



# May 2025 Product Updates



# Marketing Hub<sup>®</sup>



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# Multi-Account Management

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

## Use Case

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

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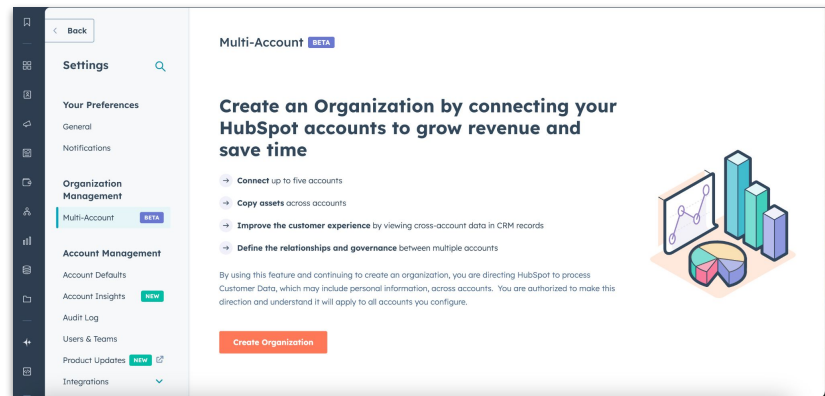
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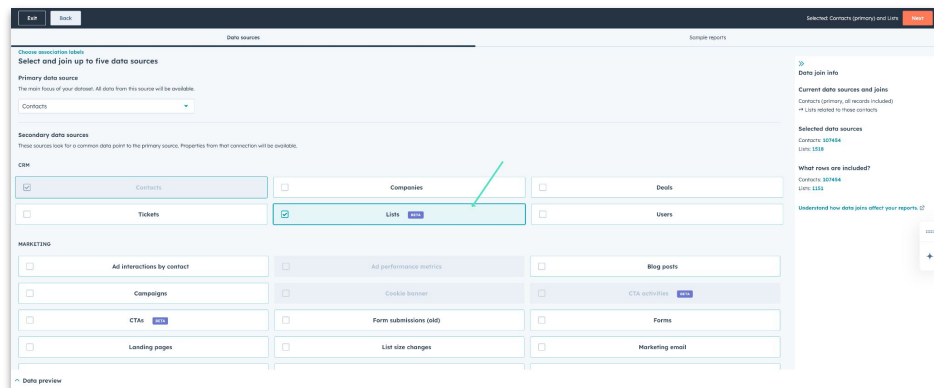


# Lists as a Data Source in Custom Report Builder

Use static or active Lists as data sources in reports to compare performance across segments and improve targeting.

## Use Case

When evaluating the effectiveness of different audience segments, you can now build reports that compare list growth, engagement, and quality metrics—like email open rates or lead scores—all in one place. This empowers teams to double down on what's working and refine where needed.



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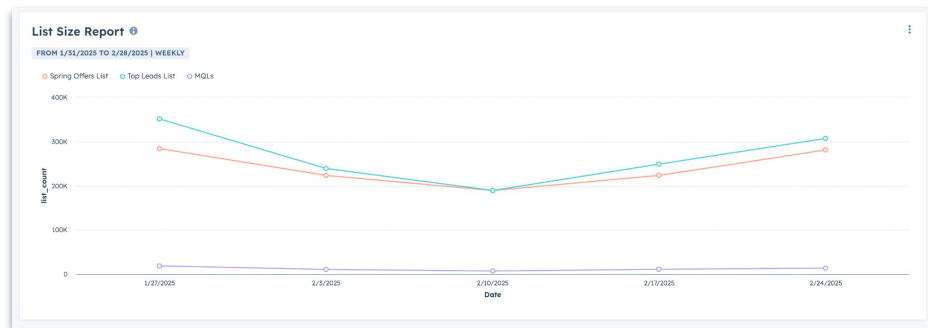


# Monitor Lists Performance in new Insights tab

Use the new Insights tab to monitor list growth and engagement trends, and explore deeper metrics in the Custom Report Builder.

## Use Case

When evaluating which segments to prioritize for upcoming campaigns, you can now compare email metrics and growth directly within the Lists tool. This makes it easier to identify high-performing audiences and refine your targeting strategy.



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# Journey Automation

[Learn More](#)

Plan, automate, and optimize full-funnel customer journeys in a single view with new tools for strategy, analytics, testing, and governance.

## Use Case

When building lead nurture or re-engagement campaigns, marketers can now plan the entire journey visually, spot drop-off points with real-time analytics, and test improvements without disrupting live workflows. This reduces reliance on siloed workflows and drives better outcomes across the full customer lifecycle.

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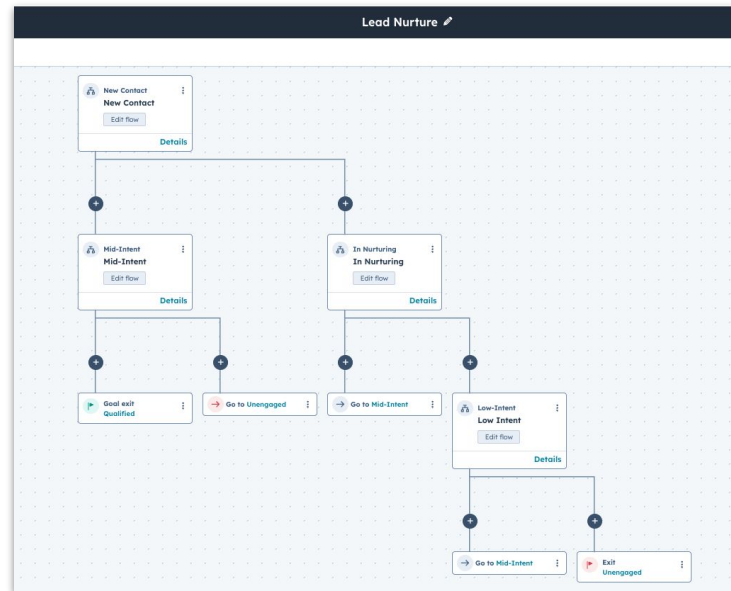
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# New Modern Marketing Email Templates

Access a new library of polished, responsive email templates to launch high-impact campaigns faster.

## Use Case

When preparing your next product launch or event invite, you can now start with a professionally designed template and quickly customize it to match your brand. This accelerates campaign delivery and ensures a seamless experience across desktop and mobile.

Note: After joining this beta, the new templates will automatically be listed in your template selection screen. The previous default templates will no longer be available to choose from. All Saved Templates will remain.

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# Essential Apps for Marketers 2025

Power your marketing strategy with essential apps that support personalized content creation, multichannel outreach, and connected reporting.

## Use Case

When building a campaign, marketers can now streamline design in Canva, personalize outreach through HeyGen or Vidyard, and sync performance data with Supermetrics—all without leaving HubSpot. This accelerates execution and ensures a consistent, insight-driven experience across the funnel.

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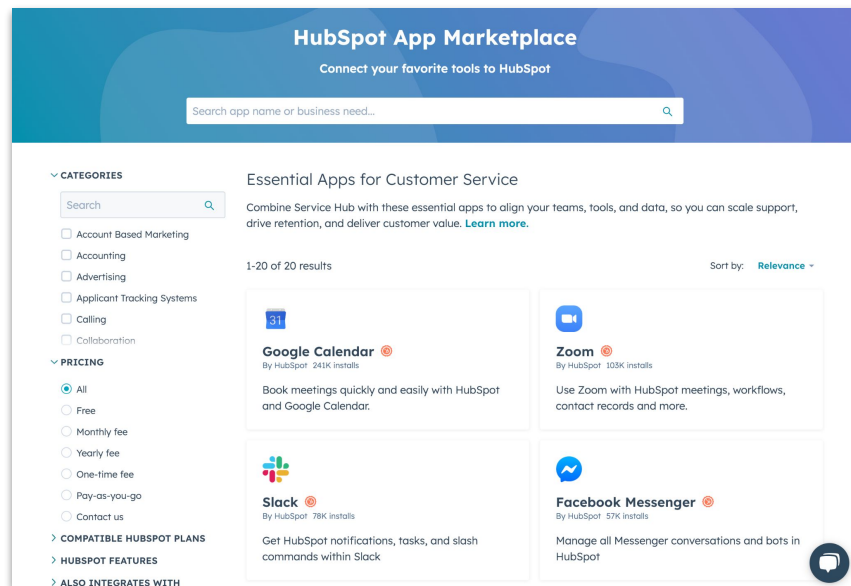
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# Conversational Enrichment for Email

Conversational Enrichment for Email uses AI to extract and update CRM contact data from unstructured emails.

## Use Case

While managing incoming sales inquiries, reps can automatically update job titles or detect job changes directly from the email body. This automation reduces manual entry, keeps data fresh, and surfaces key intent signals without interrupting workflow.

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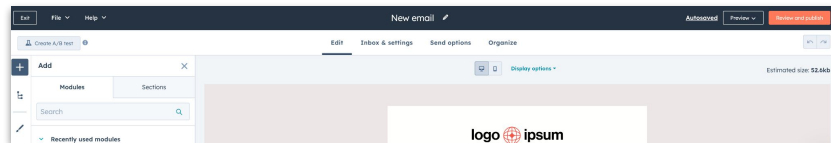
Public Beta

# Email Editor: Improved Tab Navigation

The email editor now features a reorganized tab structure for faster access to editing tools.

## Use Case

When building marketing emails, users can quickly find settings grouped by task—like “Inbox,” “Send,” or “After Send.” This improves navigation and reduces errors.



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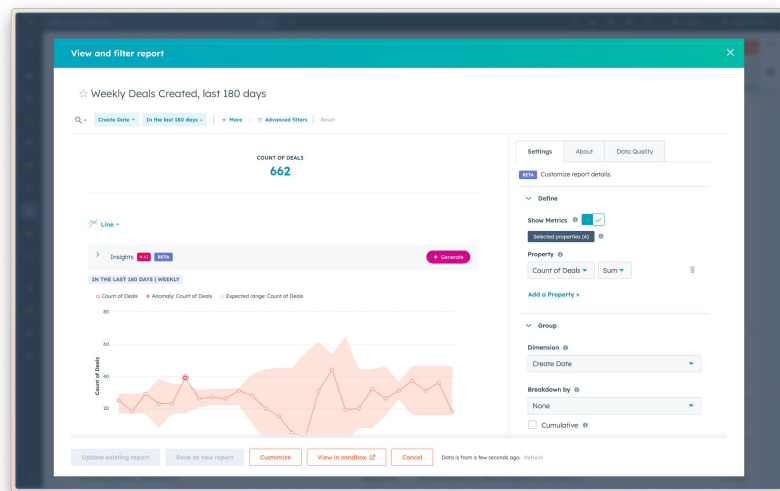
# Quick Access Report Options

[Learn More](#)

Edit reports directly from the Report Viewer with quick-access options, reducing time spent navigating settings.

## Use Case

While reviewing a report, you can now adjust filters or settings instantly without switching views. This eliminates extra steps, speeds up reporting adjustments, and keeps your insights accurate and actionable.



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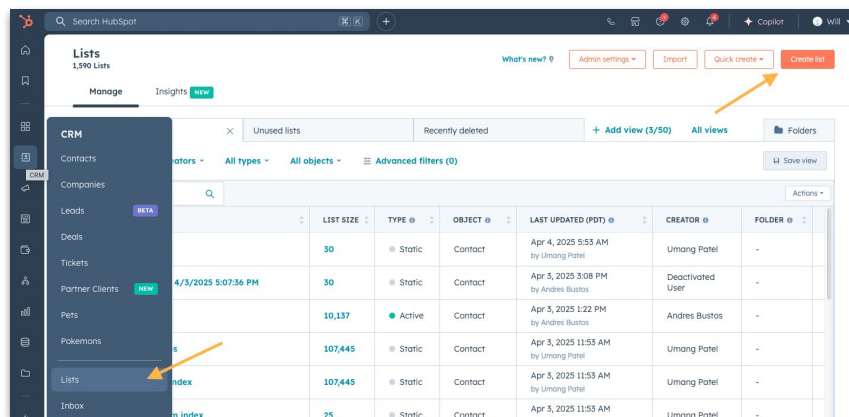
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# Build Lists Using Document Events

Create static and active lists based on document engagement metrics like opens, views, and completions.

## Use Case

When tracking content engagement, marketers and sales teams can now segment contacts by how they interact with shared documents. This unlocks smarter targeting based on intent signals, without relying on custom properties or external tools.



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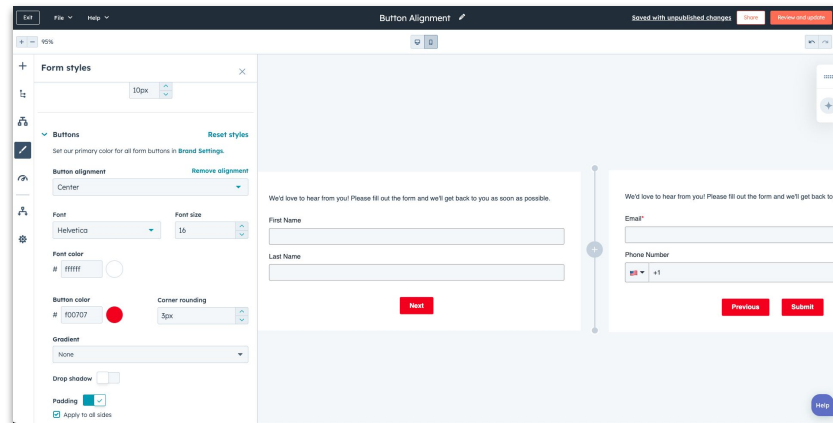


# Button Alignment Options for Forms

Form builders can now align submission buttons left, center, or right—directly within the form editor.

