



# January 2025 Product Updates



# Marketing Hub<sup>®</sup>



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# Primary Campaigns data source now available in the Custom Report Builder

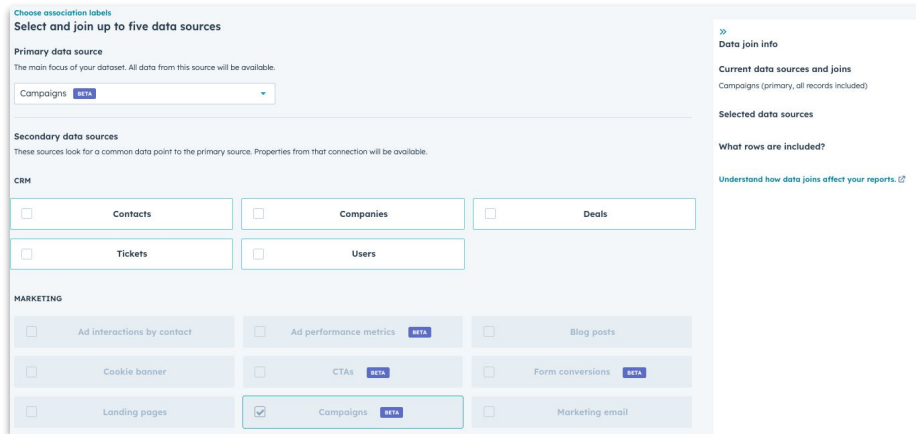
[Learn More](#)

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](#)

# 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

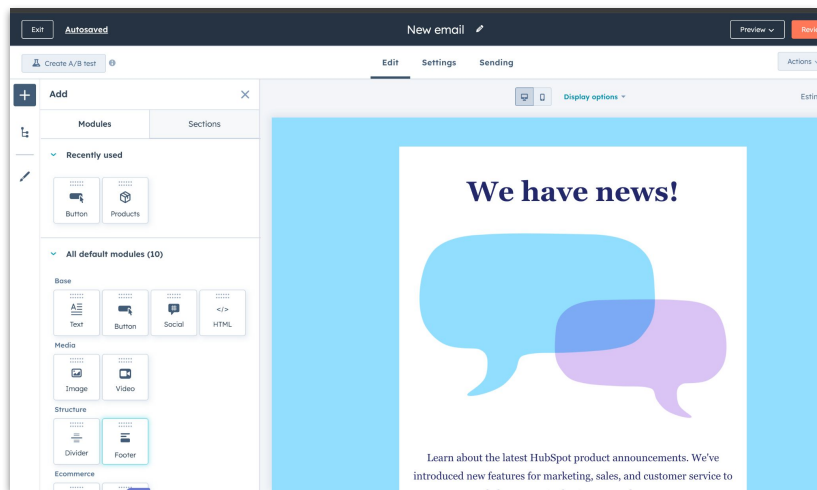
Free

Starter

Pro

Enterprise

Public Beta





# 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

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Live

# 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

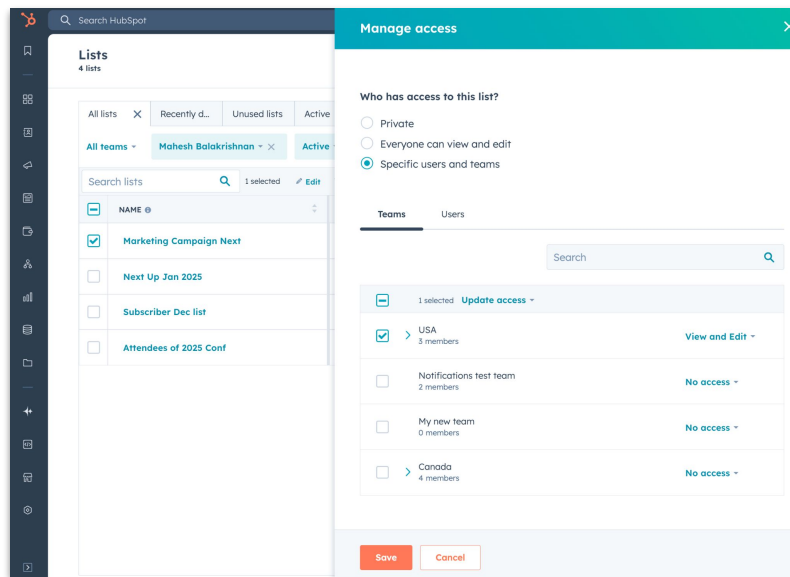
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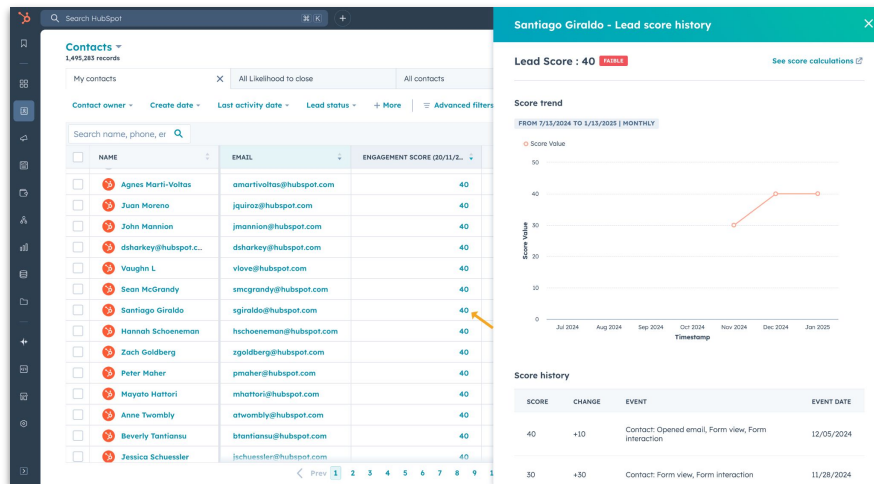


# See Score History Directly in Index Pages

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.



The screenshot displays the HubSpot interface. On the left, a 'Contacts' list is shown with columns for Name, Email, and Engagement Score (00/11/2...).

NAME	EMAIL	ENGAGEMENT SCORE (00/11/2...)
Agnes Marti-Voltas	amarivoltas@hubspot.com	40
Juan Moreno	jquirao@hubspot.com	40
John Mannion	jmannion@hubspot.com	40
dsahorkey@hubspot.c...	dsahorkey@hubspot.com	40
Vaughn L	vlove@hubspot.com	40
Sean McGrandy	smcgrandy@hubspot.com	40
Santiago Giraldo	sgiraldo@hubspot.com	40
Hannah Schoeneman	hschoeneman@hubspot.com	40
Zach Goldberg	zgoldberg@hubspot.com	40
Peter Maher	pmaher@hubspot.com	40
Mayato Hattori	mhattori@hubspot.com	40
Anne Twombly	atwombly@hubspot.com	40
Beverly Tantiyasu	btantiyasu@hubspot.com	40
Jessica Schuessler	lschuessler@hubspot.com	40

On the right, a 'Santiago Giraldo - Lead score history' pop-up is shown. It displays a 'Lead Score : 40' with a 'FAIL' status. Below this is a 'Score trend' line chart showing the score value over time from July 2024 to January 2025. The score starts at 40 in July 2024, rises to 45 in October 2024, and remains at 45 through January 2025.

Below the chart is a 'Score history' table:

SCORE	CHANGE	EVENT	EVENT DATE
40	+10	Contact: Opened email, Form view, Form interaction	12/05/2024
30	+30	Contact: Form view, Form interaction	11/28/2024

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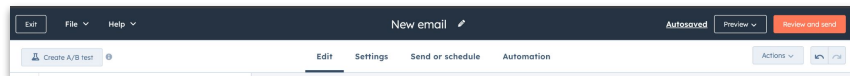
Public Beta

# 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.



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# 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

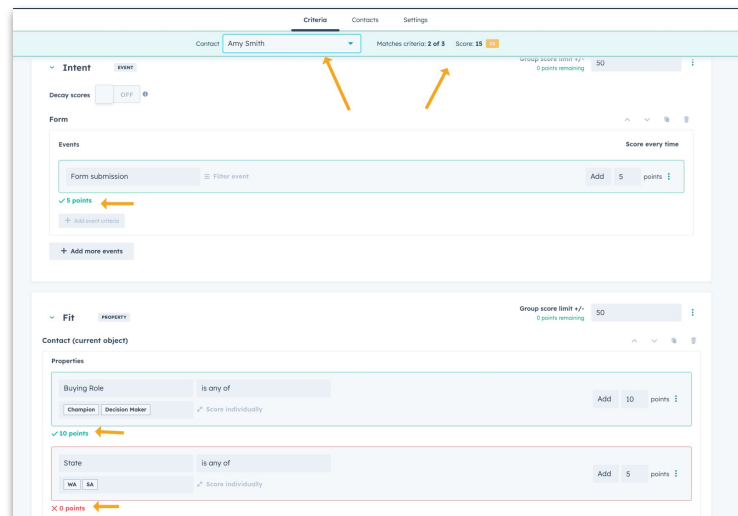
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The screenshot displays the Marketing Hub scoring app interface for a record named 'Amy Smith'. The interface is divided into two main sections: 'Intent' and 'Fit'. The 'Intent' section shows a 'Form submission' event that contributes 5 points. The 'Fit' section shows a 'Buying Role' rule (Champion or Decision Maker) contributing 10 points, and a 'State' rule (WA or SA) contributing 0 points. The total score is 15 points, with 0 points remaining from a group score limit of 50. Arrows point to the 'Contact' dropdown, the 'Score 15' indicator, the '5 points' for the event, the '10 points' for the rule, and the '0 points' for the state rule.

# 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

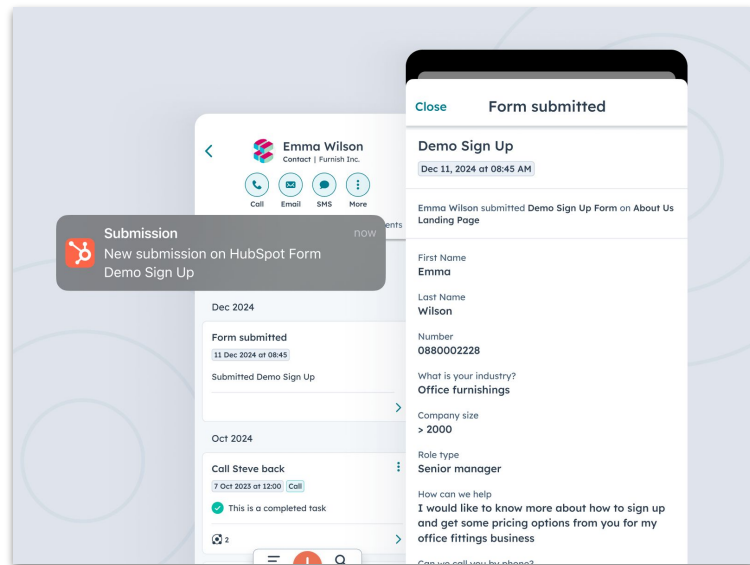
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# [Campaign Impact Reporting] Contact lifecycle reporting now available

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.

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# 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.

