HubSpot Product Updates

January 2024 (December 2023 Updates)

Product Update of the Month

Marketing Hub™ + CMS Hub®

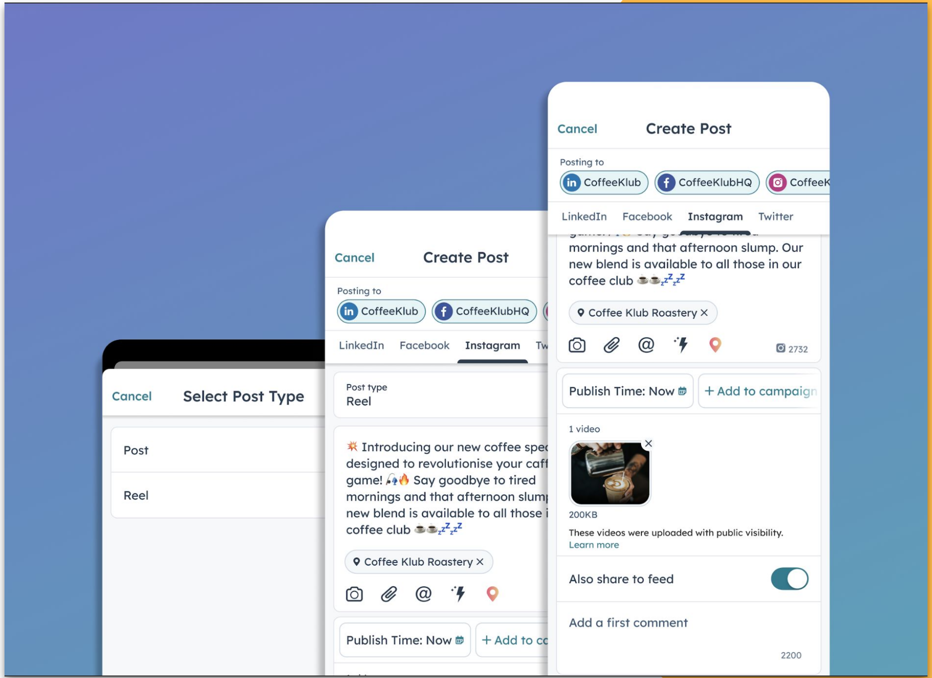
Marketing Hub™

Instagram Mobile News

Instagram Reels: You can now publish on Instagram Reels all within the HubSpot Mobile App.
First Comment: With First Comment Support, you can schedule the first comment on your Instagram posts.
Location Tag: Every time you create Instagram posts you will be able to select one location in the social composer. Inputting a location tag will improve your post engagement and reach.

Use Case

These new features are a great way for marketing teams to reach new audiences, improve engagement, and increase profile traffic and brand awareness.



Free Starter Pro Ent Live

Launch region: Global

HubSpot

Marketing Hub™

LinkedIn @mentions available in social monitoring

We have now added the ability to manage LinkedIn company pages @mentions from comments or posts from their audience within our Monitor Streams in Social.

Use Case

Companies want to better understand what people online are expressing about their brand on social media. They want to build deeper relationships through conversations with followers, win new customers & grow revenue, and resolve negative feedback in a timely fashion. We want to support our customers to have an all in one place to manage understanding these messages, and respond when necessary. One of the areas on social media where our customer's audiences speak about their brand is on LinkedIn.

Free Starter **Pro** **Ent** **Public Beta**

Launch region: Global

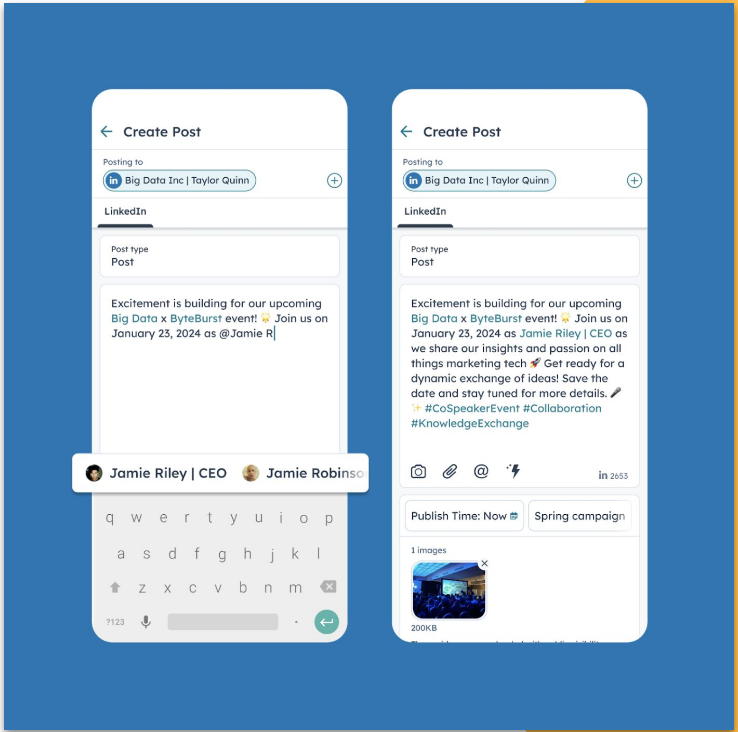
Marketing Hub™

LinkedIn Personal Profile Mentions on Mobile

In this new Mobile version, marketers can mention LinkedIn personal pages.

Use Case

Mentioning a connection or other members is a great way for marketers to increase post engagement and comments. This will draw attention from the member and also encourage traffic from your post to the member's LinkedIn profile.



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Launch region: Global

Marketing Hub™

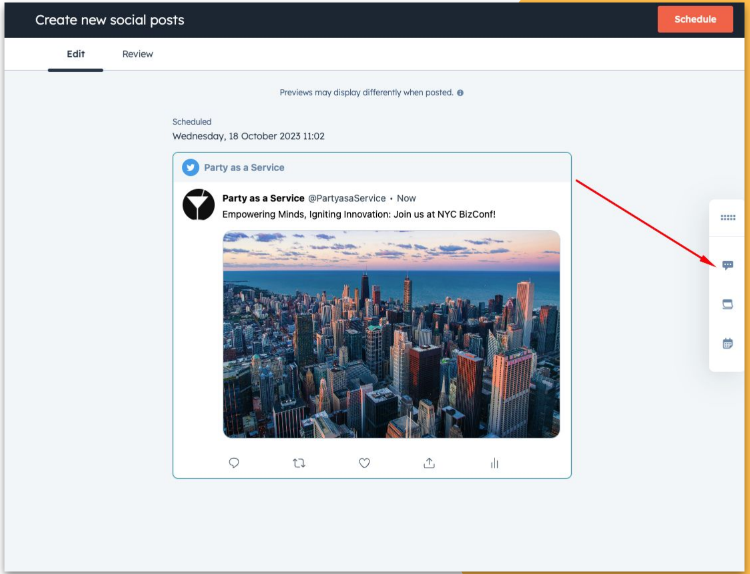
Collaboration Sidebar in the Social tool

The Collaboration sidebar is now part of the Social tool.

Customers can now comment on individual draft Social posts within HubSpot, create tasks for themselves or colleagues and view their Marketing Calendar all while editing a Social post.

Use Case

Adding the collaboration sidebar into the Social tool allows these conversations to happen seamlessly within HubSpot while holding all relevant context easily accessible when needed.



[Learn More]

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Launch region: Global

Marketing Hub™

Customer Journey Analytics can now track phone calls

You can now use Calls as a touchpoint in Customer Journey Analytics.

Use Case

Inbound and outbound calls are an important channel for engaging with prospects and customers. Understanding what led to those calls and what behaviors happened afterward is important for optimizing the broader customer journey, which is why you can now track calls as a touchpoint when using the Customer Journey Analytics app to create a report.