## Use Case

When tailoring form layout to match branding or landing page design, users can now control the placement of submit buttons with ease. This eliminates the need for custom code or CSS adjustments and supports faster publishing.



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# Property Information in Filters

HubSpot now displays property type and field type when creating filters for reports, lists, and workflows.

## Use Case

When building filtered views, users can now easily identify which properties are date pickers, text fields, or dropdowns. This helps avoid confusion, speeds up logic building, and ensures the right filters are applied every time.

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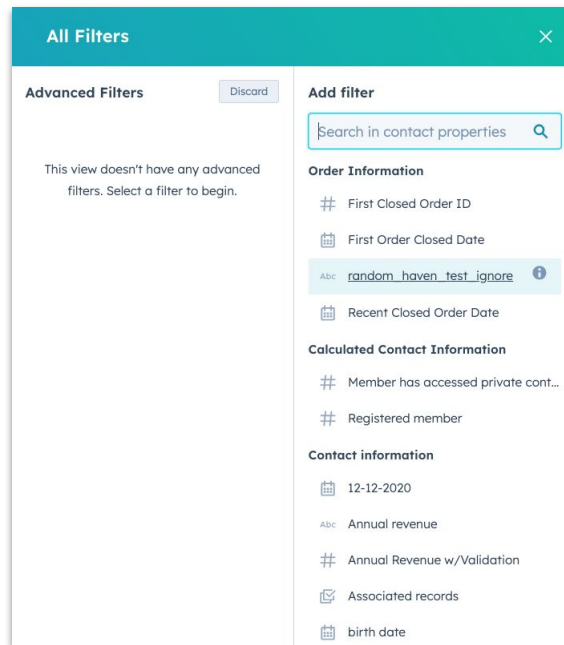
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# A New Workflow Creation Experience

Enjoy a more intuitive and streamlined interface when creating workflows in HubSpot.

## Use Case

When building a new automation, admins now have a simplified layout with fewer distractions and more actionable guidance. This allows users to focus on building logic without confusion or unnecessary steps.

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# Enhanced Datetime Property in Marketing Email

Marketing emails can now use enhanced datetime formatting for personalization and smart content.

## Use Case

Instead of inserting basic timestamps, marketers can now display dynamic dates tailored to the recipient's timezone or workflow stage. This increases relevance and improves user experience across email campaigns.

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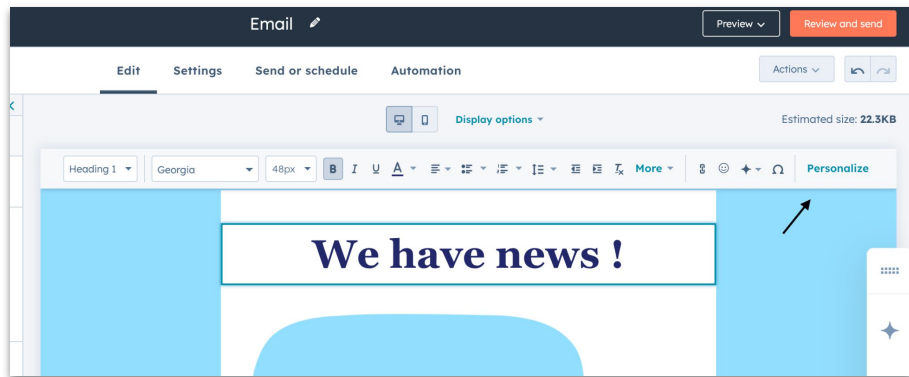
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# Enhanced Datetime Property in SMS

SMS messages now support enhanced datetime formatting for greater clarity and personalization.

## Use Case

When notifying contacts of upcoming events or deadlines, marketers can dynamically insert friendly date formats. This ensures better comprehension and boosts engagement with time-sensitive content.

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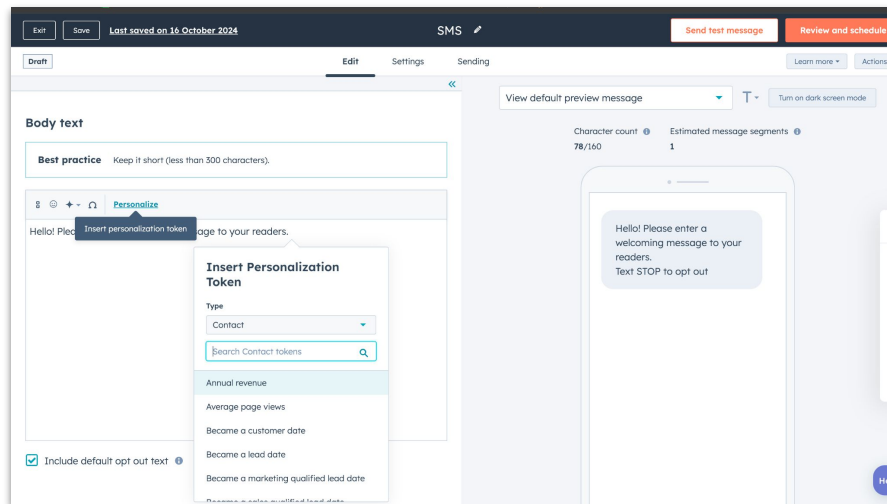
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# Manage Workflow Metrics in Workflow Settings

Workflow owners can now configure and manage performance metrics directly from settings.

## Use Case

When optimizing automations, admins can adjust which KPIs to track—such as conversion rates or step completions—without leaving the workflow. This brings reporting control into the same space as workflow logic.

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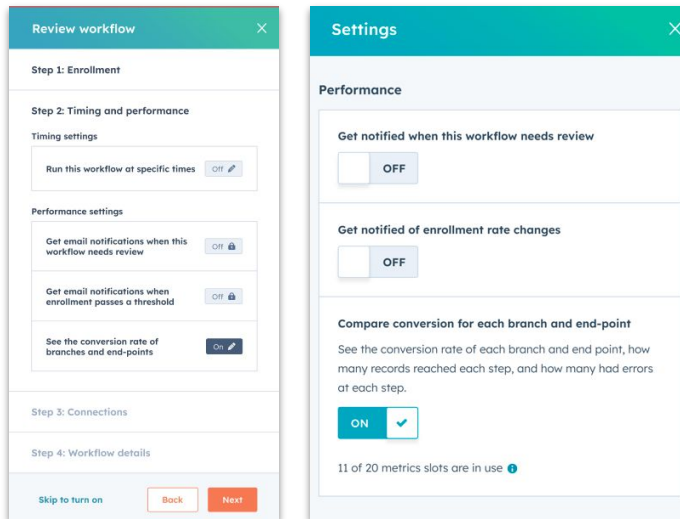
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**Review workflow**

Step 1: Enrollment

Step 2: Timing and performance

Timing settings

Run this workflow at specific times ☐ Off

Performance settings

Get email notifications when this workflow needs review ☐ Off

Get email notifications when enrollment passes a threshold ☐ Off

See the conversion rate of branches and end-points ☒ On

Step 3: Connections

Step 4: Workflow details

[Skip to turn on](#) [Back](#) [Next](#)

**Settings**

**Performance**

Get notified when this workflow needs review ☐ OFF

Get notified of enrollment rate changes ☐ OFF

**Compare conversion for each branch and end-point**

See the conversion rate of each branch and end point, how many records reached each step, and how many had errors at each step.

☒ ON ☒

11 of 20 metrics slots are in use

# Expanded Automation Issue Management

[Learn More](#)

Users can now view and manage more types of automation issues directly in the workflows tool.

## Use Case

Instead of chasing down failed actions across tools, ops teams now get real-time visibility into issues like enrollment failures or property mismatches. This allows for faster resolution and stronger automation reliability.

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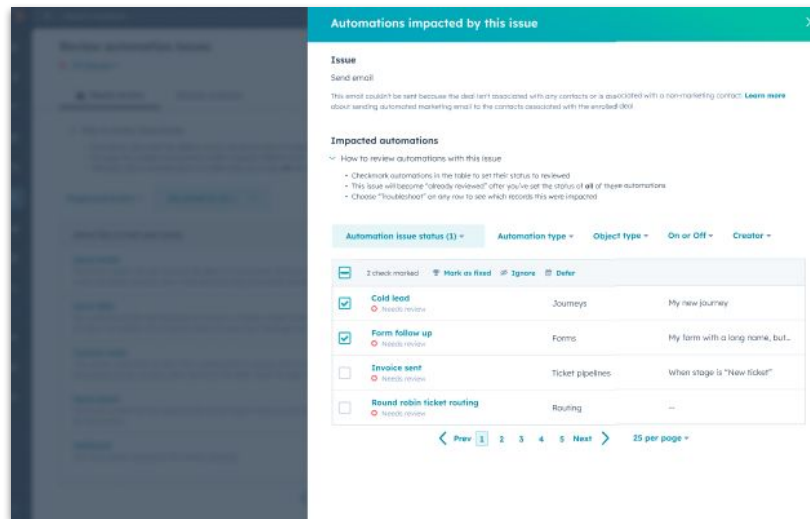
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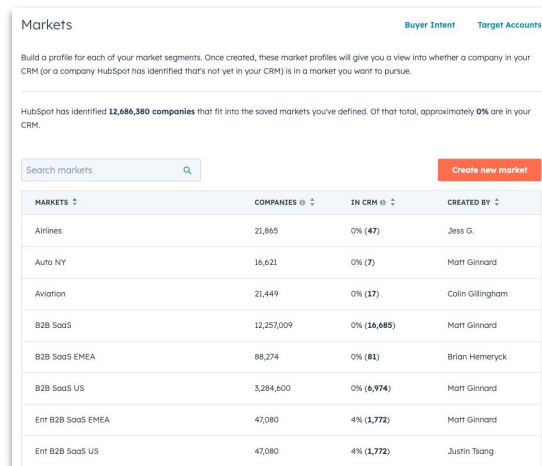


# New Name, Home, and Limits for Target Markets

Target Accounts is now called Target Markets, with a new navigation location and usage limits.

## Use Case

When building your go-to-market motion, sales and RevOps teams will now see clearer naming and boundaries around market targeting. This helps standardize how companies segment and prioritize outreach.



The screenshot shows the 'Markets' page in HubSpot. At the top, there are tabs for 'Buyer Intent' and 'Target Accounts'. Below the tabs, a text block explains that market profiles will help determine if a company in the CRM is in a target market. It states that HubSpot has identified 12,686,380 companies that fit into the saved markets, with approximately 0% currently in the CRM. Below this is a search bar for markets and a 'Create new market' button. A table lists various markets with columns for the market name, the number of companies, the percentage in the CRM, and the creator.

MARKETS	COMPANIES	IN CRM	CREATED BY
Airlines	21,865	0% (47)	Jess G.
Auto NY	16,621	0% (7)	Matt Ginnard
Aviation	21,449	0% (17)	Colin Gillingham
B2B SaaS	12,257,009	0% (16,685)	Matt Ginnard
B2B SaaS EMEA	88,274	0% (81)	Brian Hemeryck
B2B SaaS US	3,284,600	0% (6,974)	Matt Ginnard
Ent B2B SaaS EMEA	47,080	4% (1,772)	Matt Ginnard
Ent B2B SaaS US	47,080	4% (1,772)	Justin Tsang

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# Add Knowledge Base Articles & Feedback Surveys to Your Campaign

You can now include Knowledge Base articles and Feedback Surveys as assets in HubSpot Campaigns.

## Use Case

Instead of tracking support content and feedback tools separately, marketers can now centralize those assets under one campaign. This streamlines performance tracking and provides a holistic view of campaign impact.

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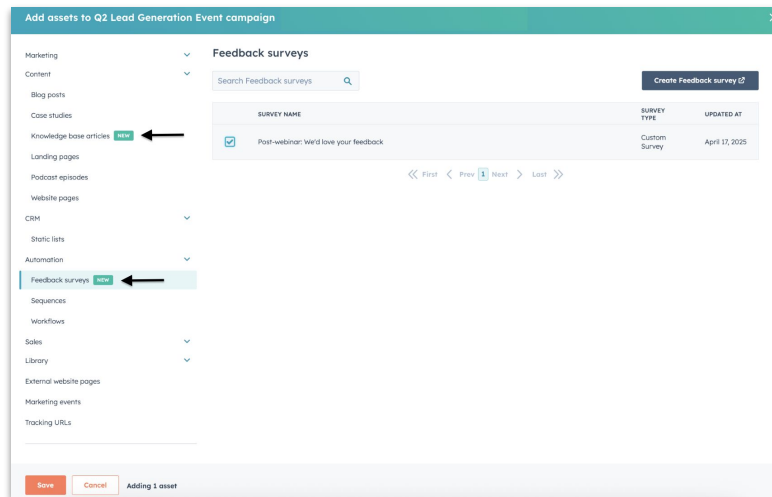
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# Edit Labels for SMS Test Numbers

You can now rename and organize SMS test numbers using custom labels.

## Use Case

When sending SMS previews, marketers can label test numbers by role or team for faster selection and fewer mistakes. This improves message review workflows and ensures tests go to the right people.

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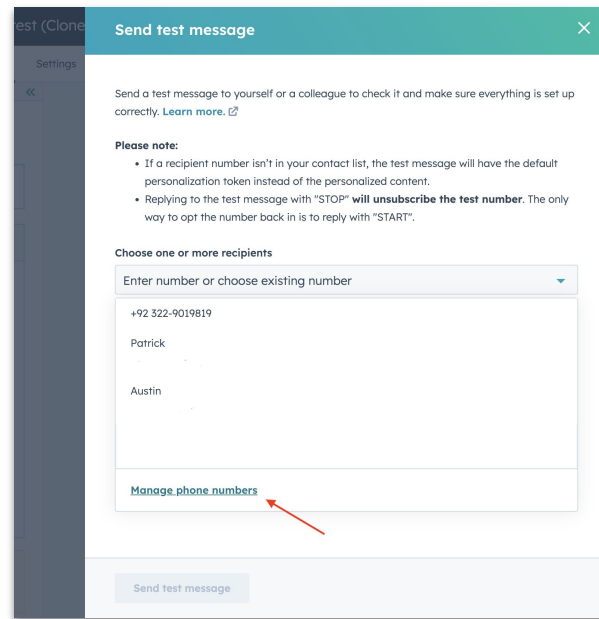
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# Permissions for Custom Events

Admins can now control which users can view, edit, or delete custom behavioral events.

