# February 2024 Product Updates

# Marketing Hub®

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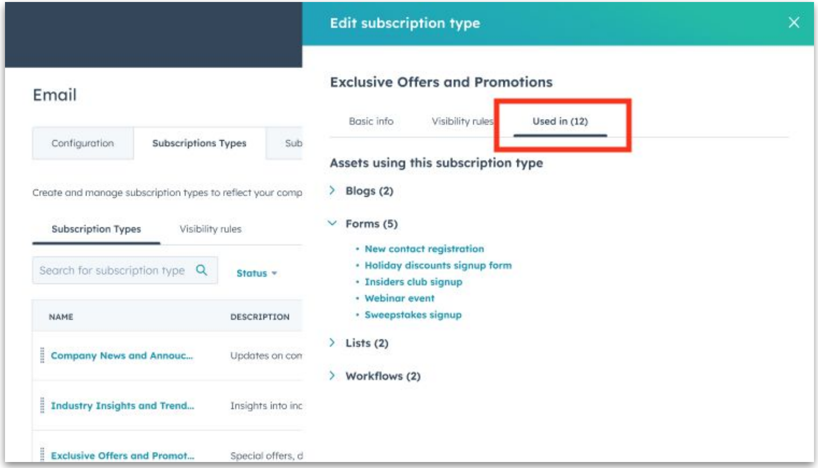
# Centralized view of subscription types used in HubSpot assets

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

**Use Case**

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



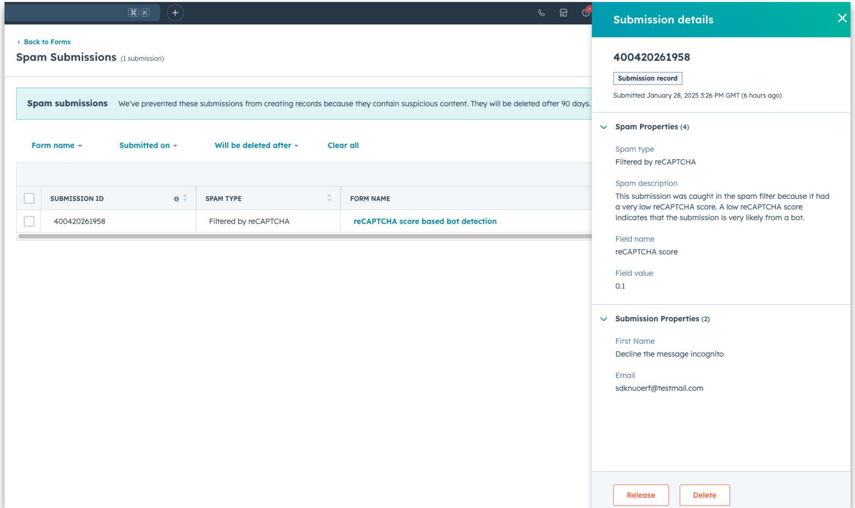

**Launch region:** Global

Free | Starter | Pro | Enterprise | Public Beta

Marketing Hub®

# reCAPTCHA score based bot form submissions detection

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




## Use Case

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

**Launch region:** Global

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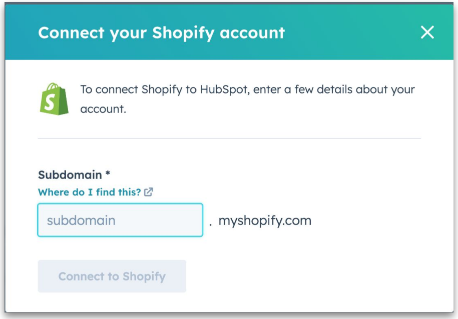
HubSpot

Marketing Hub®

# Customize HubSpot marketing emails with recently viewed Shopify products

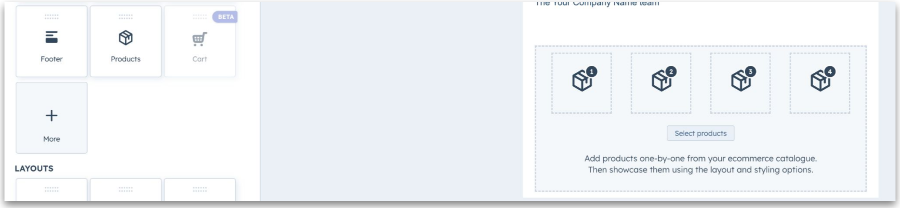
Learn More

Display recently viewed Shopify products in HubSpot marketing emails to personalize outreach and boost ecommerce sales.




### Use Case

With this update you can automatically pull contacts' recently viewed Shopify products into HubSpot emails, reminding customers of items they showed interest in. This personalized follow-up encourages shoppers to return, increasing the likelihood of conversions.




Note: You must have the Shopify app installed. You will also need a paid Operations Hub plan to enable custom field mapping.

**Launch region:** Global

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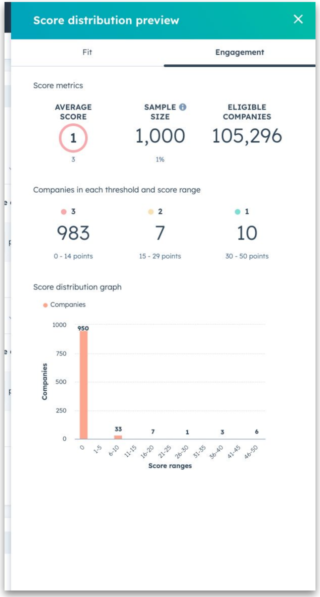
Marketing Hub®

# Preview Score Insights in Lead & Health Scores

Preview score distribution across thousands of records to refine Lead and Health Scores with data-backed insights.




## Use Case

When building or adjusting Lead or Health Scores, sales and marketing teams can view average scores and distribution patterns to understand how their rules will impact records before publishing. This visibility enables confident adjustments, ensuring scoring models align with customer value and readiness.

**Launch region:** Global

Free Starter Pro Enterprise Public Beta

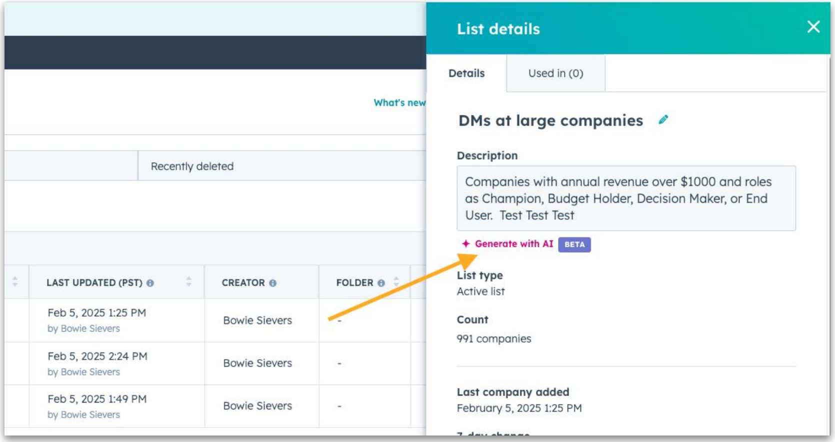
HubSpot

# AI-Generated List Descriptions

Automatically create list descriptions using AI to improve searchability and simplify list management in HubSpot.

## Use Case

While reviewing a growing set of contact lists, marketers can rely on AI-generated descriptions to instantly understand why each list was created and how it's used. This clarity prevents duplicate lists, speeds up search, and ensures accurate audience targeting.




**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

# Anniversary Filters

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

### Use Case

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

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

**Launch region:** Global

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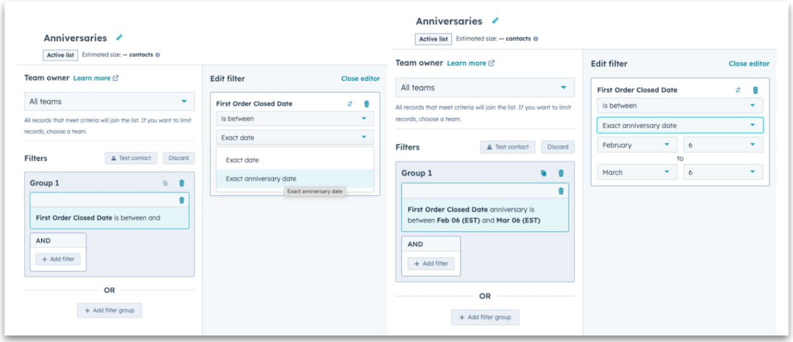
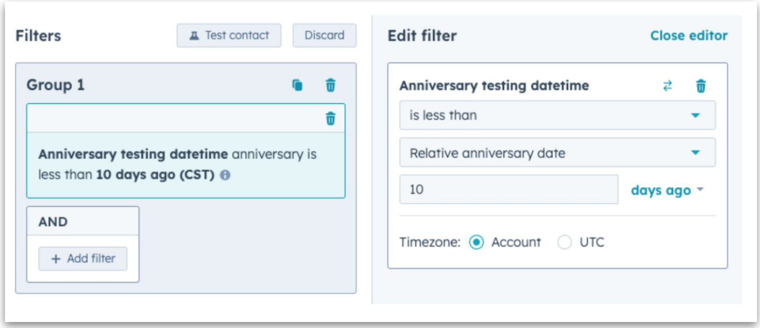


Marketing Hub®

# SMS action available across workflow types

Trigger SMS messages from various workflow types, ensuring timely and automated communication with customers throughout their journey.

**Use Case**

A sales team can now send an automated SMS to the decision-maker when a deal is marked as Closed Won, welcoming them as a customer. Likewise, marketing teams can remove contacts from outreach when a deal is Closed Lost, ensuring SMS actions align with the entire customer lifecycle.

**Launch region:** Global

Free Starter Pro Enterprise Live

HubSpot

Marketing Hub®

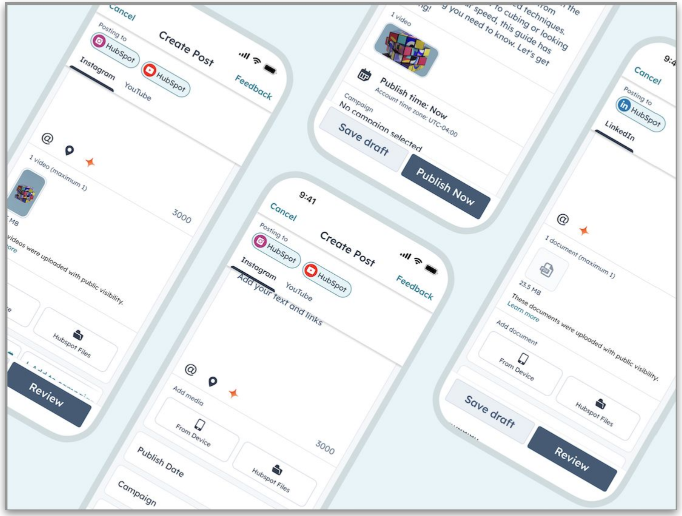
# New Social Publishing Optimizations and PDF support for LinkedIn

Learn More

Publish social posts more efficiently on mobile and share PDF documents directly on LinkedIn from iOS and Android.

**Use Case**

When sharing content on LinkedIn from your phone, you can now upload PDFs—such as ebooks or case studies—directly through the Social Publish tool. This allows for richer content distribution, keeping engagement high even when you're on the go.