Learn More

Free Starter Pro Ent Live

Launch region: Global

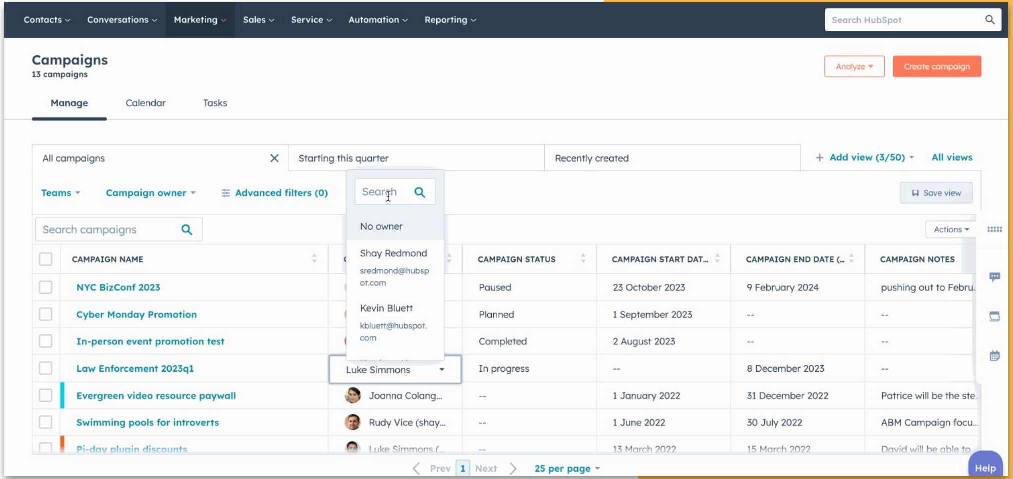
Marketing Hub™

Support for Inline Editing on Campaigns Manage page

Inline editing on the Campaign Manage page enables customers to update many properties across a campaign, or several campaigns, within the table itself, without leaving the page.

Use Case

This work will allow you to make updates directly on the table. Saving time and allowing you to stay in the flow of your work.



Free Starter **Pro** **Ent** **Live**

Launch region: Global

CMS Hub®

Blog Data Available in GraphQL

CMS developers can now use GraphQL to query for blog data to render in their CMS pages. Blog data like author, author collection, post, post collection, tag, and tag collection are currently available.

Use Case

Adding blog data to GraphQL allows developers to easily query for their HubSpot blog data using a technology that is open and widely accepted in the developer community.

Free Starter **Pro** **Ent** **Live**

Launch region: Global

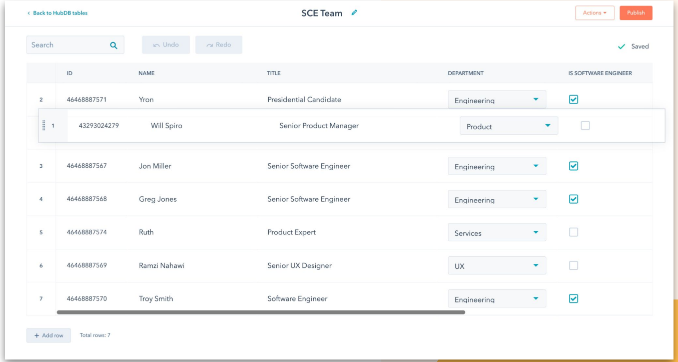
Marketing Hub™ + CMS Hub®

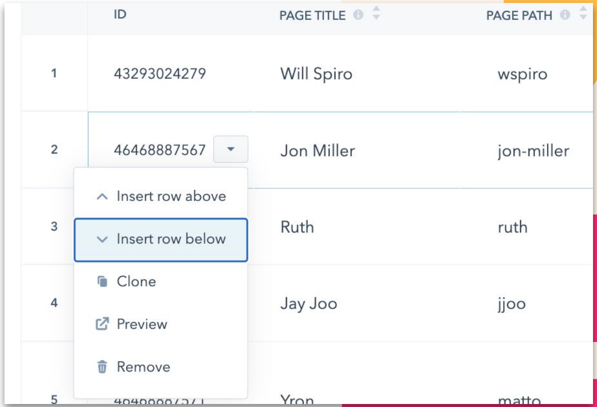
Drag and Drop Reordering of Rows & Insert Rows in HubDB Tables

You can now manually reorder rows in a HubDB table via drag and drop PLUS be able to insert a row above or below an existing row, impacting the order of data in content.

Use Case

The order data exists within a HubDB table is the default order in which that data will display in your content. While developers can set a sort for data in their code (such as alphabetical), some customers want to order their data arbitrarily. Being able to reorder rows in a HubDB table manually is the number one requested feature of HubDB.





Free Starter **Pro** **Ent** **Live**

Launch region: Global

HubSpot

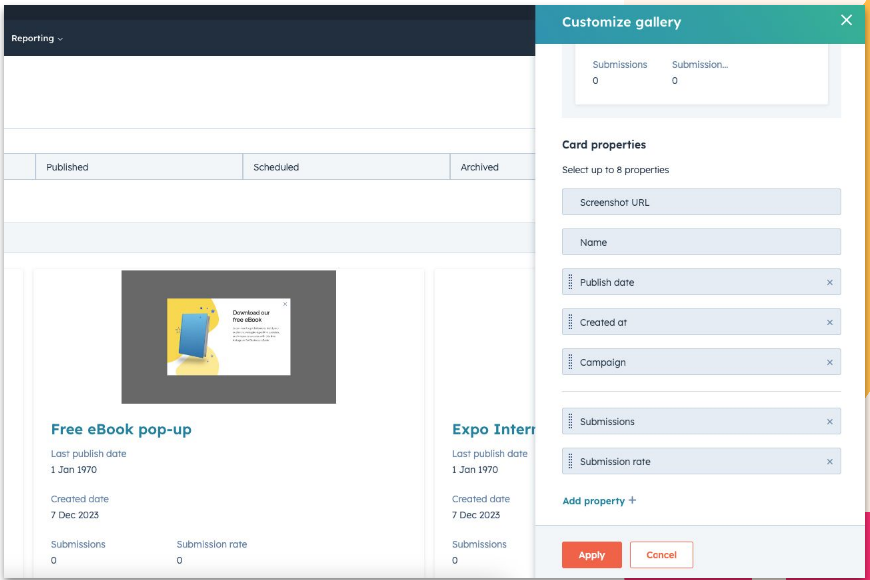
Marketing Hub™ + CMS Hub®

Customizable Gallery Mode for CTAs

This update makes it possible to change the properties shown on a CTA gallery card, similar to how you can change the columns available on the table/list view.

Use Case

Following the introduction of the new Gallery mode for managing CTAs, we're putting customers in control of what properties are available on the gallery cards. Previously HubSpot defined the properties that would be included, but this is not a one-size-fits-all solutions as customers need access to different information based on the status of the CTAs, and in the future they may be able to define their own properties for CTAs.