## Use Case

When managing event-based tracking, admins can now restrict edit access to avoid errors or accidental data loss. This secures your analytics setup and gives teams more confidence in reporting.

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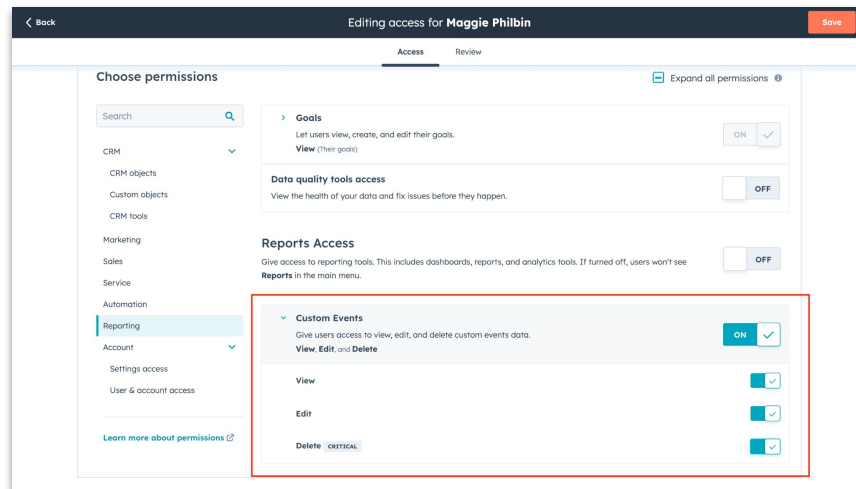
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# Separate WhatsApp Transactional and Marketing Subscription Types

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

## Use Case

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

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# Content Hub™



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# Brand Identity

Infuse AI-generated content with your brand's unique voice and style for consistent messaging across every customer interaction.

## Use Case

When generating content with AI—whether for emails, landing pages, or blogs—you can now rely on built-in brand identity to guide tone and messaging. This ensures the content aligns with your brand's character and reduces the need for manual edits or rewrites.

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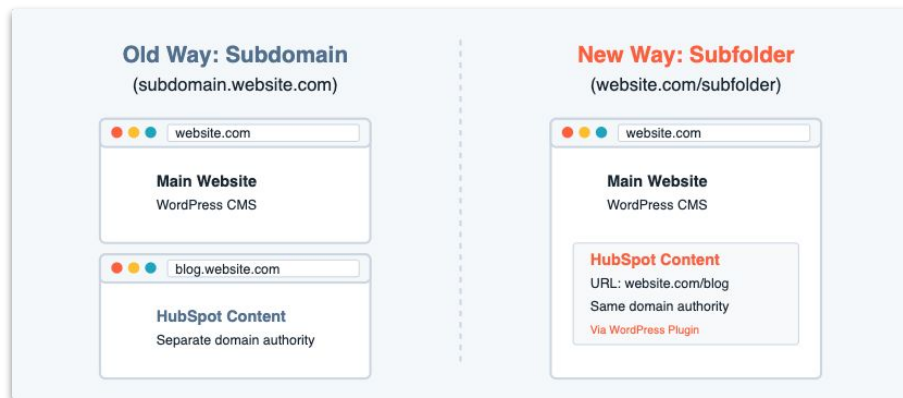
Live

# Host HubSpot content on a WordPress subfolder

Host HubSpot content in a subfolder of your WordPress site to preserve domain authority and SEO performance.

## Use Case

When publishing new HubSpot pages, you can now keep them on your primary domain structure without relying on a subdomain. This improves search engine ranking potential, maintains backlink equity, and delivers a more unified brand experience.



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# Increased Video Limits

Host more video content with expanded limits across Hubs, enabling richer marketing, web, and service experiences.

## Use Case

When scaling video strategies for product education, webinars, or customer onboarding, you can now upload and manage more videos without hitting capacity. This helps you grow your content footprint and deliver more value across customer touchpoints.

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# Easily remix blog posts after publishing

Quickly transform published blog posts into social media, ad, and email content with HubSpot's post-publish remix prompt.

## Use Case

When your blog post goes live, you can immediately convert key insights into a carousel for LinkedIn, a promo email, or short ad copy—all within a few clicks. This keeps your content strategy efficient and extends your blog's reach across channels.

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# Podcast Slide-in CTA Template

A new slide-in CTA template optimized for podcast listeners is now available in the design manager.

## Use Case

When promoting offers during podcast episodes, marketers can now use a pre-built slide-in template that's designed to engage audio-first audiences. This improves alignment with podcast content while increasing conversion potential without additional design work.

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# Add end time to Countdown CTAs

Set a precise end time for countdown CTAs to boost urgency and eliminate confusion around offer expiration.

## Use Case

When running a promotion that ends at midnight or a webinar with a strict registration cutoff, you can now display the exact time remaining. This helps align expectations across time zones and drives higher conversion through clear, time-sensitive messaging.

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Countdown Timer

Content

Styles

Countdown Date \*

📅 04/16/2025

🕒 3:30 AM GMT+2

Account time zone: London (UTC+01:00)

Countdown ends at **02:30 AM** in your **current timezone**.

Labels

⤴

Days

Days

Hours

Hours

Minutes

Minutes

Seconds

Seconds

# Improved AI-powered gibberish detection for form submissions

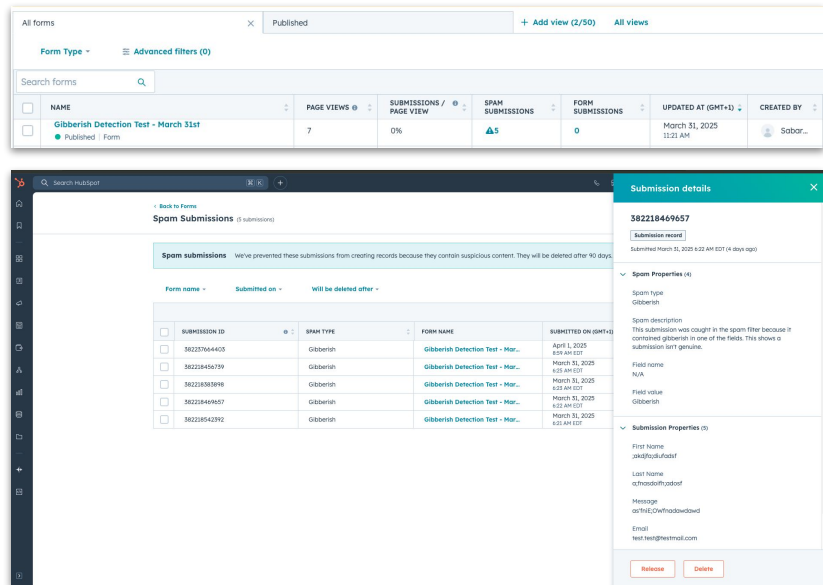
Filter out nonsense in form submissions with AI that detects gibberish across all text fields, not just names and messages.

## Use Case

When reviewing new leads, you'll no longer waste time sorting through form submissions filled with random characters or junk data. This reduces CRM clutter and ensures your marketing team focuses only on meaningful, high-quality submissions.

Note: Detecting gibberish detection for Sensitive data fields is not included in this update.

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# Add a Meeting Calendar to CTAs

CTAs now support embedded meeting calendars to drive direct booking actions.

## Use Case

Instead of linking away to a scheduling page, marketers can now embed a calendar directly within the CTA. This reduces clicks and increases meeting conversion on-site or in emails.

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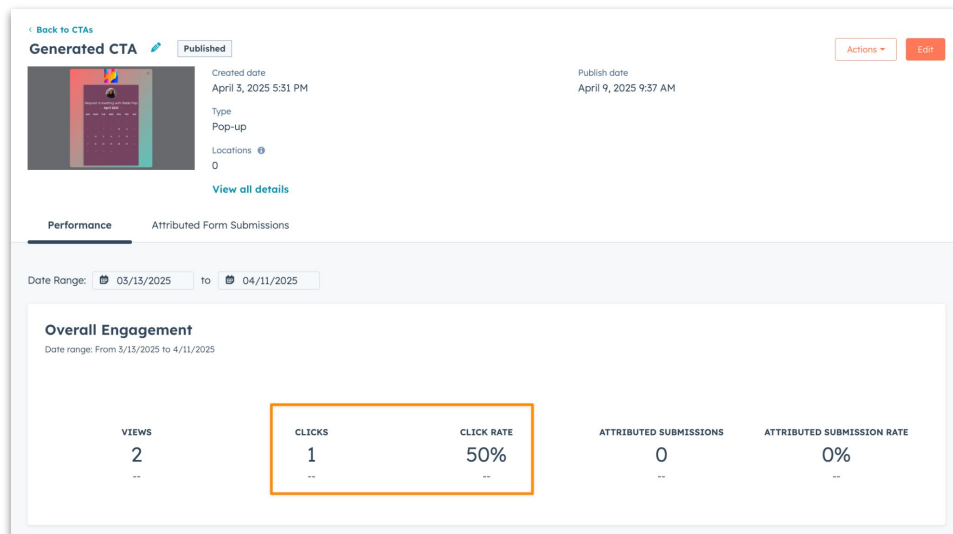
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# Hidden Fields in Logic & Redirects

You can now use hidden fields in logic-based form redirects and personalization rules.

## Use Case

When building forms, marketers can now use hidden fields like UTMs or campaign IDs to personalize confirmation pages. This adds targeting power without exposing backend logic to users.

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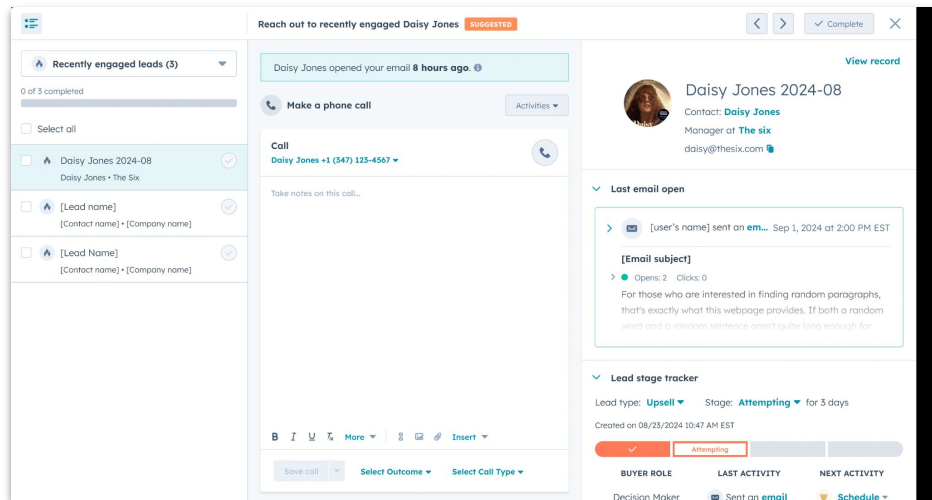


# Guided Execution of Activities in the Sales Workspace

Complete sales tasks more efficiently with a streamlined view that surfaces only the information you need.

## Use Case

While working through call lists or follow-ups, reps can now stay focused on one activity at a time without jumping between tabs or records. This improves daily task execution and gives reps more time to focus on building pipeline and closing deals.



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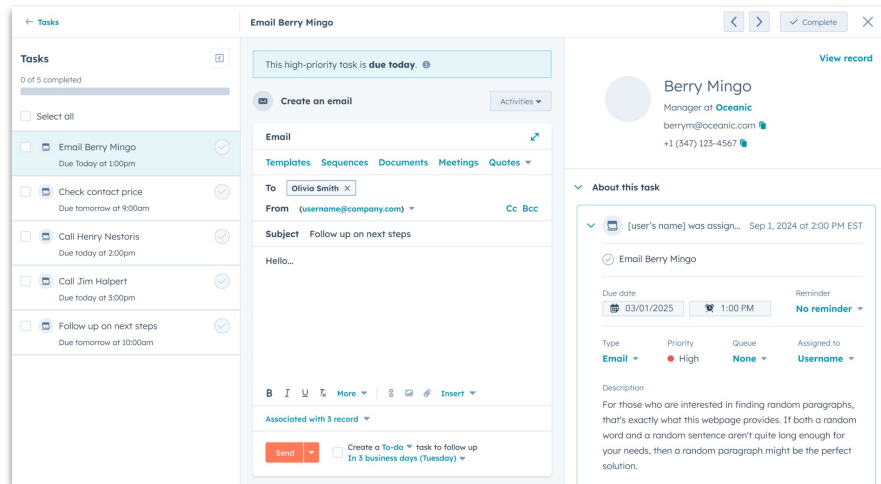
# Tasks in the Sales Workspace

[Learn More](#)

Manage, prioritize, and complete tasks directly within the Sales Workspace—no context switching required.

## Use Case

While working through daily outreach or deal follow-ups, sales reps can now view and update their tasks without jumping between tools. This keeps them focused, reduces app fatigue, and enables faster progress across their pipeline.



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# Leads Saved Views

Save filtered lead views to streamline prospecting, prioritize outreach, and personalize your sales workflow.