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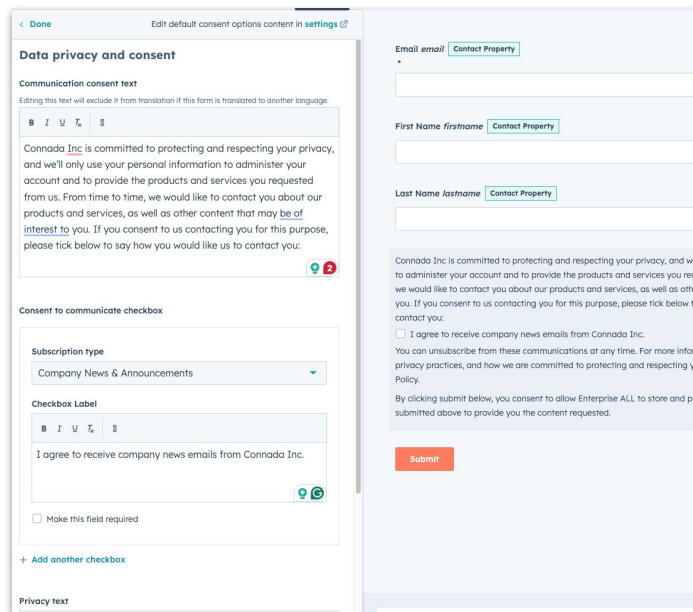
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# Set marketing contact status action available across workflow types

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

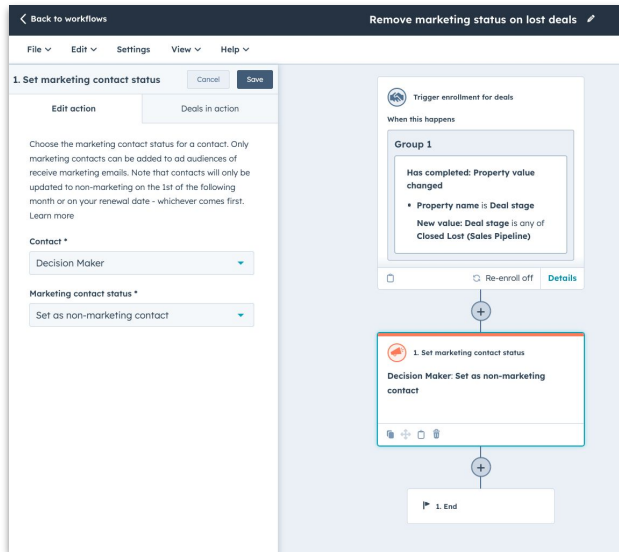
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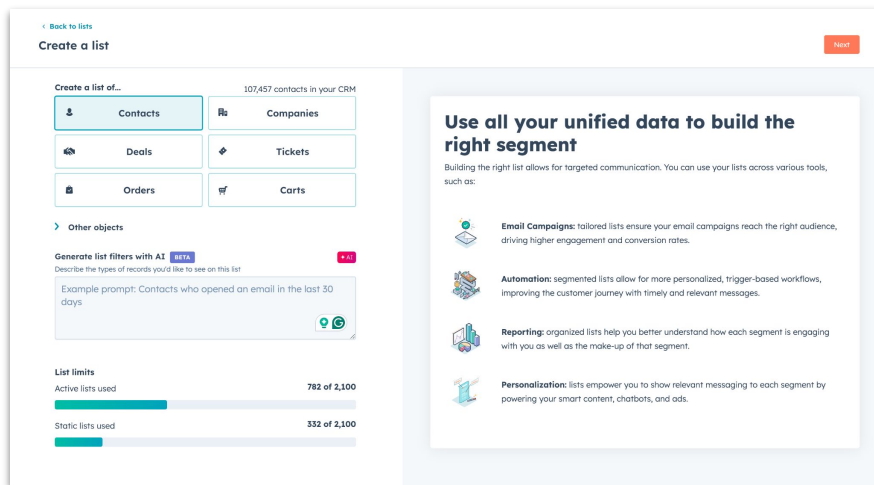
The screenshot displays the Marketing Hub interface for configuring a workflow. The title bar reads "Remove marketing status on lost deals". The left sidebar shows a menu with "File", "Edit", "Settings", "View", and "Help". The main content area is titled "1. Set marketing contact status" and includes a "Cancel" button and a "Save" button. Below the title, there are two tabs: "Edit action" (selected) and "Deals in action". The "Edit action" tab contains a description: "Choose the marketing contact status for a contact. Only marketing contacts can be added to ad audiences of receive marketing emails. Note that contacts will only be updated to non-marketing on the 1st of the following month or on your renewal date - whichever comes first. Learn more". Below the description are two dropdown menus: "Contact \*" with "Decision Maker" selected, and "Marketing contact status \*" with "Set as non-marketing contact" selected. The right sidebar shows a visual workflow diagram. It starts with a trigger "Trigger enrollment for deals" with the condition "When this happens". Below the trigger is a group box "Group 1" containing a condition: "Has completed: Property value changed" with sub-conditions "Property name is Deal stage" and "New value: Deal stage is any of Closed Lost (Sales Pipeline)". The workflow then proceeds to an action "1. Set marketing contact status" with the description "Decision Maker: Set as non-marketing contact". The workflow ends with "1. End".

# 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.



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# 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.

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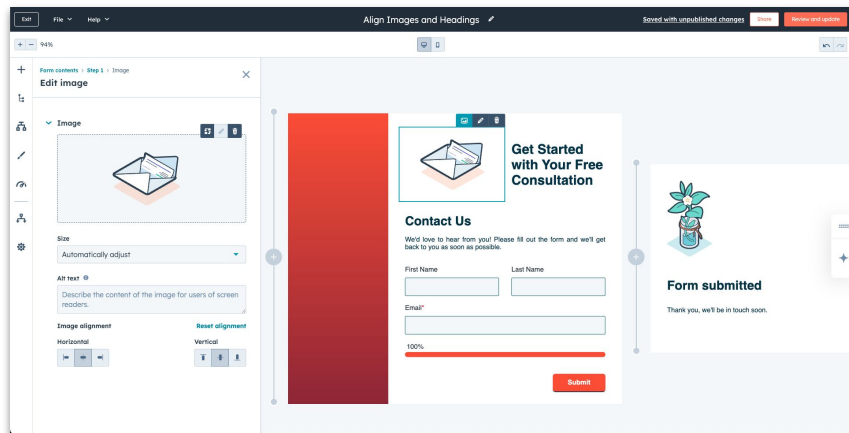
Live

# 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.



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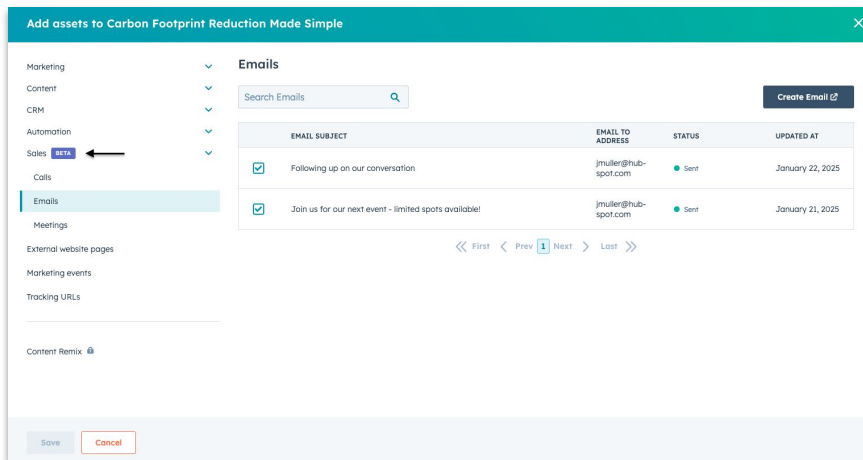
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# Add calls, emails and meetings to campaigns

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.



The screenshot shows a dialog box titled "Add assets to Carbon Footprint Reduction Made Simple". On the left is a sidebar menu with categories: Marketing, Content, CRM, Automation, Sales (with a "Beta" badge and an arrow pointing to it), Calls, Emails (highlighted), Meetings, External website pages, Marketing events, Tracking URLs, and Content Remix. The main area is titled "Emails" and contains a search bar "Search Emails" and a "Create Email" button. Below is a table of email assets:

	EMAIL SUBJECT	EMAIL TO ADDRESS	STATUS	UPDATED AT
<input checked="" type="checkbox"/>	Following up on our conversation	jmulder@hub-spot.com	● Sent	January 22, 2025
<input checked="" type="checkbox"/>	Join us for our next event - limited spots available!	jmulder@hub-spot.com	● Sent	January 21, 2025

At the bottom of the dialog are "Save" and "Cancel" buttons.

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# 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

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# 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.

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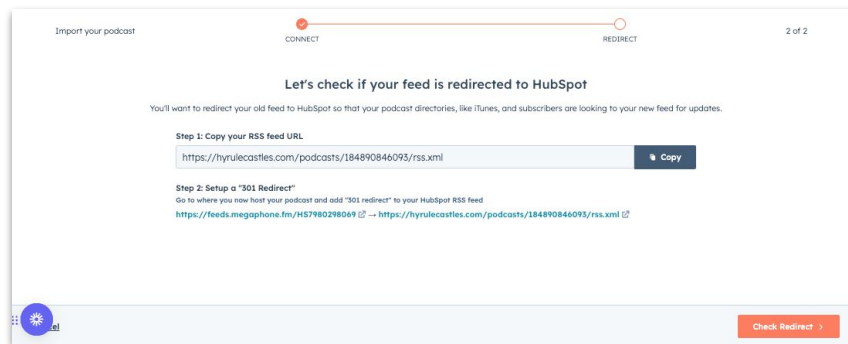


# Import a Podcast Show

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.



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# 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.

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# 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

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## 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

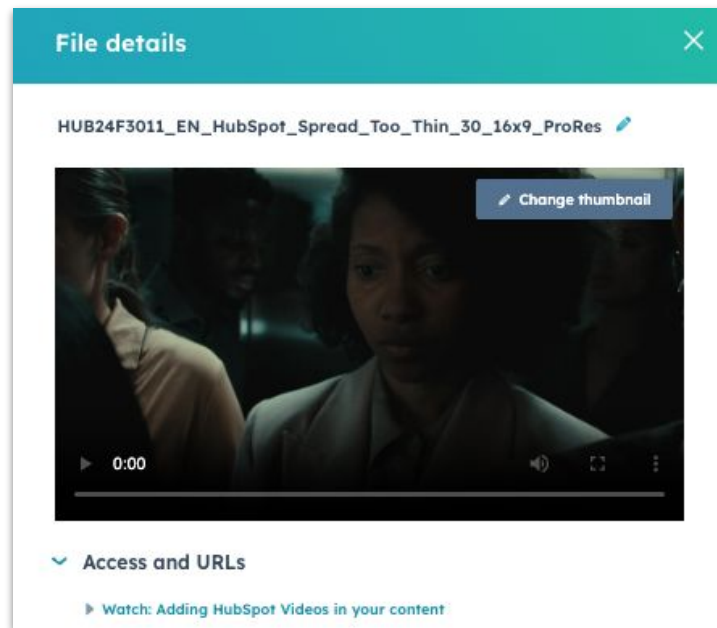
Free

Starter

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Enterprise

Public Beta



# 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

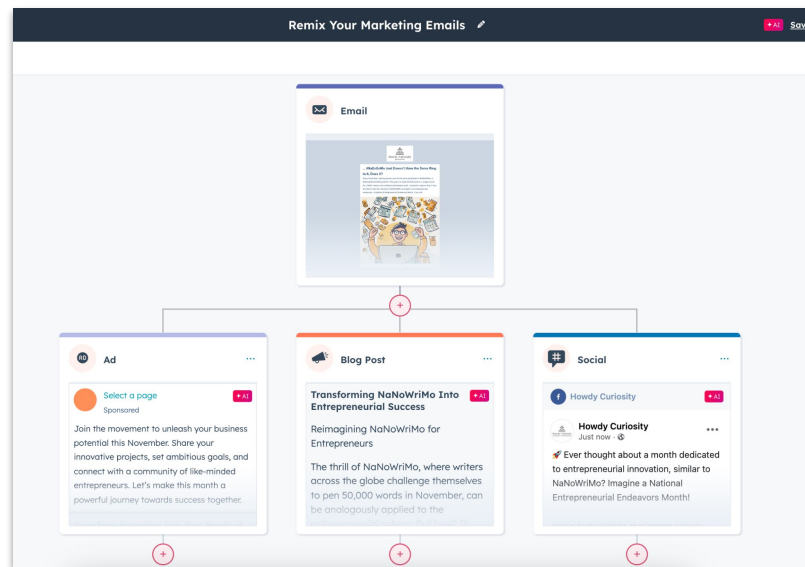
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# Memberships Email Acknowledgement

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.