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Launch region: Global

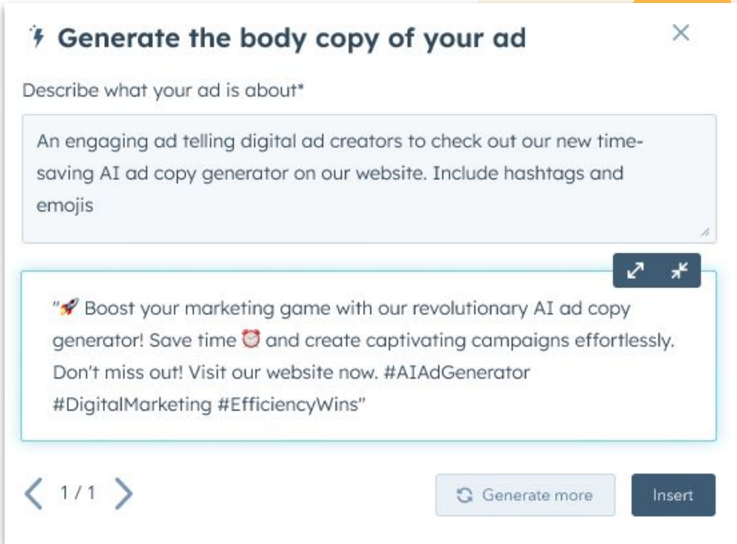
Marketing Hub™ + CMS Hub®

Content Assistant for Engagement, Website Visit, and Lead Generation Ads

HubSpot users can now use AI Content Assistant in Ads to generate ad copy from scratch using simple prompts for engagement, website visit, and lead generation ads.

Use Case

You can now use the AI content assistant in Ads which will enable you to generate ad copy from simple prompts. You can also rewrite, expand, and shorten generated copy to give you more control over the AI-generated text.



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Launch region: Global

Sales Hub™ + Service Hub™

Sales Hub™

New Recording & Transcripts API

Introducing the new and improved Recordings & Transcripts API for securely sending call recordings to HubSpot using an authenticated URL.

Use Case

Integrators can use authenticated URLs to securely send recordings and integrating is easier than ever! We even added a "recording ready" property so that you can easily let us know when a recording is ready for processing without jumping through any hoops.

Free Starter Pro Ent Live

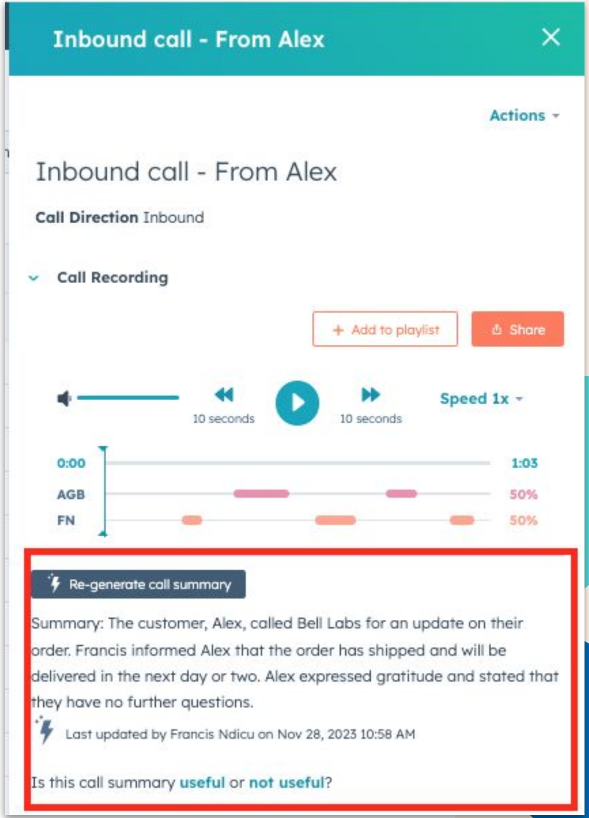
Launch region: Global

Sales Hub™ + Service Hub™

AI Assistant Call Summaries

Customers can now generate a concise summary of their transcribed calls.

Use Case
Transcripts provide users an easy way to gather context on their logged calls. However, it can be time consuming to review long transcripts when in a hurry. This feature aims to improve the efficiency of reps by reducing the time spent manually reviewing and summarizing calls.



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Launch region: Global

Sales Hub™

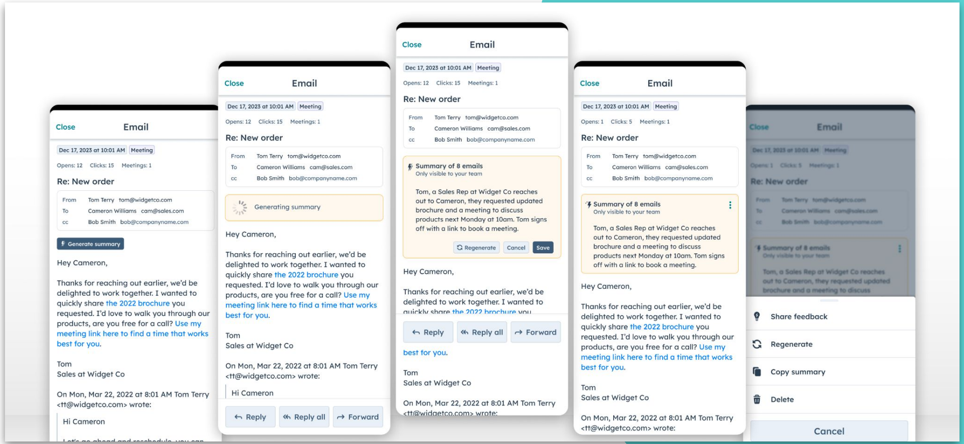
AI Assistant Mobile Sales Email Thread Summarisation Enhancements [iOS only]

We've improved the iOS AI sales email thread summary experience with a range of new features. This empowers email readers to summarize email threads and effortlessly grasp the context they require from a long email thread in seconds!

Use Case

Providing mobile sales reps with a tool to give them an instant bite-size summary puts them on track to quickly respond to the latest incoming email with little to no effort. Increasing your communications productivity has a direct impact on your overall productivity as a sales rep.

**available to all hubs and tiers*



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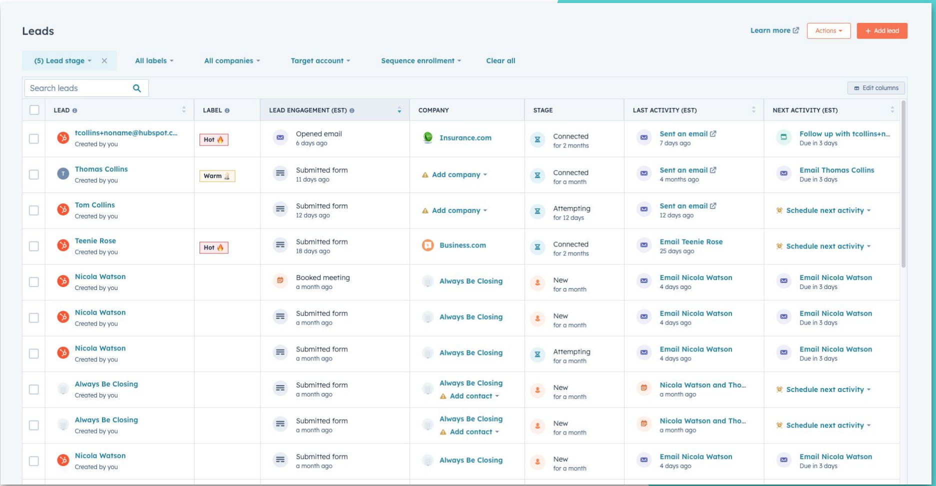
Launch region: Global

Sales Hub™

Adding Engagement & Target Account Info to the Leads Table

Sales Hub Pro+ customers can now see most recent lead engagement as well as target account information in the Leads table.



Use Case

As customers are using the Leads table to manage their leads, they want to prioritize which to engage with first. We are bringing in engagement data, and target accounts labeling and filtering, to assist them with this.

A highly requested update on Leads making it viable for companies that focus on ABM strategies.