## Use Case

When managing high volumes of leads, reps can now switch between saved views—like “high intent leads” or “follow-ups this week”—without rebuilding filters each time. This keeps their workflow focused and aligned to sales goals.

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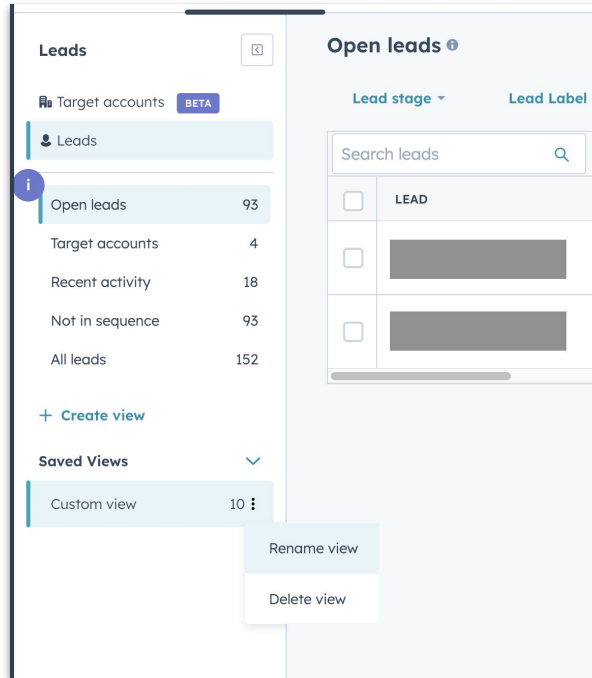
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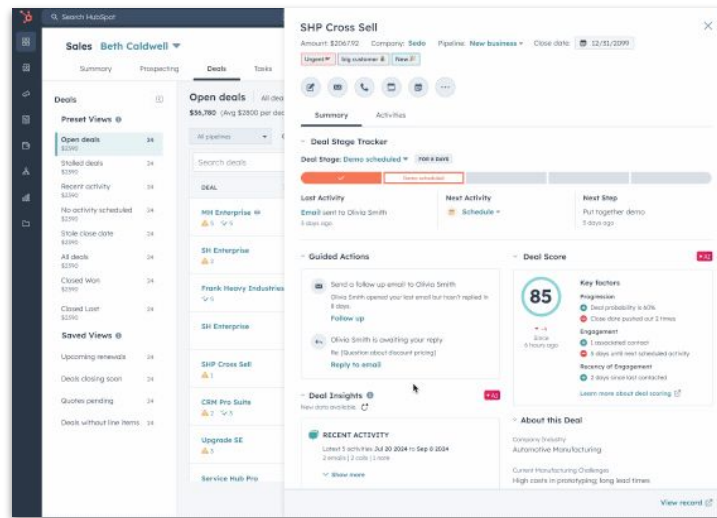
# Enhanced Deals Sidebar Experience

Access deal insights faster with a customizable two-column sidebar that puts key context at your fingertips.

## Use Case

When updating a deal or prepping for a call, reps can now see next steps, risks, and contact details all in one view—without excessive scrolling or switching tabs. This keeps them in flow and improves pipeline momentum.

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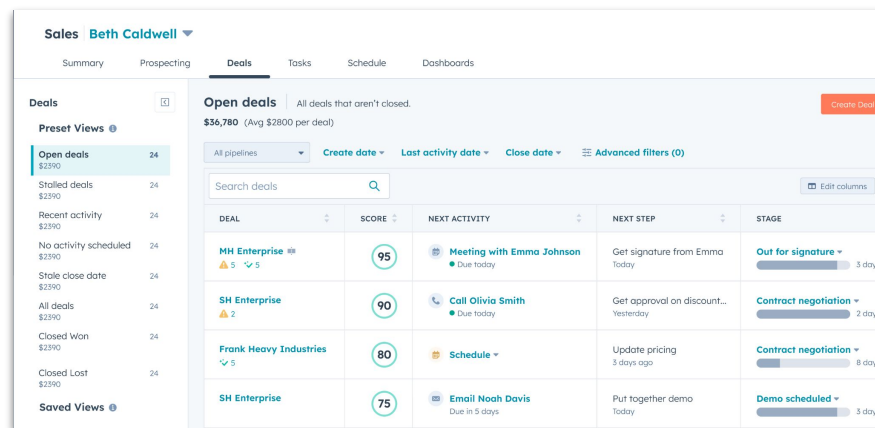


# View Guided Actions & Deal Risks in the Deals Table

New visual indicators in the deals table flag risks and suggest actions to help reps close deals more effectively.

## Use Case

When working through a long list of deals, sales reps can quickly scan for red flags or recommended next steps. This cuts down decision fatigue and improves pipeline outcomes by prompting action where it matters most.



The screenshot shows the 'Deals' table in Sales Hub for user Beth Caldwell. The table is filtered to 'Open deals' with a total value of \$36,780. The table has columns for DEAL, SCORE, NEXT ACTIVITY, NEXT STEP, and STAGE. Each deal card includes a visual indicator for risk (e.g., a red flag icon for 'MH Enterprise') and a recommended next step (e.g., 'Meeting with Emma Johnson').

DEAL	SCORE	NEXT ACTIVITY	NEXT STEP	STAGE
MH Enterprise ⚠️ 5 ⬇️ 5	95	Meeting with Emma Johnson Due today	Get signature from Emma Today	Out for signature 3 days
SH Enterprise ⚠️ 2	90	Call Olivia Smith Due today	Get approval on discount... Yesterday	Contract negotiation 2 days
Frank Heavy Industries ⬆️ 5	80	Schedule	Update pricing 3 days ago	Contract negotiation 8 days
SH Enterprise	75	Email Noah Davis Due in 5 days	Put together demo Today	Demo scheduled 3 days

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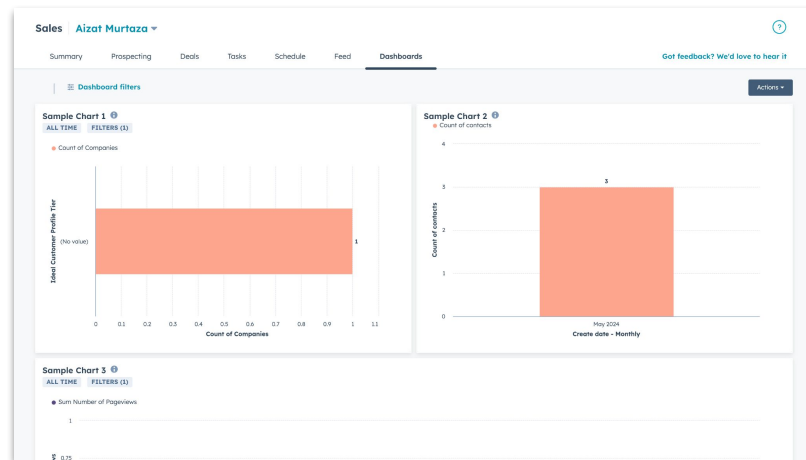


# Sales Workspace Dashboards

When reps start their day, they can now instantly see key metrics, tasks, and progress without switching tools. This boosts focus and accountability.

## Use Case

When reps start their day, they can now instantly see key metrics, tasks, and progress without switching tools. This boosts focus and accountability.



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# Layout Settings in Help Desk

Customize your Help Desk layout and reply faster with an updated preview panel and simplified navigation.

## Use Case

When resolving tickets, support reps can now work in the layout that best fits their style—whether it's board, split, or table—and reply directly from the preview panel. This boosts efficiency, reduces cognitive load, and helps teams stay focused while delivering faster support.

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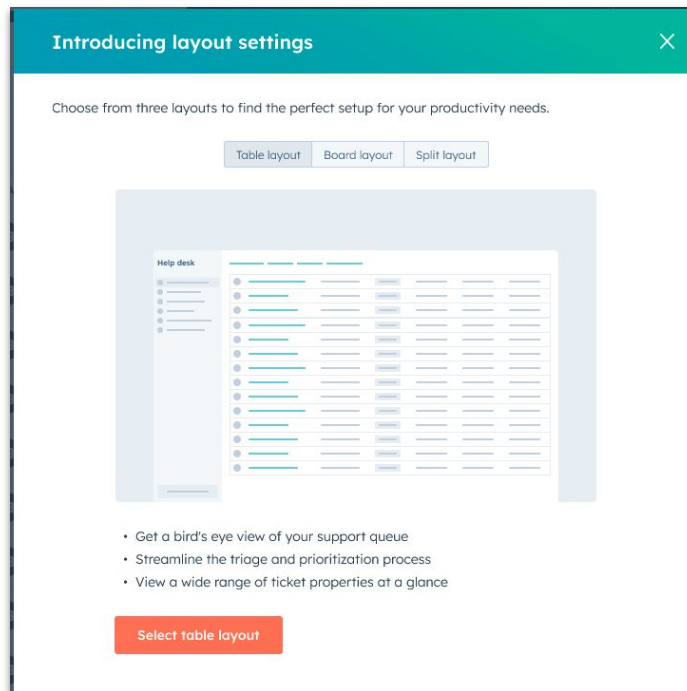
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# Trigger Feedback by Ticket Stages

Control when surveys are triggered based on ticket stage to capture accurate, context-specific feedback.

## Use Case

When managing tickets with multiple resolution paths—like “Closed - Resolved” or “Closed - Escalated”—you can now ensure feedback is only requested when an issue is truly resolved. This improves response quality and helps support teams track performance more accurately.

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**Who**


**Choose who you want to survey**  
Choose the criteria your contacts have to meet to receive the survey.

**Became a customer date**  
More than 30 days ago

**Start from scratch**  
Set your own enrollment criteria

**Static lists**  
Existing marketing lists

**Ticket status** BETA  
Send based on ticket status

**Deal stage**  
Send from deal stage

**Ticket status**

Send this survey to customers when their tickets move to a specific status. If you add a new ticket status to your pipeline you'll need to update the survey to include it.

[Manage ticket pipelines](#)

Select ticket status

- ☐ Support
  - ☐ New
  - ☐ Waiting on us
  - ☐ Waiting on customer
  - ☐ Closed
- ☐ Technical support



# Essential Apps for Service 2025

Connect your support workflows with top-tier apps—from Aircall and Jira to WhatsApp and SurveyMonkey—to scale service and unify customer conversations.

## Use Case

When managing onboarding, support cases, and retention campaigns, you can now streamline your tech stack with pre-built app integrations that centralize calls, tickets, feedback, and messaging. This improves team efficiency and ensures every customer touchpoint is tracked in HubSpot.

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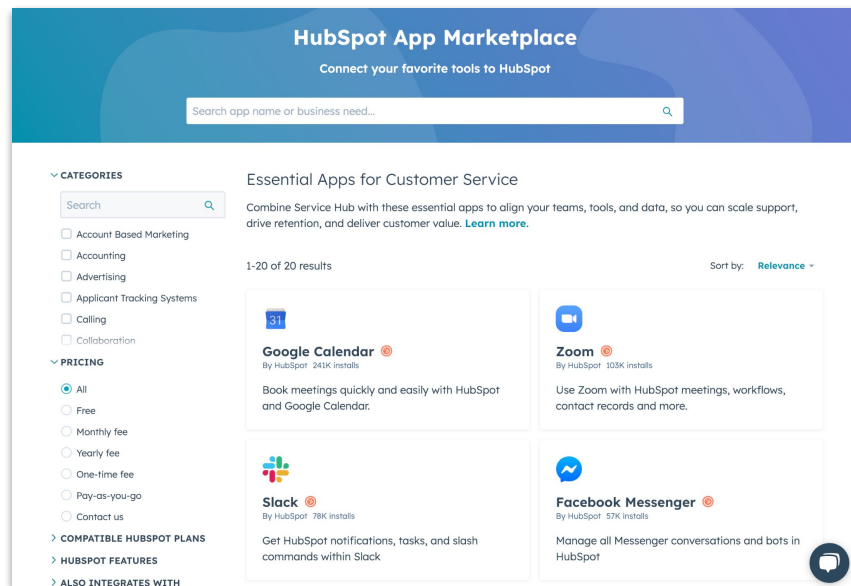
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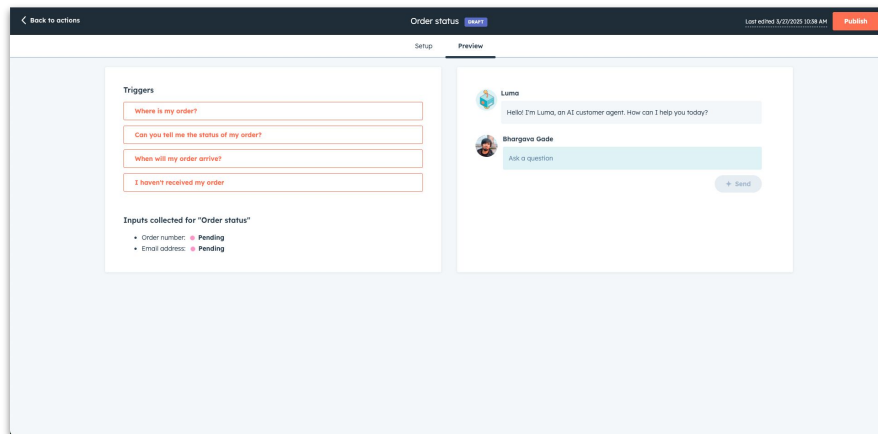


# Customer Agent can perform actions in your business systems

Customer Agent can now trigger API-based actions, like fetching data or executing tasks, during conversations.

## Use Case

Instead of escalating requests to humans, the agent can reset passwords or look up billing info instantly. This speeds up support and improves self-service.



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Enterprise

Public Beta



# Feedback Submission Object Rename to "Survey Response"

The Feedback Submission object has been renamed to 'Survey Response' in HubSpot CRM.

