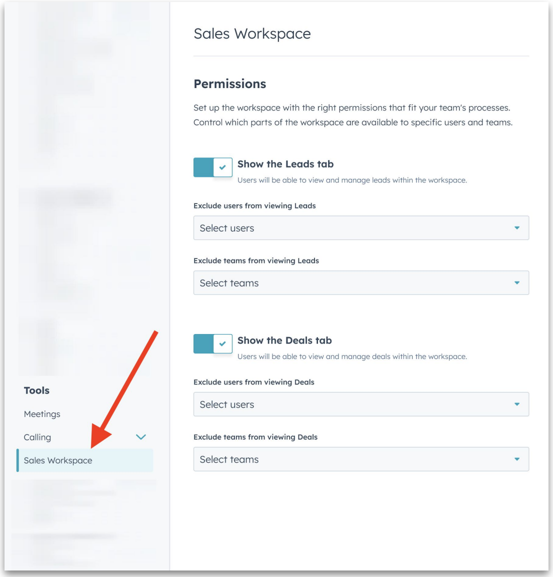
Free | Starter | Pro | Enterprise | Public Beta

HubSpot

Sales Hub®

Configure Leads and Deals Tabs in the Sales Workspace

Customize the Sales Workspace by configuring which users can see the Leads and Deals tabs, improving relevance and efficiency.



Use Case

Sales teams with different roles can now have a more personalized workspace, ensuring that only reps who need access to Leads and Deals see them. This allows admins to streamline the user experience, keeping the interface clean and focused on what matters most to each team member.

Launch region: Global

Free Starter Pro Enterprise Live

HubSpot

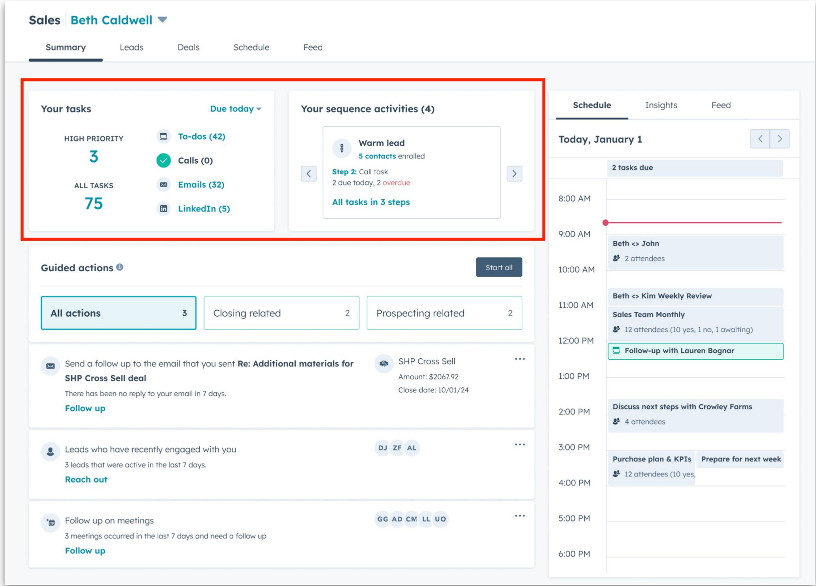
Sales Hub®

High Priority and Sequence Tasks on Summary page

Easily access high-priority and sequence tasks from the Summary page, ensuring a more organized and efficient workflow.

Use Case

Sales reps can now filter high-priority tasks by time horizon, such as Today or Next Week, and take action directly from the Summary page. This feature streamlines task management, helping teams stay focused on their most important follow-ups.



Launch region: Global

Free | Starter | Pro | Enterprise | Live

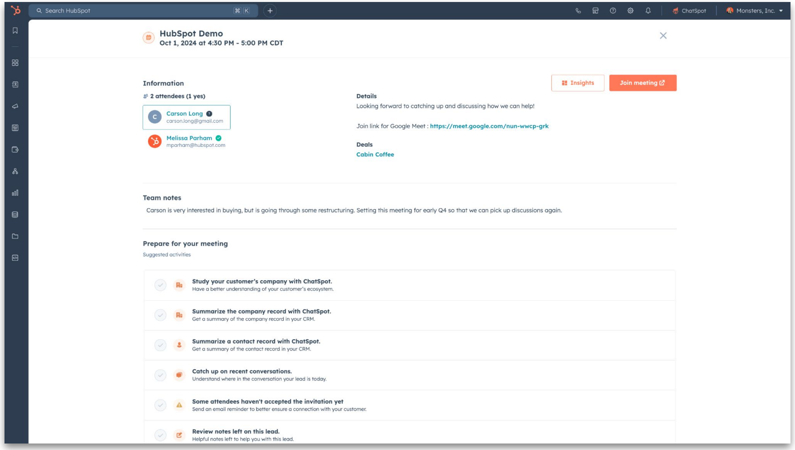
HubSpot

Sales Hub®

Sales Workspace is Now Available for All Portals

Learn More

Manage pipeline generation and deal-closing activities in a single, streamlined Sales Workspace, now available for all Sales Hub portals.



Use Case

Sales reps can now access a unified workspace that consolidates prospecting, pipeline management, and closing activities without switching between tools. This efficiency-driven update ensures sellers can prioritize high-impact tasks, boosting productivity and goal achievement.

Launch region: Global

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

HubSpot

Sales Hub®

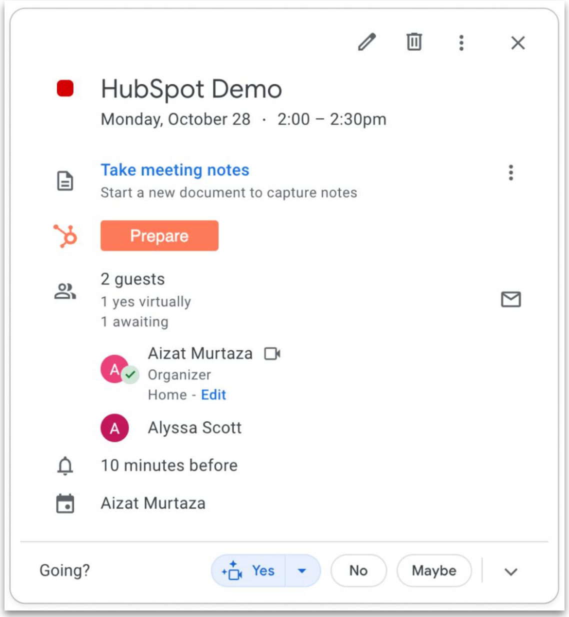
Sales Hub in Google Calendar

Learn More

Manage meetings more efficiently by logging outcomes, preparing in advance, and following up—all within Google Calendar using Sales Hub.

Use Case

Sales reps can now access HubSpot's meeting tools directly in Google Calendar, making it easy to log interactions and stay organized without switching between apps. This integration improves efficiency, helping reps focus on selling rather than administrative tasks.



Launch region: Global

Free | Starter | Pro | Enterprise | Live

HubSpot

Sales Hub®

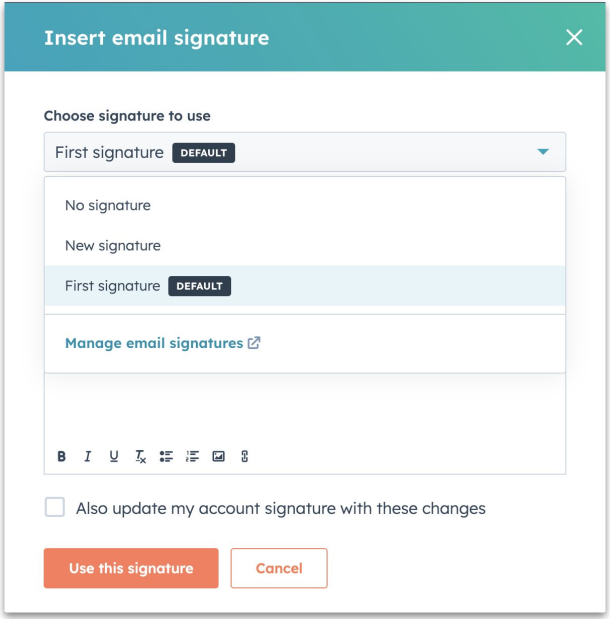
Multiple email signatures

Learn More

Easily manage and switch between multiple email signatures in HubSpot's CRM, ensuring tailored and professional communication.

Use Case

Sales reps can now store multiple signatures to customize emails based on recipient, brand representation, or language preferences. This update saves time and ensures consistency, making email personalization effortless.



Launch region: Global

Free Starter Pro Enterprise Live

HubSpot

Service Hub®

Powered by Breeze

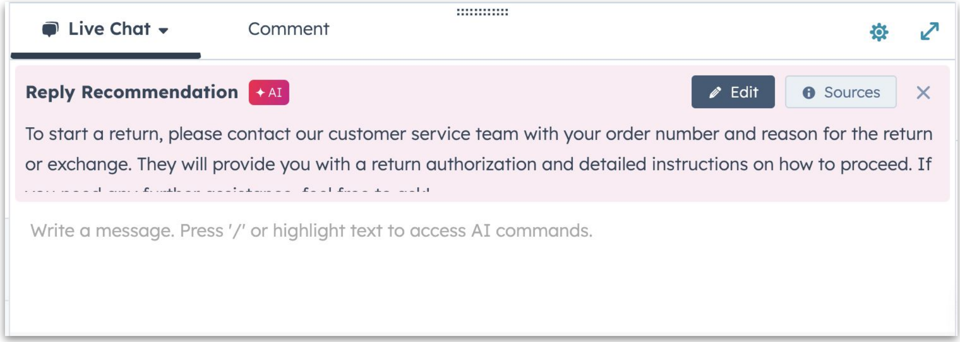
Service Hub®

Improve ticket resolution time with Reply Recommendations in Help Desk

Reply Recommendations in Help Desk is an AI-driven tool that helps service reps respond quickly across all channels (excluding WhatsApp). By suggesting tailored responses from your knowledge base and providing citations, agents can verify and reference their sources effortlessly.