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### Access Control

Control who has access to your customer portal when it's published.

Access group membership required

Give specific contacts access using access groups. Contacts will be invited to create their account and sign in to access the customer portal.

No reg email jan 22 11:50 (196) ×

Total contacts selected: 196

**HubSpot will send transactional emails to unregistered contacts.**

Publishing this customer portal will send registration emails to 76 unregistered contacts in the selected access groups. We won't send emails to those who have already received one.

Self-registration required

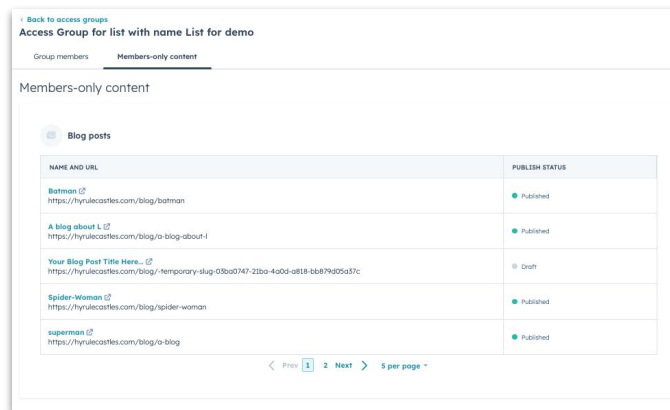
Allow anyone on the internet to create their own account and sign in to access this customer portal.

# 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.



Access Group for list with name List for demo

Group members Members-only content

Members-only content

Blog posts

NAME AND URL	PUBLISH STATUS
<a href="https://hyulecastles.com/blog/batman">Batman</a>	Published
<a href="https://hyulecastles.com/blog/a-blog-about-i">A blog about I</a>	Published
<a href="https://hyulecastles.com/blog/-temporary-slug-03a0d747-22ba-40d0-a818-bb879d05a37c">Your Blog Post Title Here...</a>	Draft
<a href="https://hyulecastles.com/blog/spider-woman">Spider-Woman</a>	Published
<a href="https://hyulecastles.com/blog/a-blog">superman</a>	Published

1 2 Next 5 per page

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**Content Hub<sup>™</sup>**



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# 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

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# 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.

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### Scheduling options

12/03/2024 5:00 AM EST

Your podcast episode will be published on **Tuesday December 3rd 2024 at 5:00 AM EST.**

[Schedule publish](#) [Cancel](#)



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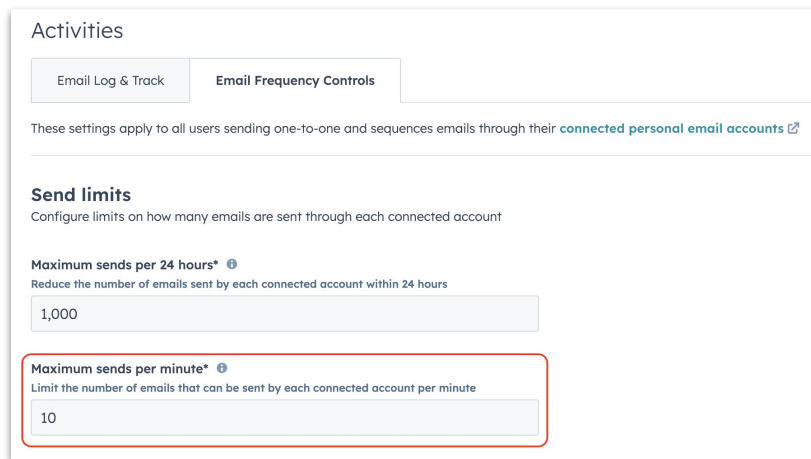
# Configurable Send Throttling

[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.



The screenshot shows the 'Email Frequency Controls' settings in HubSpot. It includes a 'Send limits' section with two input fields: 'Maximum sends per 24 hours\*' set to 1,000 and 'Maximum sends per minute\*' set to 10. The 'Maximum sends per minute\*' field is highlighted with a red border.

Activities

Email Log & Track    Email Frequency Controls

These settings apply to all users sending one-to-one and sequences emails through their [connected personal email accounts](#)

**Send limits**  
Configure limits on how many emails are sent through each connected account

**Maximum sends per 24 hours\*** ⓘ  
Reduce the number of emails sent by each connected account within 24 hours  
1,000

**Maximum sends per minute\*** ⓘ  
Limit the number of emails that can be sent by each connected account per minute  
10

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# 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

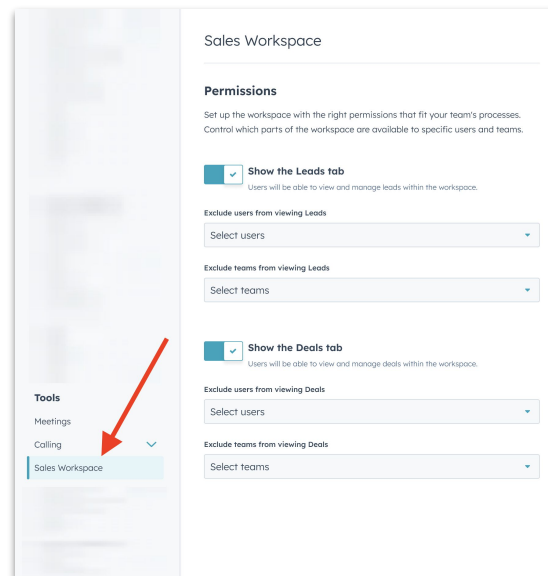
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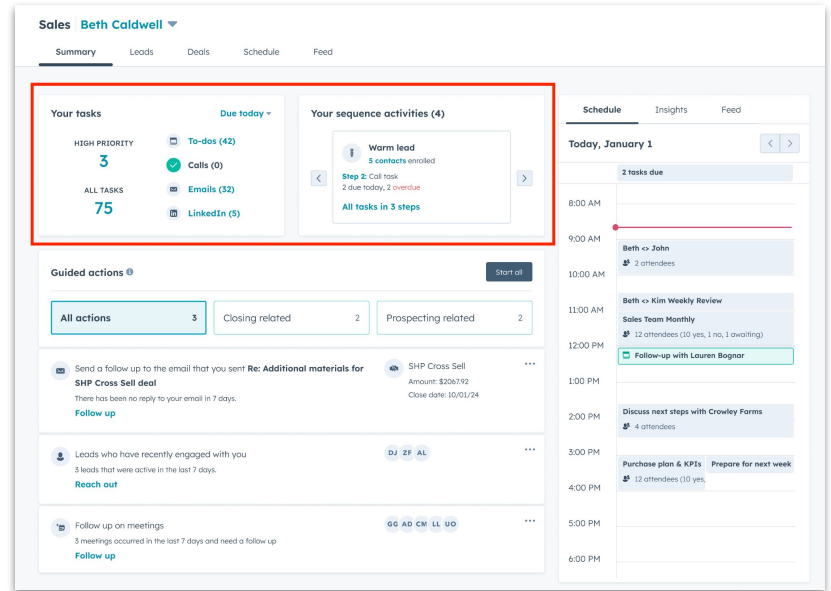
# High Priority and Sequence Tasks on Summary page

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



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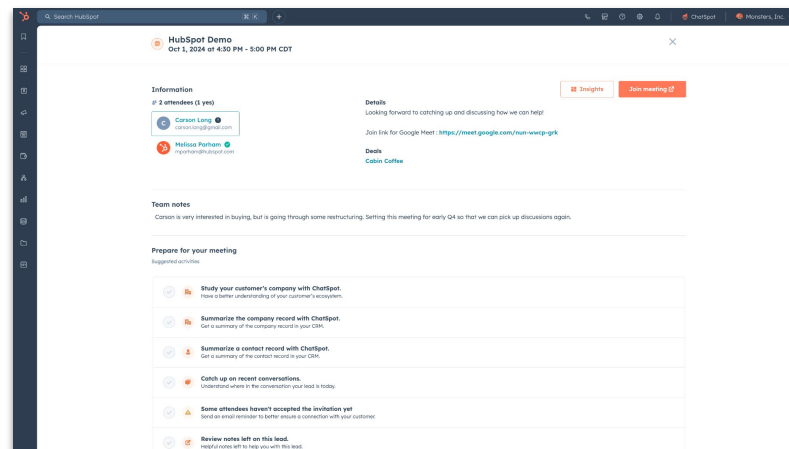
# Sales Workspace is Now Available for All Portals

[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.



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# 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

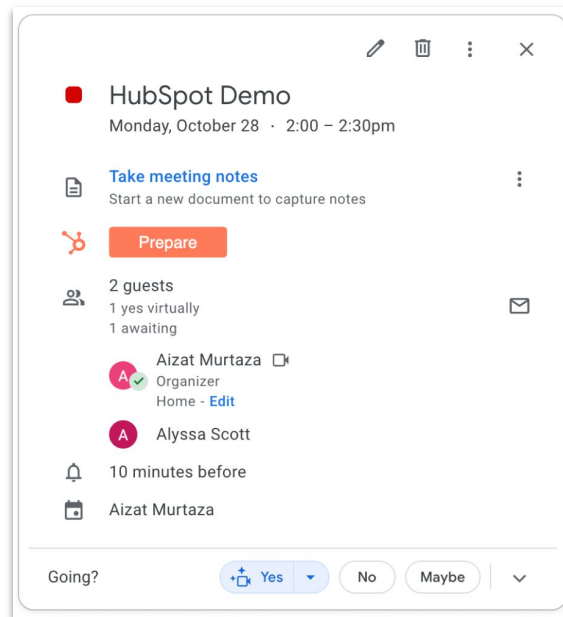
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The screenshot shows a Google Calendar event titled "HubSpot Demo" on Monday, October 28, from 2:00 to 2:30pm. The event card includes several interactive elements: a "Take meeting notes" link with a document icon, a "Prepare" button with a gear icon, a "2 guests" section showing "1 yes virtually" and "1 awaiting" with a mail icon, and a list of attendees: "Aizat Murtaza" (Organizer, Home - Edit) and "Alyssa Scott". A notification bell icon indicates "10 minutes before" and a calendar icon shows "Aizat Murtaza". At the bottom, a "Going?" section features a "+ Yes" button, "No", "Maybe", and a dropdown arrow.