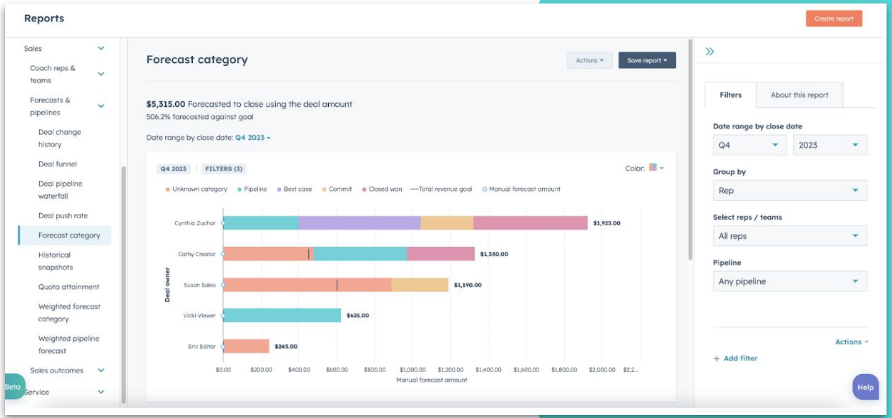
Free Starter Pro Ent Public Beta

Launch region: Global

Sales Hub™

Tab Control Changes In Out-of-Box Sales & Service Reports

Users expect report controls to look and behave consistently anywhere that reports are found in HubSpot. The previous design didn't meet those expectations because the behavior of the tab control was not consistent across the reports that offer it, and the feature would no longer be available after the report is saved. The new controls, on the other hand, each have a clear, consistent purpose and are consistently available wherever the reports appear.



Use Case

Users will now be able to access these features from reports that they have saved from the analytics tool in addition to within the tool itself.

Free Starter **Pro** **Ent** **Live**

Launch region: Global

Sales Hub™ + Service Hub™

Enroll contacts in a sequence on behalf of their contact owner using workflows and embedded automation

When enrolling in a sequence via a workflow, customers will see the ability to choose any contact owner property to dynamically choose the sequence sender.

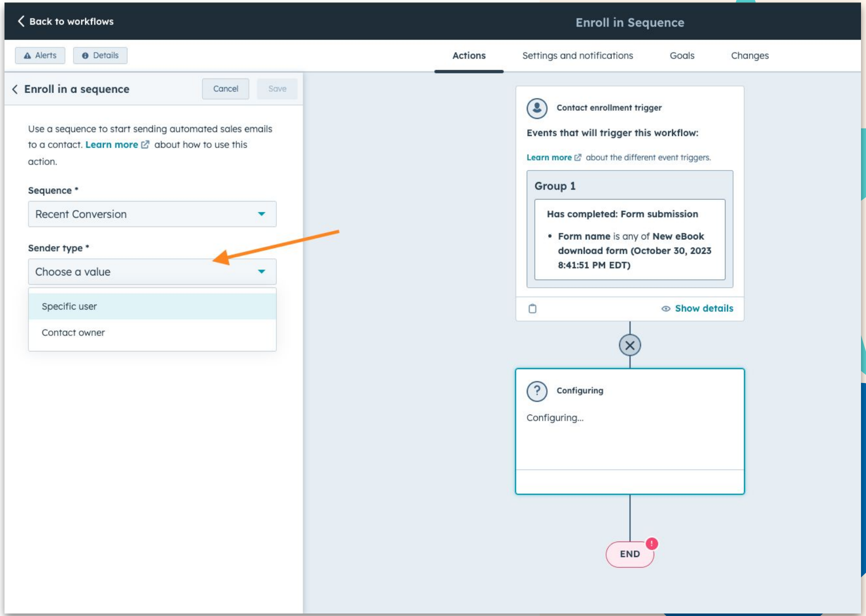
- Customers with **Sales or Service Hub Professional and above** will see this update in the **Automation** tab of the sequences tool.
- Customers with **Sales or Service Hub Enterprise** will see this update in the **Workflows** tool.

Use Case

When using a workflow to enroll contacts in sequence, you'll now be able to send from a contact owner property or a specific user.

Free Starter **Pro** **Ent** **Live**

Launch region: Global



Sales Hub™ + Service Hub™

A/B Testing Sequence Steps

A/B testing allows you to experiment with different versions of your content to determine what performs better with your audience. Within sequences, you can now test different templates within any email step and report on performance to quickly iterate and optimize outreach.

Use Case

Now with the ability to A/B test sequence steps, teams can quickly experiment and iterate to improve their outreach and increase conversions.

Learn More

Free Starter **Pro** **Ent** **Live**

Launch region: Global

Sales Hub™ + Service Hub™

AI Content Writer is available in Playbooks

Users who are able to create and edit playbooks can now use HubSpot's AI Content Writer to generate and refine playbook content.

Use Case

Creating enablement content is a major hurdle for customers who are early in their Sales Enablement maturity journey. Documenting processes, best practices and tactical instructions is one of the first things an organization must do to start enabling their sales teams.

Customers who are new to HubSpot playbooks have the same problem. Writing content requires a serious time investment and must be done before playbooks is a useful feature for the customer.

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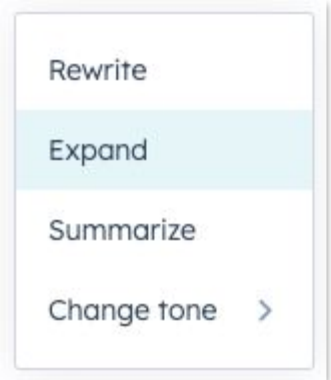
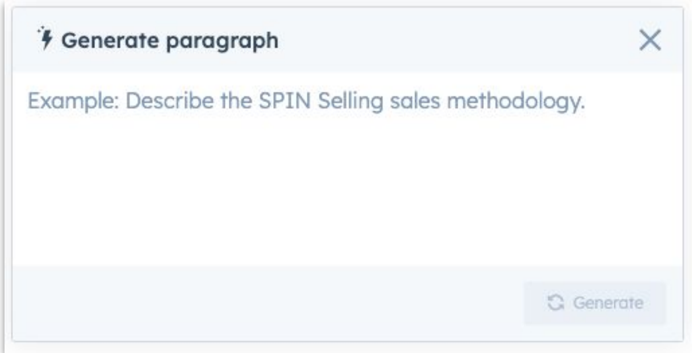
Launch region: Global





Sales Hub™ + Service Hub™

U.K. Local Numbers

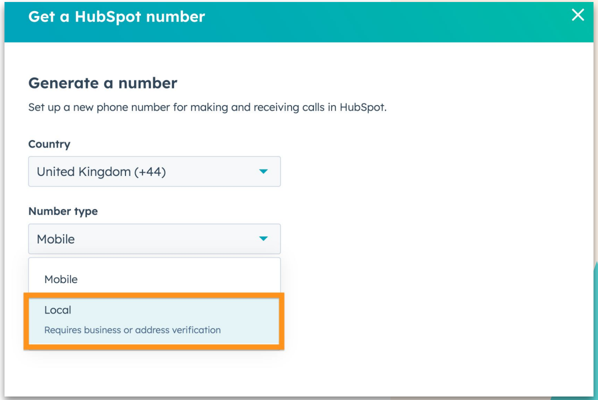
You can easily acquire local phone numbers for the United Kingdom. This feature is part of our continuous efforts to broaden our global outreach and deliver comprehensive calling features.