Use Case

Support teams often face the challenge of managing multiple inquiries while crafting personalized responses. With Reply Recommendations, agents save time on repetitive questions, ensuring accurate and trustworthy replies, which ultimately enhances customer satisfaction and trust.



Launch region: Global

Free Starter Pro Enterprise Live

HubSpot

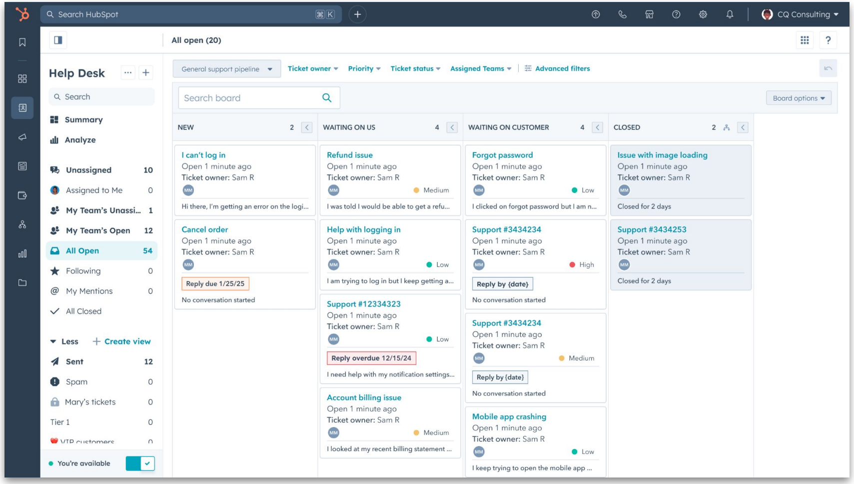
Service Hub®

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 | Public Beta

HubSpot

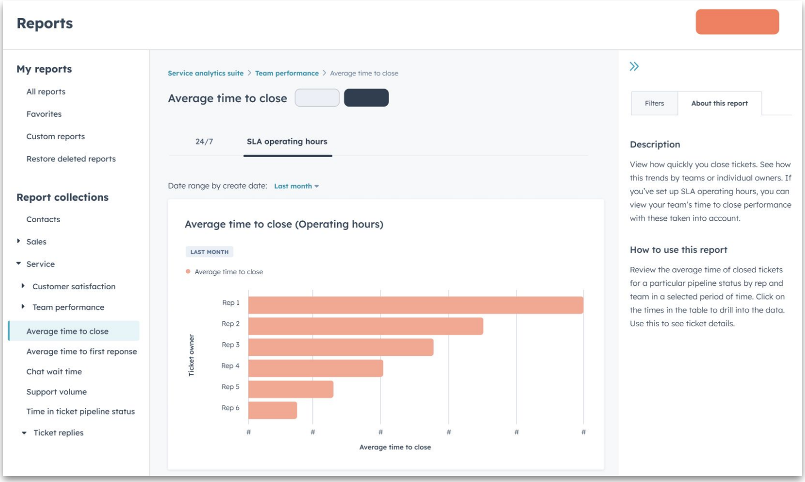
Service Hub®

Reporting on SLA Operating Hour performance in Help Desk

Track Time to First Response and Time to Close within SLA operating hours to optimize support performance and enhance customer experience.

Use Case

Support leaders can now analyze SLA performance based on actual working hours, ensuring response and resolution times reflect their team's availability. This data helps identify bottlenecks, improve resource allocation, and refine service strategies for better customer satisfaction.



Launch region: Global

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

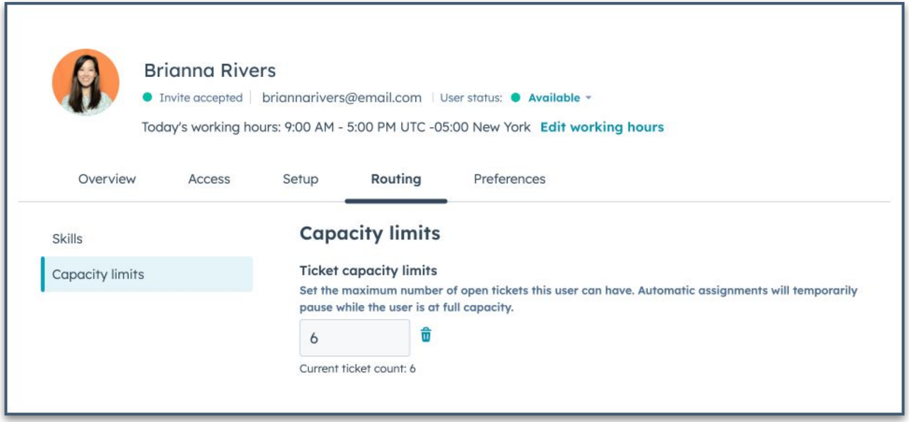
HubSpot

User-based ticket capacity limits for all open tickets

Set individual ticket capacity limits for support agents to manage workload distribution and prevent agent burnout.

Use Case

Service Managers can assign higher ticket limits to senior agents while reducing the load for newer team members, ensuring a balanced workload. Agents can also track their capacity in Help Desk and see other users' availability when reassigning tickets, improving efficiency and collaboration.



Launch region: Global

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

Skill-based ticket routing performance and ticket lookup

Monitor skill-based ticket routing performance and review matched tickets to improve assignment accuracy and workflow efficiency.

Use Case

Support teams can track the number of tickets routed through specific skill-based rules and verify which tickets matched a rule. This feature helps managers optimize routing configurations, identify gaps, and resolve assignment confusion.

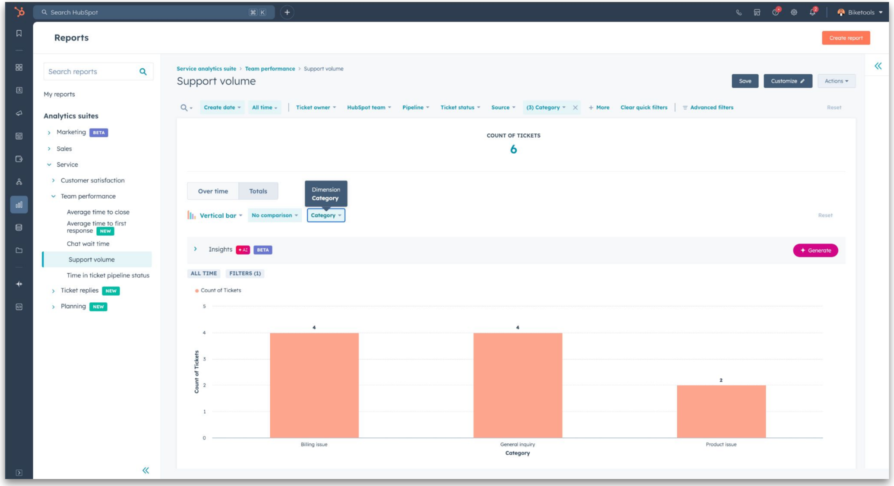
Launch region: Global

Free Starter Pro Enterprise Live

Service Hub®

Automatic Ticket Topic Identification powered by AI

Leverage AI-powered ticket categorization to track topic trends, optimize training, and improve knowledge base coverage.



Use Case

Support managers can analyze recurring topics, identify problem trends, and detect knowledge gaps without relying on manual ticket categorization. This automation enhances reporting accuracy, streamlines training efforts, and helps reduce future ticket volume.

Launch region: Global

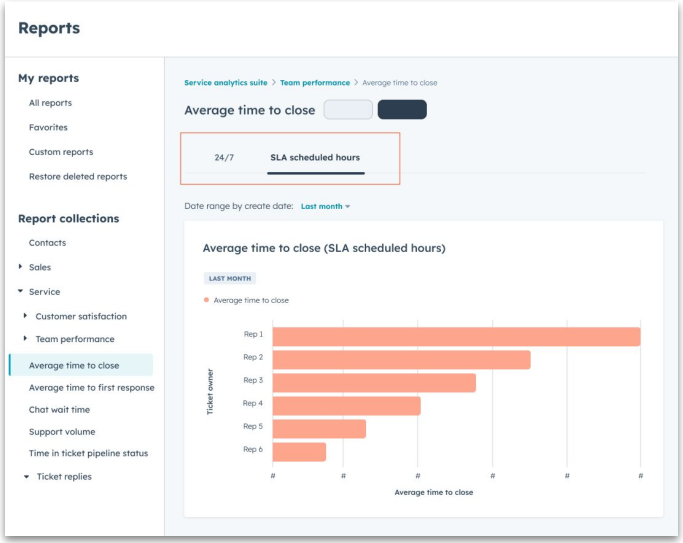
Free | Starter | Pro | Enterprise | Public Beta

HubSpot

Service Hub®

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 | Public Beta

HubSpot

Sales Hub®

Service Hub®

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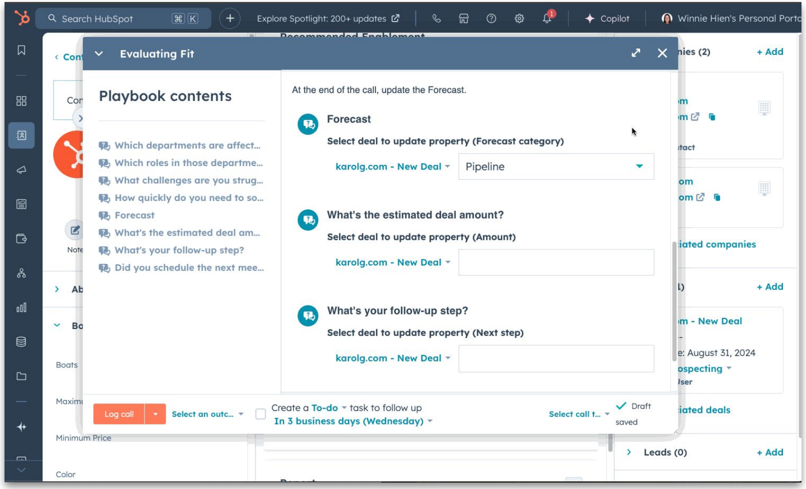
Sales Hub®   Service Hub®

Conditional Properties in Playbooks

Enhance Playbooks with conditional property logic, ensuring users see only relevant fields and options based on real-time data.