# 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.

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### Insert email signature

Choose signature to use

First signature **DEFAULT**

No signature

New signature

First signature **DEFAULT**

[Manage email signatures](#)

**B I U T** [List Icon] [Link Icon] [Image Icon]

Also update my account signature with these changes

[Use this signature](#) [Cancel](#)



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# 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

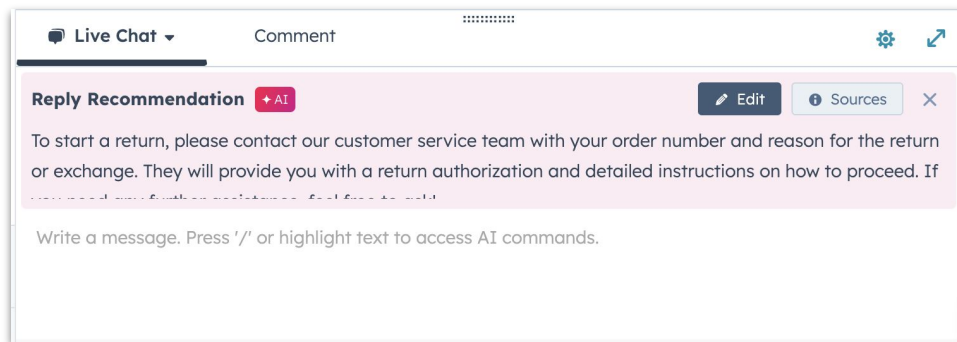
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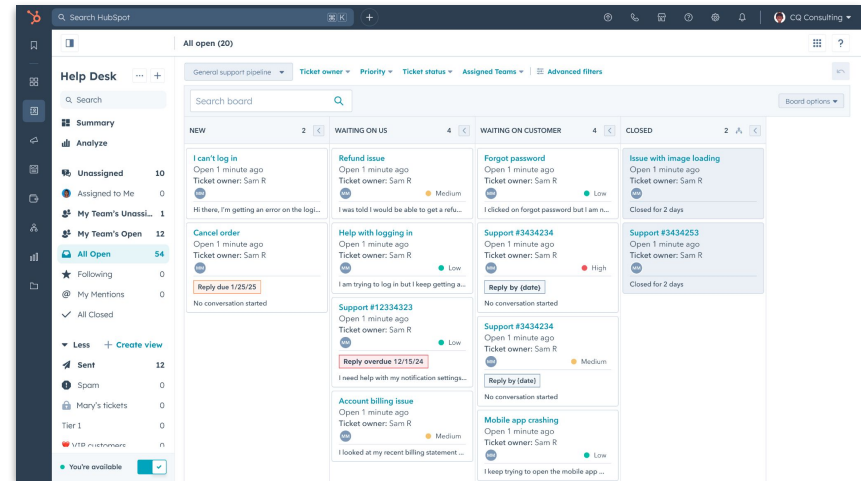


# Help Desk Board Layout

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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# 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

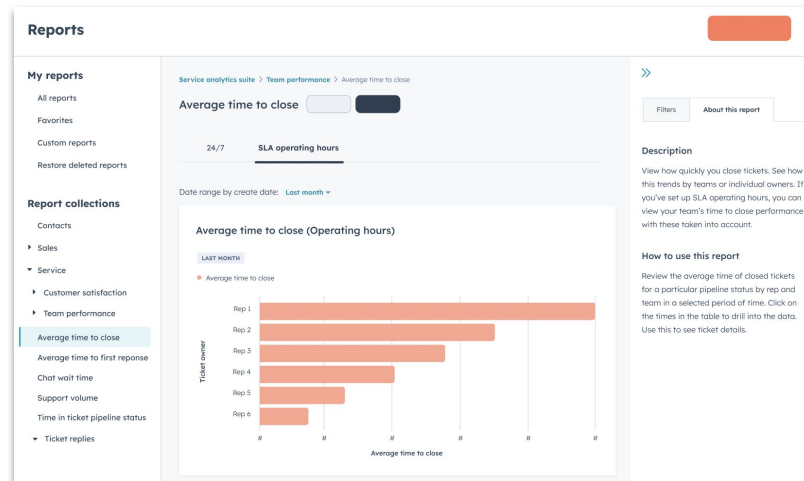
Free

Starter

Pro

Enterprise

Live



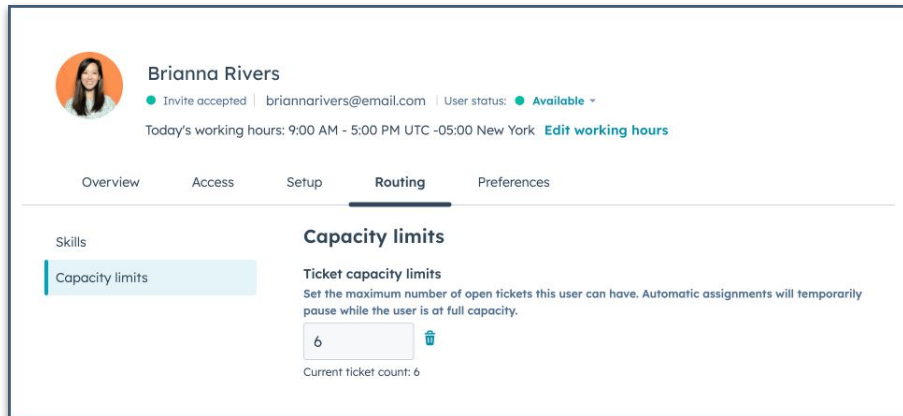


# User-based ticket capacity limits for all open tickets

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.




The screenshot shows the user profile for Brianna Rivers. The user's status is 'Available' and their working hours are 9:00 AM - 5:00 PM UTC. The 'Routing' tab is selected, and the 'Capacity limits' section is highlighted. The 'Ticket capacity limits' are set to 6, and the current ticket count is also 6.

**Brianna Rivers**  
● Invite accepted | briannarivers@email.com | User status: ● Available ▾  
Today's working hours: 9:00 AM - 5:00 PM UTC -05:00 New York [Edit working hours](#)

Overview Access Setup **Routing** Preferences

Skills  
Capacity limits

**Capacity limits**  
**Ticket capacity limits**  
Set the maximum number of open tickets this user can have. Automatic assignments will temporarily pause while the user is at full capacity.  
   
Current ticket count: 6

**Launch region:** Global

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# 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

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# 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

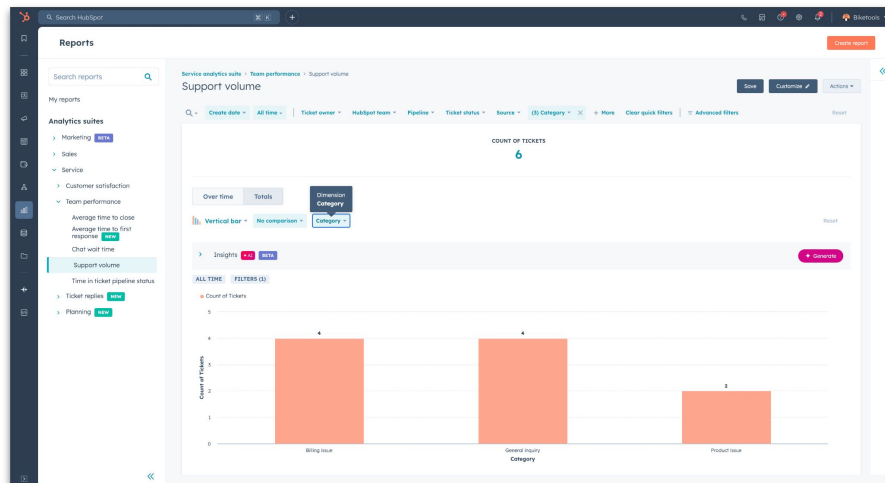
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# Scheduled hours for SLA rules & SLA reports

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

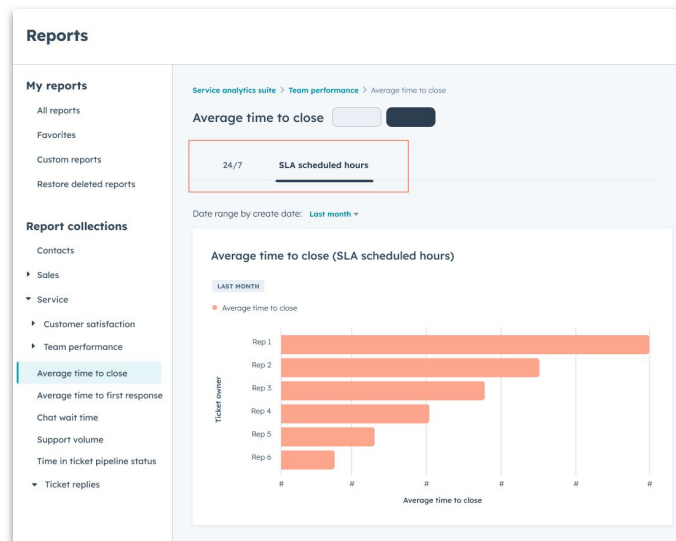
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**Sales Hub<sup>®</sup>**



**Service Hub<sup>®</sup>**



Powered by Breeze

# 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

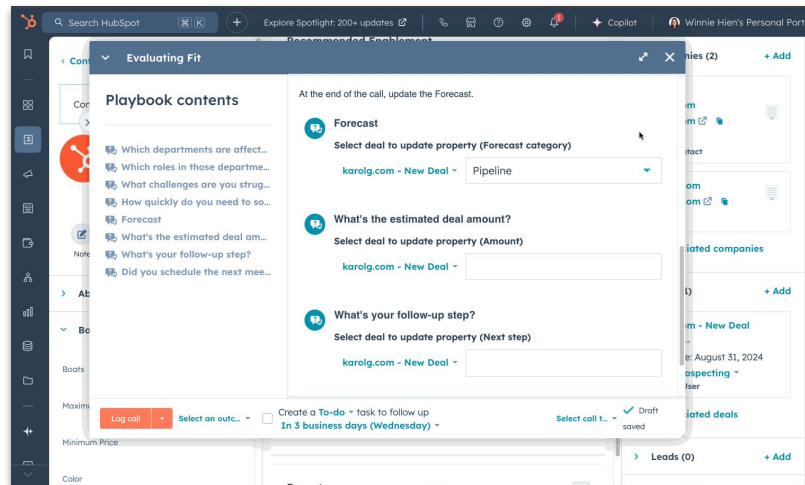
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**Operations Hub<sup>®</sup>**



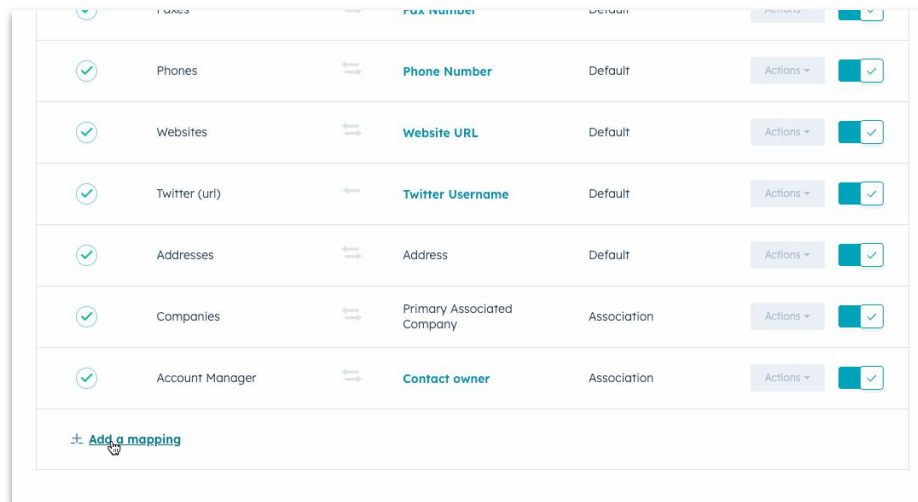


## Mapping sensitive data fields in data sync [Learn More](#)

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.