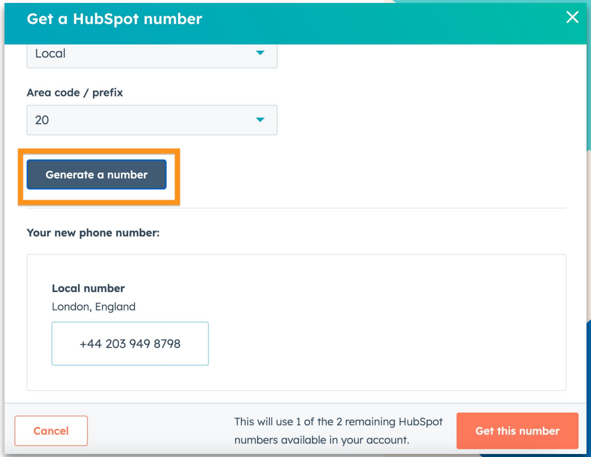
Use Case

HubSpot launched phone number acquisition for the United Kingdom in 2021. This release only included the ability to acquire a mobile number for this country. By offering local numbers in the U.K., we empower you to establish a stronger local presence, improve communication with prospects and customers, and ultimately enhance your CRM strategies.

Free Starter Pro Ent Live

Launch region: Global

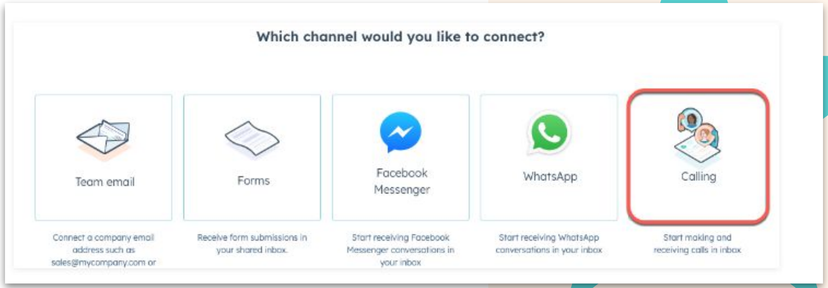




Sales Hub™ + Service Hub™

Calling as a channel in Inbox

Calling is now a channel in the Inbox. You can now connect a HubSpot-provided phone number to your Inbox and route inbound calls to a group of reps. Once connected, Inbound calls will ring up to 10 available users at a time, and create a new thread in the connected inbox.



Use Case

This new feature expands the Inbox's omni-channel capability and adds calling to the mix. It offers teams several benefits including:

Increased efficiency: Inbound calls will ring up to 10 reps at a time. You can share context in threads, configure working hours, customize voicemail messages, and easily switch channels, resolving conversations faster.

Improved caller experience: By providing a single number to call, this feature will streamline the caller experience and make it easier for them to get the help they need.

Free Starter **Pro** **Ent** **Live**

Launch region: Global

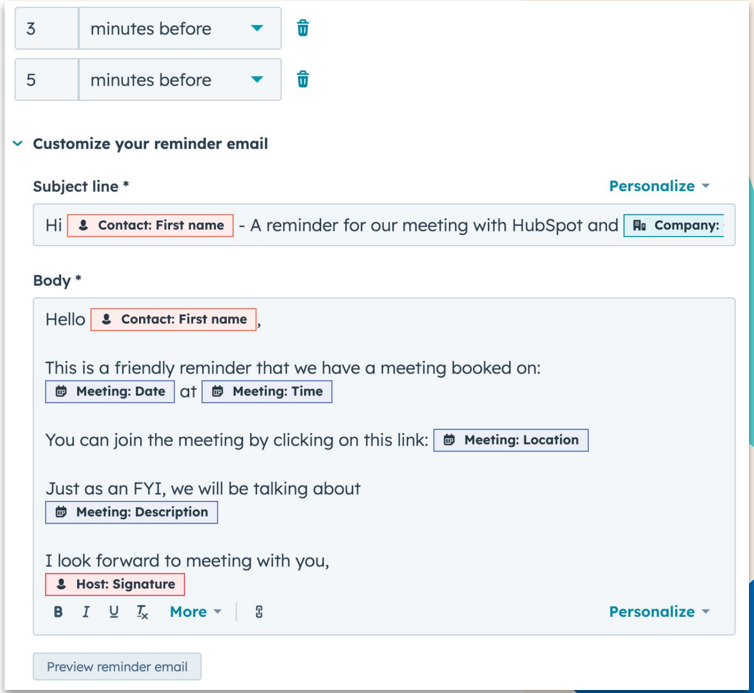
Sales Hub™ + Service Hub™

Customized Reminder Emails in Meeting Scheduling Pages

Previously, all reminder emails were sent as the same basic template leading up to a meeting. Now, HubSpot users are able to provide more customization and personalization in reminders for meetings booked through scheduling pages.

Use Case

Prior to an upcoming meeting booked through a scheduling page, prospects can receive a customized reminder email with important information needed for the meeting, links to join the meeting, and anything else that might be important to call out or share in advance.



Free Starter Pro Ent Public Beta

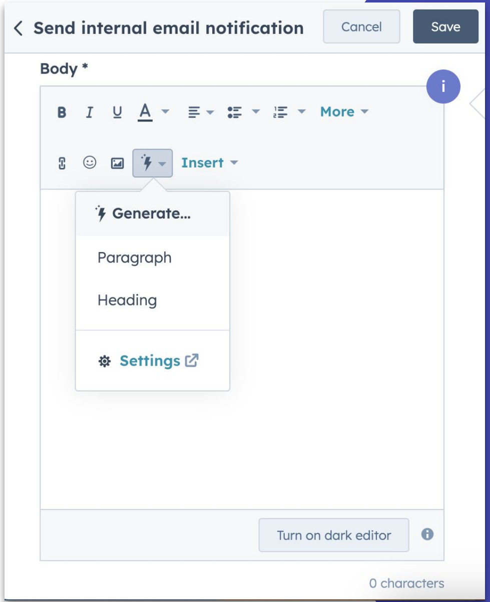
Launch region: Global

Operations Hub™

Operations Hub™

AI Content Assistant in Workflows Email and Notification Actions

You can now use HubSpot's AI Content Assistant in workflows in the Send Email and Send Internal Email Notification actions. Similar to the emails tool, when you're writing your content in our email or notification workflow actions, you can use either the highlight or the slash command to generate, edit, or rewrite your content for you!



Use Case

Using the AI content assistant in workflows will enable you to write your marketing emails or internal notifications more quickly and with ease. AI content assistant automates the tedious parts of writing, leaving you with more time to shape your own thoughts, opinions, and creativity into your content.

**available to all customers with Workflow plans*

Free | Starter | Pro | Ent | Public Beta

Launch region: Global

Operations Hub™

Save and Reuse Groups of Workflow Actions with Action Sets

You can now save a group of workflow actions into an Action Set so that you and the rest of your team can re-use.

Action Sets is available for all Enterprise portals with workflows access.

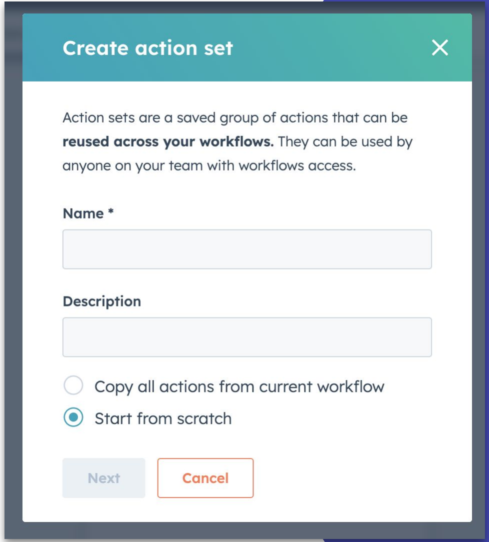
Use Case

Action Sets not only speed up the process of creating workflows but also gives your workflow admins the ability to create guides for the rest of their teams to leverage while they're making workflows!