Use Case

Sales teams can now require ‘Amount’ only when ‘Deal Type’ is ‘Existing Business’ or limit ‘Contract Length’ options based on ‘Customer Industry’. This ensures clean, relevant data collection without unnecessary fields, streamlining workflows and decision-making.

Launch region: Global

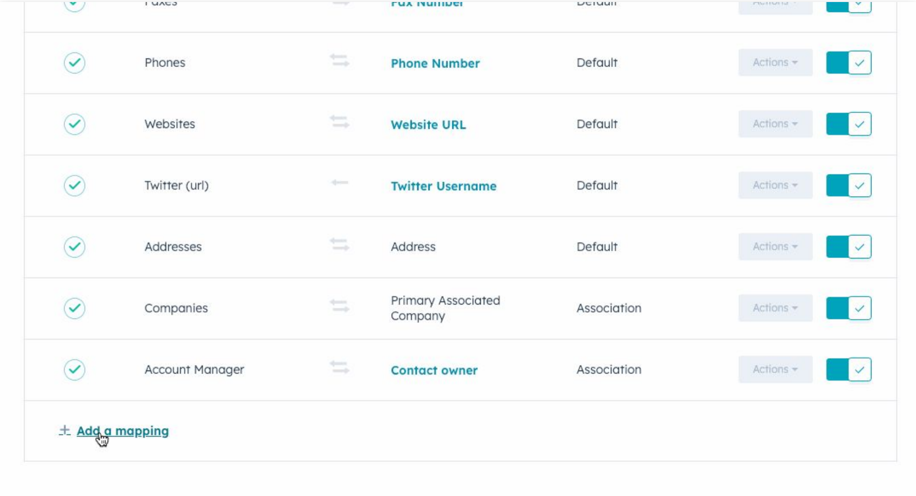
Free   Starter   Pro   **Enterprise**   **Live**

Operations Hub®

Mapping sensitive data fields in data sync

Learn More

Securely map sensitive data fields in data sync, enabling seamless integration with third-party apps while maintaining data integrity.



Use Case

Sync sensitive financial or customer data, such as IBAN details, across HubSpot and supported third-party applications with built-in safeguards. This functionality enhances integration flexibility while ensuring secure data handling for compliance and operational efficiency.

Launch region: Global

Free | Starter | Pro | Enterprise | Live

Commerce Hub™

Preview and customize invoice emails

Customize and preview invoice emails to provide a branded, professional experience for your buyers.

Use Case

Easily personalize the content and layout of invoice emails to match your company's branding, and include features like a download link or PDF attachment. This ensures your buyers receive clear, polished communications that enhance their experience.

Launch region: Global

Free Starter Pro Enterprise Live

Associate Invoices and Tickets

Link Tickets and Invoices in HubSpot to enhance tracking, reporting, and alignment between support and billing.

Use Case

Easily track which invoices were generated from specific tickets or identify the tickets linked to a particular invoice. This functionality provides clarity and organization, helping teams align support efforts with financial outcomes.

Launch region: Global

Free Starter Pro Enterprise Live

Configurable invoice presets

Save time by applying custom invoice presets for different business needs, improving consistency and efficiency in invoicing.

Use Case

Finance teams can set up invoice presets with different company addresses, payment terms, or custom messages, ensuring the right details are applied automatically. This eliminates manual adjustments, making invoicing faster and more adaptable to various customer requirements.

Launch region: Global

Free Starter Pro Enterprise Live

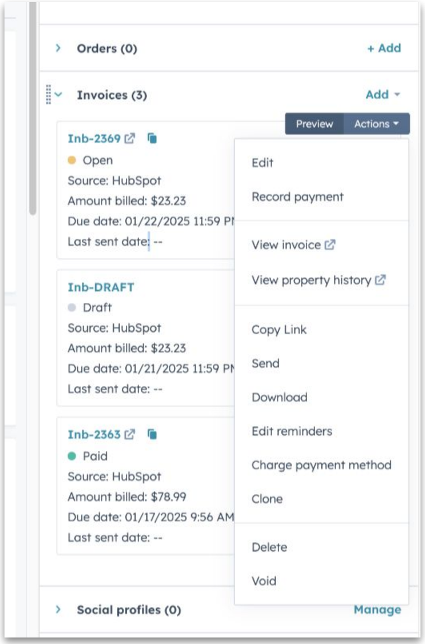
Commerce Hub™

Access invoice actions from the sidebar

Quickly manage invoices with the actions dropdown in the sidebar, reducing navigation steps and improving efficiency.

Use Case

Finance and sales teams can now access invoice actions directly from the sidebar, allowing for faster edits, payments, or status updates without extra clicks. This enhancement simplifies invoice management, making day-to-day financial tasks more efficient.



Launch region: Global

Free Starter Pro Enterprise Live

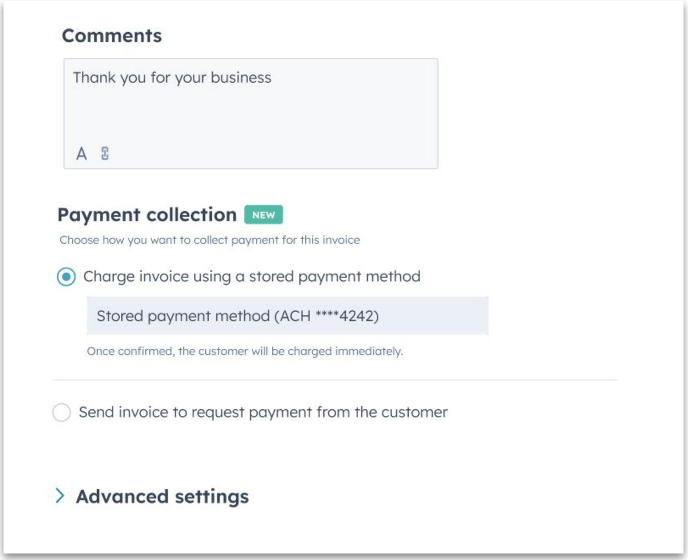
HubSpot

Charge a stored payment method in Invoices Editor

Charge stored payment methods directly in the Invoices Editor, streamlining one-time transactions and revenue collection.

Use Case

When processing an invoice, users can apply a buyer's stored credit card or ACH payment method instantly, avoiding the need for manual payment requests. This functionality speeds up collections, reduces friction in billing, and enhances customer convenience.



Launch region: Global

Free | Starter | Pro | Enterprise | Live

Developer Platform

Required Property Validation in API Imports

Enhance data accuracy by ensuring API imports include all required properties before creating records.

Use Case

When importing Deals, Contacts, or other objects, the API now validates required fields—such as Deal Name for deals or Email for contacts—before allowing record creation. This prevents missing data issues, ensuring reliable and structured CRM records.

Launch region: Global

Free Starter Pro Enterprise Live

Association Limits and Large Export Partitioning in the CRM Exports API

Optimize large data exports with partitioned files and association limits, improving speed and performance in the Exports API.

Use Case

When exporting large datasets, users receive partitioned files in a zip format, ensuring quicker delivery and easier handling of extensive data. Additionally, association limits prevent slowdowns, with the flexibility to override if all associated records are required.

Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

Public Create Invoice API

Automate invoice creation in HubSpot with the Public Create Invoice API, supporting digital payments, manual tracking, and system integrations.

Use Case

Developers can integrate the API to generate invoices automatically, reducing manual data entry and ensuring accuracy in billing operations. Additionally, non-billable invoice records can be created to track revenue and payment status without generating a payment link, improving financial reporting.

Launch region: Global

Free Starter Pro Enterprise Public Beta

App Marketplace

App Usage Insights for App Builders

Gain actionable insights into app usage with detailed activity data, empowering you to optimize app performance and user value.

Use Case

Access summarized activity data, such as contacts created or deals associated via your app, directly on the Marketplace Analytics page. This allows you to identify valuable features and refine your app to better meet user needs and drive engagement.

Launch region: Global

Free | Starter | Pro | Enterprise | Live

App Certification Renewal

Maintain your app's certified status by renewing every two years to uphold quality, compliance, and ecosystem integrity.

Use Case

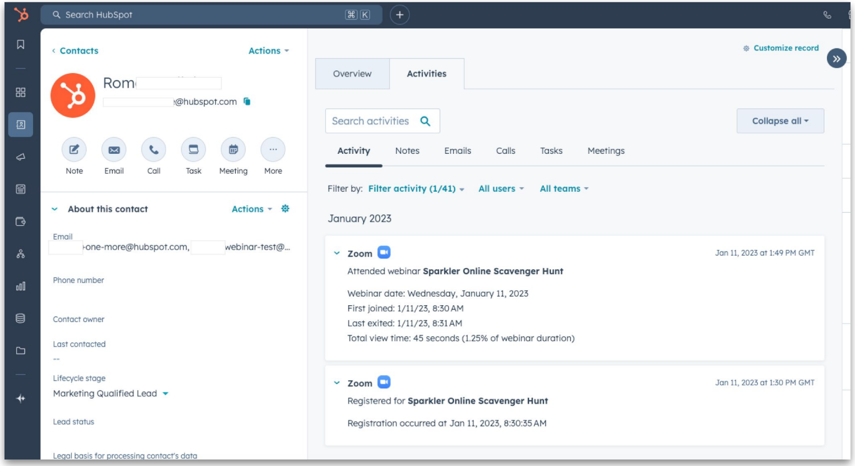
App developers must complete the renewal process to retain their certified status and stay aligned with HubSpot's latest requirements. This structured cycle encourages continuous improvement, helping apps remain competitive and fully optimized for users.