**Launch region:** Global

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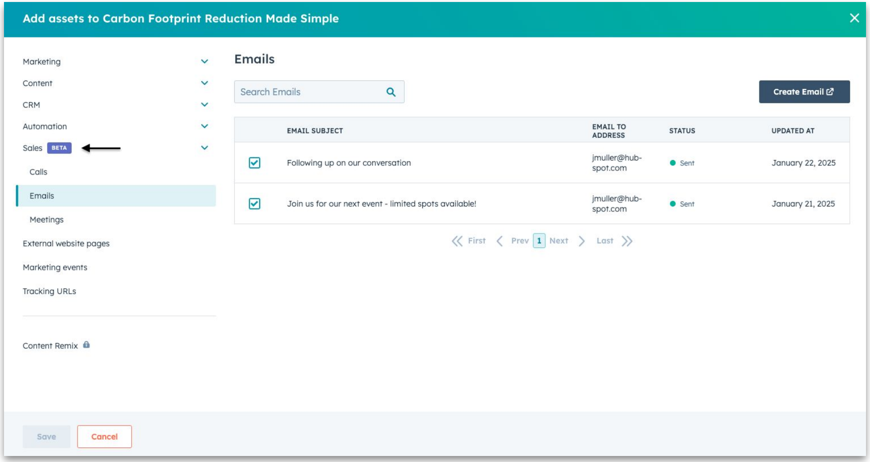
HubSpot

# Add calls, emails and meetings to campaigns

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




## Use Case

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

**Launch region:** Global

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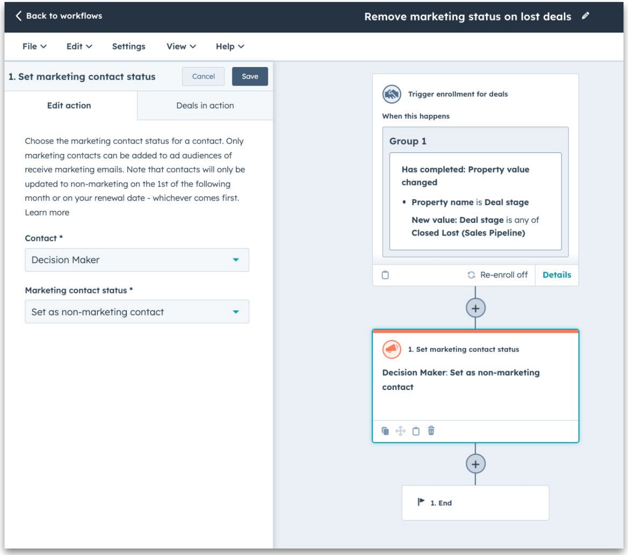
# Set marketing contact status action available across workflow types

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

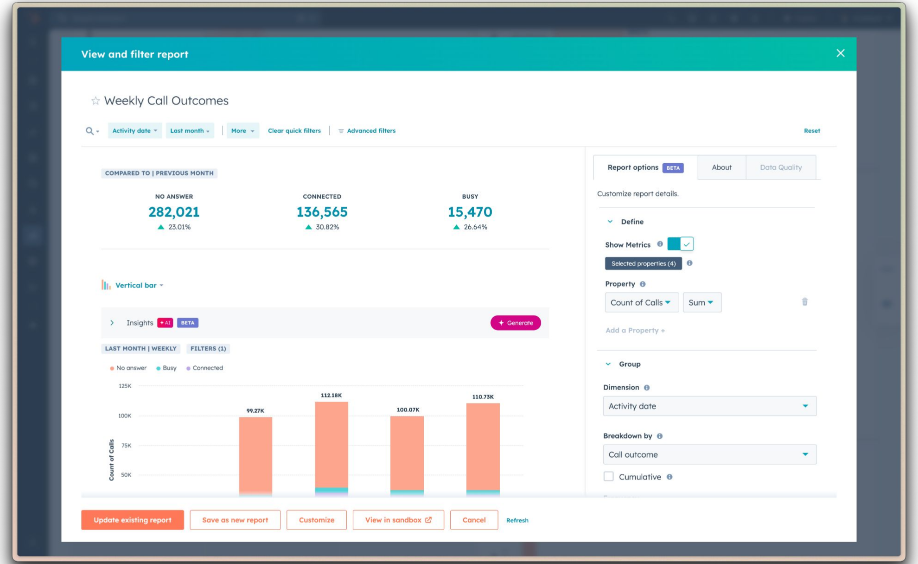
Free Starter Pro Enterprise Live

# Quick Access Report Options

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.




**Launch region:** Global

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Marketing Hub®

# WhatsApp Marketing Template Pause U.S. - April 2025

Meta is pausing WhatsApp marketing templates in the U.S. starting April 1, 2025—businesses should explore alternative channels like SMS to maintain customer engagement.

## Use Case

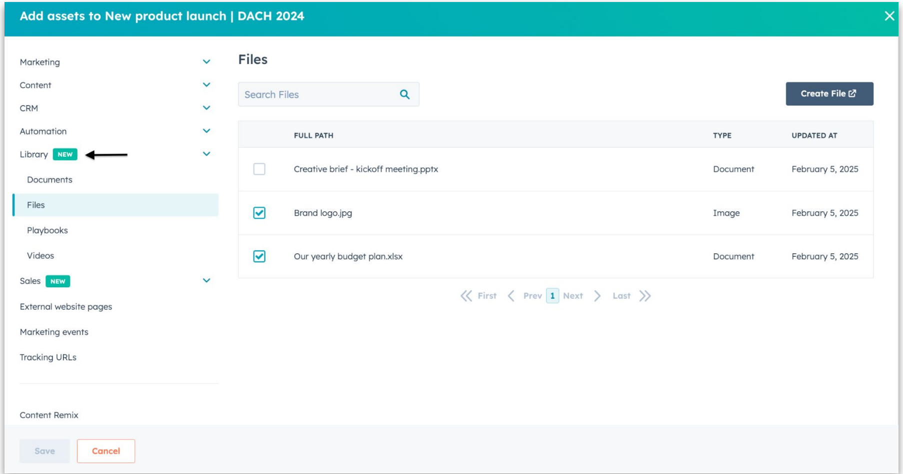
If you rely on WhatsApp marketing messages for U.S. customers, now is the time to shift to high-engagement alternatives like SMS or email. This ensures uninterrupted communication, helps maintain audience reach, and adapts your strategy to Meta's policy changes.

**Launch region:** Global

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

# Add Library assets to campaigns

Attach Library assets—documents, files, videos, and playbooks—to campaigns for a seamless, content-driven customer journey.




## Use Case

When launching a campaign, you can now link key resources like sales documents and videos directly to it instead of managing them separately. This keeps materials centralized, ensures messaging consistency, and helps sales teams deliver the right content at every touchpoint.

**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

# Improved Report Search

AI-powered search now delivers recommended, saved, and recent reports, helping you find key insights instantly.

Use Case

When searching for a report, you can now see AI-recommended reports, recently searched reports, and saved reports in one place. This reduces search time, helps you pick up where you left off, and ensures quick access to critical insights.

Note: For AI results, make sure to have your AI settings turned on.

**Launch region:** Global

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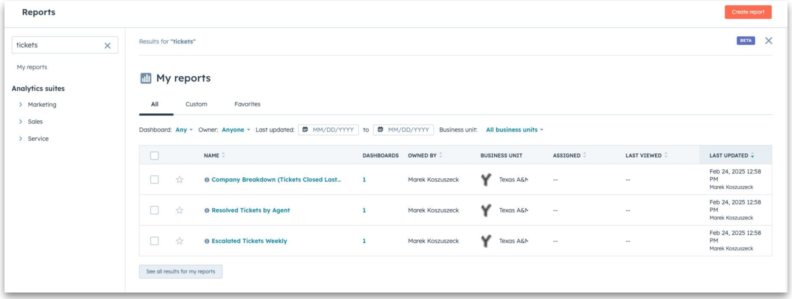
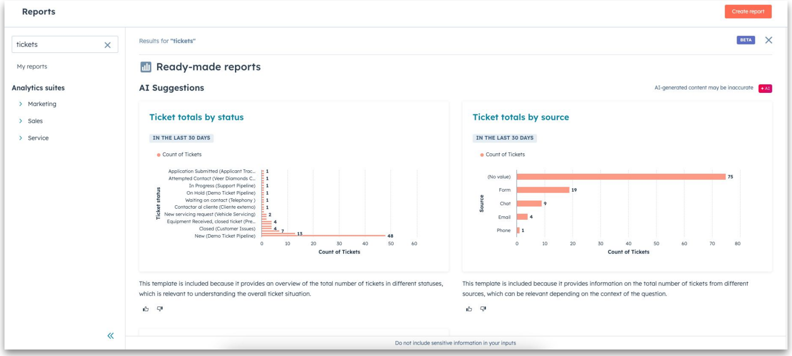


# Content Hub™

Powered by Breeze

# Private content publishing permission

Restrict private content publishing to authorized users, preventing accidental access and unintended email notifications.

**Use Case**

An admin managing gated resources wants to ensure only approved team members can publish private content to avoid mistakenly notifying contacts. With this permission in place, publishing remains restricted to designated users, reducing the risk of unauthorized content access.

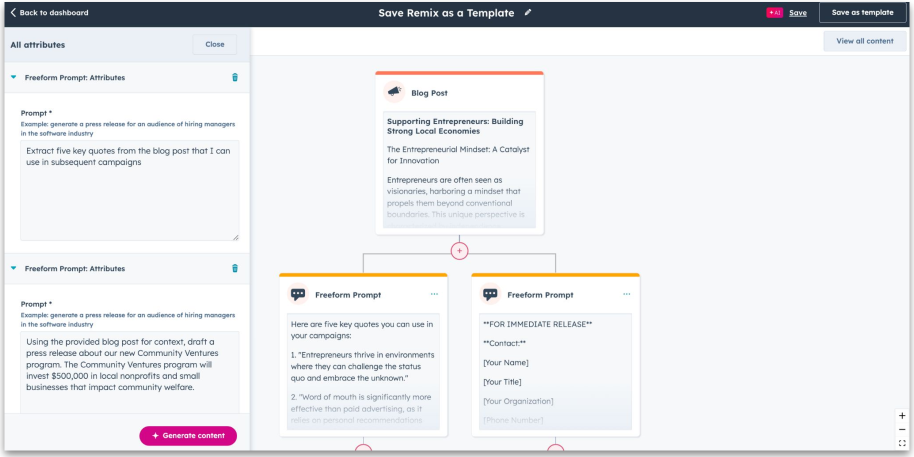
**Launch region:** Global

Free Starter Pro Enterprise Live

Content Hub™

# Custom Remix Templates

Save and reuse Remix templates in Content Remix to streamline content repurposing and ensure team-wide consistency.




### Use Case

Instead of manually recreating the same content distribution plan, when you're repurposing marketing assets, you can now apply a saved Remix template with predefined outputs and attributes. This eliminates repetitive setup, keeps messaging aligned, and accelerates content workflows.

**Launch region:** Global

Free | Starter | Pro | Enterprise | Public Beta

# Large File Uploads

Upload large files faster and more efficiently in HubSpot, reducing wait times and keeping your workflow uninterrupted.

**Use Case**

When handling media-heavy assets like training videos or sales presentations, you can now upload large files without delays or failed transfers. This eliminates workflow bottlenecks, keeps content accessible, and ensures your files are always ready when you need them.

**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

Marketing Hub®

Content Hub™

Powered by Breeze

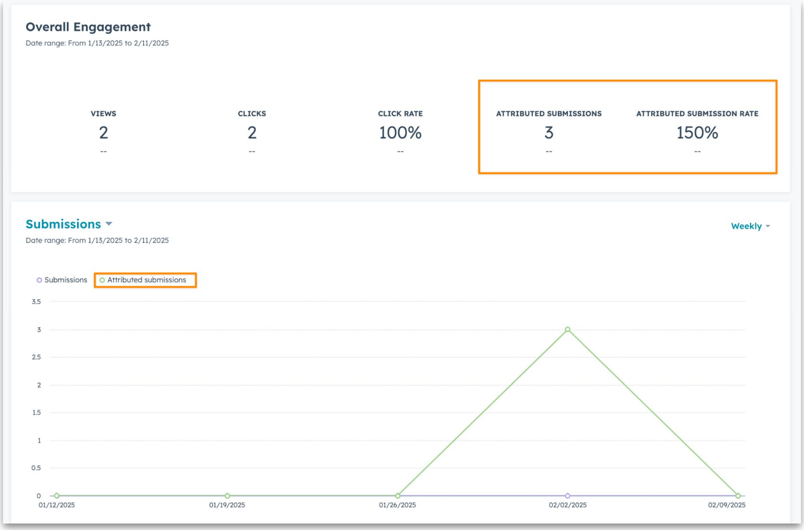
Marketing Hub® Content Hub™

# View attributed form submission data associated with CTA engagement

Track form submissions tied to CTA clicks, giving you clear insight into how effectively your CTAs drive conversions.

## Use Case

When analyzing CTA performance, you can now see how many visitors not only clicked but also completed a form on the redirected page. This enables data-driven optimization, helping you refine CTA placement and messaging to maximize conversions.




**Launch region:** Global

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HubSpot

# Sales Hub®

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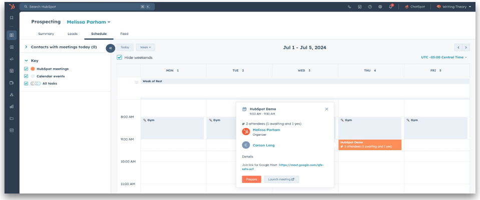
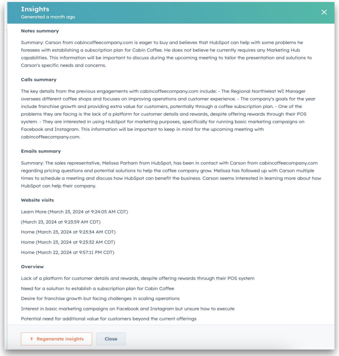
Sales Hub®

# Meeting Assistant in the Sales Workspace

Prepare for meetings and capture follow-ups with AI-powered insights, summaries, and task tracking in the Sales Workspace.