## Use Case

When searching or filtering CRM data, users will now see 'Survey Response' to better reflect the nature of feedback collected. This improves clarity for reporting and aligns with naming consistency across other tools.

Properties

Export all properties

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.

Select an object:

Survey response properties ▾

**Launch region:** Global

Free

Starter

Pro

Enterprise

Live



# New Card: Message Analytics in the Help Desk Summary Tab

A new analytics card in Help Desk summarizes messaging activity by team and channel.

## Use Case

Support leaders can now get quick insights into messaging volume, responsiveness, and trends—without diving into reports. This enables faster coaching, staffing, and performance decisions.

Today's message analytics				
MESSAGES RECEIVED	CUSTOMER WAIT TIME	REP WAIT TIME	OUTGOING MESSAGE PEAK	INCOMING MESSAGE PEAK
1,094	4m	12m	1:00 PM	11:00 AM

**Launch region:** Global

Free

Starter

Pro

Enterprise

Public Beta



# Clarification to Allow/Deny List Behavior for Inbox & Help Desk

[Learn More](#)

HubSpot has clarified how Allow and Deny Lists apply to email forwarding into shared inboxes and Help Desk.

## Use Case

Support managers can now more confidently control which messages reach their inbox, reducing clutter or risk. This improves inbox reliability and helps enforce boundaries for inbound communication.

**Launch region:** Global

[Free](#)[Starter](#)[Pro](#)[Enterprise](#)[Live](#)



Powered by Breeze

# Phone Number Port - U.S.

Transfer your existing U.S. phone number to HubSpot without service disruptions, keeping customer communication smooth and consistent.

## Use Case

Instead of updating marketing materials and notifying customers about a new number, when you're switching call providers, you can now port your existing phone number to HubSpot. This preserves brand consistency, avoids communication gaps, and saves time on administrative updates.

Note: Toll Free U.S. numbers are not supported at this time.

**Launch region:** Global

Free

Starter

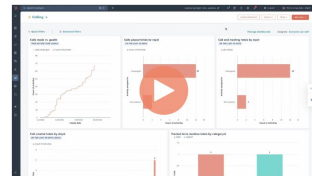
Pro

Enterprise

Live

## Acknowledgements

You are about to port your phone numbers into Twilio, which means that we will work with your current provider to move your numbers to your Twilio account. The process typically takes 2-4 weeks, but varies depending on how many numbers are being ported and the country of origin. Updates will be provided via email. Once complete, you will be able to use the full set of Twilio features on your current numbers.



Watch a tour of what's available with HubSpot calling!

## I understand and agree to the following:

- ☐ I understand billing for HubSpot phone numbers and minute usage, and how to buy more numbers and minutes.
- ☐ I must keep all numbers in service with the current carrier until porting is completed to avoid delays or rejections. The numbers do not have any downtime/loss of use during the porting period.
- ☐ I am responsible for any termination charges imposed by the current carrier for porting these numbers.
- ☐ I understand that porting these phone numbers only includes voice capabilities. SMS usage is not functional on this same line (in HubSpot) once ported.
- ☐ I understand that porting phone numbers into HubSpot will designate HubSpot as the new owner of the phone numbers.



# Custom Channels API for Unified Messaging

[Learn More](#)

The Custom Channels API lets you integrate any messaging channel directly into the HubSpot Help Desk.

## Use Case

If your support team relies on regional messaging apps like LINE or Telegram, this API allows developers to integrate them into the HubSpot inbox. This centralizes communication, improves tracking, and ensures your support team can serve customers on their preferred platforms.

**Launch region:** Global

Free

Starter

Pro

Enterprise

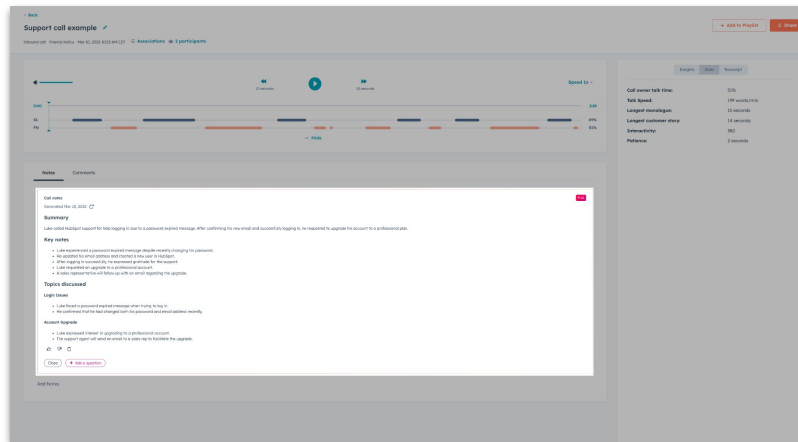
Live

# Updated Call Summaries

Call summaries now provide clearer formatting and better AI-driven highlights to surface key points.

## Use Case

When reviewing past calls, reps can now skim updated summaries to find key decisions or follow-ups faster. This saves time and ensures smoother handoffs.



**Launch region:** Global

Free

Starter

Pro

Enterprise

Live

# Voice Routing in IVR

Voice IVR now supports intelligent routing to direct callers to the right team based on input.

## Use Case

Instead of generic menus, you can now route callers directly to billing, support, or sales. This improves customer satisfaction and first-touch resolution.

**Launch region:** Global

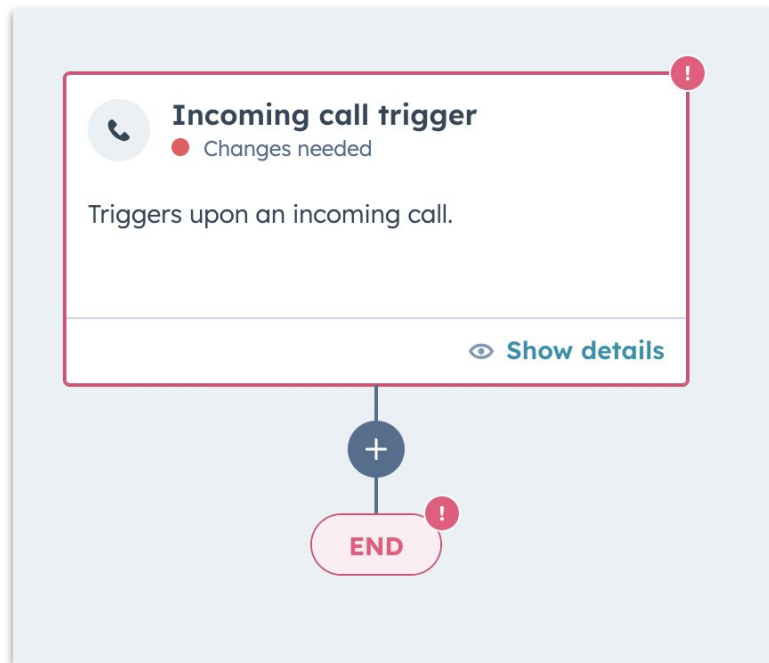
Free

Starter

Pro

Enterprise

Live





# Operations Hub<sup>®</sup>



Powered by Breeze



# Unique value enforcement for custom phone number properties

You can now enforce unique values for custom phone number properties to prevent duplicates.

## Use Case

When collecting phone numbers from leads or customers, ops teams can avoid duplicate entries with unique enforcement. This ensures cleaner data and fewer sync conflicts.

**Launch region:** Global

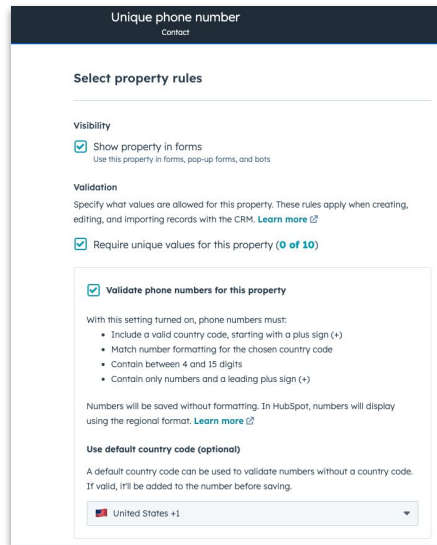
Free

Starter

Pro

Enterprise

Live



Unique phone number  
Contact

Select property rules

Visibility

☒ Show property in forms  
Use this property in forms, pop-up forms, and bots

Validation

Specify what values are allowed for this property. These rules apply when creating, editing, and importing records with the CRM. [Learn more](#)

☒ Require unique values for this property (0 of 10)

☒ Validate phone numbers for this property


With this setting turned on, phone numbers must:

- Include a valid country code, starting with a plus sign (+)
- Match number formatting for the chosen country code
- Contain between 4 and 15 digits
- Contain only numbers and a leading plus sign (+)

Numbers will be saved without formatting. In HubSpot, numbers will display using the regional format. [Learn more](#)

Use default country code (optional)

A default country code can be used to validate numbers without a country code. If valid, it'll be added to the number before saving.

 United States +1



**Commerce Hub™**



# One-Click Subscription Cancellation

Let customers initiate subscription cancellation with a single click directly from their receipt.

## Use Case

When a subscriber wants to cancel, they can simply follow the link in their receipt to open a pre-filled cancellation email—no extra steps required. This reduces support burden and provides a smoother, more customer-friendly experience.

**Launch region:** Global

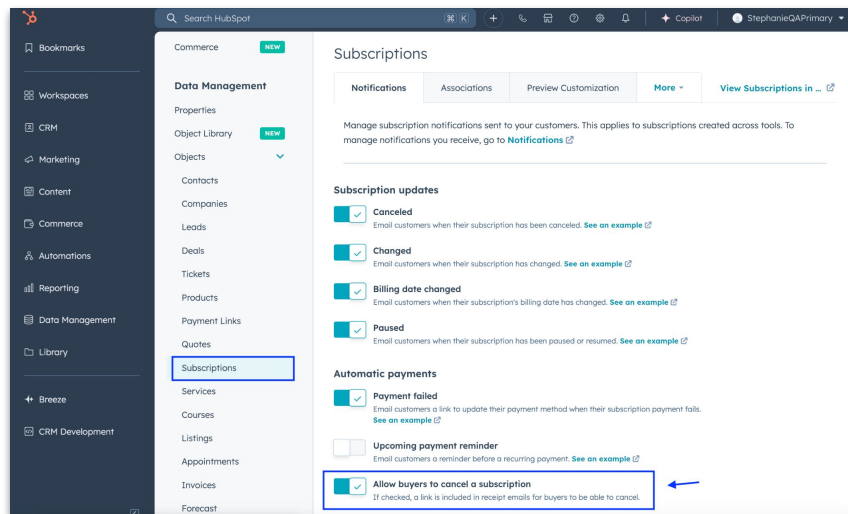
Free

Starter

Pro

Enterprise

Live



# Display Partial Payments on Invoices

Show partial payment history directly on invoices to improve clarity for both customers and your finance team.

## Use Case

When a customer pays in installments, you can now provide an invoice that reflects each transaction and the remaining balance. This eliminates confusion, reduces back-and-forth, and ensures everyone is aligned on what's been paid and what's still due.

**Launch region:** Global

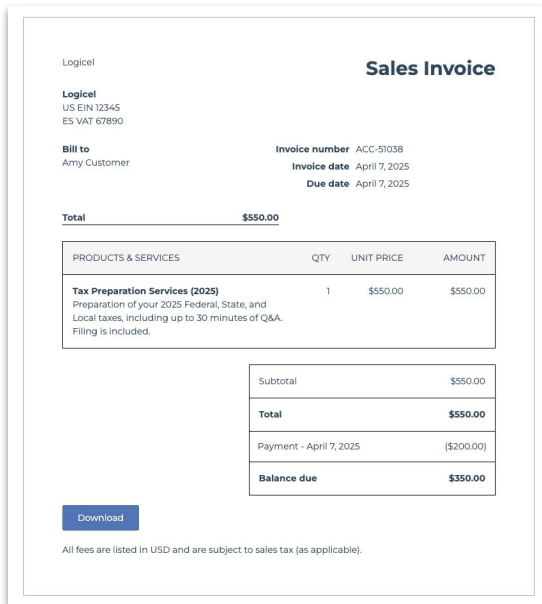
Free

Starter

Pro

Enterprise

Live



**Sales Invoice**

**Logiciel**  
US EIN 12345  
ES VAT 67890

**Bill to**  
Amy Customer

**Invoice number** ACC-51038  
**Invoice date** April 7, 2025  
**Due date** April 7, 2025

**Total** \$550.00

PRODUCTS & SERVICES	QTY	UNIT PRICE	AMOUNT
<b>Tax Preparation Services (2025)</b> Preparation of your 2025 Federal, State, and Local taxes, including up to 30 minutes of Q&A. Filing is included.	1	\$550.00	\$550.00

Subtotal	\$550.00
<b>Total</b>	<b>\$550.00</b>
Payment - April 7, 2025	(\$200.00)
<b>Balance due</b>	<b>\$350.00</b>

[Download](#)

All fees are listed in USD and are subject to sales tax (as applicable).





# Expanded Multi-Currency Support for Payments in Commerce Hub

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

## Use Case

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

**Launch region:** Global

Free

Starter

Pro

Enterprise

Live



# Sharing Credit Card Details in Checkout

Buyers can now share credit card details during the checkout process with other team members for reuse.

## Use Case

When one person checks out, they can now allow others on the team to reuse the same card for future purchases. This reduces friction for teams making repeat transactions and helps maintain purchasing consistency.

**Launch region:** Global

Free

Starter

Pro

Enterprise

Live

# Commerce Hub Product Updates on Overview

Merchants can now see product updates directly within the Commerce Hub Overview tab.