**available to all customers with Workflow plans*

Free Starter Pro **Ent** **Public Beta**

Launch region: Global



Operations Hub™

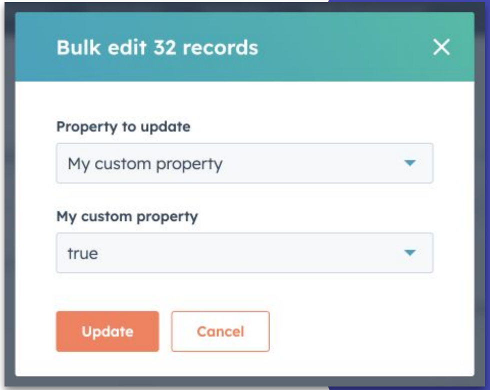
Custom Properties for Workflows

Custom properties can now be created to better manage and organize Workflows!

HubSpot's Smart CRM enables you to completely customize the data you store about Contacts, Companies, Tickets, Deals, and custom objects through custom properties.

Use Case

Now, workflow Custom Properties, combined with Custom Views, allow teams to create an enforceable, multi-dimensional organization system. Admins can define the set of custom properties and which property values must be filled when a workflow is created.



Free Starter **Pro** **Ent** **Live**

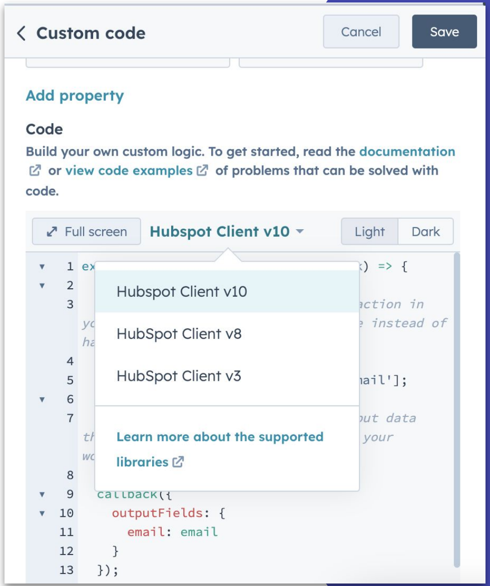
Launch region: Global

Operations Hub™

Updated HubSpot API client version in the Custom Code Action

HubSpot API client v10 (^10.1.0) and v8 are now supported in the Custom Code Action for Node16x and Python3.9 runtimes.

The v4 Associations API is supported in these latest client versions, and can now be used in the Custom Code Action.



Free Starter **Pro** **Ent** **Live**

Launch region: Global

Operations Hub™

AI Assistant for Report Descriptions

Now you can use HubSpot's AI Assistant to instantly interpret and summarize a report into a concise description. This AI Assistant will make it easier than ever to manage and interpret all of your reports.

Use Case

Understanding Reports can be difficult. Having a description that helps to explain what a report contains, what it's useful for, and what questions it can answer makes it much easier to gain the insights you're looking for!

Additionally, custom descriptions can help add critical business context to reports, making knowledge sharing and communication easier than ever before.

Free Starter Pro Ent Live

Launch region: Global

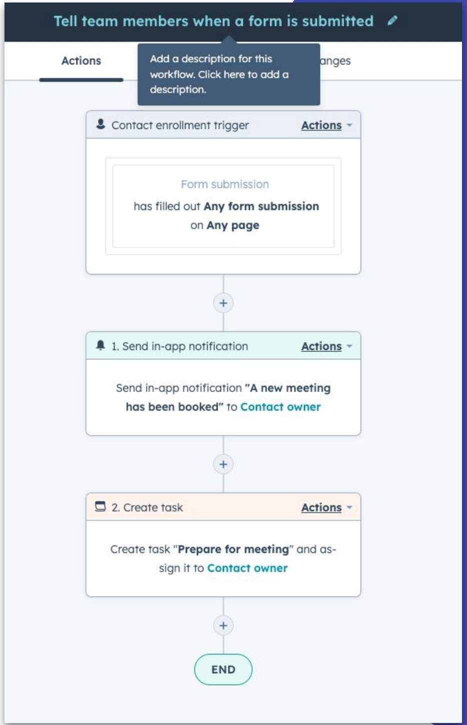
Operations Hub™

AI Assistant for Workflow Descriptions

Now you can use HubSpot's AI Assistant to instantly interpret and summarize a workflow into a concise description. This AI Assistant will make it easier than ever to manage all of your workflows at a glance and at scale.

Use Case

In today's fast-paced world, efficiency and clarity are paramount. That's why we've harnessed the power of artificial intelligence to simplify and streamline workflow management and documentation.



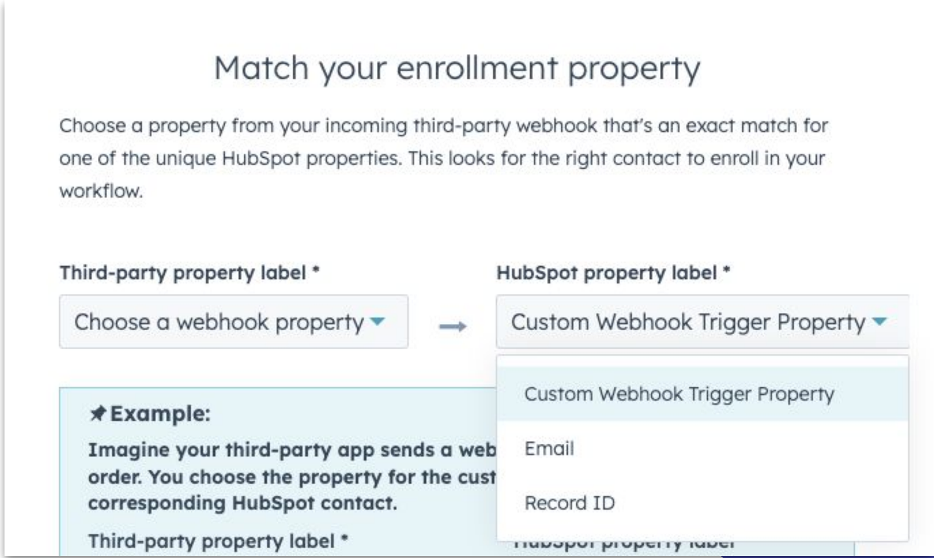
Free Starter **Pro** **Ent** **Live**

Launch region: Global

Operations Hub™

Webhook Triggers are now in Company, Deal, Ticket and Custom Objects!

Now you can trigger a webhook in contact, deal, ticket, and a custom object workflow. Additionally, when matching the unique identifier from your third-party system to the corresponding HubSpot property, you can now use record ID or set up a custom property requiring unique values!



Use Case

Customers have expressed so many use cases for webhook triggers beyond just contacts-based workflows. Additionally, you need the flexibility to leverage record ID or create custom properties as the unique identifier to map to your third-party data when setting up your webhook trigger.