A screenshot of a web interface showing a list of data mappings. Each row includes a status icon (a green checkmark), a source field name, a mapping icon (two arrows), a target field name, a default value, and an 'Actions' button with a toggle switch. At the bottom, there is a link to 'Add a mapping'.

Status	Source Field	Mapping	Target Field	Default	Actions
✓	Phones	↔	Phone Number	Default	Actions ✓
✓	Websites	↔	Website URL	Default	Actions ✓
✓	Twitter (url)	←	Twitter Username	Default	Actions ✓
✓	Addresses	↔	Address	Default	Actions ✓
✓	Companies	↔	Primary Associated Company	Association	Actions ✓
✓	Account Manager	↔	Contact owner	Association	Actions ✓

[+ Add a mapping](#)

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**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

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# 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.

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## 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

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## 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

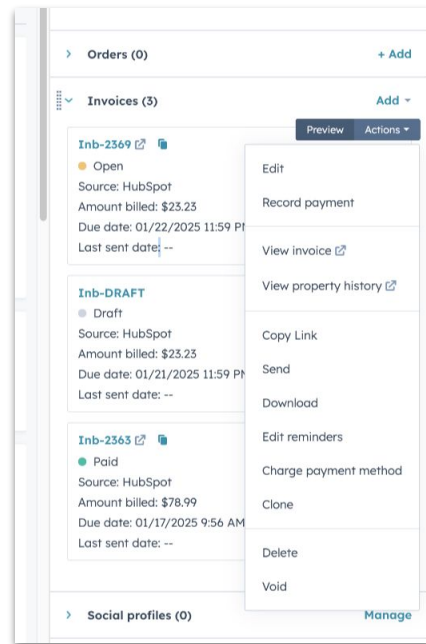
Free

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Enterprise

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# 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

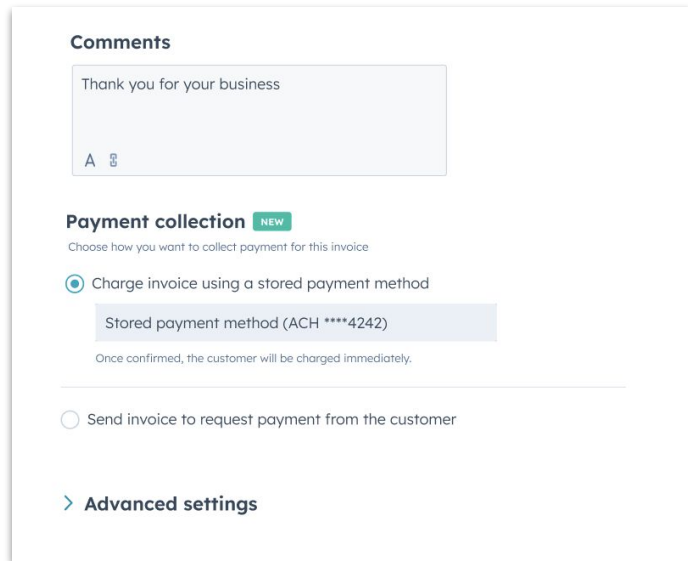
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**Comments**

Thank you for your business

A 🗨

**Payment collection** NEW

Choose how you want to collect payment for this invoice

Charge invoice using a stored payment method

Stored payment method (ACH \*\*\*\*4242)

Once confirmed, the customer will be charged immediately.

Send invoice to request payment from the customer

> **Advanced settings**

# 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.

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# 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

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# 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

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# 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.

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# 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

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Starter

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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

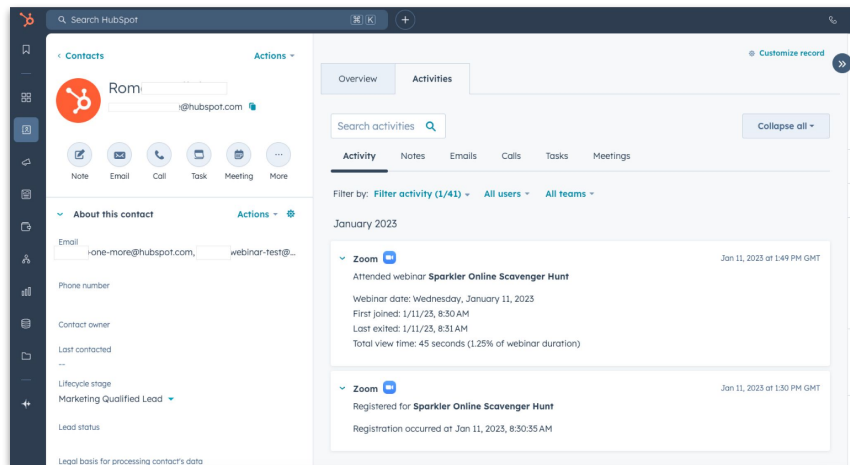
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## Improved tracking for updated Eventbrite orders

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

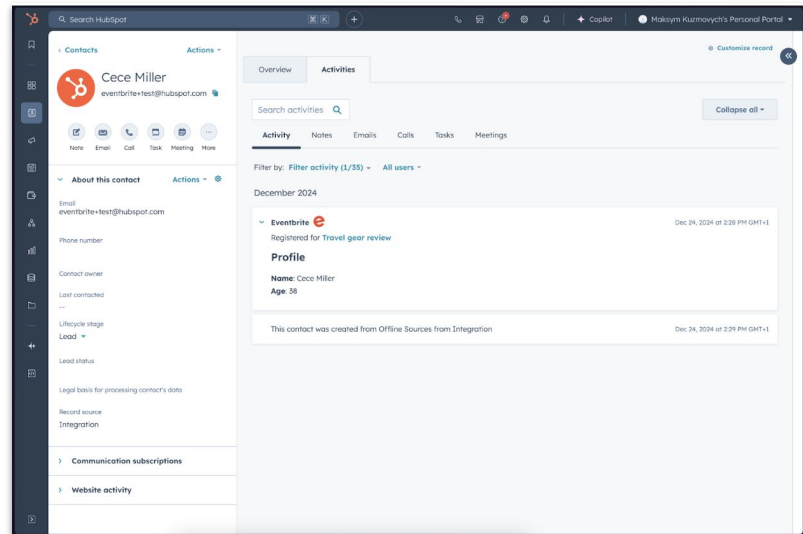
Free

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**Smart CRM™**



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# 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

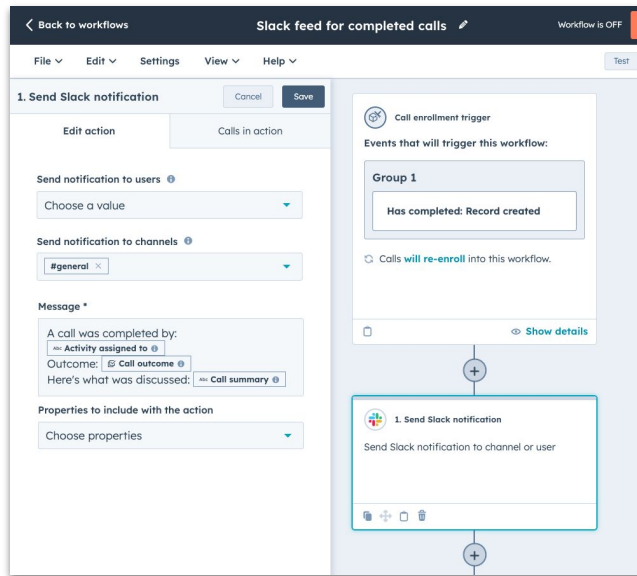
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# AI-generated regular expressions for property validations

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

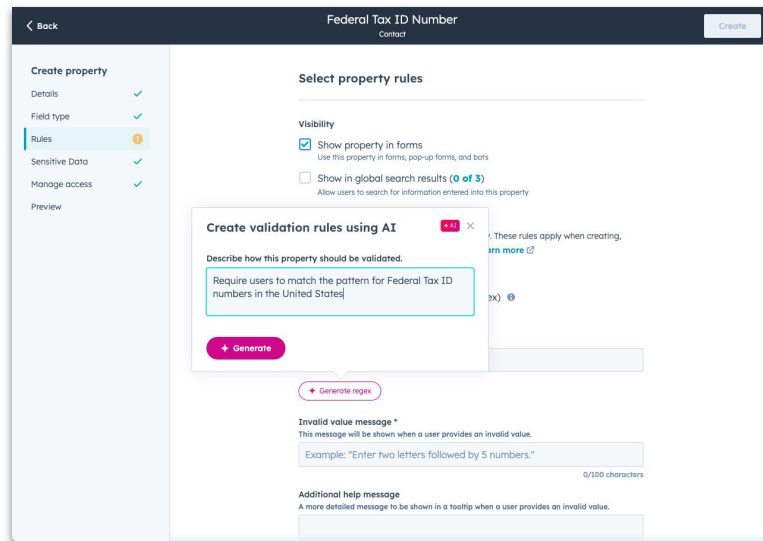
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Live



Back Federal Tax ID Number Contact Create

Create property

- Details ✓
- Field type ✓
- Rules **1**
- Sensitive Data ✓
- Manage access ✓
- Preview

Select property rules

Visibility

- Show property in forms  
Use this property in forms, pop-up forms, and bots
- Show in global search results (0 of 3)  
Allow users to search for information entered into this property

Create validation rules using AI

Describe how this property should be validated.

Require users to match the pattern for Federal Tax ID numbers in the United States

+ Generate

+ Generate regex

Invalid value message \*

This message will be shown when a user provides an invalid value.

Example: "Enter two letters followed by 5 numbers."

0/100 characters

Additional help message

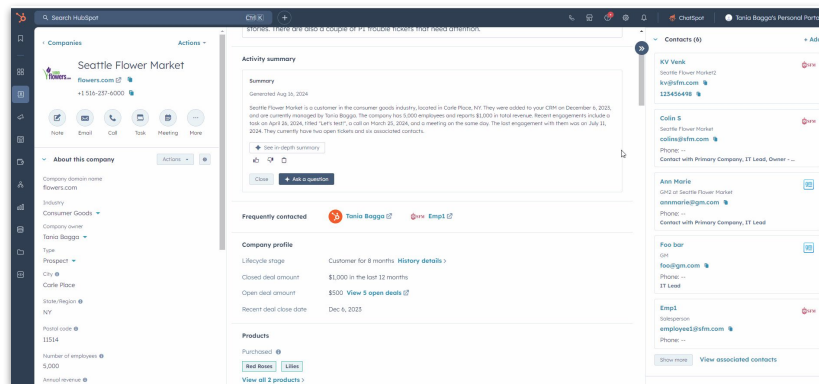
A more detailed message to be shown in a tooltip when a user provides an invalid value.