Launch region: Global

Free Starter Pro Enterprise Live

Create and update contact activities for Zoom webinars

Track and update Zoom webinar activities in HubSpot to enhance engagement, automation, and reporting.



Use Case

When a contact registers, attends, or cancels their registration for a Zoom webinar, their activity is automatically recorded in HubSpot. This allows you to segment audiences, trigger workflows, and tailor follow-ups based on real-time webinar participation data.

Launch region: Global

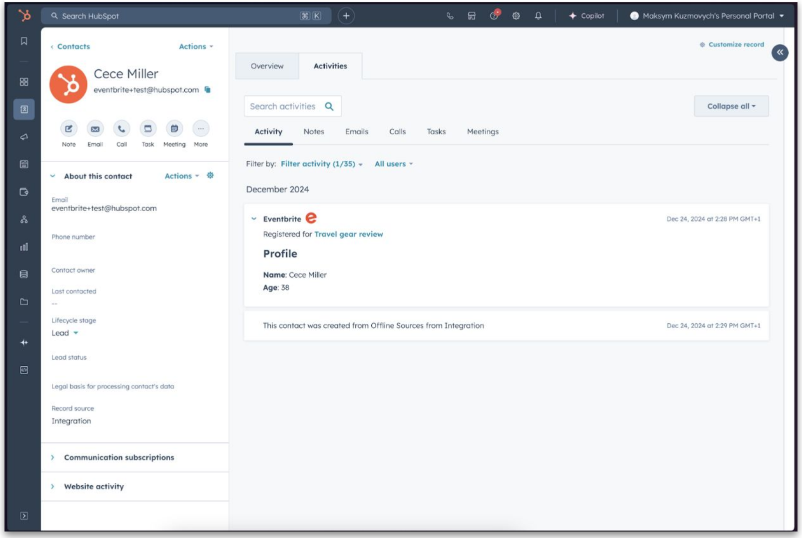
Free · Starter · Pro · Enterprise · Live

Improved tracking for updated Eventbrite orders

Track updated Eventbrite orders in HubSpot without losing historical data, ensuring complete visibility into event registrations.

Use Case

Event marketers can now see both original and updated Eventbrite orders on contact timelines, maintaining full context for attendee changes. This update prevents data overwrites, improves reporting accuracy, and ensures workflows remain functional with proper filter adjustments.



Launch region: Global

Free | Starter | Pro | Enterprise | Live

Smart CRM™

Powered by Breeze

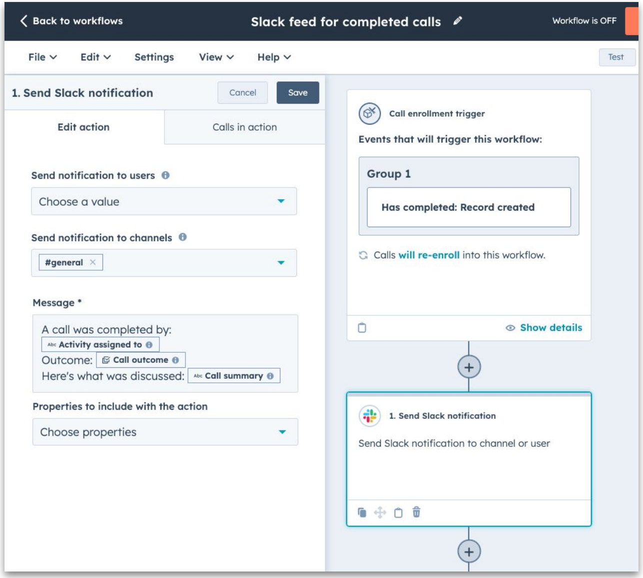
Operations Hub®

Call workflows

Automate processes for call follow-ups and management with workflows triggered by calls in your CRM.

Use Case

Access summarized activity data, such as contacts created or deals associated via your app, directly on the Marketplace Analytics page. This allows you to identify valuable features and refine your app to better meet user needs and drive engagement.



Launch region: Global

Free | Starter | Pro | Enterprise | Live

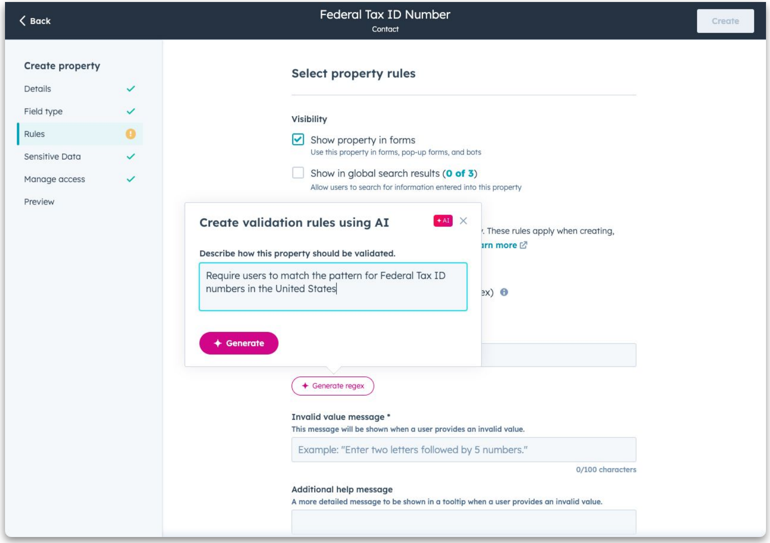
HubSpot

AI-generated regular expressions for property validations

Leverage AI to generate regex-based property validations, ensuring accurate and consistent data entry in your CRM.

Use Case

Quickly generate regex patterns to enforce specific formatting rules, such as requiring phone numbers to match a U.S. format or ensuring URLs start with “http://” or “https://.” This automation saves time while improving data consistency and quality control.



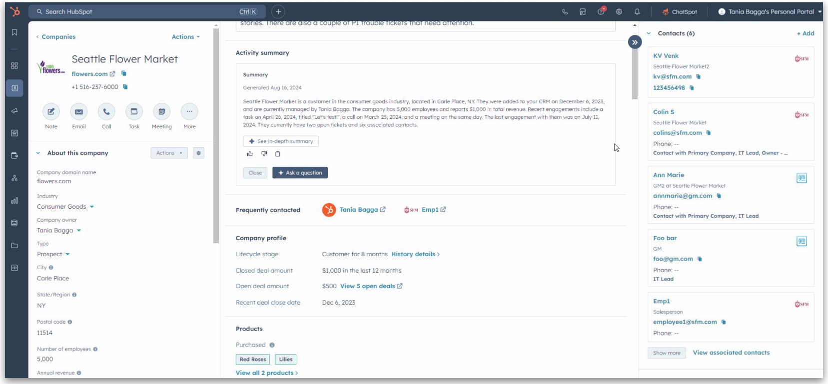
Launch region: Global

Free | Starter | Pro | Enterprise | Live

Smart CRM™

Company summary, company research, and customer spend trends cards on records

Gain instant insights with Company Summary, Company Research, and Customer Spend Trends cards, enhancing visibility into accounts, competitors, and revenue trends.



Use Case

Sales and customer success teams can now access a snapshot of key company details, competitive intelligence, and AI-driven spending trends directly within records. This eliminates manual research, accelerates decision-making, and improves account management efficiency.

Launch region: Global

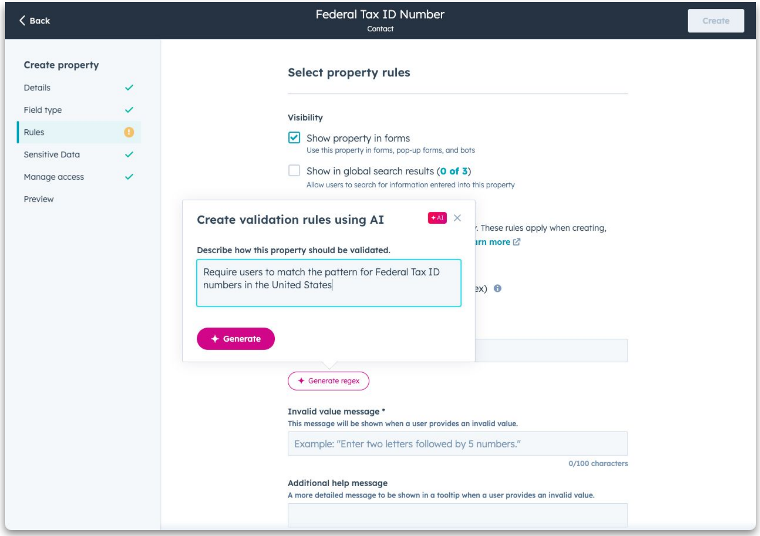
Free | Starter | Pro | Enterprise | Live

HubSpot

Smart CRM™

AI-generated regular expressions for property validations

Use AI to generate regex-based property validations, ensuring accurate, standardized data entry in your CRM.



Use Case

Admins can now generate regex patterns to enforce phone number formatting, URL structures, or custom ID formats without manual coding. This automation saves time, reduces input errors, and ensures clean, structured data across all CRM records.