## Use Case

Before a Zoom call with a prospect, a sales rep can pull up the Meeting Assistant to see past conversations and deal progress, then rely on AI-generated notes to log the outcome and create next steps. This all-in-one tool keeps meetings on track and moves deals forward without time-consuming manual updates.

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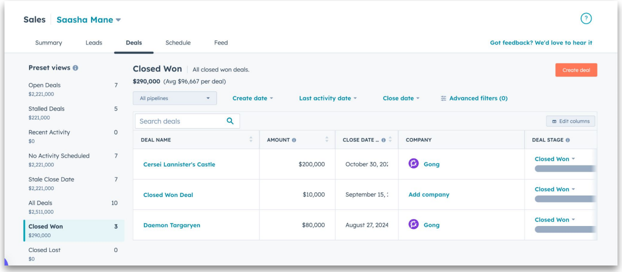
Sales Hub®

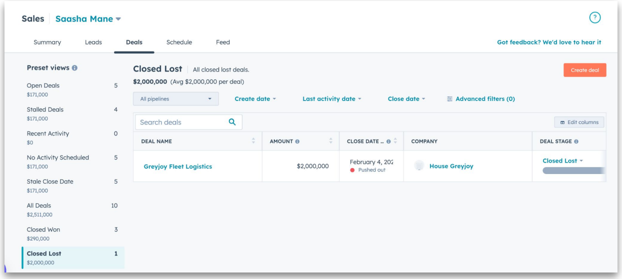
# New Deal Views in the Sales Workspace: Closed Won & Closed Lost Deals

Analyze closed deals more effectively with separate views for Closed Won and Closed Lost in the Sales Workspace.

## Use Case

A sales manager reviewing team performance can now compare successful deals to lost opportunities without sifting through mixed data. By spotting trends in closed lost deals and doubling down on winning patterns, teams can refine their sales strategy and improve conversion rates.




**Launch region:** Global

Free Starter Pro Enterprise Live

HubSpot

Sales Hub®

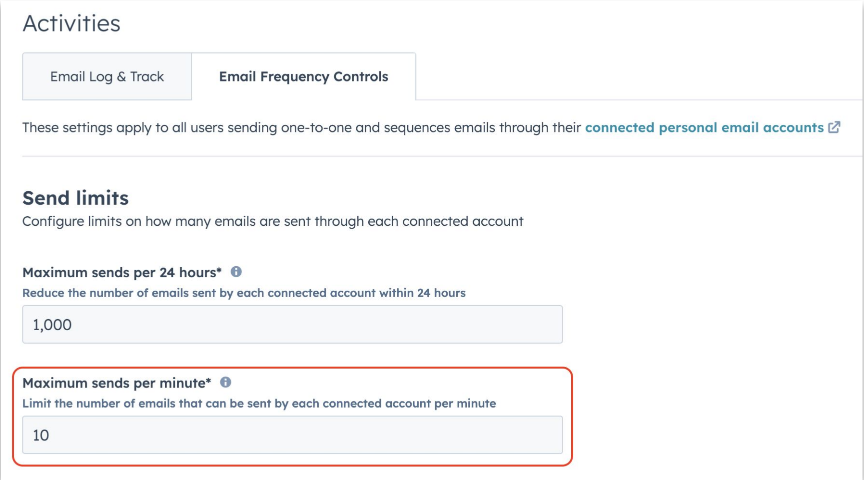
# Configurable Send Throttling

Learn More

Set email send limits per minute to improve deliverability, protect your sending reputation, and maintain high-quality outreach.

## Use Case

When managing automated email sequences, you can now throttle the sending rate to avoid overwhelming recipients and triggering spam filters. This ensures more effective email delivery, preserves inbox placement, and strengthens long-term sender credibility.




**Launch region:** Global

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HubSpot

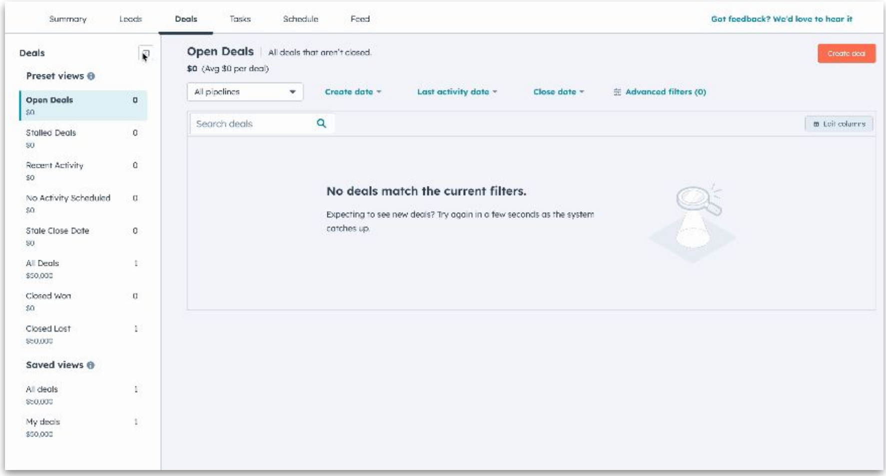
Sales Hub®

# Collapsible sidebar for Leads and Deals

Collapse or expand the Leads and Deals sidebar to customize your view and keep important information front and center.

## Use Case

While reviewing pipeline data, you can now collapse the sidebar to see more deal details without distractions. This optimizes screen space, ensures quick access to filters when needed, and improves workflow efficiency.




**Launch region:** Global

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

HubSpot

Sales Hub®

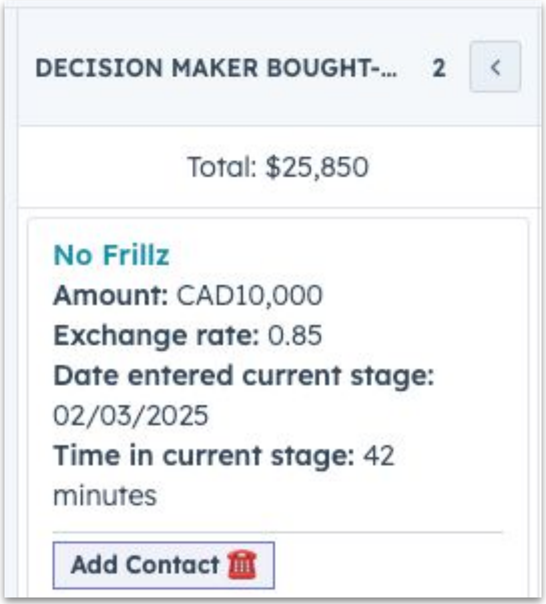
# "Current stage" calculated properties for deals

Learn More

Track how long deals stay in a stage with new calculated properties, helping you identify stalled records and improve pipeline efficiency.

**Use Case**

When monitoring deal progress, you can now see exactly how long a deal has been in its current stage without manual tracking. This helps sales teams pinpoint delays, optimize follow-ups, and move deals forward more effectively.




**Launch region:** Global

Free Starter Pro Enterprise Live

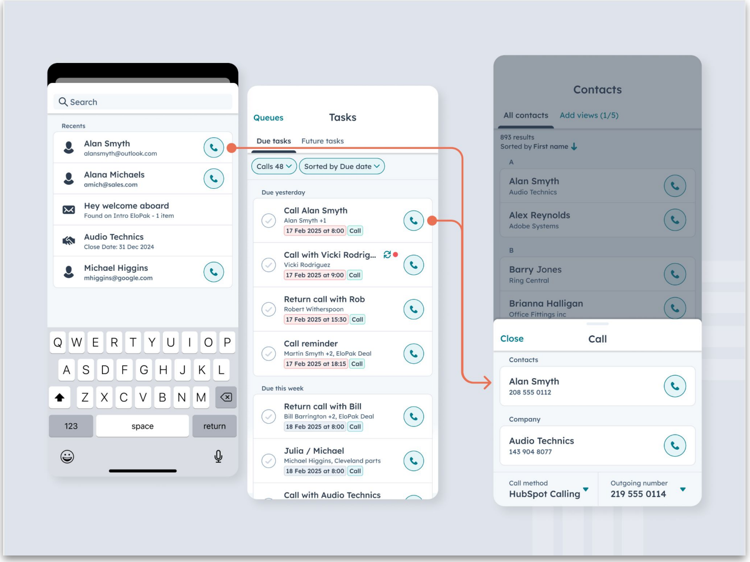
Sales Hub®

# Making it faster for mobile sales reps to make calls

Call prospects faster with HubSpot's mobile update, enabling direct dialing from search results and task lists in just 1-2 taps.

**Use Case**

When looking up a contact or managing tasks on mobile, you can now place a call instantly without extra navigation. This eliminates unnecessary steps, speeds up outreach, and helps sales reps stay productive on the go.




**Launch region:** Global

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HubSpot

Sales Hub®     Service Hub®

# Forecast multiple outcomes using custom date and currency properties

Forecast revenue using any custom deal date and currency properties to create projections tailored to your business needs.

**Use Case:**

Align revenue forecasts with your actual revenue recognition process by selecting a custom date property that reflects when revenue is realized. Additionally, track different revenue streams by pulling from custom currency fields, ensuring your forecasts capture all critical business outcomes.

**Launch region:** Global

Free | Starter | Pro | Enterprise | Public Beta

HubSpot

# Service Hub®

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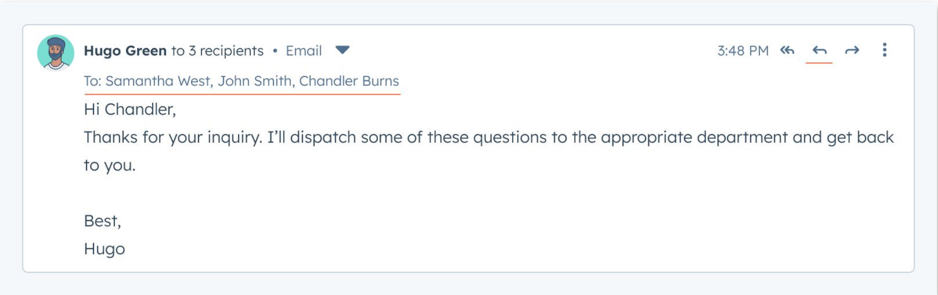
Service Hub®

# Reply to Any email message in Help Desk and Conversations Inbox

Respond directly to any message in a conversation thread to maintain context and improve email clarity in Help Desk and Conversations Inbox.




**Use Case**

When managing a complex email thread with multiple topics or participants, service reps can reply to an earlier message to address specific points without exposing unnecessary conversation history. This functionality helps you maintain context, prevent miscommunication, and deliver more precise customer responses.

**Launch region:** Global

Free Starter Pro Enterprise Live

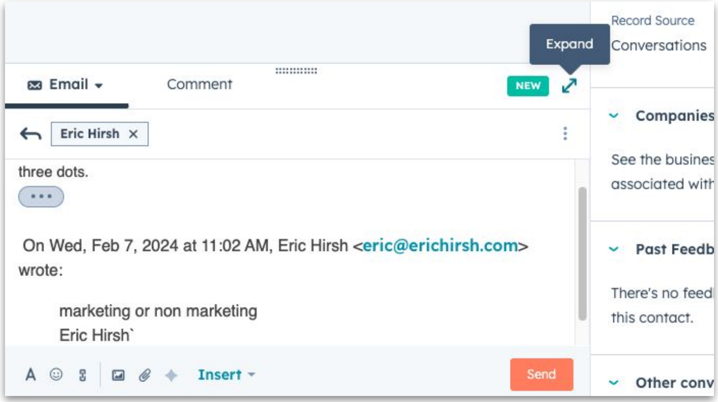
Service Hub®

# Pop-out Email Compose View for Help Desk and Inbox

Expand your email drafting window in Help Desk and Inbox to compose and review longer messages with greater ease.

### Use Case

As you reply to a customer inquiry, you can pop out the larger editing window to see your entire response at once. This feature allows you to refine your message and formatting without scrolling, ensuring a professional presentation before sending.



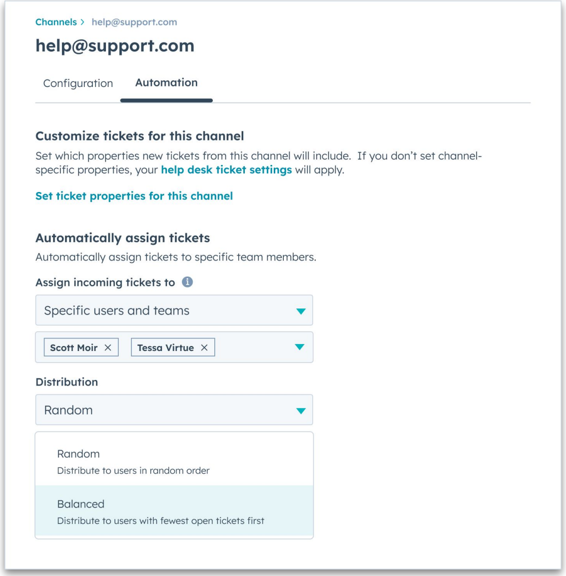

**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

HubSpot

# Balanced ticket assignment for Email and Forms in Help Desk

Distribute email and form tickets based on agents' open workloads, creating consistency across all Help Desk channels.