[Learn More]

Free Starter Pro Ent Live

Launch region: Global

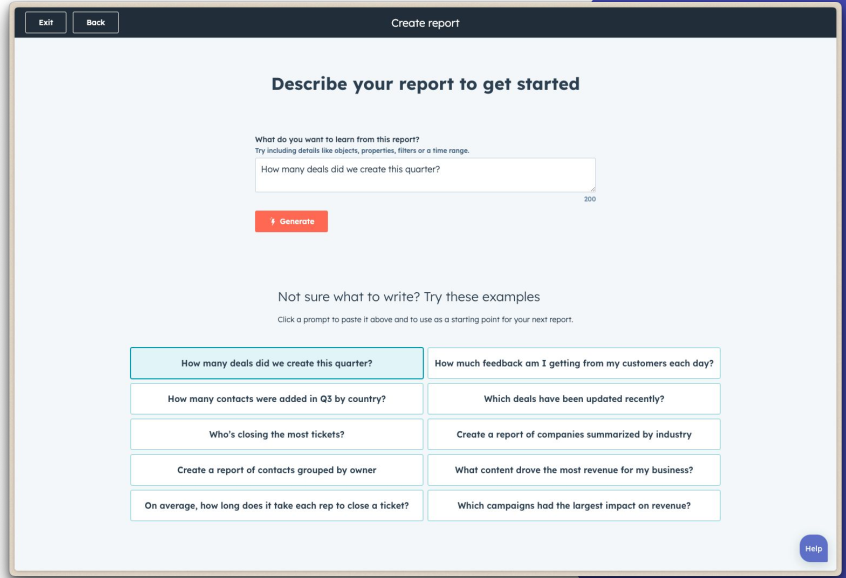
Operations Hub™

Generating Reports with AI

You can now use HubSpot AI to create reports with just a simple prompt. AI-assisted reports make it simple to start building the perfect report to answer critical business questions.

Use Case

Creating reports can be really difficult and time consuming. Using HubSpot AI makes it easier than ever to answer questions in Reporting. Save time and find new insights by using AI to help you build reports.



Free Starter **Pro** **Ent** **Public Beta**

Launch region: Global

Operations Hub™

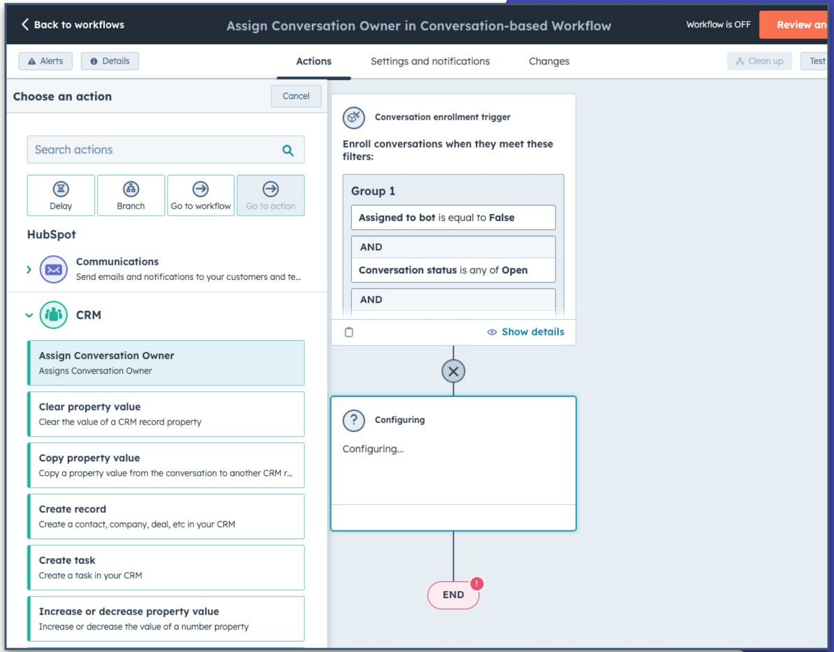
Assign Conversation Owner in Workflows

Customers using workflows can now change the inbox and owner assignment for conversations with a new Assign Conversation Owner action.

Use Case

Within conversation-based workflows, Admins can find a new action under CRM called Assign Conversation Owner that will allow them to assign conversations directly to a user in a targeted inbox.

**also available to Service Hub Pro+ customers*



Free Starter **Pro** **Ent** **Public Beta**

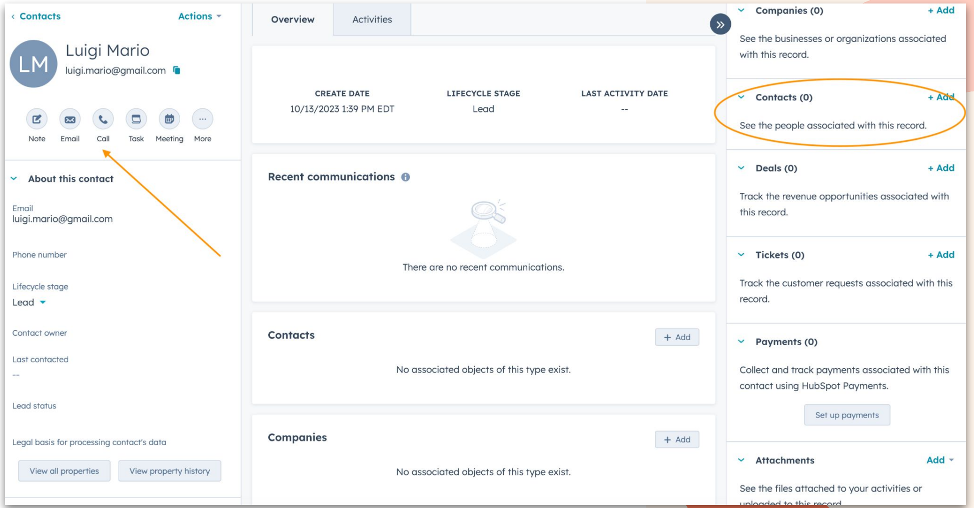
Launch region: Global

CRM Platform

CRM Platform

Associate Records of the Same Object Type

Same object associations give customers the ability to associate a CRM record to another record of the same object type e.g. a contact to a contact or a deal to a deal. These new associations are available for contacts, companies, deals, tickets and custom objects and can be leveraged across core HubSpot tools.



Use Case

Customers want HubSpot to reflect the reality of their business; this often includes a web of contacts or a collection of related companies. Without the ability to connect contacts to contacts, companies to companies and other objects to their same type, customers have been missing key relationships in HubSpot.

[Learn More]

Free | Starter | Pro | Ent | Live

Launch region: Global

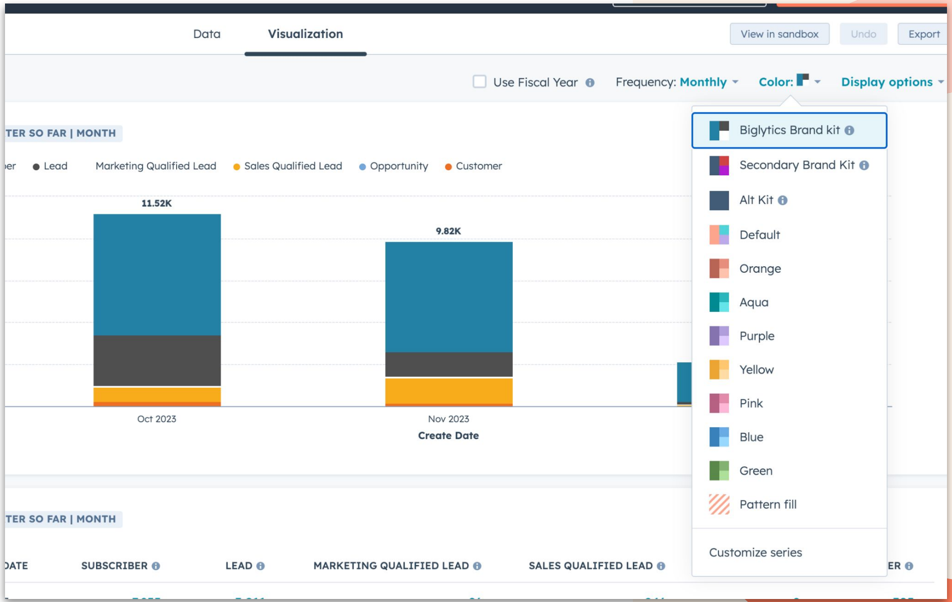
CRM Platform

Company Color Palettes in Report Builder

You can now use brand colors set in Branding in the Single Object and Custom Report Builders.