Launch region: Global

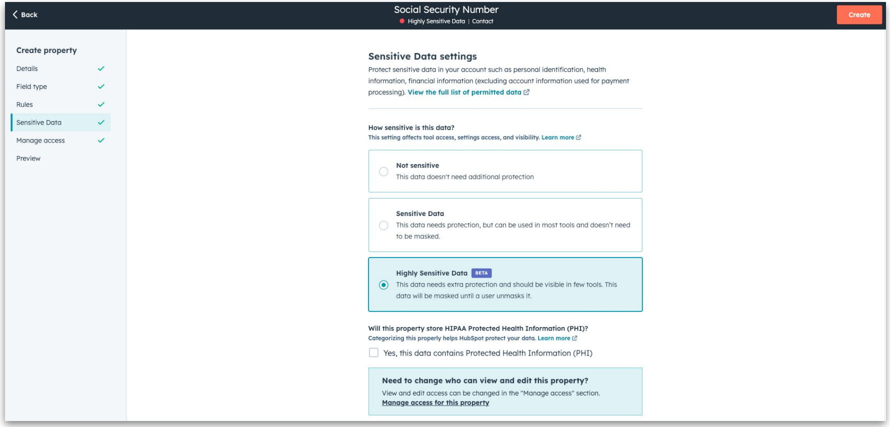
Free | Starter | Pro | Enterprise | Live

HubSpot

Store Highly Sensitive Data in HubSpot Smart CRM

Learn More

Securely store and manage highly sensitive customer data in HubSpot Smart CRM, enabling safer and more personalized interactions.



Use Case

Sales, marketing, and service teams with the right permissions can now safely access encrypted customer data to enhance personalization while ensuring compliance. This feature provides a secure and unified customer profile, supporting trust-driven, data-informed engagement.

Launch region: Global

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

CRM Platform

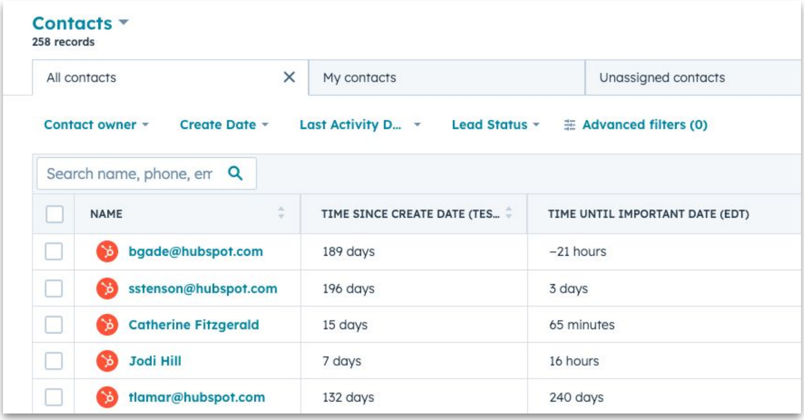
Create 'Time Since' and 'Time Until' properties

Learn More

Track time elapsed or remaining with "Time Since" and "Time Until" properties to enhance reporting and gain actionable insights.

Use Case

Identify deals untouched for more than three days or calculate the average time remaining until contracts expire, directly within your CRM. This functionality streamlines data analysis, helping you prioritize actions and make informed decisions efficiently.



Launch region: Global

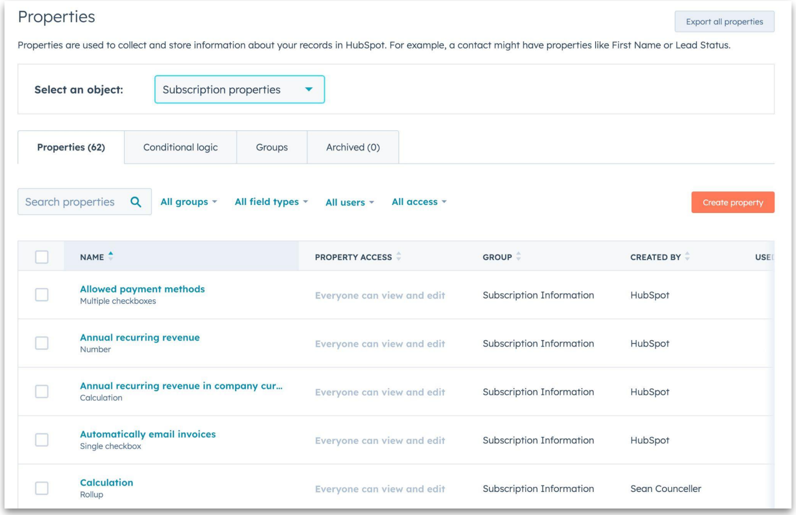
Free Starter Pro Enterprise Live

Subscription Custom Properties

Enhance subscription management with custom properties, enabling more detailed tracking and data unification.

Use Case

Store essential subscription details such as external provisioning IDs, contract renewal dates, or purchase order files directly within HubSpot. This added flexibility ensures more comprehensive tracking and streamlines subscription-based operations.



Launch region: Global

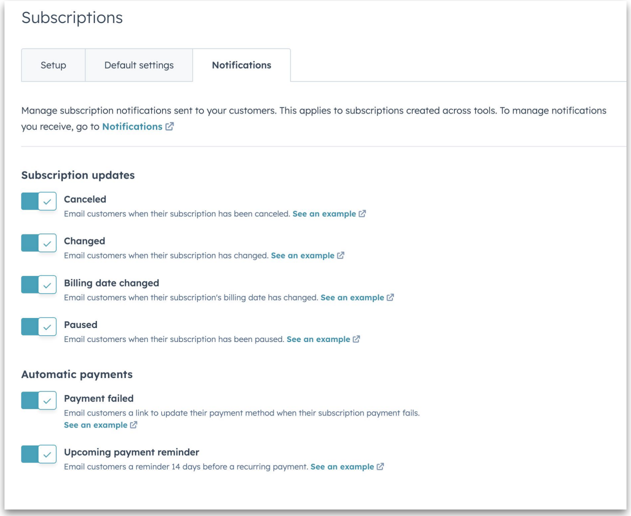
Free | Starter | Pro | Enterprise | Live

Subscription Notifications

Manage subscription notifications by toggling system emails on or off, ensuring a tailored customer communication experience.

Use Case

Choose whether to send automated system notifications or handle customer updates manually for a more personalized touch. This flexibility allows you to customize your buyer's experience while maintaining control over your communication strategy.



Launch region: Global

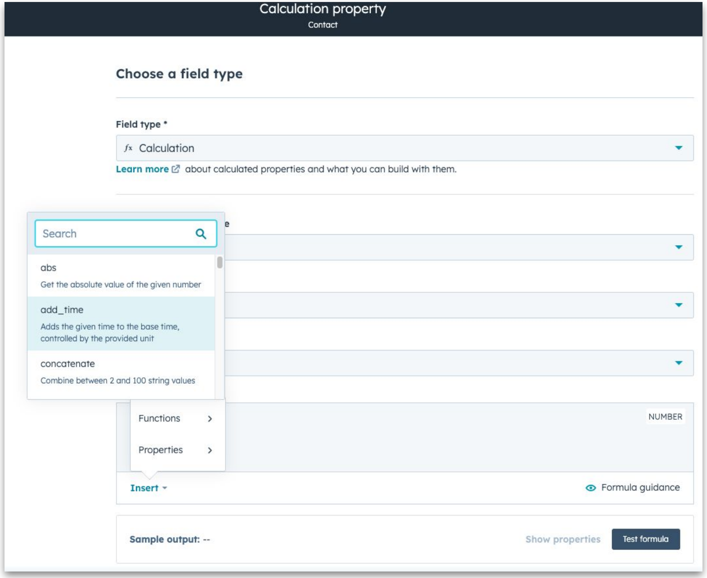
Free | Starter | Pro | Enterprise | Live

Additional functions for calculated properties

Leverage new functions in calculated properties to perform advanced time-based and numerical calculations for deeper data insights.

Use Case

Use the add_time function to automatically calculate renewal dates or apply string_length to analyze text-based property values. These enhancements streamline data processing, allowing for more refined automation and reporting.



Launch region: Global

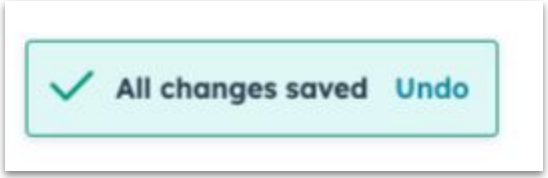
Free Starter Pro Enterprise Live

‘Undo’ action for property edits on property list cards

Easily undo recent property edits on list cards to correct mistakes and maintain clean, accurate data.

Use Case

If an unintended change is made to a property, users can quickly click ‘undo’ from the save status notification to revert the edit. This ensures data accuracy while improving the efficiency of property management within records.



Launch region: Global

Free | Starter | Pro | Enterprise | Live

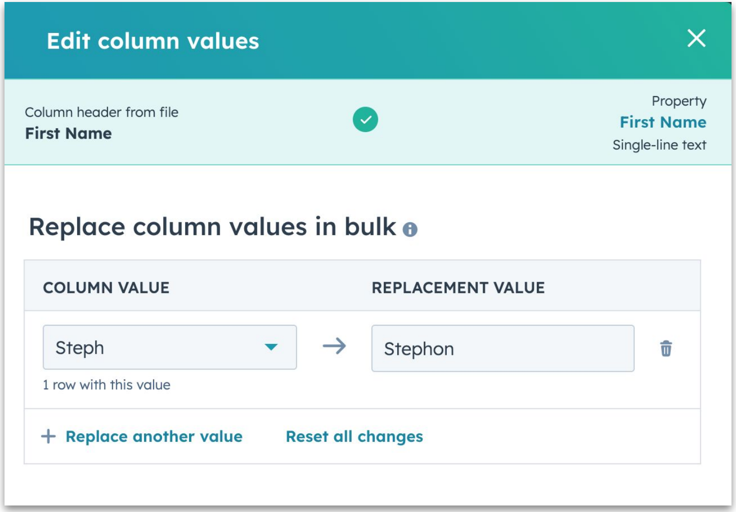
Import Find & Replace

Learn More

Resolve import errors in real-time with Find & Replace, eliminating the need for offline file edits and improving data accuracy.