## Use Case

Support managers can switch from random to balanced assignment for email and form tickets, ensuring that agents with fewer open tickets receive new assignments. This prevents overload on certain team members, promoting fair workload distribution and improving agent efficiency.

**Launch region:** Global

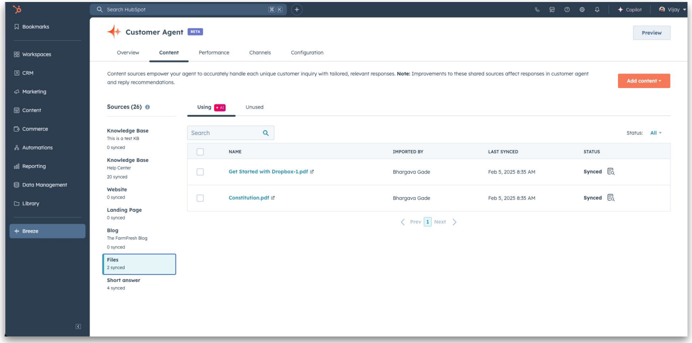
Free · Starter · **Pro** · **Enterprise** · **Live**

# Use PDF, HTML and TXT files to train the Customer Agent

Train the Customer Agent with PDF, TXT, and HTML files, removing the need to host materials online.

## Use Case

Instead of manually copying information from internal PDFs into a knowledge base, a support team uploads training guides directly to the Customer Agent. This ensures the AI has instant access to relevant materials, improving accuracy in responses without extra steps.




**Launch region:** Global

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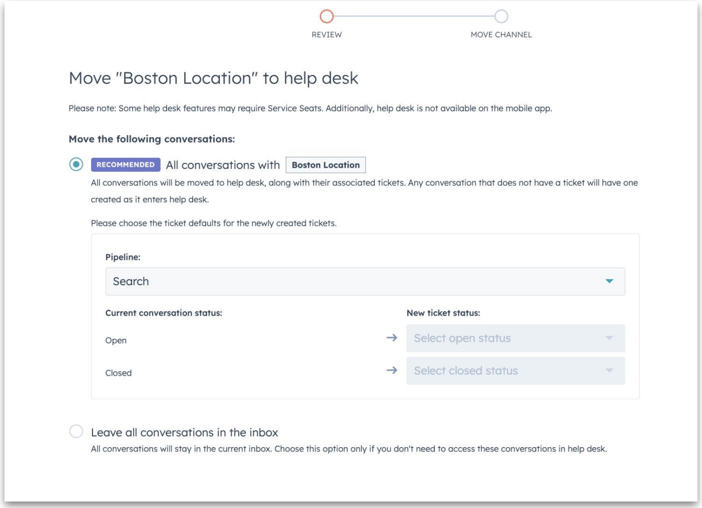
# Move Calling Channels from Inbox to Help Desk

Seamlessly transfer calling channels from Inbox to Help Desk, preserving conversation history and ticket data.




## Use Case

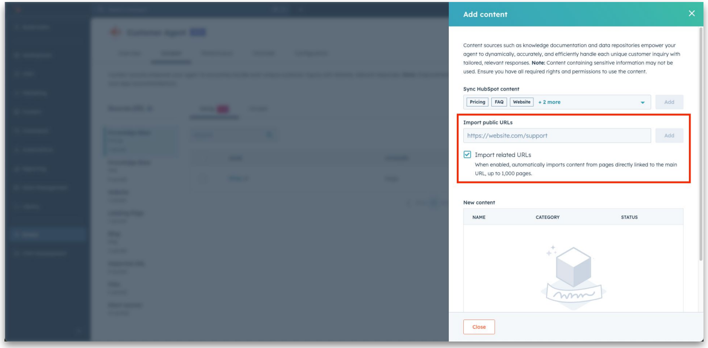
When consolidating support operations, moving calling channels and past conversations to Help Desk can now be done in a single step. This keeps support workflows centralized, maintains conversation continuity, and streamlines customer interactions.

**Launch region:** Global

Free Starter Pro Enterprise Live

# Import multiple public urls at once to train the Customer Agent

Bulk import public URLs to train the Customer Agent faster, saving time and reducing manual work.




## Use Case

When expanding your knowledge base, you can now upload multiple public URLs at once instead of adding them individually. This accelerates AI training, improves response accuracy, and frees up time for other tasks.

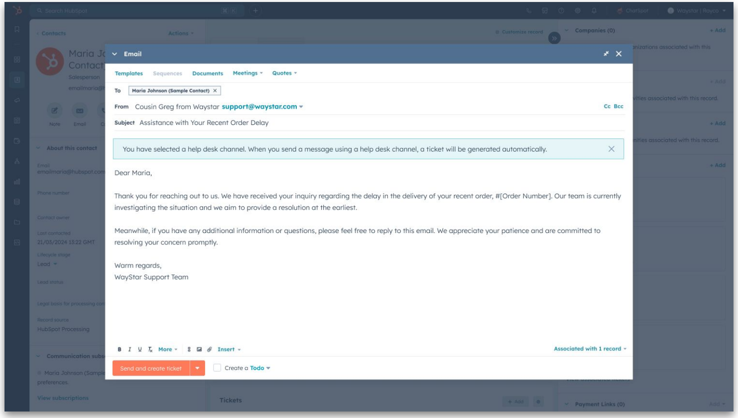
**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

Service Hub®

# Automatic ticket creation when sending from help desk email/WhatsApp channels on CRM records

Outbound messages from Help Desk email or WhatsApp channels on CRM records will now automatically create tickets, improving tracking and case visibility.




## Use Case

When sending a message from a Help Desk email or WhatsApp channel on a contact or deal record, a ticket will now be created automatically. This keeps customer issues organized, ensures full visibility into support interactions, and reduces the risk of untracked conversations.

**Launch region:** Global

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

HubSpot

# Sales Hub®

# Service Hub®

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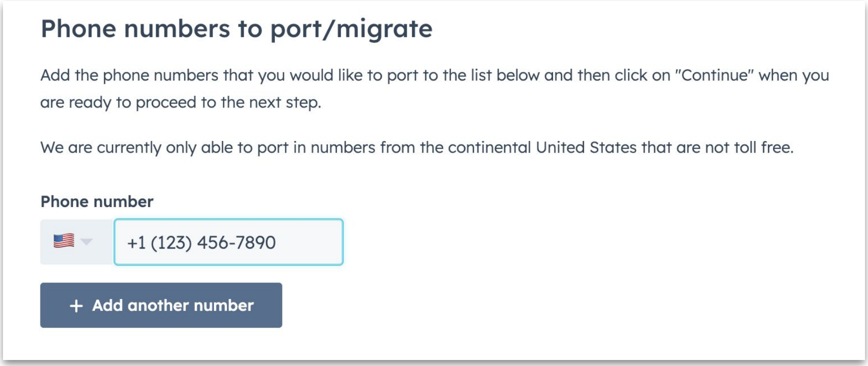
Sales Hub® Service Hub®

# 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.

**Launch region:** Global

Free | Starter | Pro | Enterprise | Public Beta

HubSpot

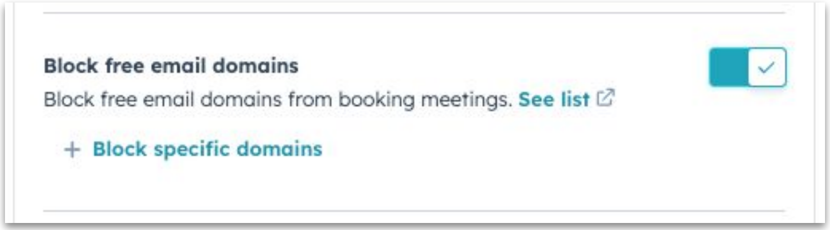
Sales Hub® Service Hub®

# Block (Free) Email Domains from Scheduling Meetings

Prevent free or specified email domains from booking meetings, protecting your time and ensuring more valuable connections.

**Use Case**

When managing your scheduling page, you can now block free email domains—like Gmail or Yahoo—to prevent spam or low-value bookings. This keeps your calendar open for high-priority prospects, improving meeting quality and maximizing your time.




**Launch region:** Global

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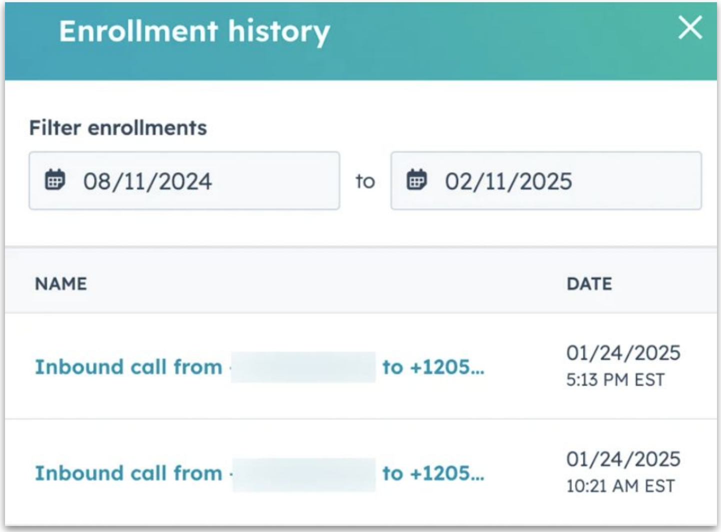
# IVR Enrollment and Revision History

Track IVR enrollment and revision history to improve call routing visibility, enhance troubleshooting, and maintain accountability.




**Use Case**

When refining your IVR setup, you can now review past enrollments and track changes without guesswork. This ensures accurate customer routing, speeds up issue resolution, and helps managers fine-tune IVR workflows with confidence.

**Launch region:** Global

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

# Operations Hub®

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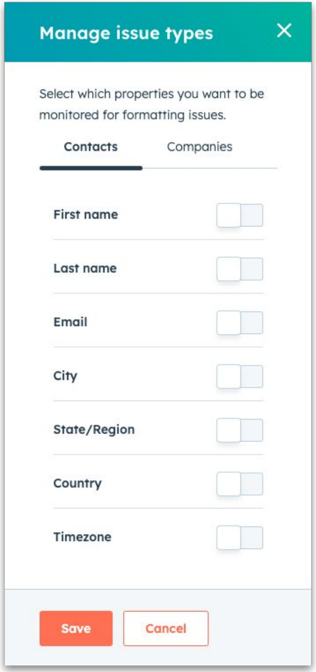
Operations Hub®

# Control Panel for Fixing Formatting Issues

Customize formatting rules in HubSpot to prioritize the data quality issues that matter most to your business.

### Use Case

Admins can toggle off irrelevant formatting checks and focus only on high-impact issues like standardizing company names or correcting contact capitalization. This customization streamlines data quality efforts, helping your team maintain accurate records without wasting time on less critical fixes.




**Launch region:** Global

Free Starter Pro Enterprise Live

HubSpot

# Workflow date delay improvements

Customize workflow timing with contact-specific time zones and datetime property delays, ensuring communications and tasks happen at the right moment.

**Use Case**

When scheduling automated messages, you can now trigger them based on a contact's local time—like sending a birthday greeting or a renewal reminder exactly when it makes sense for the recipient. This prevents poorly timed outreach, increases engagement, and enhances personalization.

**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

# Commerce Hub™

# Set email address to send buyer receipts

Set a default email address for buyer receipts to improve deliverability and allow direct customer responses in HubSpot.

**Use Case**

A finance or support team can now receive and respond to buyer receipt inquiries without customers needing to find a separate contact email. With all responses flowing into the CRM, businesses can streamline post-purchase communication and resolve issues faster.

**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

Commerce Hub™

# Updates to Payment Link sharing and send options

Send and share payment links more efficiently with an updated sharing modal that centralizes all available options.

**Use Case**

When sending a payment request, you can now choose from multiple sharing methods—email, QR code, direct link, or embed—without navigating between different menus. This simplifies transactions, improves accessibility, and ensures customers receive payment links in the format that works best for them.