## Use Case

Instead of checking email or searching documentation, users can stay informed on key changes without leaving their workspace. This ensures smoother adoption of new features and fewer missed updates.

**Launch region:** Global

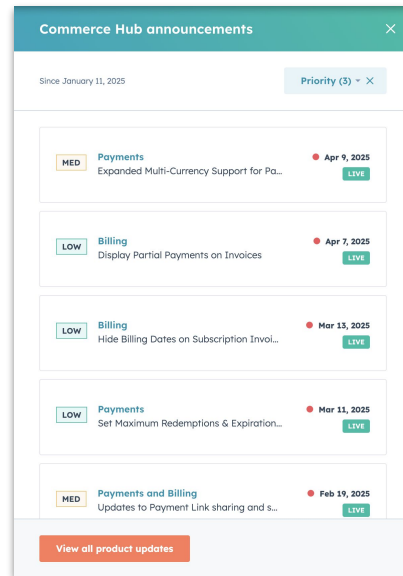
Free

Starter

Pro

Enterprise

Live



# Developer Platform





# Developer Platform Version 2025.1 Release

Platform version 2025.1 is now live, requiring Node.js v20+ for all serverless and endpoint functions in developer projects.

### Use Case

When building or updating serverless functions, developers can now upgrade to Node.js v20 to align with platform standards and access newer language features. This helps future-proof their projects and ensures continued support beyond October 1, 2025, when version 2023.2 is deprecated.

**Launch region:** Global

Free

Starter

Pro

Enterprise

Live



# Custom events now support custom IDs to match to objects

Link custom events to CRM objects using your own matching ID to reduce “unknown” events and improve data integrity.

### Use Case

When sending events from external systems that don't use HubSpot object IDs, you can now use a familiar field—like a user ID or email—to match incoming data to the right object. This simplifies integrations and ensures events show up correctly for reporting and automation.

**Launch region:** Global

Free

Starter

Pro

Enterprise

Live

# App Marketplace



# Introducing Native Order Creation in HubSpot

Create and manage orders directly in HubSpot to streamline deal-to-fulfillment processes and maintain data consistency.

### Use Case

When a deal closes, you can now instantly generate an order from that deal and link it to the appropriate contact or company. This simplifies fulfillment workflows, eliminates duplicate data entry, and gives your team complete visibility into sales activity all in one place.

**Launch region:** Global

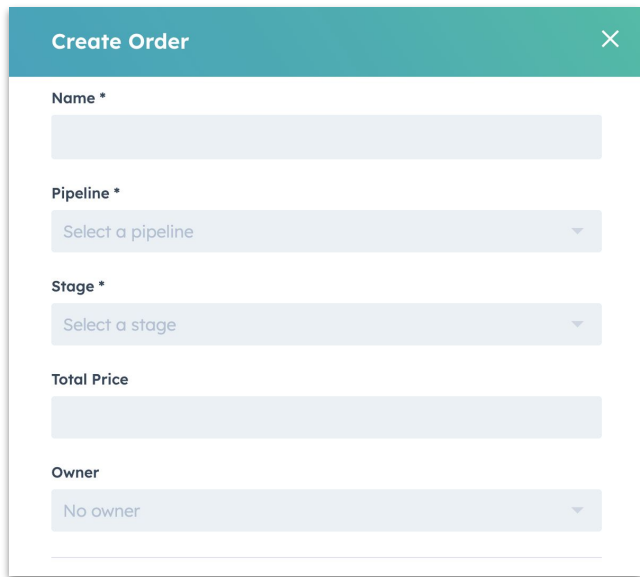
Free

Starter

Pro

Enterprise

Live



The screenshot shows a 'Create Order' modal window with a teal header and a close button (X) in the top right corner. The form contains the following fields:

- Name \***: A text input field.
- Pipeline \***: A dropdown menu with the placeholder text 'Select a pipeline'.
- Stage \***: A dropdown menu with the placeholder text 'Select a stage'.
- Total Price**: A text input field.
- Owner**: A dropdown menu with the placeholder text 'No owner'.



# Marketplace Apps can connect messaging channels to Help Desk

[Learn More](#)

Marketplace apps can now use the Custom Channels API to connect 1:1 messaging platforms to Help Desk.

### Use Case

When your customers prefer WhatsApp or LINE, you can now integrate those platforms into Help Desk via certified apps. This improves support accessibility.

**Launch region:** Global

Free

Starter

Pro

Enterprise

Live

# Send Personalized AI Videos Through Email with the HeyGen App for HubSpot

Use the HeyGen app to send personalized AI-generated videos through HubSpot emails and workflows at scale.

### Use Case

When nurturing leads or welcoming new customers, you can now trigger personalized videos—complete with the recipient's name and relevant content—directly from workflows. This improves engagement and helps deliver a high-touch experience without manual effort.

**Launch region:** Global

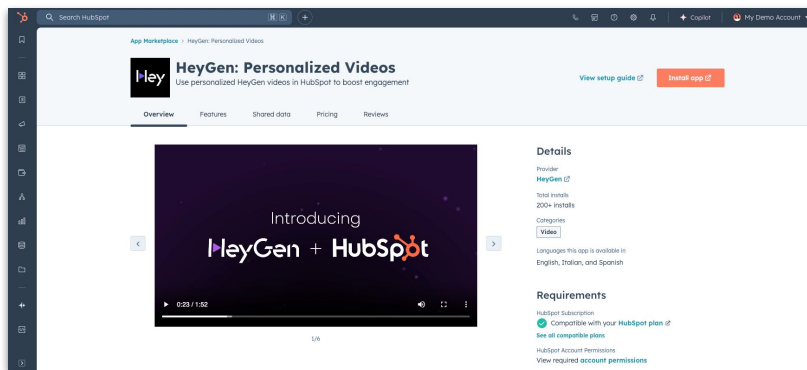
Free

Starter

Pro

Enterprise

Live



# Receive Inbound Calls with Calling Apps in HubSpot

Answer inbound calls from Zoom Phone and RingCentral within HubSpot and manage records while staying on the call.

### Use Case

When taking an inbound call from a prospect or customer, you can now stay in HubSpot, view related records, and log notes in real time—all without switching apps. This streamlines conversations, improves productivity, and ensures complete call documentation.

**Launch region:** Global

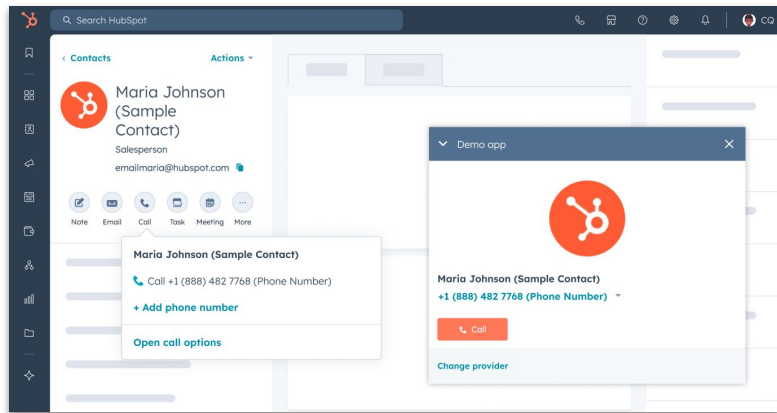
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Enterprise

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## App Marketplace Q1 roundup: 95+ new & 60+ updated apps

Discover 95+ new apps and 60+ major updates in the HubSpot App Marketplace to extend your tech stack and streamline work.

### Use Case

When scaling workflows or enhancing customer communication, you can now leverage new integrations—like syncing meeting summaries from Zoom or Fathom directly into HubSpot—or automate personalized video delivery via HeyGen. This gives your team more flexibility, less manual work, and better-connected tools across marketing, sales, and service.

**Launch region:** Global

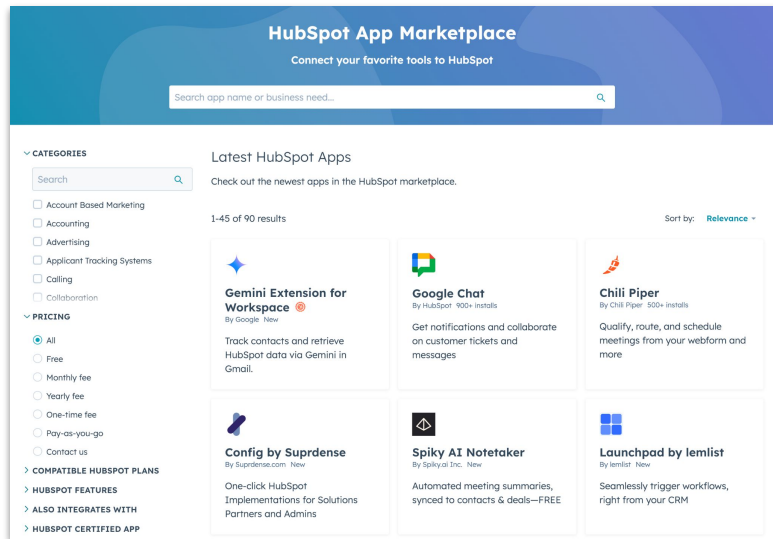
Free

Starter

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Enterprise

Live

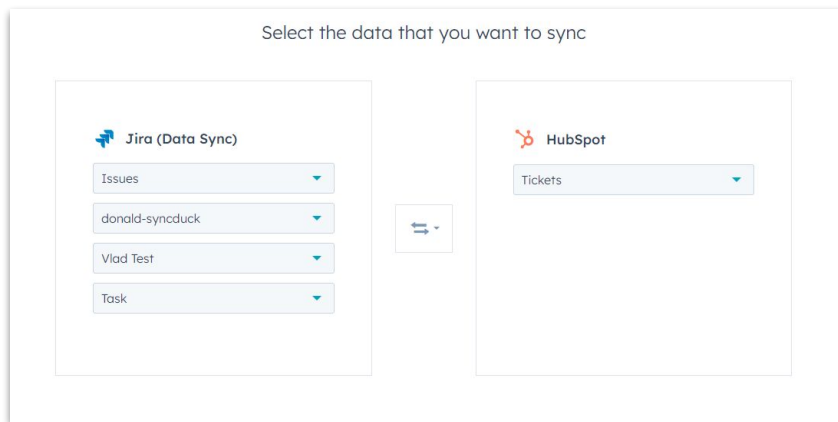


# New Jira App Powered by Data Sync

Automatically sync HubSpot tickets and Jira issues—including notes and comments—for real-time collaboration between support and dev teams.

### Use Case

When a support rep logs a bug in HubSpot, the issue automatically syncs to Jira and stays updated with new comments from either side. This keeps both teams aligned without extra manual work, helping resolve issues faster and improve communication across tools.



**Launch region:** Global

Free

Starter

Pro

Enterprise

Public Beta

## Publish App Reviews with AI-Generated Titles

App Marketplace reviews can now include AI-generated titles for faster publishing and greater clarity.

### Use Case

When writing a review for a connected app, users can choose from suggested titles generated by AI. This encourages more frequent feedback submissions and creates more consistent review formats for future readers.

**Launch region:** Global

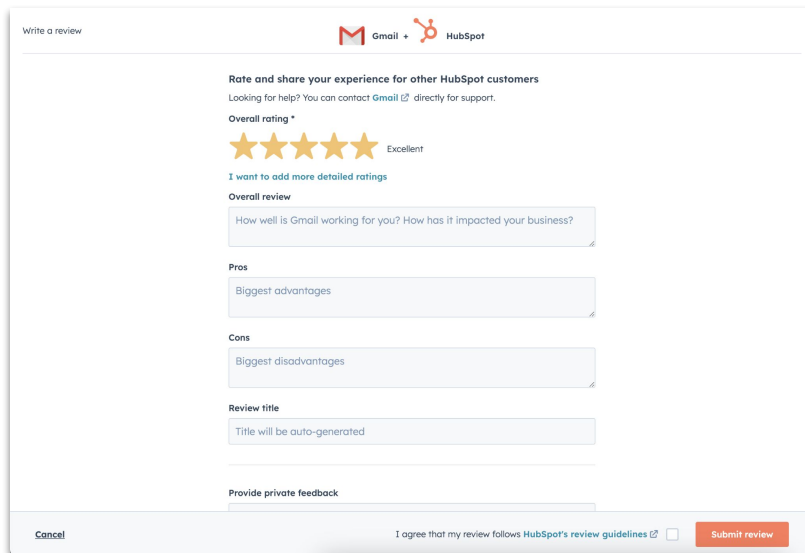
Free

Starter

Pro

Enterprise

Live



The screenshot shows a 'Write a review' form for the Gmail app on the HubSpot App Marketplace. The form includes a header with the Gmail and HubSpot logos. The main content area prompts the user to 'Rate and share your experience for other HubSpot customers' and provides a link to contact Gmail support. The 'Overall rating' section shows five stars and the word 'Excellent'. Below this is a link to 'I want to add more detailed ratings'. The 'Overall review' section contains a text box with the prompt 'How well is Gmail working for you? How has it impacted your business?'. The 'Pros' section has a text box for 'Biggest advantages', and the 'Cons' section has a text box for 'Biggest disadvantages'. The 'Review title' section has a text box with the prompt 'Title will be auto-generated'. At the bottom, there is a 'Provide private feedback' section and a 'Cancel' button. A checkbox for 'I agree that my review follows HubSpot's review guidelines' is also present, followed by a 'Submit review' button.



Powered by Breeze

# Unified Data Privacy Request Management

[Learn More](#)

Easily configure, track, and manage data privacy requests in one place to stay compliant and reduce manual steps.

## Use Case

A compliance officer can now oversee all incoming data privacy requests within HubSpot, assign them to the right team members, and ensure timely completion—eliminating the need to track requests across multiple systems. This central hub enhances efficiency and accountability in data protection workflows.