# 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

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Enterprise

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# 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

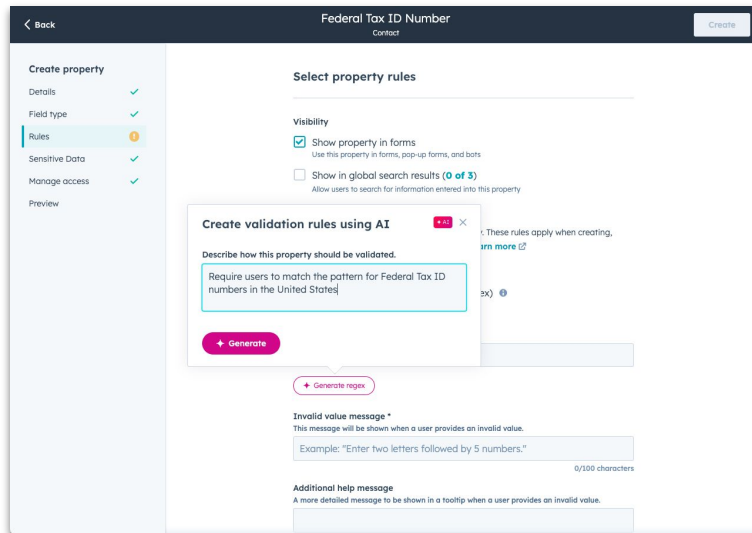
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Starter

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Live



The screenshot displays the 'Create property' configuration page for a 'Federal Tax ID Number' contact property. A modal window titled 'Create validation rules using AI' is open, prompting the user to describe the validation rules. The user has entered: 'Require users to match the pattern for Federal Tax ID numbers in the United States'. Below the input is a '+ Generate' button. The modal also includes a 'Generate regex' button and an 'Invalid value message' field with the example: 'Enter two letters followed by 5 numbers.' The background interface shows 'Select property rules' with 'Show property in forms' checked and 'Show in global search results (0 of 3)' unchecked.

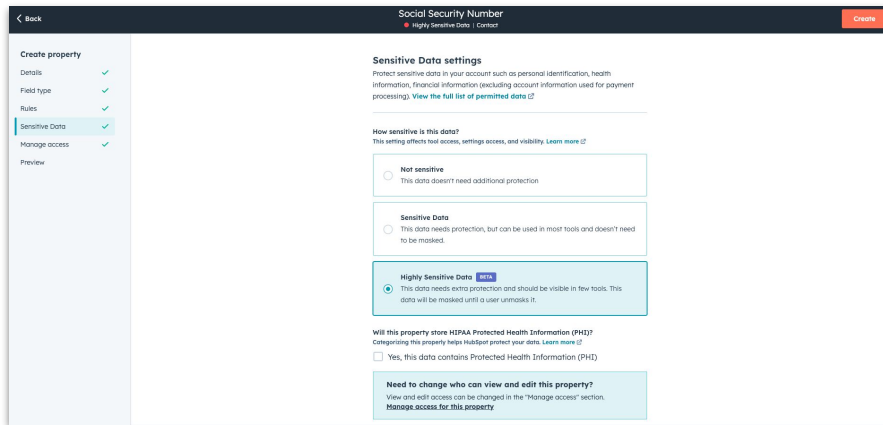
# Store Highly Sensitive Data in HubSpot Smart CRM

[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.



The screenshot shows the configuration interface for a property named "Social Security Number". The left sidebar lists navigation options: "Create property", "Details", "Field type", "Rules", "Sensitive Data" (highlighted), "Manage access", and "Preview". The main content area is titled "Sensitive Data settings" and includes the following sections:

- Sensitive Data settings:** A brief description: "Protect sensitive data in your account such as personal identification, health information, financial information (excluding account information used for payment processing). [View the full list of permitted data](#)."
- How sensitive is this data?:** A sub-header with a note: "This setting affects tool access, settings access, and visibility. [Learn more](#)."
- Not sensitive:** An unselected radio button with the text: "This data doesn't need additional protection."
- Sensitive Data:** An unselected radio button with the text: "This data needs protection, but can be used in most tools and doesn't need to be masked."
- Highly Sensitive Data:** A selected radio button (indicated by a blue dot) with a "beta" tag and the text: "This data needs extra protection and should be visible in few tools. This data will be masked until a user unmask it."
- Will this property store HIPAA Protected Health Information (PHI)?** A sub-header with a note: "Changing this property here doesn't protect your data. [Learn more](#)."
- Yes, this data contains Protected Health Information (PHI)
- Need to change who can view and edit this property?** A sub-header with a note: "View and edit access can be changed in the 'Manage access' section. [Manage access for this property](#)."

Launch region: Global

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# CRM Platform



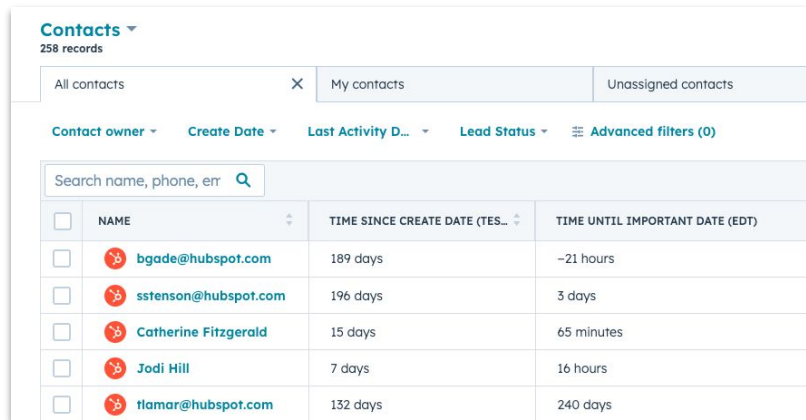
## Create 'Time Since' and 'Time Until' properties

[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.



The screenshot shows the HubSpot CRM interface for the 'Contacts' list. The list has 258 records. The table displays columns for 'NAME', 'TIME SINCE CREATE DATE (TES...)', and 'TIME UNTIL IMPORTANT DATE (EDT)'. The data rows are as follows:

	NAME	TIME SINCE CREATE DATE (TES...)	TIME UNTIL IMPORTANT DATE (EDT)
<input type="checkbox"/>	 bgade@hubspot.com	189 days	-21 hours
<input type="checkbox"/>	 sstenson@hubspot.com	196 days	3 days
<input type="checkbox"/>	 Catherine Fitzgerald	15 days	65 minutes
<input type="checkbox"/>	 Jodi Hill	7 days	16 hours
<input type="checkbox"/>	 tamar@hubspot.com	132 days	240 days

Launch region: Global

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## 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

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Live

The screenshot shows the HubSpot Properties management interface. At the top, there's a title 'Properties' and an 'Export all properties' button. Below that, a descriptive sentence states: 'Properties are used to collect and store information about your records in HubSpot. For example, a contact might have properties like First Name or Lead Status.' A dropdown menu is set to 'Subscription properties'. There are tabs for 'Properties (62)', 'Conditional logic', 'Groups', and 'Archived (0)'. A search bar is present with filters for 'All groups', 'All field types', 'All users', and 'All access'. A 'Create property' button is on the right. The main area is a table with columns: NAME, PROPERTY ACCESS, GROUP, CREATED BY, and USER. The table lists several properties:

<input type="checkbox"/>	NAME	PROPERTY ACCESS	GROUP	CREATED BY	USER
<input type="checkbox"/>	Allowed payment methods <small>Multiple checkboxes</small>	Everyone can view and edit	Subscription Information	HubSpot	
<input type="checkbox"/>	Annual recurring revenue <small>Number</small>	Everyone can view and edit	Subscription Information	HubSpot	
<input type="checkbox"/>	Annual recurring revenue in company cur... <small>Calculation</small>	Everyone can view and edit	Subscription Information	HubSpot	
<input type="checkbox"/>	Automatically email invoices <small>Single checkbox</small>	Everyone can view and edit	Subscription Information	HubSpot	
<input type="checkbox"/>	Calculation <small>Rollup</small>	Everyone can view and edit	Subscription Information	Sean Counciller	

## 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

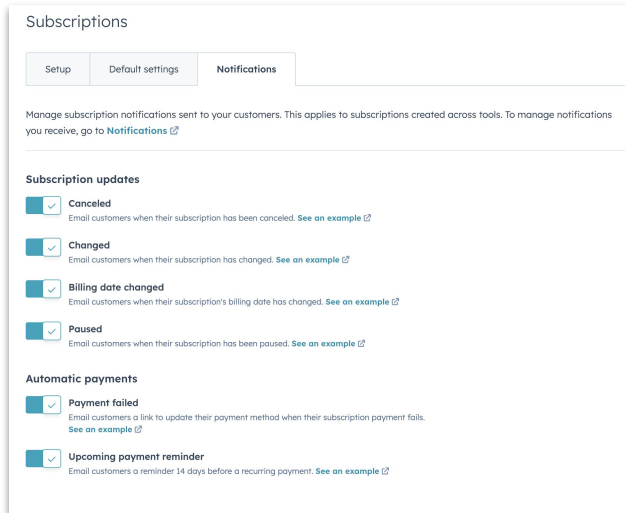
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The screenshot shows the 'Subscriptions' settings page with the 'Notifications' tab selected. It includes a description of the settings, a list of notification types with checkboxes, and a section for automatic payments.

**Subscriptions**

Setup | Default settings | **Notifications**

Manage subscription notifications sent to your customers. This applies to subscriptions created across tools. To manage notifications you receive, go to [Notifications](#).

**Subscription updates**

- Canceled**  
Email customers when their subscription has been canceled. [See an example](#).
- Changed**  
Email customers when their subscription has changed. [See an example](#).
- Billing date changed**  
Email customers when their subscription's billing date has changed. [See an example](#).
- Paused**  
Email customers when their subscription has been paused. [See an example](#).

**Automatic payments**

- Payment failed**  
Email customers a link to update their payment method when their subscription payment fails. [See an example](#).
- Upcoming payment reminder**  
Email customers a reminder 14 days before a recurring payment. [See an example](#).

## 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

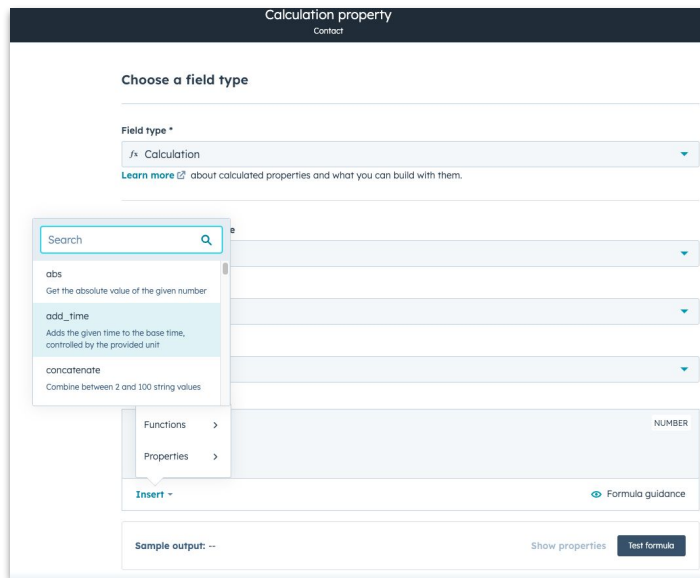
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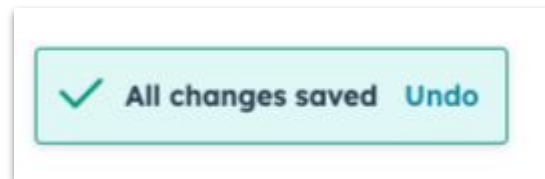


# 'Undo' action for property edits on property list cards

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.