**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

HubSpot

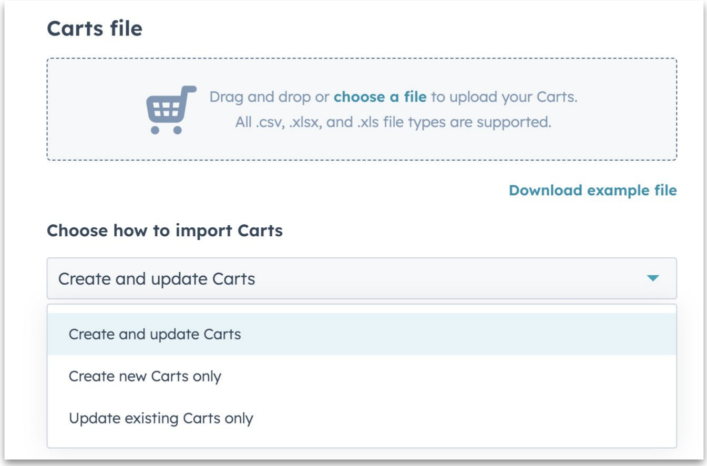
Commerce Hub™

# Import Your Cart Data Directly into HubSpot

Import cart data into HubSpot using CSV files to centralize commerce insights, improve reporting, and drive smarter sales decisions.

**Use Case**

While reviewing customer buying patterns, you can now import cart data without relying on external integrations. This ensures a complete view of shopping behavior, enhances reporting accuracy, and helps you tailor marketing and sales strategies effectively.




**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

HubSpot

# Developer Platform

# Custom Channels API - channel account connected webhook

Receive real-time notifications when admins connect your custom channel to HubSpot, improving tracking and reducing manual checks.

**Use Case**

App developers can automatically log each instance when a customer connects their custom channel to HubSpot, gaining accurate, real-time insight into adoption. This webhook eliminates the need for repeated API queries, reducing system load and providing faster, more reliable data.

**Launch region:** Global

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

# Public Permissions API

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

**Use Case**

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

**Launch region:** Global

Free Starter Pro Enterprise Public Beta

# Custom Channels API - use HubSpot model for message threading

Leverage HubSpot’s built-in message threading for Custom Channels API integrations, simplifying conversation management and ensuring consistency.

**Use Case**

When integrating a messaging app with Help Desk, developers can now enable HubSpot’s native threading model instead of building their own. This reduces development complexity, ensures reliable conversation grouping, and aligns the experience with other HubSpot-connected channels.

**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

# Commerce Tax Rates API

Retrieve and apply tax rates via API to streamline tax calculations in Quotes, Invoices, and other Commerce Hub tools.

### Use Case

When generating invoices through an external system, you can now pull tax rates directly from HubSpot's Tax Rate library instead of manually inputting them. This ensures accurate tax calculations, reduces errors, and keeps all financial records aligned.

.

**Launch region:** Global

Free Starter Pro Enterprise Live

# View unpublished Custom Workflow Actions in developer test accounts

Learn More

Test unpublished custom workflow actions in developer test accounts, enabling faster iteration and debugging without the need for live publishing.

**Use Case**

When refining a custom workflow action, developers can now test it in their test accounts without publishing, avoiding unnecessary workarounds. This accelerates development, reduces friction, and ensures higher-quality actions before release.

.

**Launch region:** Global

Free Starter Pro Enterprise Live

# New & Updated Association Fields on the CRM Export API

Learn More

Export multiple associated object types, labels, and display properties via the CRM Exports API, improving data flexibility and performance.

**Use Case**

When exporting CRM data via API, you can now include multiple associated objects and labels in a single request, reducing the need for additional queries. This enhances data organization, ensures consistency with in-app exports, and speeds up processing for large datasets.

.

**Launch region:** Global

Free Starter Pro Enterprise Live

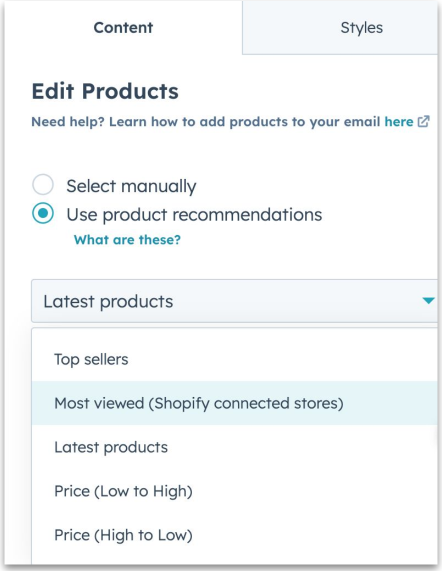
# App Marketplace

# Customize HubSpot marketing emails with most viewed Shopify products

Showcase your most viewed Shopify products in HubSpot marketing emails to personalize content and boost sales.

### Use Case

Ecommerce marketers can automatically pull Shopify's most viewed products into HubSpot marketing emails, highlighting popular items to capture customer interest. This data-driven personalization improves click-through rates and encourages more conversions.

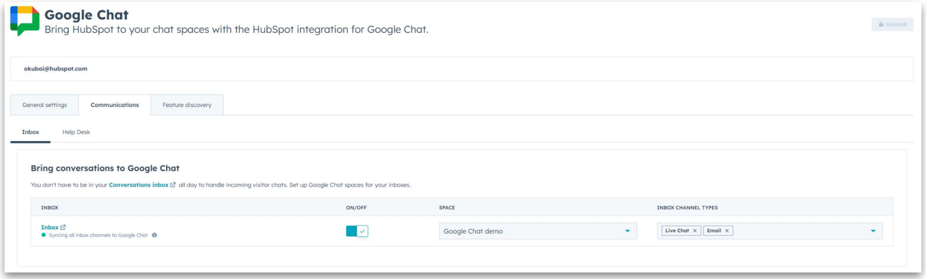



**Launch region:** Global

Free | Starter | Pro | Enterprise | Public Beta

# Google Chat integration

Integrate HubSpot with Google Chat to receive notifications, respond to messages, and collaborate on support tickets—all in one place.




## Use Case

While managing customer inquiries, you can now respond to live chat, WhatsApp, and Facebook Messenger messages directly from Google Chat. This reduces platform switching, accelerates response times, and keeps your team aligned on customer interactions.

.

**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

# Google Chat integration

Integrate Google Chat with HubSpot for real-time notifications, collaboration on support tickets, and faster response times.

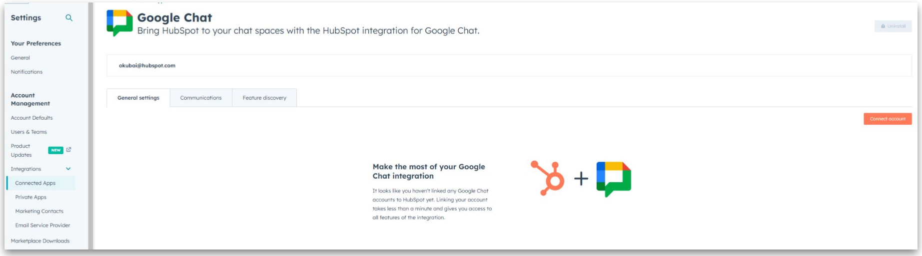
## Use Case

Sales teams can receive lead and deal updates in Google Chat, ensuring they act on opportunities quickly, while support teams can collaborate on tickets and respond to live chat or WhatsApp inquiries—all without leaving Google Chat. This integration improves response times, team productivity, and keeps everyone aligned.

Note: HubSpot's help desk tool is available to Service Hub professional and enterprise customers. HubSpot workflows require a professional or enterprise HubSpot plan.

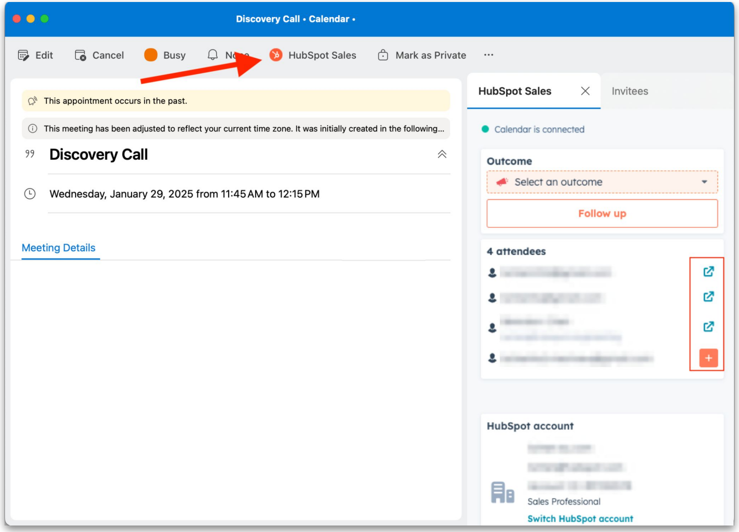
**Launch region:** Global

Free · Starter · Pro · Enterprise · Public Beta



# Sales Hub in Outlook Calendar

Access HubSpot sales tools directly within Outlook Calendar to log meeting outcomes, add contacts, and manage follow-ups seamlessly.




## Use Case

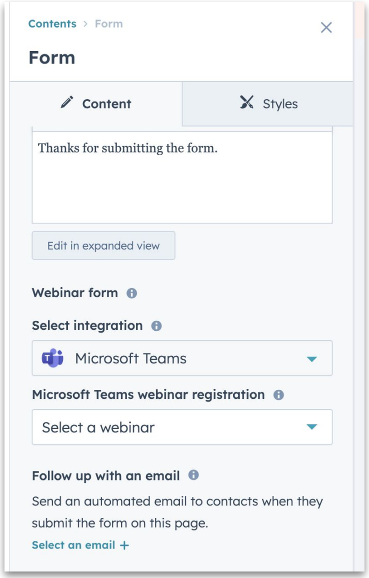
When reviewing a scheduled meeting in Outlook Calendar, sales reps can log outcomes, capture new contacts, and sync updates back to HubSpot in real time. This integration reduces app-switching, speeds up follow-ups, and keeps your CRM data accurate after every meeting.

**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

# Use HubSpot forms to register for Microsoft Teams webinars

Register attendees for Microsoft Teams webinars using HubSpot forms, keeping your registration process unified and customer-friendly.




## Use Case

When hosting a webinar in Microsoft Teams, you can now collect registrations directly through HubSpot landing pages instead of relying on Microsoft's built-in forms. This keeps branding consistent, simplifies attendee tracking, and improves the overall registration experience.

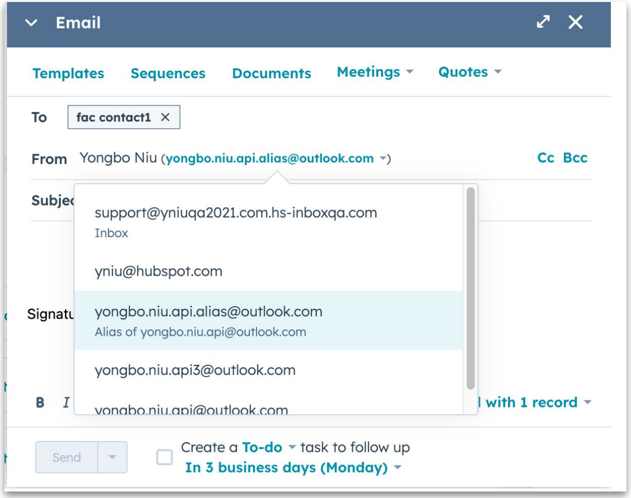
**Launch region:** Global

Free Starter Pro Enterprise Live

# Send from Outlook aliases

Learn More

Send emails from Outlook aliases within HubSpot, enabling better brand alignment and full CRM functionality without workarounds.




## Use Case

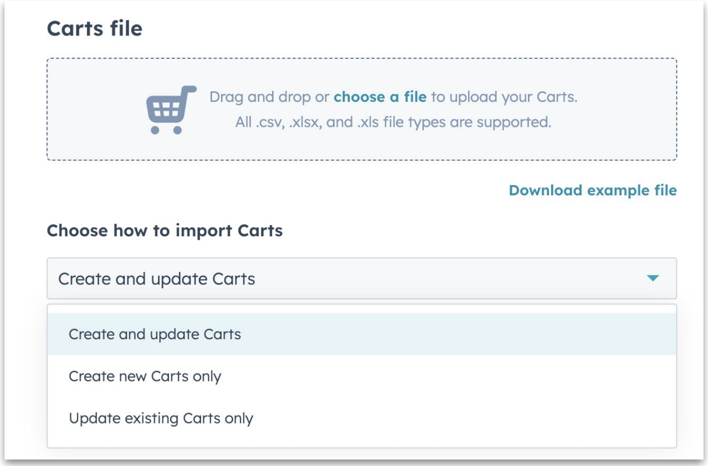
A sales rep managing multiple product lines can now send emails from different branded addresses directly in HubSpot while still leveraging sequences, logging, and tracking. This eliminates extra steps, keeps branding consistent, and improves efficiency in email communication.