Use Case

Fix invalid email addresses, correct spelling mistakes, or replace missing values directly within the import tool—without interrupting the process. This feature streamlines data cleanup, making it easier to bring high-quality, structured data into your CRM.

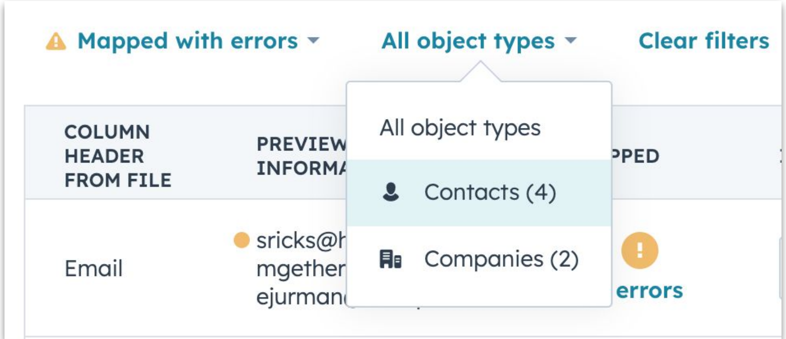


Launch region: Global

Free · Starter · Pro · Enterprise · Public Beta

Search & Filter the Import Mapping Table

Easily search and filter the import mapping table by status or target object, simplifying complex data imports.



Use Case

When handling multi-object imports, users can filter the mapping table to quickly identify properties with errors or focus on specific objects. This functionality reduces time spent on troubleshooting, ensuring a smoother and more efficient import process.

Launch region: Global

Free | Starter | Pro | Enterprise | Live

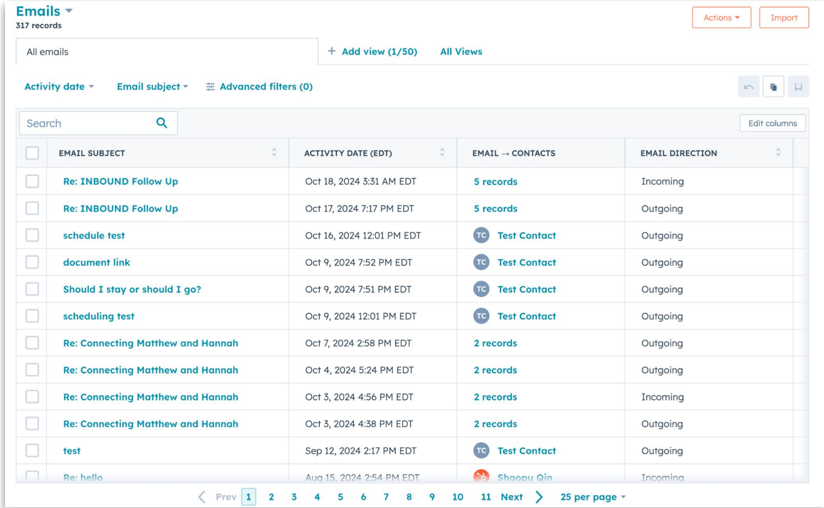
Emails index page

Learn More

Easily manage and organize 1:1 emails with the new Emails Index Page, allowing for bulk actions and improved CRM data control.

Use Case

Sales and support teams can now delete outdated or irrelevant emails in bulk, keeping CRM records clean and organized. This functionality simplifies email management, ensuring a more structured and efficient workflow.



Launch region: Global

Free | Starter | Pro | Enterprise | Live

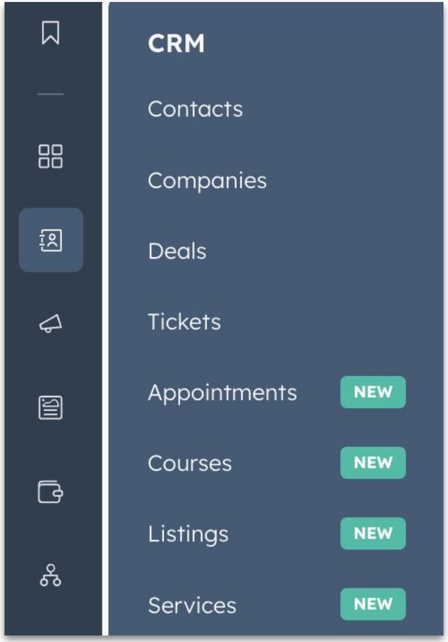
HubSpot

New Objects Available in Global Navigation

Access Appointments, Courses, Listings, and Services directly from global navigation, simplifying object management in HubSpot.

Use Case

Teams can now enable new objects in the object library and see them immediately in the CRM's global navigation, eliminating confusion and improving workflow efficiency. This ensures users have quick access to essential data without unnecessary navigation steps.



Launch region: Global

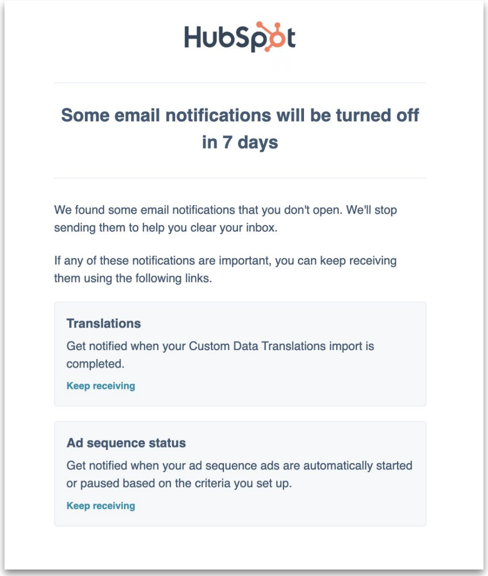
Free | Starter | Pro | Enterprise | Live

Automatic silencing of noisy notifications

Reduce inbox clutter with automatic notification silencing, ensuring you only receive the updates that matter.

Use Case

Users will receive an email prompting them to review notifications they haven't engaged with, allowing them to keep or disable them. If no action is taken, unnecessary email notifications will be turned off automatically, ensuring a cleaner, more relevant inbox.



Launch region: Global

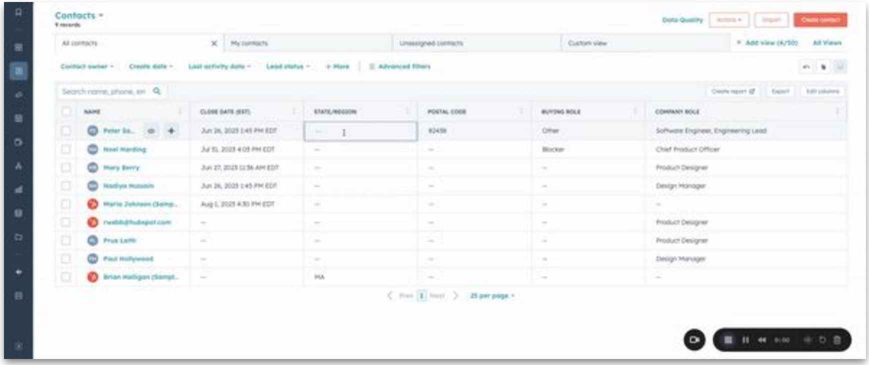
Free | Starter | Pro | Enterprise | Public Beta

Autosave properties on the 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

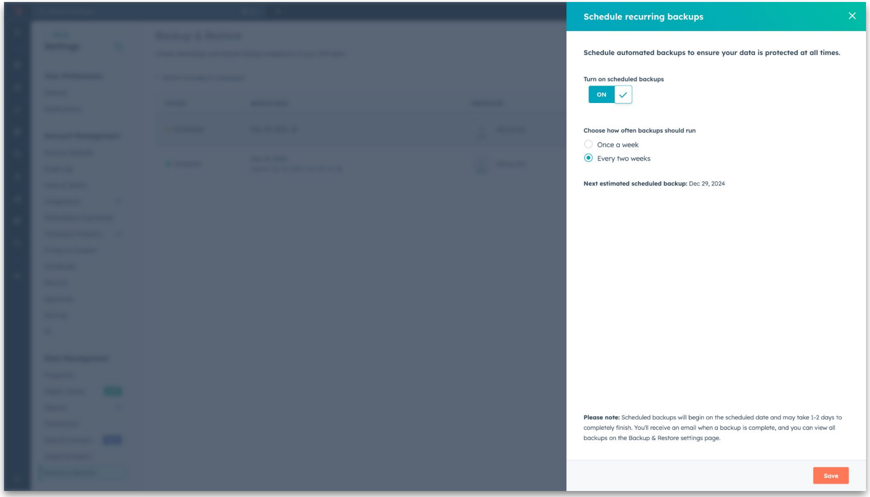
Free | Starter | Pro | Enterprise | Public Beta

Automated Scheduling for Backups

Protect your CRM data with automated backup scheduling, ensuring easy restoration and continuity in case of data loss.

Use Case

Admins can now set up recurring backups to automatically preserve CRM data at regular intervals, reducing the risk of losing important records. This automation simplifies data protection, ensuring business continuity without manual intervention.



Launch region: Global

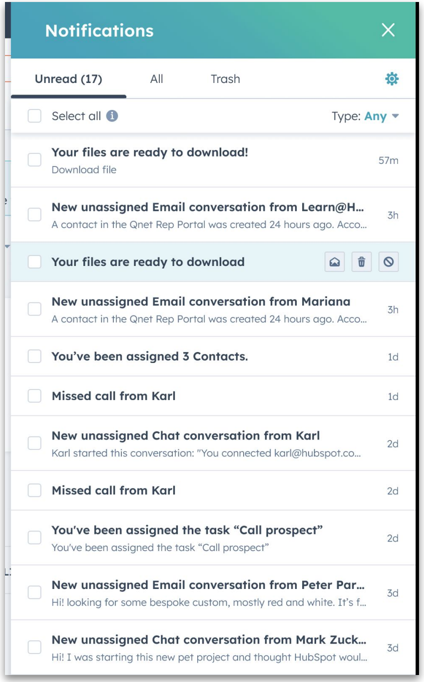
Free Starter Pro **Enterprise** **Public Beta**

Bell Notifications - sidebar redesign

Navigate and manage notifications faster with an improved sidebar that prioritizes unread alerts, bulk actions, and a more compact layout.