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## 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.

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### Edit column values ✕

Column header from file ✓ Property  
**First Name** First Name  
Single-line text

#### Replace column values in bulk ⓘ

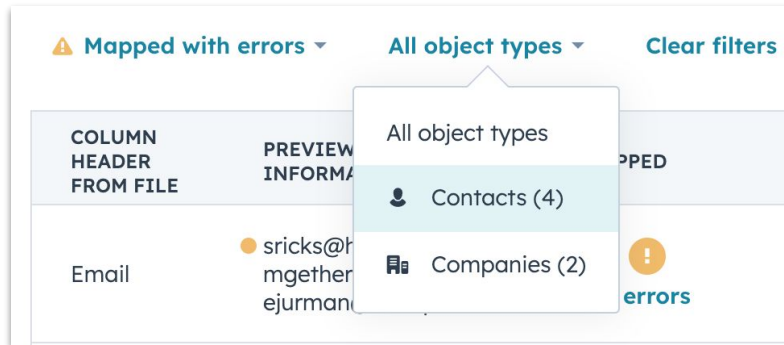
COLUMN VALUE	REPLACEMENT VALUE
<input type="text" value="Steph"/> <span>▼</span>	<input type="text" value="Stephon"/> <span>→</span> <input type="text" value="Stephon"/> <span>🗑️</span>
1 row with this value	
<a href="#">+ Replace another value</a>	<a href="#">Reset all changes</a>

## 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.



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## 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.

<input type="checkbox"/>	EMAIL SUBJECT	ACTIVITY DATE (EDT)	EMAIL -- CONTACTS	EMAIL DIRECTION
<input type="checkbox"/>	Re: INBOUND Follow Up	Oct 18, 2024 3:31 AM EDT	5 records	Incoming
<input type="checkbox"/>	Re: INBOUND Follow Up	Oct 17, 2024 7:17 PM EDT	5 records	Outgoing
<input type="checkbox"/>	schedule test	Oct 16, 2024 12:01 PM EDT	TC Test Contact	Outgoing
<input type="checkbox"/>	document link	Oct 9, 2024 7:52 PM EDT	TC Test Contact	Outgoing
<input type="checkbox"/>	Should I stay or should I go?	Oct 9, 2024 7:51 PM EDT	TC Test Contact	Outgoing
<input type="checkbox"/>	scheduling test	Oct 9, 2024 12:01 PM EDT	TC Test Contact	Outgoing
<input type="checkbox"/>	Re: Connecting Matthew and Hannah	Oct 7, 2024 2:58 PM EDT	2 records	Outgoing
<input type="checkbox"/>	Re: Connecting Matthew and Hannah	Oct 4, 2024 5:24 PM EDT	2 records	Outgoing
<input type="checkbox"/>	Re: Connecting Matthew and Hannah	Oct 3, 2024 4:56 PM EDT	2 records	Incoming
<input type="checkbox"/>	Re: Connecting Matthew and Hannah	Oct 3, 2024 4:38 PM EDT	2 records	Outgoing
<input type="checkbox"/>	test	Sep 12, 2024 2:17 PM EDT	TC Test Contact	Outgoing
<input type="checkbox"/>	Re: hello	Aug 15, 2024 2:54 PM EDT	Shoouu Qin	Incoming

Launch region: Global

Free

Starter

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Enterprise

Live

# 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

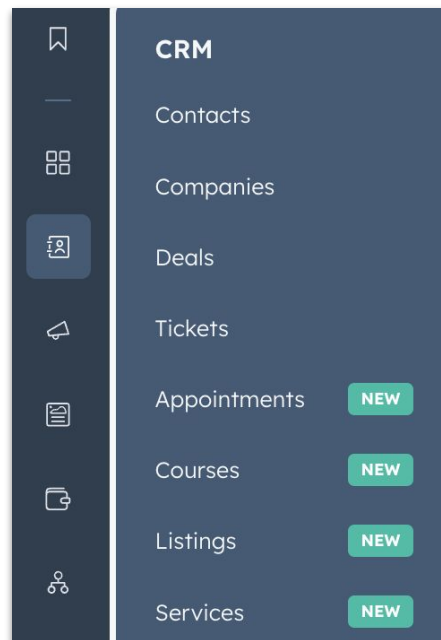
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# Automatic silencing of noisy notifications

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

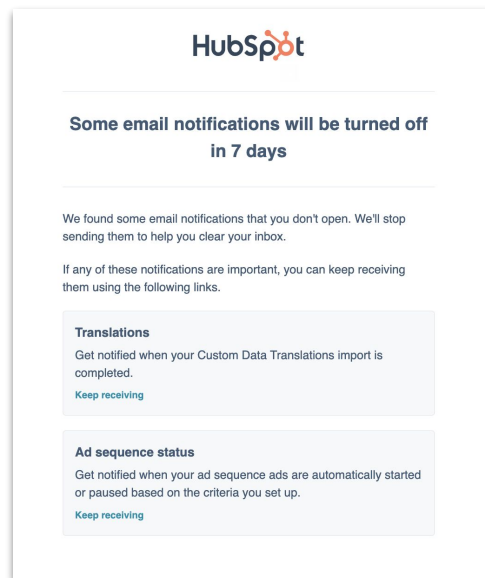
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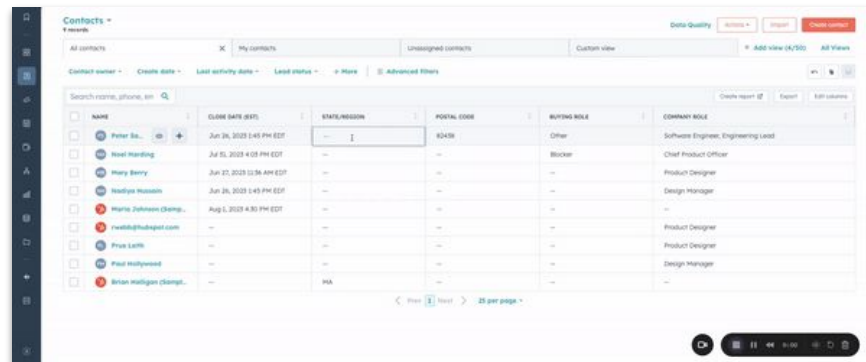


## Autosave properties on the index page

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.



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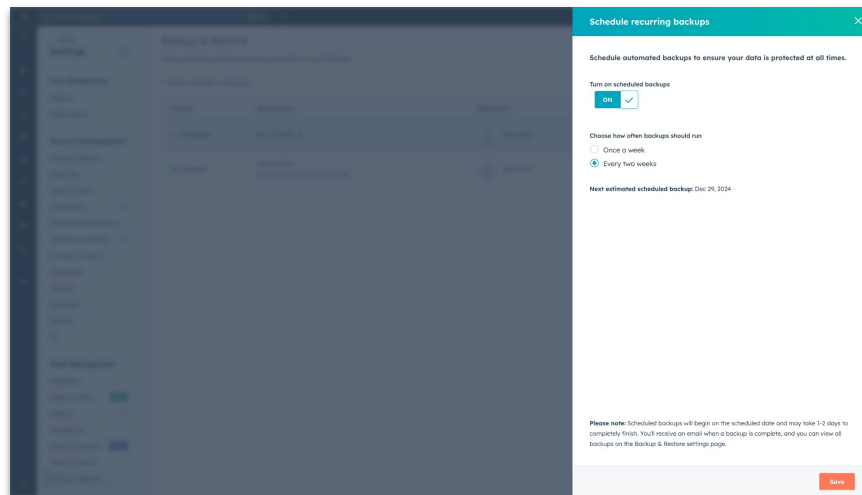
Public Beta

## 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.



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## 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.

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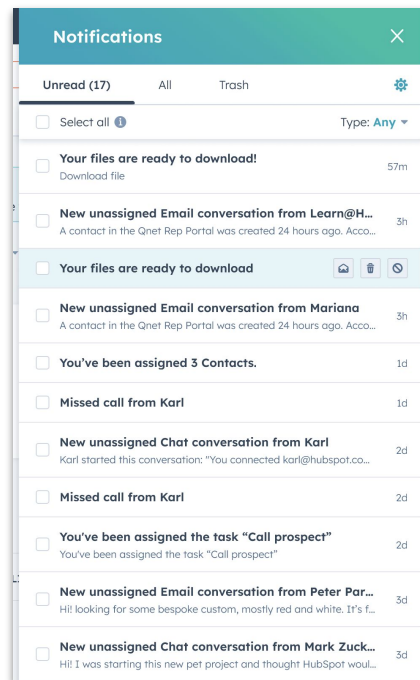
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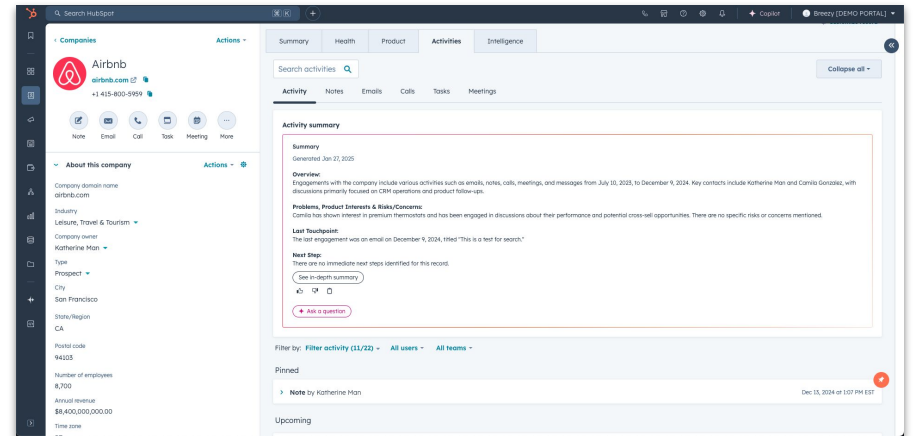


## View Activity Summaries on Records

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.



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## 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.

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### Archive "Registration date and time" ✕

Once archived, this custom property can be restored within 90 days. After 90 days, it'll be permanently deleted.

Before archiving, please review the following usage information.

Contact fill rate for this property

33.33% 3 out of 9 [Review Contacts ↗](#)

**⚠ Other assets using this property (1)**  
Archiving this property will automatically remove it from these assets.

ASSET TYPE	NUMBER OF ASSETS	
Views: As a column	1	<a href="#">Review views &gt;</a>

[Archive property](#) [Cancel](#)

# 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.

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## 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

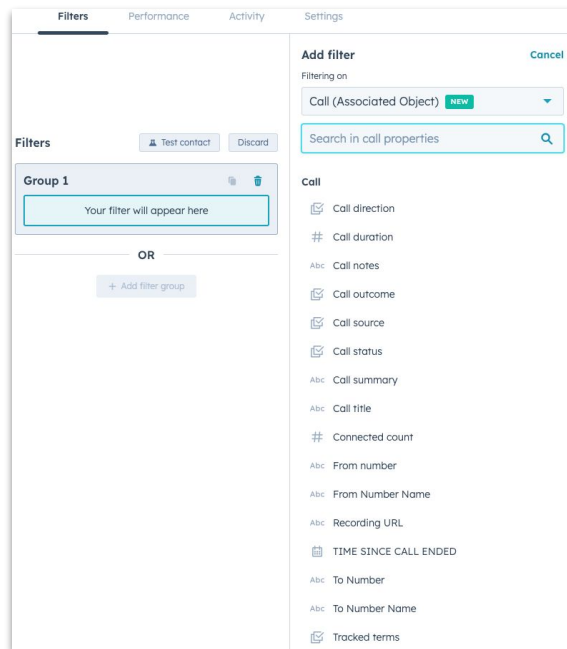
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## Improved property archive experience

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.