**Launch region:** Global

Free | Starter | Pro | Enterprise | Public Beta

# Import Your Cart Data Directly into HubSpot

Import cart data into HubSpot using CSV files to centralize commerce insights, improve reporting, and drive smarter sales decisions.




### Use Case

While reviewing customer buying patterns, you can now import cart data without relying on external integrations. This ensures a complete view of shopping behavior, enhances reporting accuracy, and helps you tailor marketing and sales strategies effectively.

**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

# Auto-translation of Marketplace Reviews

Automatically translate Marketplace reviews into your preferred language, making it easier to evaluate apps, templates, and solutions.

**Use Case**

When exploring an app listing, you can now read user reviews in your preferred language instead of relying on manual translation. This ensures clearer insights, improves decision-making, and helps you confidently choose the right tools.

**Launch region:** Global

Free Starter Pro Enterprise Live

# Smart CRM™

Powered by Breeze

Smart CRM™

# Data center hosting location change for Sensitive Data Customers

Learn More

Migrate sensitive data between North America and EU data centers to meet regulatory and organizational needs.

**Use Case**

When adjusting data compliance policies, you can now relocate your sensitive data to the EU or North America without losing records or disrupting operations. This enhances data governance, aligns with regional regulations, and gives businesses greater flexibility in data management.

**Launch region:** Global

Free | Starter | Pro | Enterprise | Public Beta

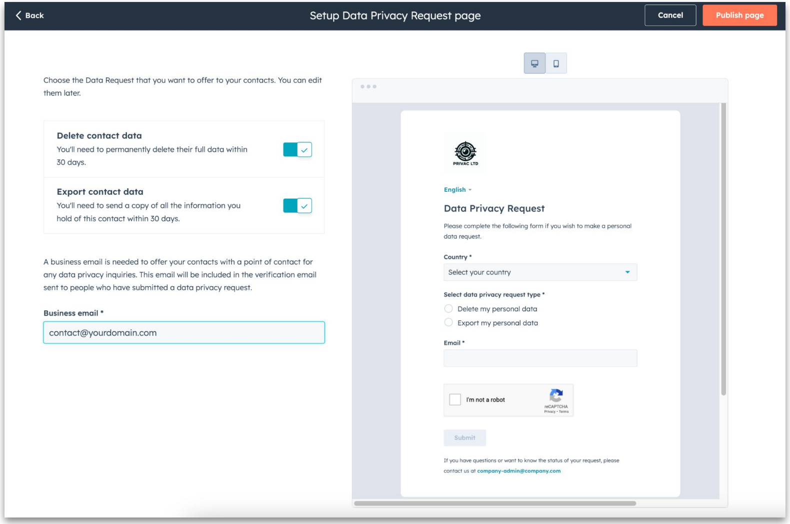
HubSpot

Smart CRM™

# 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 | Public Beta

HubSpot

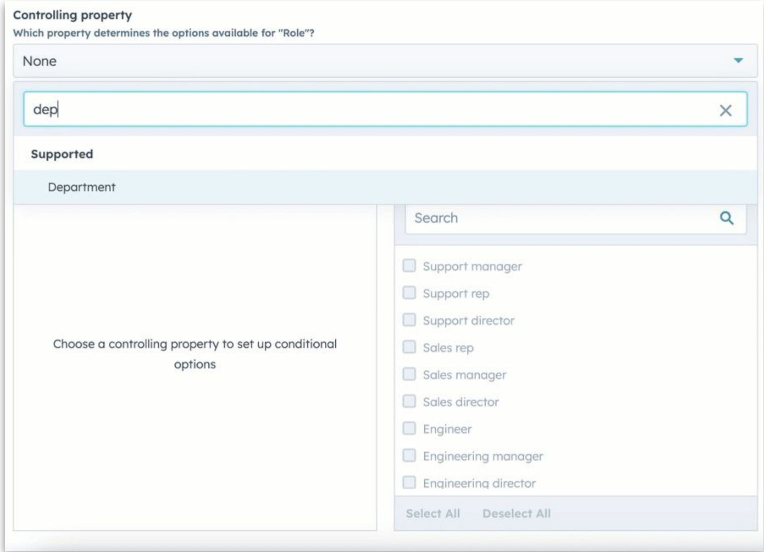
# Conditional property options available for additional object types

Learn More

Dynamically show relevant property options across more object types, reducing clutter and improving data accuracy in HubSpot.

### Use Case

A sales team managing invoices can now ensure that only valid payment terms appear based on the invoice type, preventing manual errors. Similarly, a marketing team categorizing leads can tailor available campaign types based on the selected lead source, ensuring cleaner data entry and more precise segmentation.




**Launch region:** Global

Free Starter Pro Enterprise Live

# CRM Platform

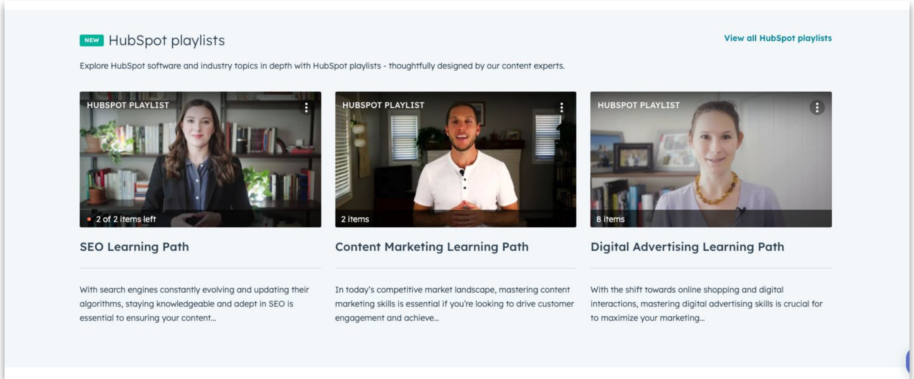
AI Powered

# Introducing: HubSpot Academy Learning Paths

Access curated Learning Paths from HubSpot Academy to fast-track onboarding and expand your HubSpot expertise.

**Use Case**

Teams onboarding new employees can assign a tailored Learning Path to ensure consistent, efficient HubSpot training from day one. Experienced users can follow advanced playlists to deepen their product knowledge and optimize HubSpot usage across your business.




**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

# Additional Objects Now Visible in Analysis Tab

Learn More

View source data for lead, appointment, course, listing, and service objects in the Analysis Tab to uncover trends and detect anomalies.

**Use Case**

Sales and operations teams can analyze appointment and lead source trends to identify high-performing acquisition channels, while service managers can monitor service object data for gaps in customer support. This broader data access enables teams to make more informed, data-driven decisions.

**Launch region:** Global

Free Starter Pro Enterprise Live

# Tap to edit a property on iOS

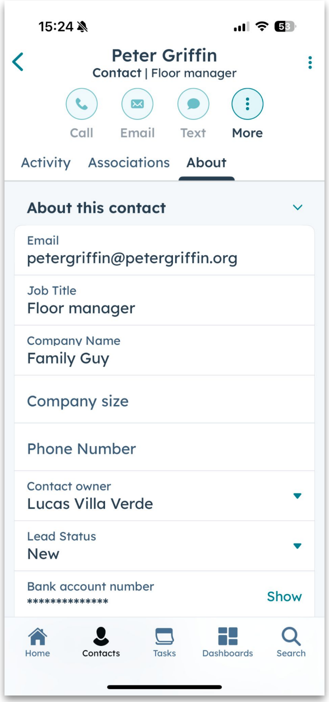
Quickly edit property values on iOS by tapping directly on a record in the About tab.

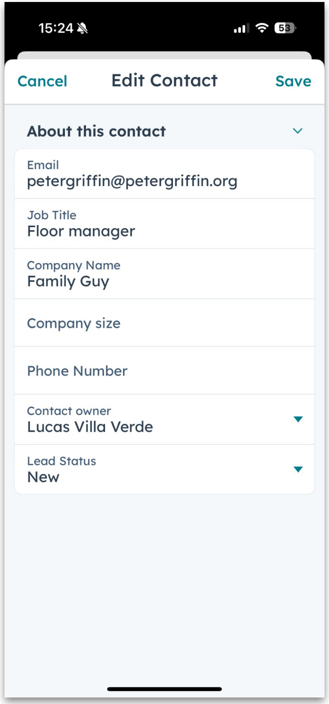
**Use Case**

A sales rep on the go can now update a contact's deal stage or phone number in seconds by tapping the property field instead of navigating through multiple steps. This improves efficiency and keeps CRM data up to date with minimal effort.

**Launch region:** Global

Free Starter Pro Enterprise Live



# Data Templates - Limits Handling

Avoid unexpected data overages by receiving real-time alerts when a CRM template may exceed system limits.

**Use Case**

An operations manager structuring a CRM for a growing team selects a data template, only to be notified that their current object count is nearing its limit. Instead of running into errors later, they refine their selections upfront—preventing disruptions and keeping the system scalable.

**Launch region:** Global

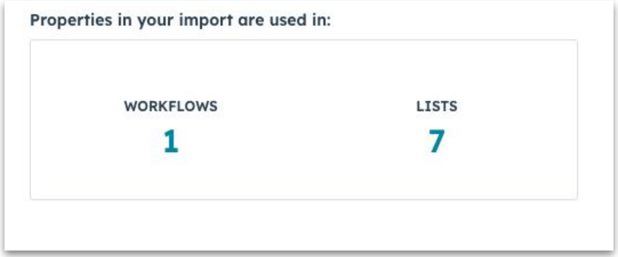
Free Starter Pro Enterprise Live

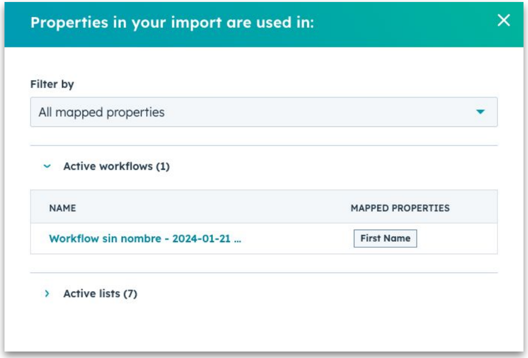
# Better Filtering for Property Usage in Import

See only active workflows and lists impacted by your import, ensuring cleaner, more actionable insights before finalizing changes.

**Use Case**

Mid-import, a team reviewing potential workflow impacts no longer has to sift through outdated automations and static lists. Instead, only active workflows and lists appear, letting them quickly assess the real-time impact of their data before finalizing the import



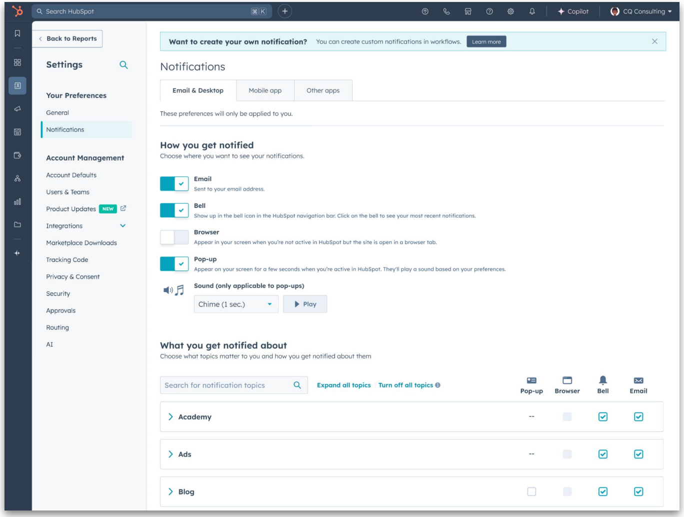

**Launch region:** Global

Free Starter Pro Enterprise Live

# Notifications Preferences Page Refresh

Learn More

Easily find and adjust your notification settings with a redesigned preferences page featuring a streamlined layout and expandable sections.




## Use Case

Instead of hunting through a cluttered menu, when you're adjusting your notification settings, you can now expand only the sections that matter to you. This reduces scrolling, eliminates guesswork, and helps you tailor alerts to your workflow in seconds.

**Launch region:** Global

Free | Starter | Pro | Enterprise | Public Beta

# Apply colors to property options

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

### Use Case

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

| CONTACT PRIORITY | COMPANY ROLE | BUYING ROLE |
|---|---|---|
| Closed won | PRODUCT MANAGER | End User |
| High | DIRECTOR OF PRODUCT | End User, Champion |
| High | DIRECTOR OF PRODUCT | Other, Legal & Compliance |
| Medium | SOFTWARE ENGINEER | Budget Holder |
| High | SOFTWARE ENGINEER | Influencer |
| Very High | DIRECTOR OF PRODUCT | Champion, End User |

**Launch region:** Global

Free | Starter | Pro | Enterprise | Public Beta

# Conditional Stage Properties for Additional Object Types

Learn More

Use Conditional Stage Properties in additional pipelines to enforce accurate data entry and keep records consistent.