Use Case

Users can now quickly scan unread notifications, apply bulk actions with checkboxes, and manage their preferences more efficiently. This streamlined experience reduces clutter and ensures important updates are easily accessible.

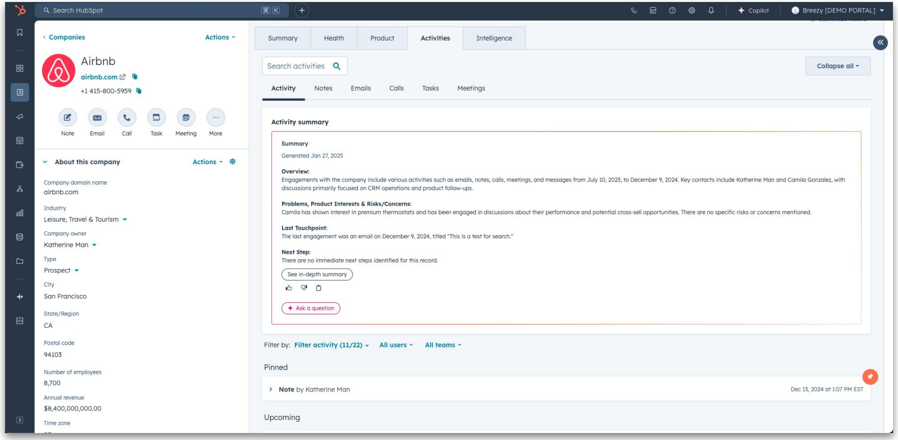


Launch region: Global

Free Starter Pro Enterprise Live

View Activity Summaries on Records

Quickly review customer interactions with automated activity summaries on company and contact records, improving efficiency and decision-making.



Use Case

Sales, marketing, and service teams can now see a concise summary of emails, calls, meetings, form submissions, and ad interactions without scrolling through activity timelines. This update saves time, enhances collaboration, and helps new team members ramp up quickly.

Launch region: Global

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

HubSpot

Improved property archive experience

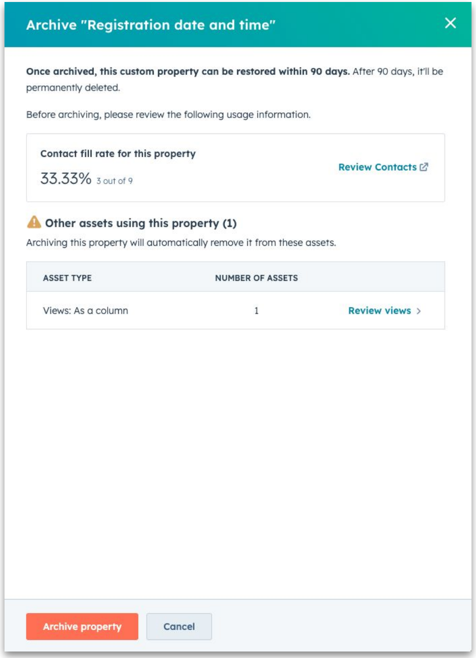
Archive properties in index page views without full removal, keeping data organized while maintaining accessibility.

Use Case

Admins can quickly archive properties that are no longer relevant to specific views, ensuring users focus only on the most important data. This enhancement simplifies workspace management without permanently deleting valuable property information.

Launch region: Global

Free | Starter | Pro | Enterprise | Live



Unique value enforcement for additional object types

Import orders into HubSpot via spreadsheets, simplifying data centralization and enhancing reporting capabilities.

Use Case

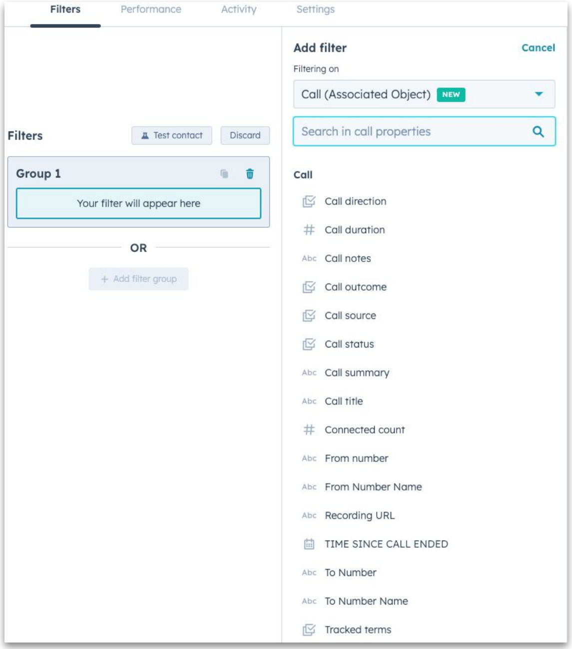
Businesses can now upload order data directly into HubSpot without relying on integrations, ensuring a complete view of customer transactions. This feature enables better reporting, improved post-order workflows, and a more seamless customer experience.

Launch region: Global

Free Starter Pro Enterprise Live

Improved activity filtering

Filter activities like calls, tasks, and meetings more easily with direct selection from the object selector.



Use Case

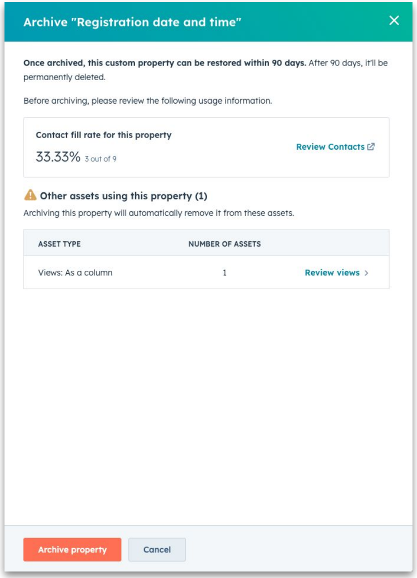
Users can now quickly filter activities without first selecting the activity object type, improving discoverability and reducing friction in the filtering process. This enhancement streamlines reporting and ensures faster access to relevant activity data.

Launch region: Global

Free | Starter | Pro | Enterprise | Live

Improved property archive experience

Archive properties from index page views while keeping them accessible for better data organization and visibility.



Use Case

Admins can streamline workspaces by archiving properties that are no longer relevant to specific views while retaining them for future reference. This ensures users focus on the most important data without permanently losing archived properties.

Launch region: Global

Free | Starter | Pro | Enterprise | Live

Translated Association Labels

Access translated association labels across HubSpot tools for a fully localized and consistent user experience.

Use Case

Users working in non-English HubSpot environments can now see association labels in their preferred language, improving usability and reducing confusion. This ensures a seamless workflow, allowing teams to interact with records in a way that aligns with their localized experience.

Launch region: Global

Free Starter Pro Enterprise Live

Additional Information in the Limits Tab

Gain detailed insights into pipeline limits and deactivated objects with the improved Limits tab for better CRM oversight.

Use Case

Users can now track pipeline limits and filter deactivated objects within the object library, making it easier to manage data and maintain system organization. This feature ensures teams stay aware of CRM constraints and can optimize their workflows accordingly.

Launch region: Global

Free Starter Pro Enterprise Live

Breeze™

AI Powered

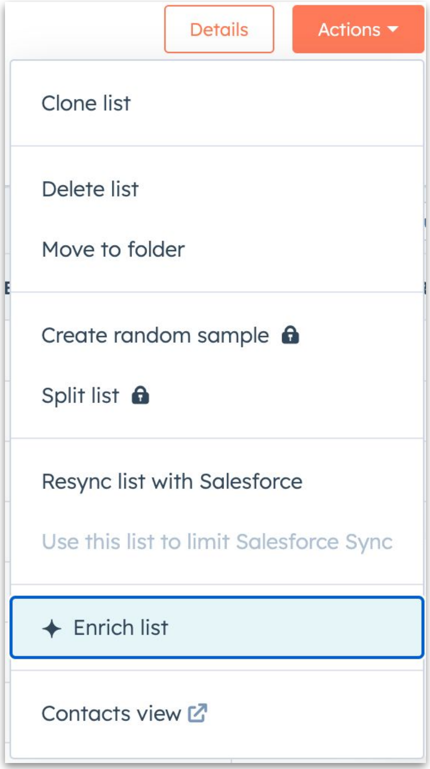
Breeze™

List Enrichment

Enrich entire lists of contacts or companies with a single action, streamlining data updates and enhancing scalability.

Use Case

Easily enrich your "Top Prospects" list or other critical datasets directly from the list view or within the list itself, ensuring your data is always current. This functionality eliminates tedious manual enrichment, enabling faster, more efficient updates for large lists.



Launch region: Global

Free | Starter | Pro | Enterprise | Live

HubSpot

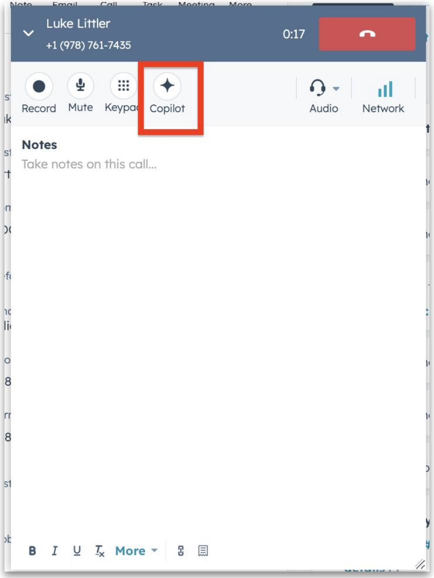
Breeze™

Use Breeze Copilot during live calls for real-time answers

Use Breeze Copilot during live calls to get real-time answers and optimize your sales and support conversations.