**Launch region:** Global

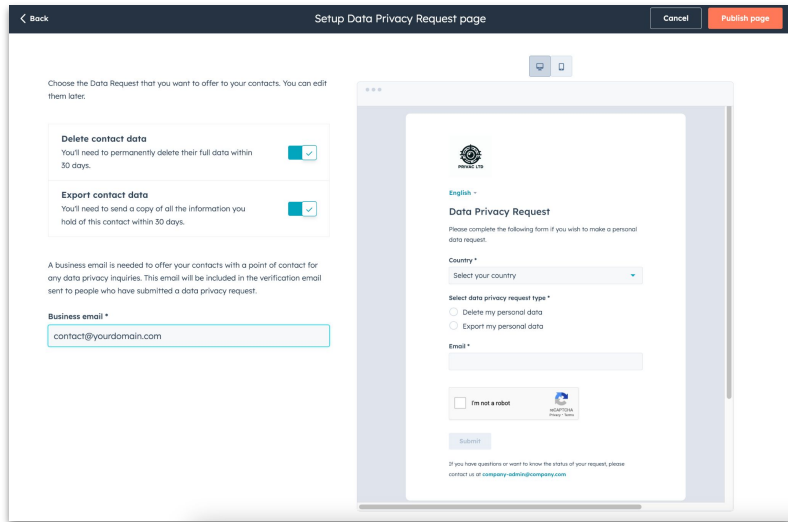
Free

Starter

Pro

Enterprise

Live



The screenshot displays the 'Setup Data Privacy Request page' in HubSpot. At the top, there are 'Back', 'Cancel', and 'Publish page' buttons. The main content area is titled 'Choose the Data Request that you want to offer to your contacts. You can edit them later.' Below this, there are two toggle switches: 'Delete contact data' (checked) and 'Export contact data' (checked). Each toggle has a description: 'You'll need to permanently delete their full data within 30 days.' and 'You'll need to send a copy of all the information you hold of this contact within 30 days.' respectively. Below these toggles, there is a note: 'A business email is needed to offer your contacts with a point of contact for any data privacy inquiries. This email will be included in the verification email sent to people who have submitted a data privacy request.' Underneath this note is a 'Business email \*' field with the value 'contact@yourdomain.com'. To the right, there is a preview of the 'Data Privacy Request' form. The form includes a language selector (English), a title 'Data Privacy Request', a sub-header 'Please complete the following form if you wish to make a personal data request.', a 'Country \*' dropdown menu, a 'Select data privacy request type \*' section with radio buttons for 'Delete my personal data' and 'Export my personal data', an 'Email \*' field, a 'I'm not a robot' checkbox, and a 'Submit' button. At the bottom of the preview, there is a note: 'If you have questions or want to know the status of your request, please contact us at [company-privacy@company.com](#)'.



# Autosave properties on the about section and record preview

Edits made in the About section or record preview now autosave instantly, reducing clicks and preventing data loss.

## Use Case

While updating contact or deal details, you can now make quick edits in the sidebar without worrying about clicking save. This ensures your updates are captured in real time and helps maintain clean, accurate records with less effort.

**Launch region:** Global

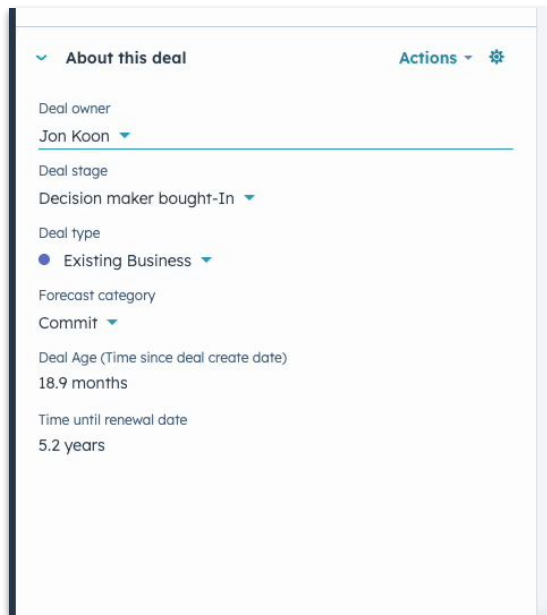
Free

Starter

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Enterprise

Live



▼ About this deal Actions ▼ ⚙

Deal owner  
Jon Koon ▼

---

Deal stage  
Decision maker bought-In ▼

Deal type  
● Existing Business ▼

Forecast category  
Commit ▼

Deal Age (Time since deal create date)  
18.9 months

Time until renewal date  
5.2 years

# View Marketing Event History with the New Registrant Card in Contact Records

See a contact's full marketing event history right from their record with the new registrant CRM card.

## Use Case

When preparing for a follow-up call or email, you can now quickly check whether a contact registered for, attended, or engaged with a recent event—all from their contact record. This saves time, improves personalization, and keeps your workflow efficient.

**Launch region:** Global

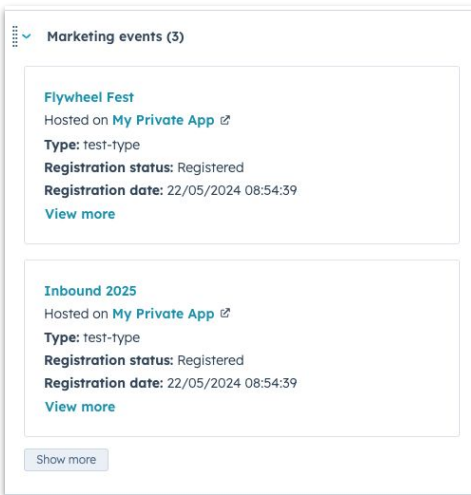
Free

Starter

Pro

Enterprise

Public Beta



# Connected email analytics rates in Custom Report Builder

[Learn More](#)

Track 1:1 email open, click, and reply rates in Custom Report Builder to optimize sales outreach and engagement.

## Use Case

When reviewing team performance, sales managers can now compare reps' email engagement rates to identify what messaging resonates. This supports coaching, enhances prospecting strategies, and helps boost reply rates over time.

**Launch region:** Global

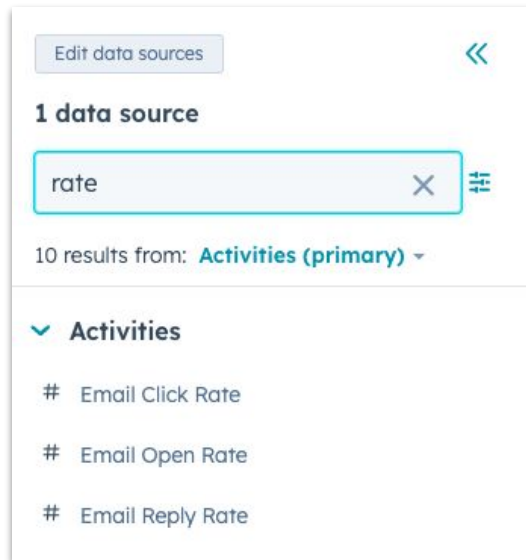
Free

Starter

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Enterprise

Live

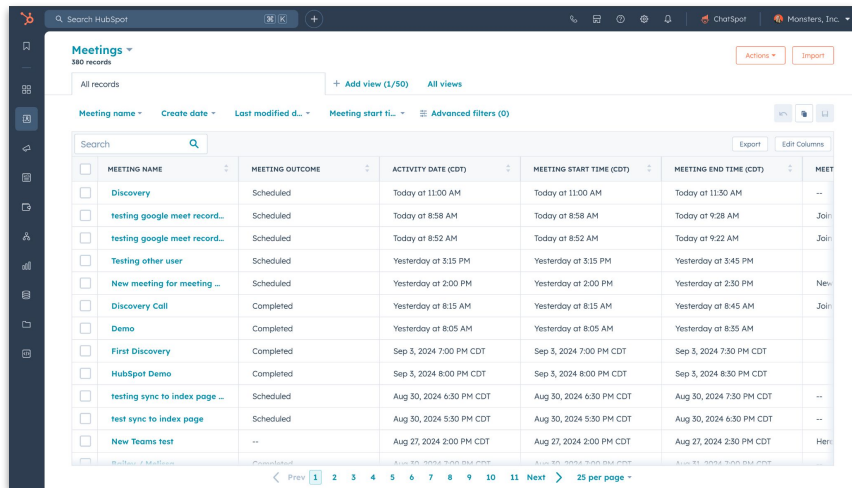


# Meetings Index Page & Custom Properties

You can now manage all HubSpot meetings in one place and add custom properties for better tracking.

## Use Case

When reviewing past customer meetings, teams can now filter and view meetings by custom fields such as purpose, type, or follow-up needed. This boosts visibility into engagement patterns and helps teams report on meetings in a more tailored way.



The screenshot shows the HubSpot Meetings Index Page. At the top, there's a search bar and a 'Meetings' dropdown menu. Below this, there are filters for 'All records', '+ Add view (1/50)', and 'All views'. A table of meeting records is displayed with columns for Meeting name, Create date, Last modified, Meeting start time, and Meeting end time. The table includes a search bar and a 'Search' button. The table data is as follows:

MEETING NAME	MEETING OUTCOME	ACTIVITY DATE (CDT)	MEETING START TIME (CDT)	MEETING END TIME (CDT)	MEET
Discovery	Scheduled	Today at 11:00 AM	Today at 11:00 AM	Today at 11:30 AM	--
testing google meet record...	Scheduled	Today at 8:58 AM	Today at 8:58 AM	Today at 9:28 AM	Join
testing google meet record...	Scheduled	Today at 8:52 AM	Today at 8:52 AM	Today at 9:22 AM	Join
Testing other user	Scheduled	Yesterday at 3:15 PM	Yesterday at 3:15 PM	Yesterday at 3:45 PM	
New meeting for meeting ...	Scheduled	Yesterday at 2:00 PM	Yesterday at 2:00 PM	Yesterday at 2:30 PM	New
Discovery Call	Completed	Yesterday at 8:15 AM	Yesterday at 8:15 AM	Yesterday at 8:45 AM	Join
Demo	Completed	Yesterday at 8:05 AM	Yesterday at 8:05 AM	Yesterday at 8:35 AM	
First Discovery	Completed	Sep 3, 2024 7:00 PM CDT	Sep 3, 2024 7:00 PM CDT	Sep 3, 2024 7:30 PM CDT	
HubSpot Demo	Completed	Sep 3, 2024 8:00 PM CDT	Sep 3, 2024 8:00 PM CDT	Sep 3, 2024 8:30 PM CDT	
testing sync to index page ...	Scheduled	Aug 30, 2024 6:30 PM CDT	Aug 30, 2024 6:30 PM CDT	Aug 30, 2024 7:30 PM CDT	--
test sync to index page	Scheduled	Aug 30, 2024 5:30 PM CDT	Aug 30, 2024 5:30 PM CDT	Aug 30, 2024 6:30 PM CDT	--
New Teams test	--	Aug 27, 2024 2:00 PM CDT	Aug 27, 2024 2:00 PM CDT	Aug 27, 2024 2:30 PM CDT	Her

**Launch region:** Global

Free

Starter

Pro

Enterprise

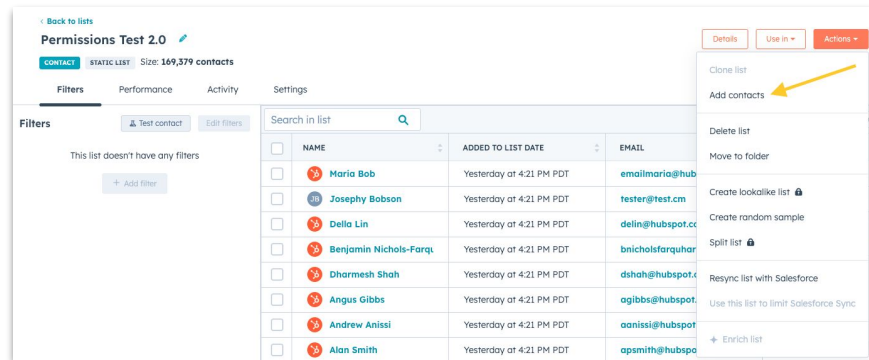
Public Beta

# Add records to lists from actions dropdown

You can now add contacts to static lists directly from the list view's action menu.

## Use Case

While managing a list, you can quickly add more contacts without navigating away from the page. This speeds up prep for emails or workflows.



Launch region: Global

Free

Starter

Pro

Enterprise

Live

# AI-Generated Workflow Names

Automatically generate context-aware names for newly created workflows using HubSpot AI.

## Use Case

Instead of leaving workflows unnamed or duplicating generic templates, users can now generate names that reflect the automation's intent and audience. This helps teams stay organized and improves clarity when collaborating across departments.

**Launch region:** Global

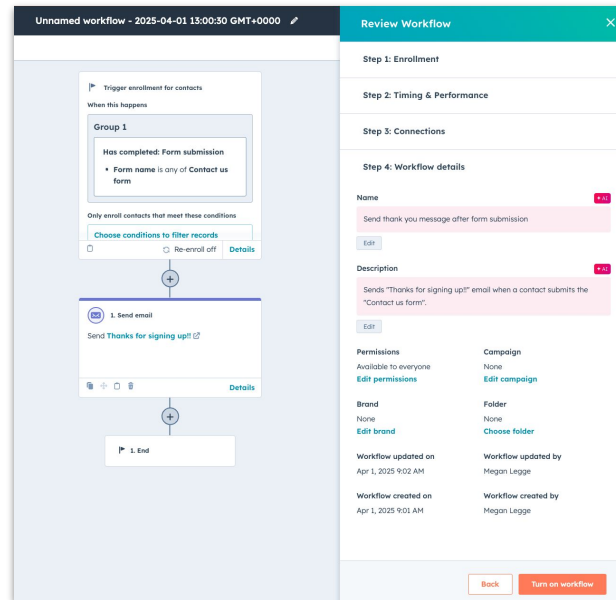
Free

Starter

Pro

Enterprise

Live



# Global Navigation updates to find your destination faster

The global navigation bar has been redesigned to better reflect hub-specific workspaces and common tasks.