**Use Case**

When managing service requests, you can now require different fields based on the request's progress—like collecting issue details at the intake stage and resolution notes at completion. This keeps data structured, eliminates missing information, and ensures records stay reliable across the pipeline.

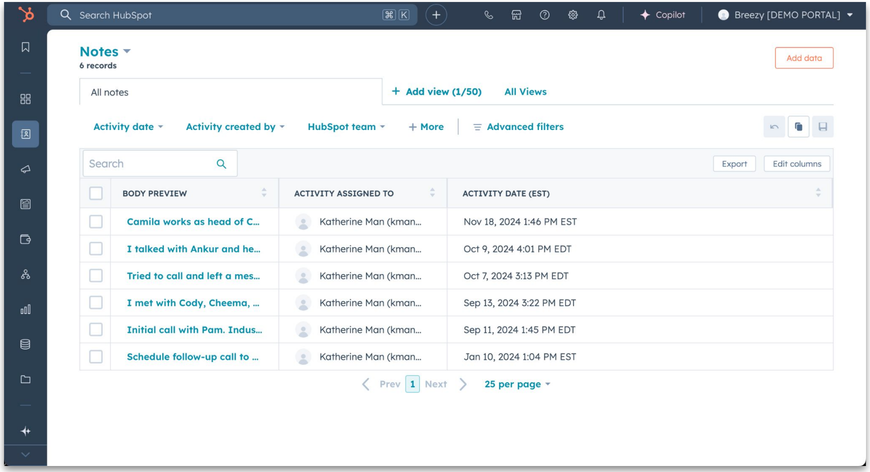
**Launch region:** Global

Free Starter Pro Enterprise Live

# Activity index pages for notes, postal mail, communication (WhatsApp, Linkedin, SMS)

Learn More

Bulk manage notes, postal mail, and communication activities in HubSpot with new index pages for better organization and control.




## Use Case

While cleaning up outdated records, you can now filter and delete old WhatsApp or LinkedIn messages in bulk instead of removing them one by one. This speeds up database maintenance, keeps records relevant, and ensures you stay within system limits effortlessly.

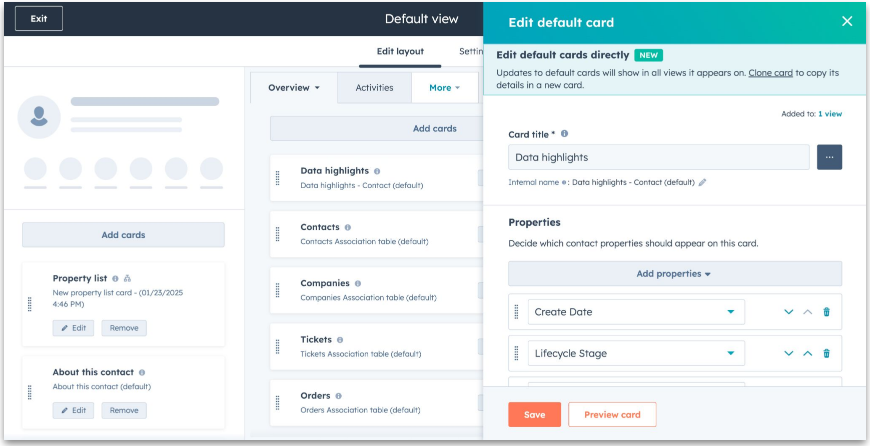
**Launch region:** Global

Free Starter Pro Enterprise Live

# Editable default cards and cloning cards on records

Learn More

Edit and clone default and custom record cards to streamline page customization and maintain consistency across views.




## Use Case

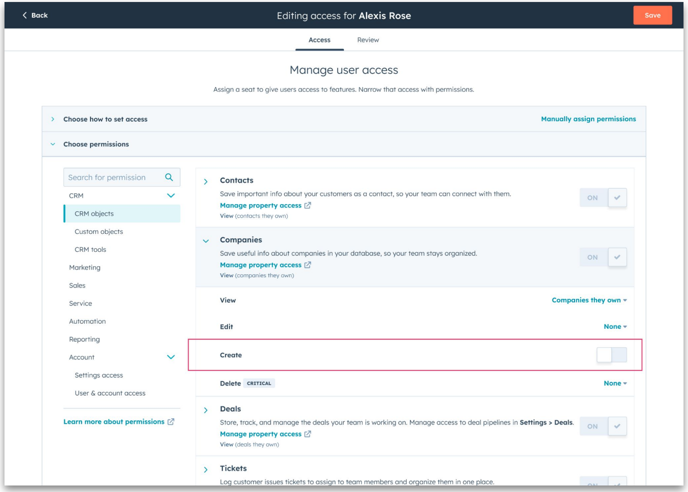
When refining record layouts, you can now modify default cards and duplicate key details without starting from scratch. This keeps important data structured, ensures uniformity across pages, and simplifies record management.

**Launch region:** Global

Free Starter Pro Enterprise Live

# Create permissions for Contacts, Companies, Deals, Tickets, and Custom Objects

Admins can now set separate create permissions for key CRM objects, reducing data clutter and ensuring tighter access control.




## Use Case

When managing user permissions, you can now allow team members to edit existing records without giving them the ability to create new ones. This prevents accidental data entry, reduces duplicates, and keeps your CRM clean and organized.

**Launch region:** Global

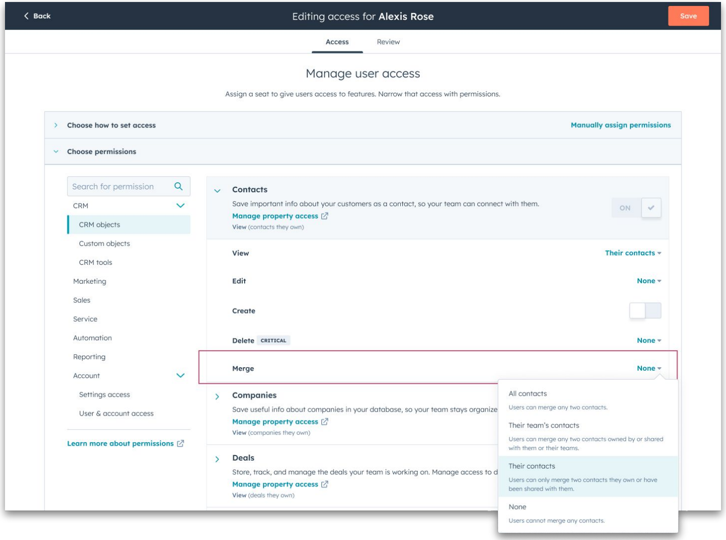
Free Starter Pro Enterprise Public Beta

# Merge permissions for Contacts, Companies, Deals, Tickets, and Custom Objects

Set separate merge permissions for key CRM objects, preventing unauthorized record merges while maintaining structured data management.

## Use Case

When assigning user permissions, you can now allow team members to edit customer records without giving them the ability to merge them. This reduces accidental data consolidation, prevents lost information, and keeps CRM records clean and accurate.




**Launch region:** Global

Free

Starter

Pro

Enterprise

Public Beta

# HubSpot User Interface & Knowledge Base Now Available in Korean, Thai & Simplified Chinese

HubSpot's UI and knowledge base are now available in Korean, Thai, and Simplified Chinese, improving accessibility and user productivity.

**Use Case**

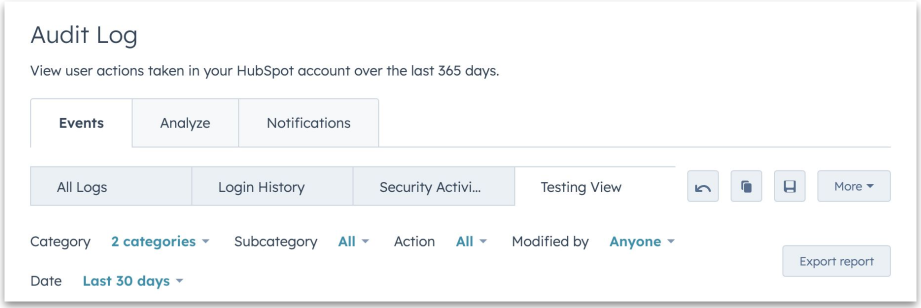
When working in HubSpot, you can now switch your interface and knowledge base resources to Korean, Thai, or Simplified Chinese. This removes language barriers, enhances efficiency, and provides a more seamless user experience.


**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

# Persistence of event filters in the Audit Log

Save and switch between preselected or custom filters in the Audit Log, making event tracking faster and more efficient.




## Use Case

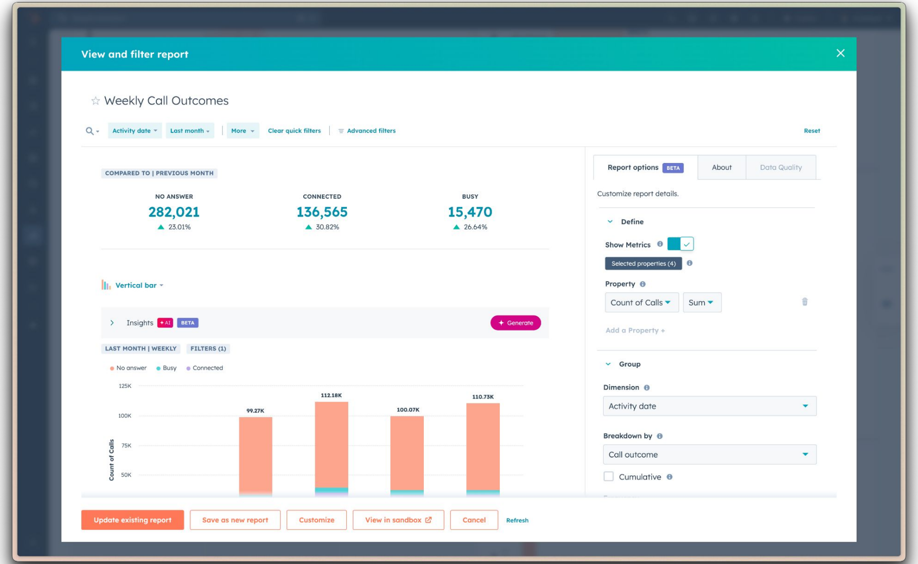
When reviewing security events or system changes, you can now save and reuse filters instead of manually setting them up each time. This keeps investigations focused, speeds up troubleshooting, and ensures consistency in log analysis.

**Launch region:** Global

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

# Quick Access Report Options

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.

**Launch region:** Global

Free Starter Pro Enterprise Public Beta

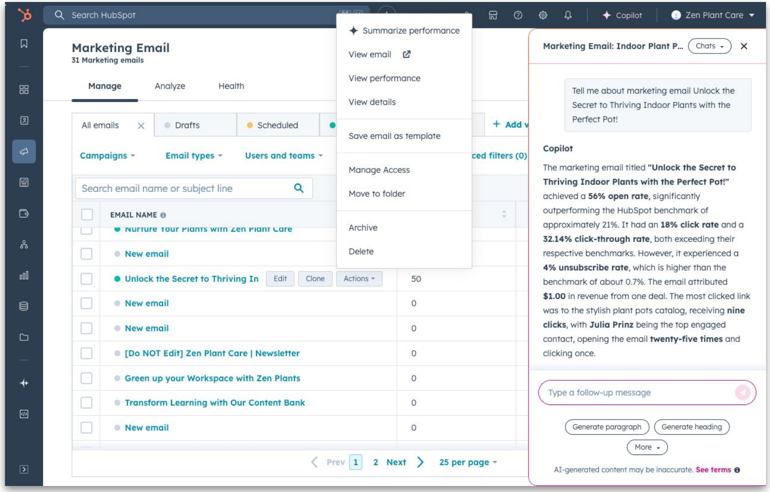
Breeze™

AI Powered

Breeze™

# Marketing Email Insights in Copilot

Use Copilot to analyze marketing email performance, compare against benchmarks, and get AI-driven recommendations for improvement.




## Use Case

A marketer preparing their next email campaign can ask Copilot how past emails performed, compare open rates to industry standards, and receive tailored suggestions to boost engagement. This eliminates guesswork and ensures every email is optimized for maximum impact.