Use Case

While on a call, reps can instantly engage Breeze Copilot to retrieve relevant insights, answer customer questions, or access past interactions without disrupting the conversation. This real-time support enhances call confidence, speeds up response times, and improves customer interactions.



Launch region: Global

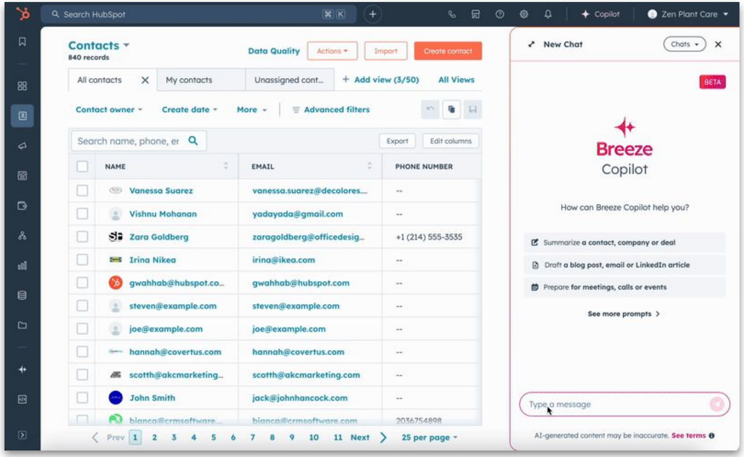
Free Starter Pro Enterprise Live

HubSpot

Breeze™

Autocomplete prompts in Breeze Copilot

Speed up interactions with Breeze Copilot using Autocomplete prompts, enabling faster and more efficient AI-driven assistance.



Use Case

Instead of manually crafting prompts or searching through a library, users can now rely on autocomplete suggestions to quickly generate precise inputs. This enhancement saves time, reduces cognitive load, and ensures smoother, more effective AI interactions.

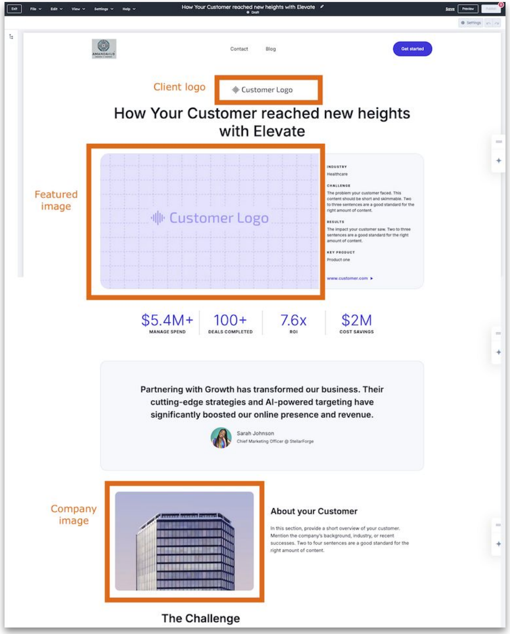
Launch region: Global

Free | Starter | Pro | Enterprise | Live

HubSpot

Image support for AI case study generation

Enhance AI-generated case studies with auto-placed images and logos, making content creation faster and more visually compelling.



Use Case

Marketing teams can now upload customer documentation with images, and Breeze will automatically integrate them into case studies for a polished, professional look. This reduces manual formatting, accelerates content production, and ensures consistency across case study designs.

Launch region: Global

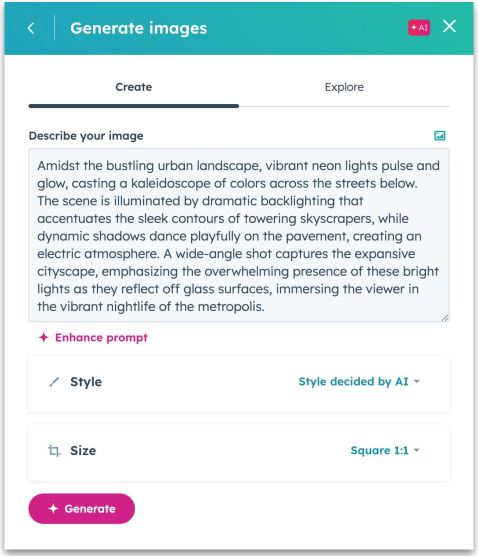
Free | Starter | Pro | Enterprise | Live

Breeze™

AI Image Generation Enhancements

[Learn More]

Generate and refine AI-powered images with smarter prompts, enhanced previews, and effortless editing tools in Breeze.



Use Case

Marketers can now create stunning visuals from just a few words, refine AI-generated images with improved previews, and edit them seamlessly for any channel. This update simplifies content creation, making high-quality imagery more accessible and efficient.

Launch region: Global

Free | Starter | Pro | Enterprise | Public Beta

HubSpot

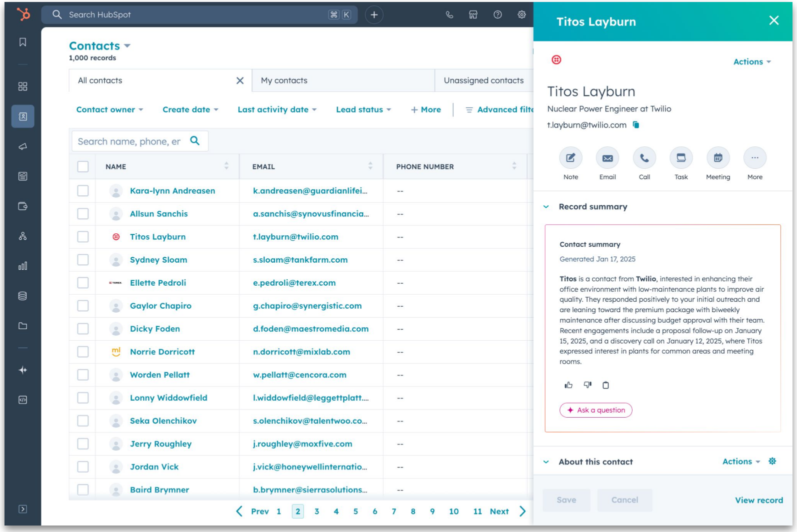
Breeze™

Copilot record summaries on records and previews

Quickly access AI-generated record summaries for contacts, companies, deals, and tickets to streamline preparation and decision-making.

Use Case

Before reaching out to a contact or attending a meeting, users can review a Copilot-generated summary to quickly understand key interactions and history. This feature saves time, improves efficiency, and ensures you have the right context without manually reviewing each record.



Launch region: Global

Free Starter Pro Enterprise Live

HubSpot

Breeze™

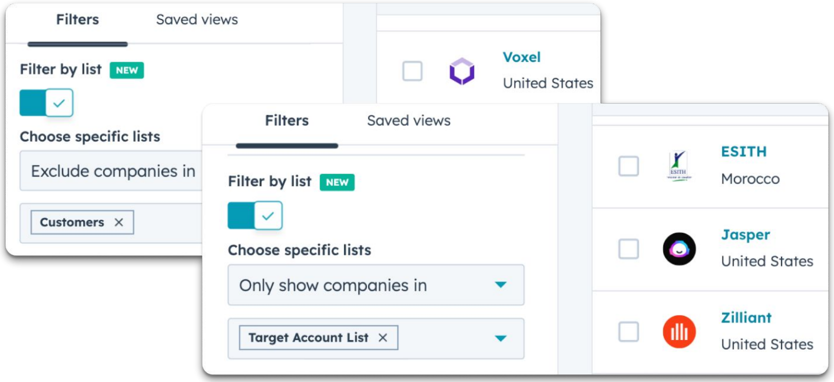
Filter by list

Learn More

Segment and refine buyer intent insights by filtering companies using static and active lists for more targeted engagement.

Use Case

Marketing and sales teams can exclude customers, partners, or competitors from buyer intent data to focus on high-value targets. Additionally, they can filter for target accounts or campaign audiences to optimize engagement and improve conversion rates.



Launch region: Global

Free | Starter | Pro | Enterprise | Live

HubSpot

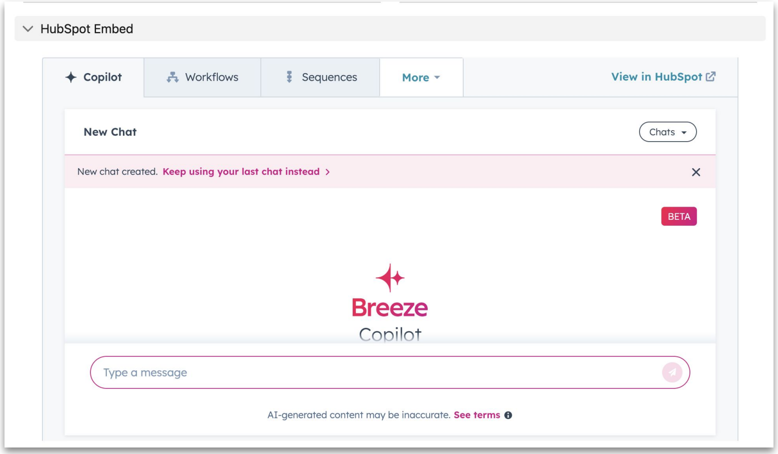
Breeze™

Breeze Copilot now available in the HubSpot Embed

Use Breeze Copilot in the HubSpot Embed to access AI insights and perform HubSpot actions within third-party platforms.

Use Case

While working in Salesforce, Shopify, or NetSuite, users can leverage Breeze Copilot to retrieve real-time HubSpot data and execute tasks without switching platforms. This integration streamlines workflows, reducing friction and improving efficiency in cross-platform operations.



Launch region: Global

Free | Starter | Pro | Enterprise | Live

HubSpot

Thank You