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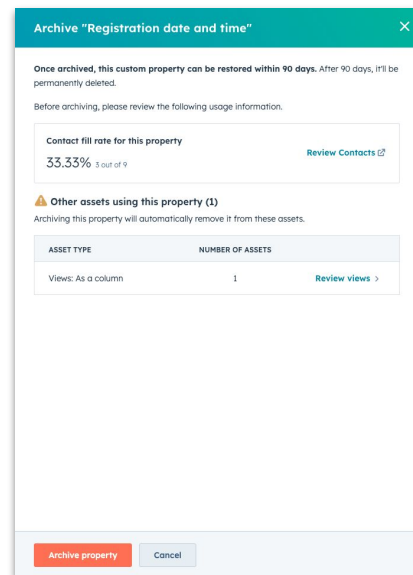
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# Translated Association Labels

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.

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# 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.

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✦ AI Powered





# 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

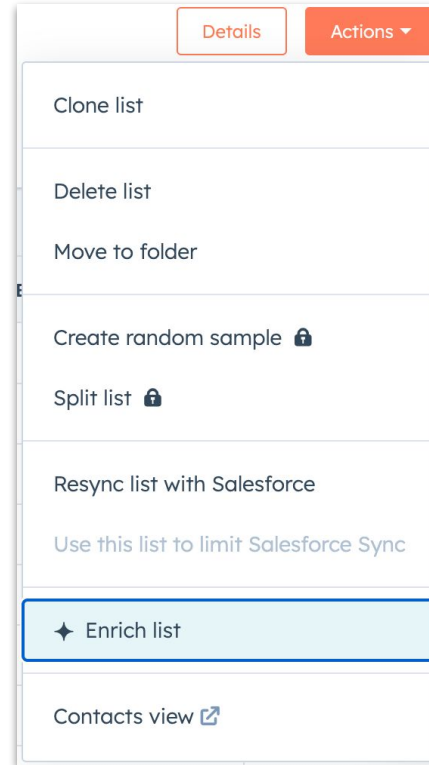
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# Use Breeze Copilot during live calls for real-time answers

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

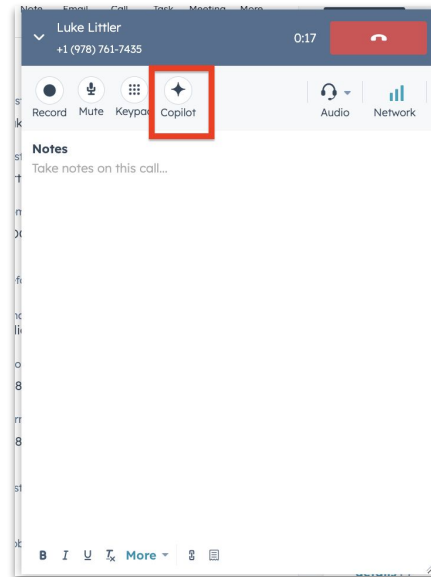
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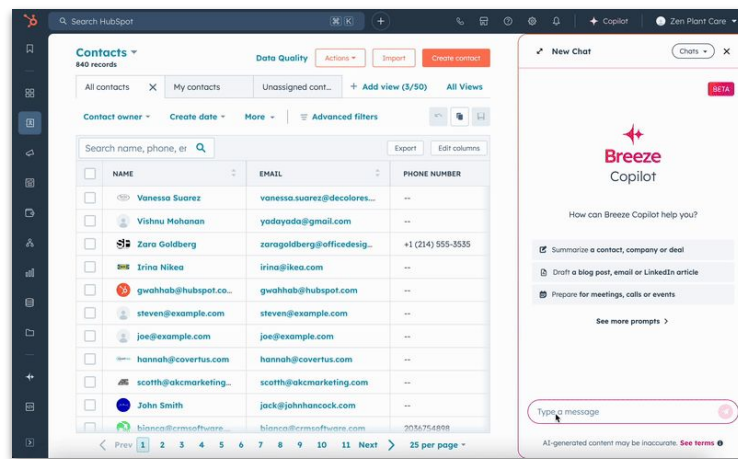


# Autocomplete prompts in Breeze Copilot

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.



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# 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

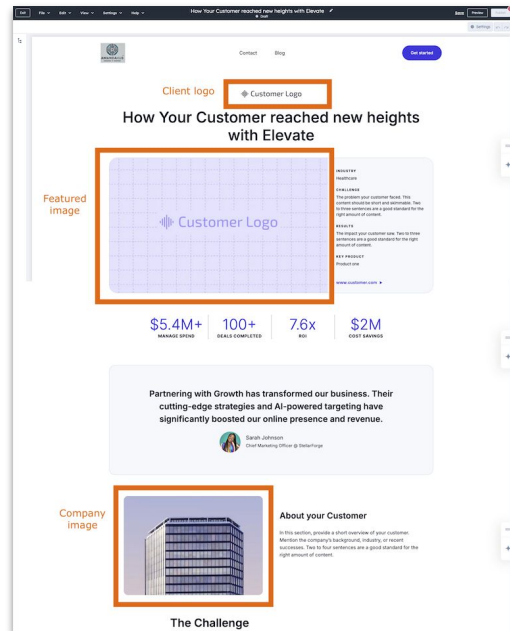
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# AI Image Generation Enhancements [Learn More](#)

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

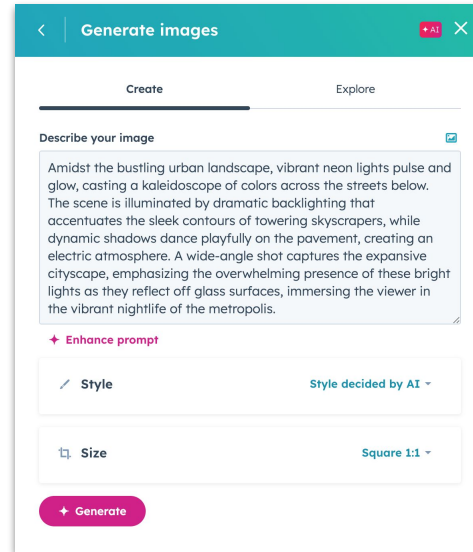
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# Copilot record summaries on records and previews

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

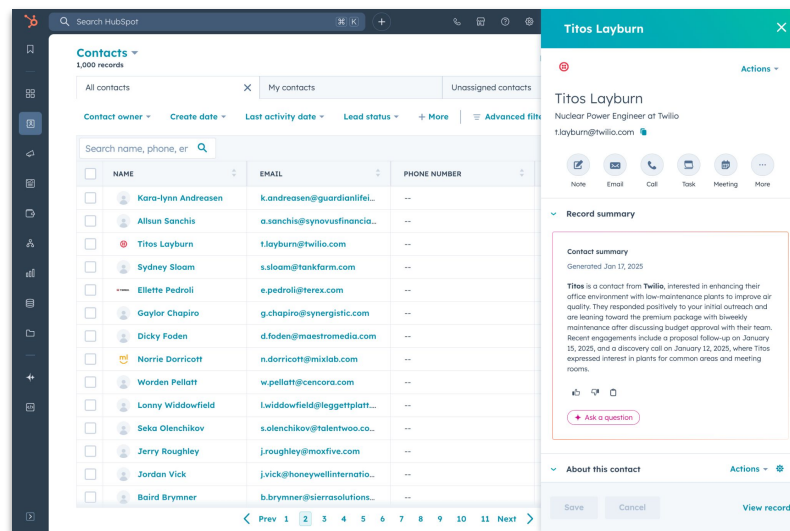
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The screenshot displays the HubSpot CRM interface. On the left, a 'Contacts' list is visible with columns for Name, Email, and Phone Number. The contact 'Titos Layburn' is selected. On the right, a detailed view of the contact record is shown, including a 'Record summary' section. The summary text reads: 'Contact summary Generated Jan 11, 2025. Titos is a contact from Twilio, interested in enhancing their office environment with low-maintenance plants to improve air quality. They responded positively to your initial outreach and are leaning toward the premium package with biweekly maintenance after discussing budget approval with their team. Recent engagements include a proposal follow-up on January 15, 2025, and a discovery call on January 12, 2025, where Titos expressed interest in plants for common areas and meeting rooms.' Below the summary is an 'Ask a question' button. At the bottom of the record view, there are 'Save', 'Cancel', and 'View record' buttons.

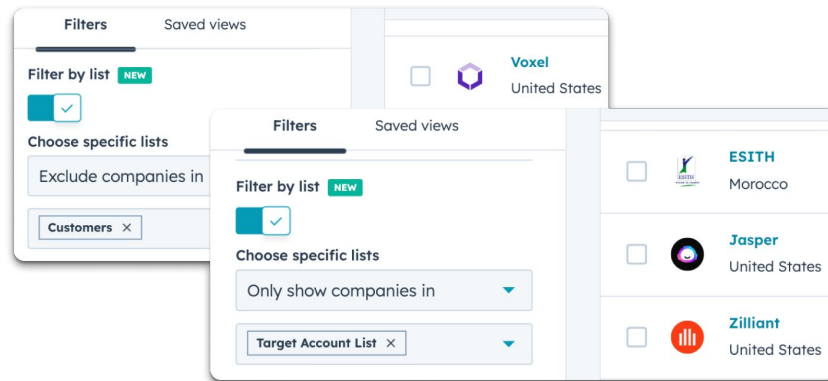
# Filter by list

[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

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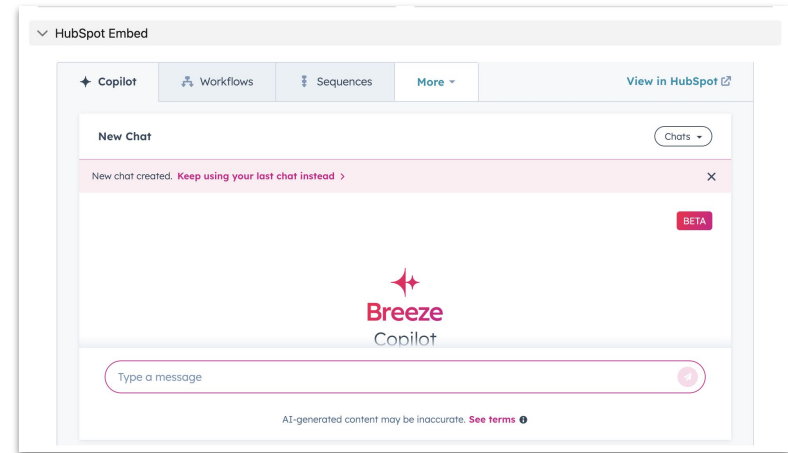
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# Breeze Copilot now available in the HubSpot Embed

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

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A large, semi-transparent orange circle is positioned on the left side of the image, overlapping the solid orange background. The circle is centered vertically and extends from the top to the bottom of the frame. The text "Thank You" is centered horizontally and vertically within the right half of the image.

**Thank You**