**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

HubSpot

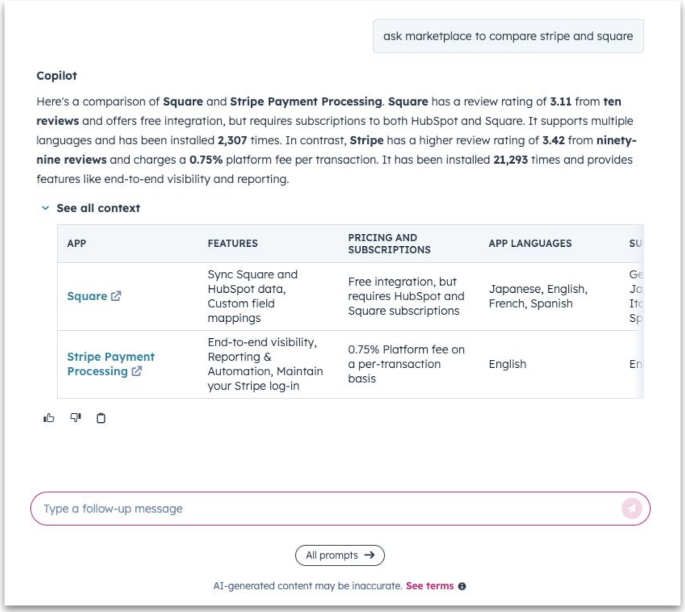
Breeze™

# Use Breeze Copilot to compare App Marketplace apps

Ask Breeze Copilot to compare two App Marketplace apps, providing a quick, high-level view of features, pricing, and popularity.

## Use Case

Imagine a marketing manager torn between two integrations: instead of manually sifting through App Marketplace details, they simply ask Breeze Copilot for a comparison, instantly receiving key insights that streamline the decision-making process and save valuable time.




**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

HubSpot

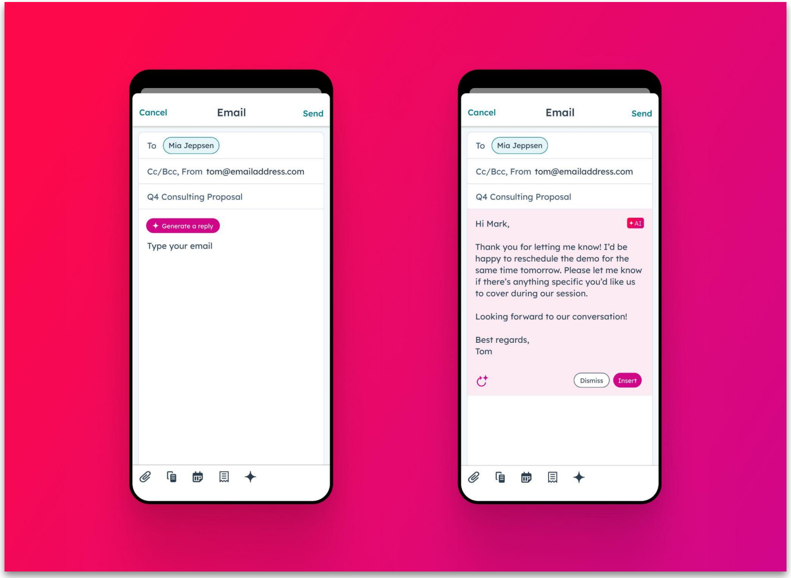
Breeze™

# Email Reply Recommendation on Mobile

Generate AI-driven email replies on mobile that align with context and tone, helping sales reps respond faster while staying personal.

## Use Case

A sales rep juggling multiple deals receives an email from a prospect and, instead of crafting a response from scratch, uses Copilot's recommendation to quickly review and send a tailored reply. This reduces time spent on inbox management, allowing reps to focus on closing deals.




**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

HubSpot

Breeze™

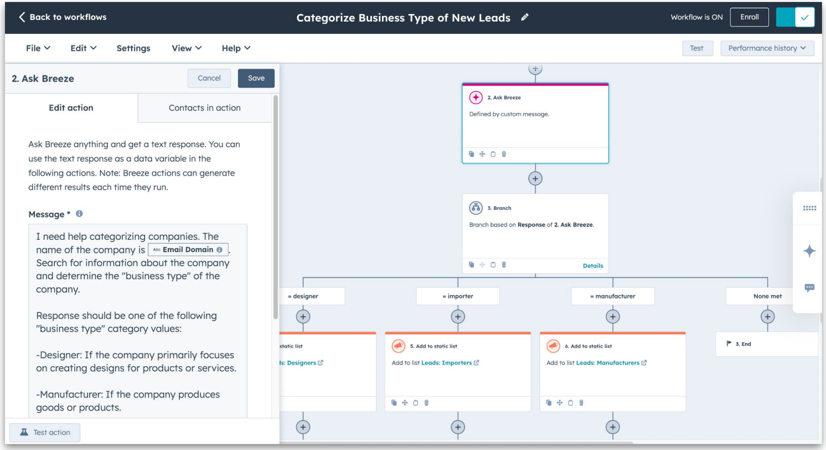
# 'Ask Breeze' action in workflows

Learn More

Use AI-powered analysis and categorization in workflows with the ‘Ask Breeze’ action, enabling smarter automation and data enrichment.

## Use Case

Instead of manually researching company details, when you’re sorting new leads into industry-specific lists, you can now use the ‘Ask Breeze’ action to analyze company domains and categorize them automatically. This removes guesswork, enhances data accuracy, and powers more intelligent automation.




**Launch region:** Global

Free | Starter | Pro | Enterprise | Public Beta

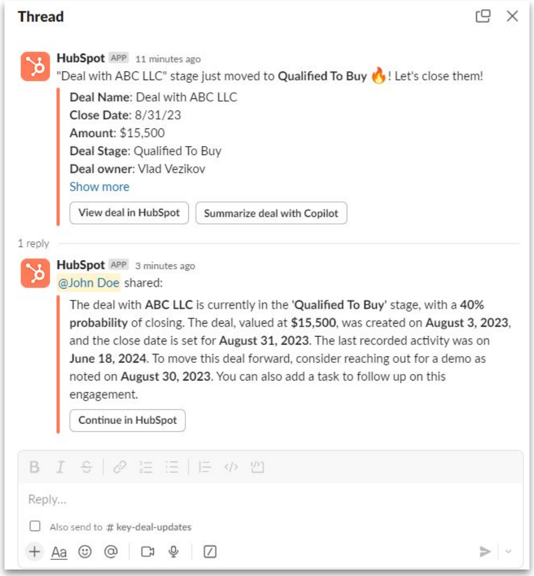
HubSpot

# Use Breeze Copilot to summarize HubSpot records within Slack

Use Breeze Copilot to generate HubSpot record summaries in Slack, keeping your team informed without leaving their workspace.

### Use Case

While reviewing a Slack notification about an updated deal, you can now generate a quick AI-powered summary instead of opening HubSpot to find the full details. This keeps your team focused, reduces app-switching, and ensures decisions are made with the right context.




**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

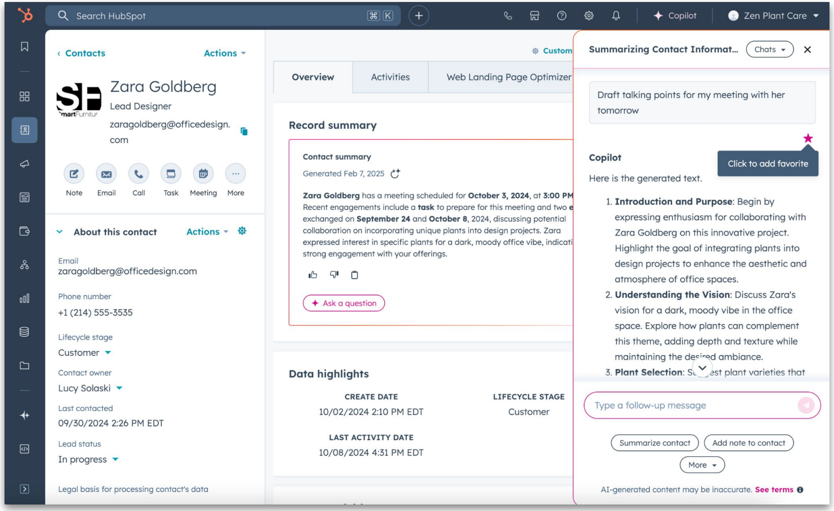
Breeze™

# Save your favorite Copilot prompts

Save your most-used Copilot prompts for quick access, reducing repetitive typing and keeping your workflow efficient.

## Use Case

When asking Copilot the same questions daily, you can now save those prompts instead of searching through history or retyping them. This speeds up workflows, keeps responses consistent, and eliminates unnecessary repetition.




**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

HubSpot

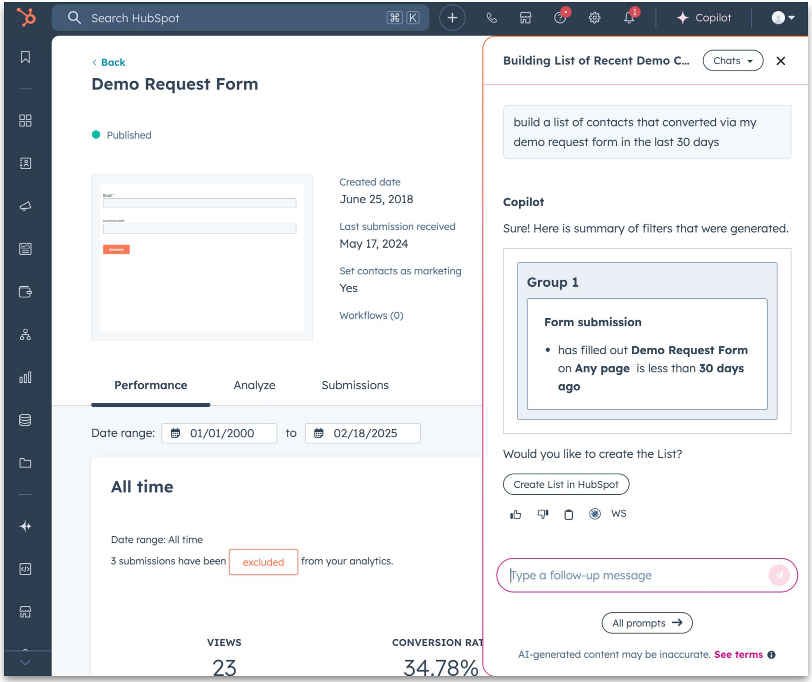
Breeze™

# Create Lists from Copilot

Generate lists instantly by describing your ideal audience to Copilot, eliminating manual filtering and saving time.

## Use Case

While analyzing email performance, you can now ask Copilot to create a list of contacts who opened but didn't click, without switching back to the Lists tool. This keeps workflows uninterrupted, refines audience targeting, and ensures smarter engagement decisions.




**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

HubSpot

# Bounce Detected (Email Deliverability)

Learn More

Breeze Intelligence now detects potential email bounces, enabling you to manage undeliverable contacts and refine your email strategy.

**Use Case**

When enriching a contact in Breeze Intelligence, you can now see if their email address has been flagged as undeliverable. This helps you proactively quarantine outdated emails, prevent wasted marketing efforts, and maintain a clean, high-quality contact list.

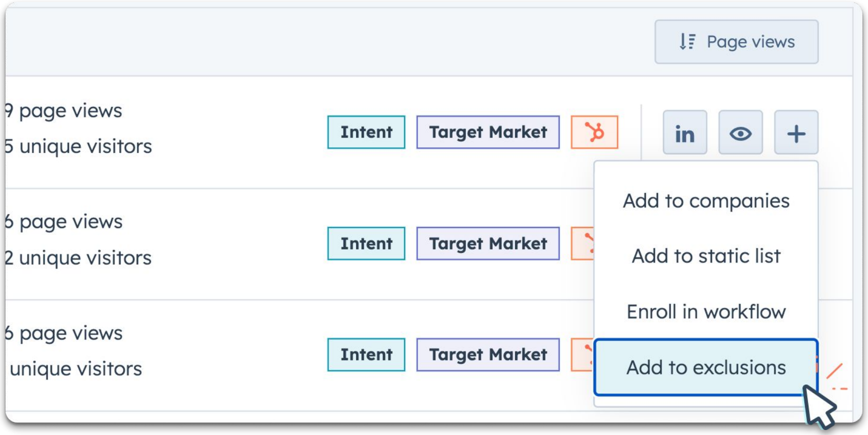
**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

Breeze™

# Company Exclusions in Buyer Intent

Exclude up to 100 companies from buyer intent tracking to focus on the right leads and avoid irrelevant engagement.




**Use Case**

When reviewing buyer intent data, you can now exclude competitors, agencies, or irrelevant companies from your reports and workflows. This eliminates distractions, refines targeting, and ensures resources are spent only on valuable prospects.

**Launch region:** Global

Free | Starter | Pro | Enterprise | Live

HubSpot

# Thank You