## Use Case

Instead of hunting for the right tools, users now see Sales and Service clearly organized. This reduces bounce rates and supports onboarding clarity.

**Launch region:** Global

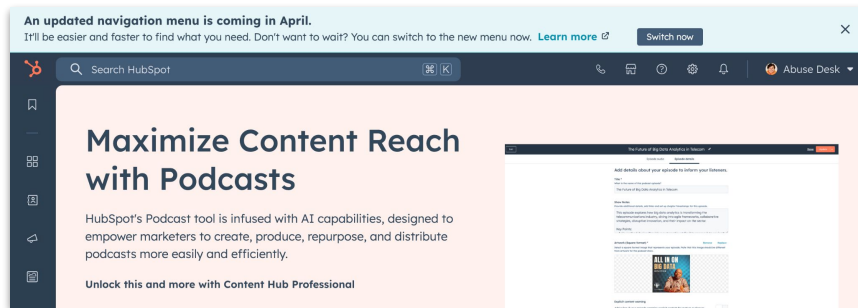
Free

Starter

Pro

Enterprise

Public Beta



# Owner & Team Filtering on Mobile Dashboards

[Learn More](#)

You can now filter mobile dashboards by owner or team to get more targeted views on the go.

## Use Case

While checking metrics during a meeting or commute, managers can now isolate results for specific reps or teams. This allows for quicker performance checks and more focused decision-making from mobile devices.

**Launch region:** Global

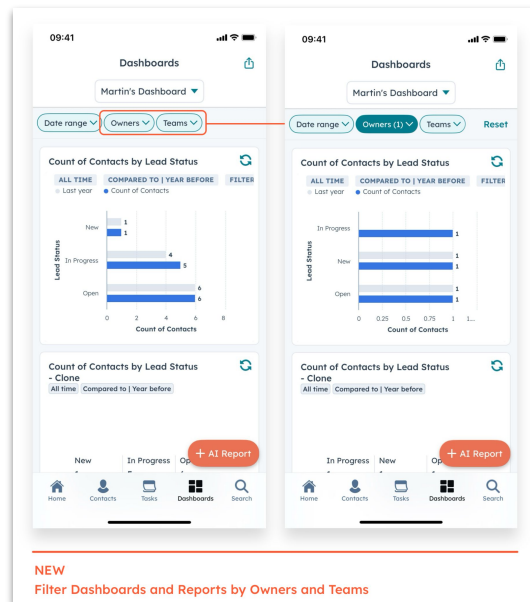
Free

Starter

Pro

Enterprise

Live





# Permanently Delete Unused and Unfilled Properties

Admins can now permanently delete properties that have no data or usage across records and tools.

## Use Case

When cleaning up legacy properties, admins can now confidently delete unused fields without affecting forms, workflows, or reports. This improves system hygiene and simplifies data management across the CRM.

**Launch region:** Global

Free

Starter

Pro

Enterprise

Live

Archive "First marketing email send date" X

Once archived, this default property will stay in the Archive tab. Default properties can be restored at any time.

Before archiving, please review the following usage information.

Contact fill rate for this property

0% 0 out of 11 [Review Contacts](#)

This property is not filled on any record and isn't used by any HubSpot assets. You can permanently delete this property if needed.

Delete permanently

Archive property

Cancel



# Custom events now support custom IDs to match to objects

Link custom events to CRM objects using your own matching ID to reduce “unknown” events and improve data integrity.

## Use Case

When sending events from external systems that don't use HubSpot object IDs, you can now use a familiar field—like a user ID or email—to match incoming data to the right object. This simplifies integrations and ensures events show up correctly for reporting and automation.

**Launch region:** Global

Free

Starter

Pro

Enterprise

Live

# CRM Platform



AI Powered

# Removing Associated Records Display Properties by Default in Export

Associated record display properties are now excluded by default in standard CRM exports.

## Use Case

When exporting contact, company, or deal data, ops teams no longer need to manually uncheck associated properties. This simplifies CSV formatting and prevents unintended data exposure or file bloat.

**Launch region:** Global

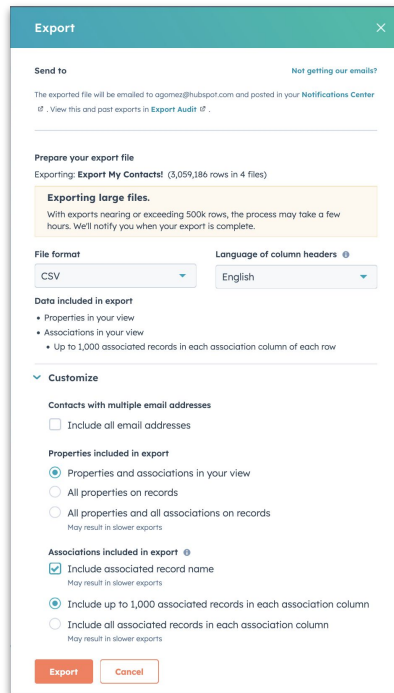
Free

Starter

Pro

Enterprise

Live



The screenshot shows the 'Export' dialog box in HubSpot CRM. It has a teal header with the title 'Export' and a close button. The 'Send to' section includes a link to 'Not getting our emails?'. Below, it states the file will be emailed to 'agomez@hubspot.com' and posted in the 'Notifications Center'. The 'Prepare your export file' section shows 'Exporting: Export My Contacts! (3,059,186 rows in 4 files)'. A yellow warning box titled 'Exporting large files.' notes that exports near or exceeding 500k rows may take a few hours. The 'File format' is set to 'CSV' and 'Language of column headers' is 'English'. Under 'Data included in export', it lists 'Properties in your view' and 'Associations in your view' (up to 1,000 associated records per column). The 'Customize' section has three sub-sections: 'Contacts with multiple email addresses' (with an unchecked 'Include all email addresses' checkbox), 'Properties included in export' (with 'Properties and associations in your view' selected), and 'Associations included in export' (with 'Include associated record name' checked and 'Include up to 1,000 associated records in each association column' selected). At the bottom are 'Export' and 'Cancel' buttons.

# Change the Name of Your Export

Users can now rename CRM data exports before downloading them.

### Use Case

When exporting data for cross-team sharing or analysis, users can now set descriptive names in advance. This reduces confusion across reports and makes file management easier.

**Launch region:** Global

Free

Starter

Pro

Enterprise

Live

### Export

Send to

Not getting our emails?

The exported file will be emailed to agomez@hubspot.com and posted in your [Notifications Center](#).  
View this and past exports in [Export Audit](#).

Prepare your export file

Exporting: 7,748 rows in 1 file

Export name

Export My Contacts!

File format

CSV

Language of column headers ⓘ

English

Data included in export

- Properties in your view
- Associations in your view
  - Up to 1,000 associated records in each association column of each row

> Customize

Export

Cancel

# Automated Inactive User Deactivation

[Learn More](#)

Automated inactive user deactivation is a workflow that removes inactive users (i.e. users who have not logged into HubSpot in over 90 days) on a monthly basis.

### Use Case

Inactive user accounts pose a significant security risk, as they can be vulnerable to account takeovers (ATOs) and data breaches. Manually managing inactive users can be time-consuming and inefficient, often leading to oversights and delays. This feature automates the deactivation of inactive users, reducing the risk of unauthorized access and strengthening your account security.

**Launch region:** Global

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Public Beta

# Automatically Format Property Data at the Point of Entry

[Learn More](#)

Property values can now be automatically formatted—like capitalizing names or trimming spaces—as they're entered.

### Use Case

Ops teams can now standardize data quality in real-time instead of fixing it downstream. This reduces cleanup, improves segmentation, and strengthens reporting.

CITY	POSTAL CODE	SINGLE-LINE TEXT TEST P...
--	--	ABC02141DF
--	--	\$#&NEWYORK)\$(@#*\$*#
--	--	--

**Launch region:** Global

Free

Starter

Pro

Enterprise

Public Beta

# Property History Exports Now Only Include Records with Historical Values

HubSpot property history exports will now exclude records that never had a value for the selected property.

### Use Case

When exporting change logs, users no longer waste time filtering out irrelevant records. This speeds up audits and improves the clarity of historical reporting.

**Launch region:** Global

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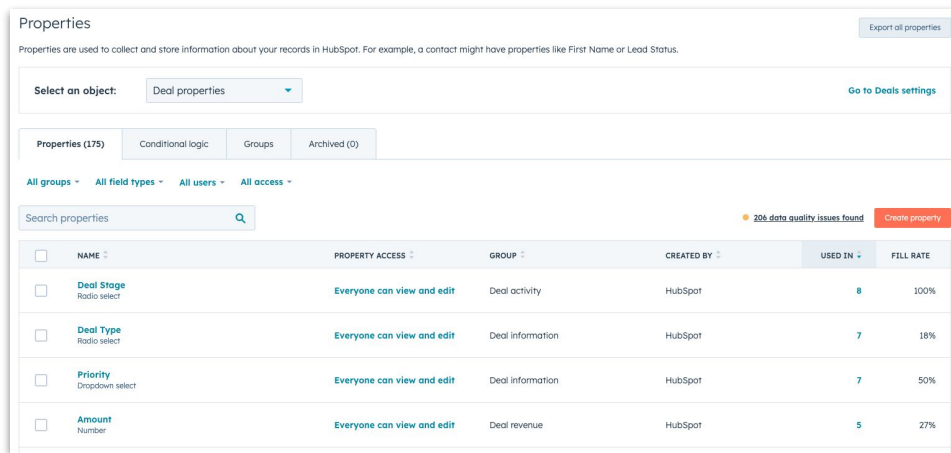


## View Property Fill Rate in Property Settings

You can now see how often each CRM property is populated directly in property settings.

### Use Case

Ops teams can now identify which properties are underused and which ones are fully adopted. This improves decisions around cleanup, required fields, and data strategy.



The screenshot shows the 'Properties' settings page in HubSpot. At the top, there's a section for 'Properties (175)' with tabs for 'Conditional logic', 'Groups', and 'Archived (0)'. Below this is a search bar and a table of properties. The table has columns for 'NAME', 'PROPERTY ACCESS', 'GROUP', 'CREATED BY', 'USED IN', and 'FILL RATE'. The properties listed are 'Deal Stage', 'Deal Type', 'Priority', and 'Amount'. The 'FILL RATE' column shows the percentage of records where the property is populated: 100% for Deal Stage, 18% for Deal Type, 50% for Priority, and 27% for Amount. There is also a '206 data quality issues found' notification and a 'Create property' button.

<input type="checkbox"/>	NAME	PROPERTY ACCESS	GROUP	CREATED BY	USED IN	FILL RATE
<input type="checkbox"/>	Deal Stage Radio select	Everyone can view and edit	Deal activity	HubSpot	8	100%
<input type="checkbox"/>	Deal Type Radio select	Everyone can view and edit	Deal information	HubSpot	7	18%
<input type="checkbox"/>	Priority Dropdown select	Everyone can view and edit	Deal information	HubSpot	7	50%
<input type="checkbox"/>	Amount Number	Everyone can view and edit	Deal revenue	HubSpot	5	27%

Launch region: Global

Free

Starter

Pro

Enterprise

Live

## 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

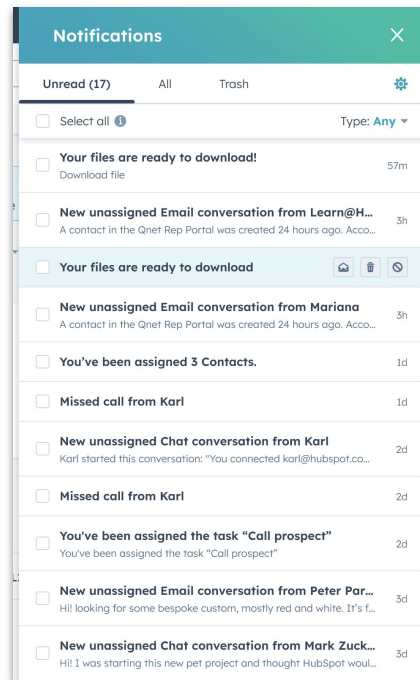
Free

Starter

Pro

Enterprise

Live





✦ AI Powered





# Research intent

[Learn More](#)

Discover and engage high-fit accounts researching relevant topics—before they hit your site—with research-based intent data inside HubSpot.

## Use Case

When targeting expansion or prospecting new accounts, you can now surface companies researching key topics and automatically enroll them into campaigns or workflows. This allows your team to engage earlier in the buying journey and stay ahead of churn or competitive switching.

**Launch region:** Global

Free

Starter

Pro

Enterprise

Live



# Smart Properties [Learn More](#)

Smart Properties reduce manual property creation by automatically generating them from your data patterns.

## Use Case

When you're creating custom objects or forms, Smart Properties will proactively recommend fields based on past usage. This helps you set up consistent data collection quickly without needing to build everything from scratch.

**Launch region:** Global

Free

Starter

Pro

Enterprise

Public Beta

### Set up smart fill + AI

Automatically fill in property values by generating or extracting data from a variety of sources. This prompt will be used when filling values for this property. [Learn more](#)

**What do you want to know? \*** [Examples](#)

Example: "How many employees does this company have?"

**Where should this data come from? \***

Web research

**Preview result**

RECORD	PREVIEW
Select a record	Select a record to preview
Select a record	Select a record to preview
Select a record	Select a record to preview

Save prompt

Cancel



**Thank You**