Use Case

Company Color Palettes in Report Builders are essential for ensuring brand consistency in HubSpot reports. This feature addresses the common problem of disjointed visual presentation by adding brand colors as an option in Reporting color palettes.



Free Starter **Pro** **Ent** **Live**

Launch region: Global

CRM Platform

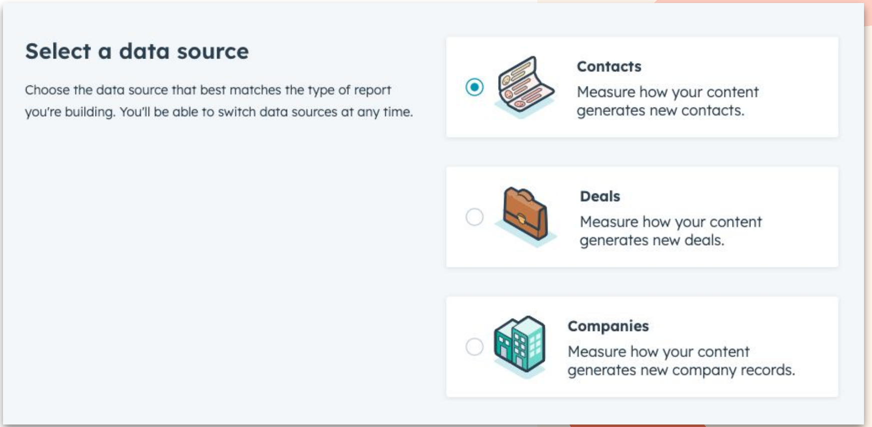
New Custom Funnel Report Builder Supports Optional Stages and Company Lifecycle Stages

When creating a custom funnel report, you can now mark stages as "optional." This means that an entity (like a deal or a contact) that made it to the end of the funnel can skip some of the stages in between the first and last stage and still be included in the final number.

For marketers who use account-based marketing, we are also extending custom funnel reports to support the company lifecycle stage.

Use Case

1. You can now designate a middle stage as "optional."
2. You can now use the company lifecycle stage to create a funnel.



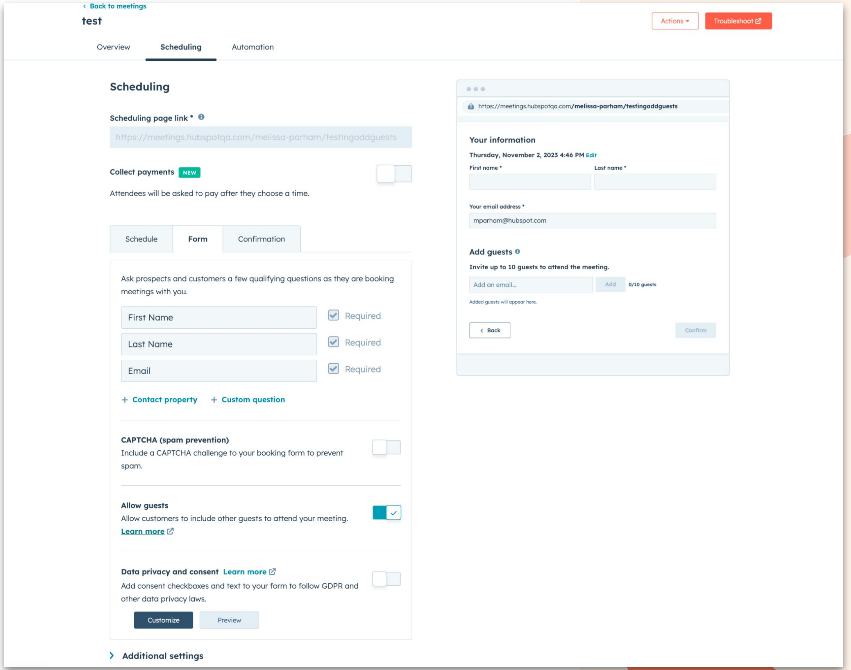
Free Starter **Pro** **Ent** **Public Beta**

Launch region: Global

CRM Platform

Add Guests to Meetings via Scheduling Pages

Today, users are lacking a way for prospects to include additional attendees on the meeting invite when booking time on a scheduling page. Now, users will have the ability to turn on a feature within their scheduling pages to allow prospects to add additional guests to the meeting. Prospects can include up to 10 additional guests. These guests will receive a calendar invite for the meeting that was just booked.



Use Case

This feature gives the ability for prospects filling out a scheduling page to add additional guests/attendees to a meeting link when they are in the process of booking the meeting.

Free Starter Pro Ent Live

Launch region: Global

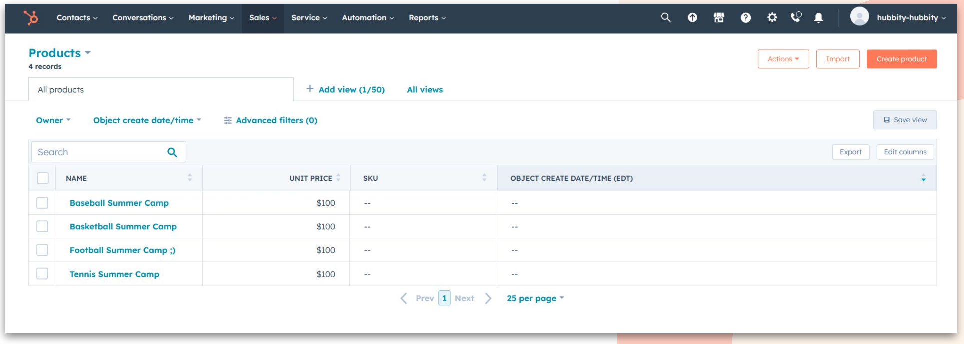
CRM Platform

Product Library Index Page & Navigation Update

Product Library has a fresh new look and a new location within the HubSpot Navigation bar.

Use Case

Moving the Product Library to HubSpot's Index page, which customers will recognize if they've ever used other objects like Deals, Contacts, or Companies, unlocks critical functionality for scaling businesses.



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Launch region: Global

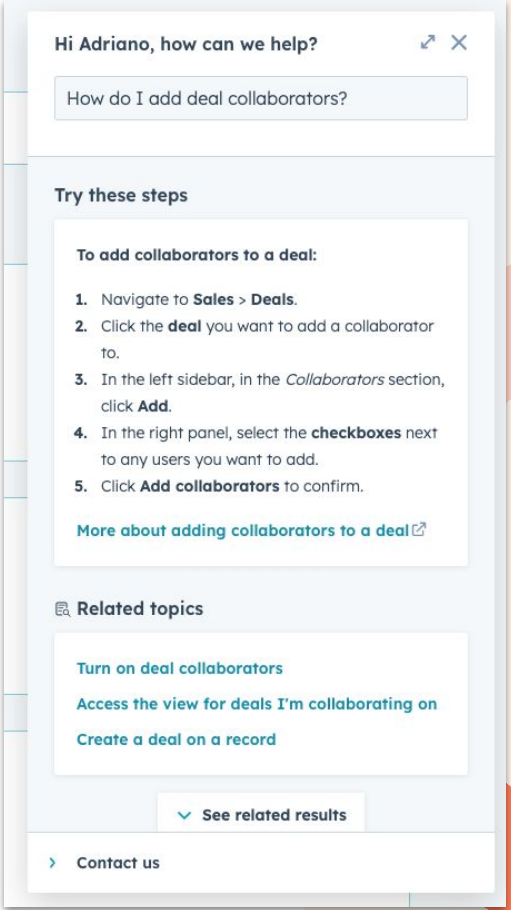
CRM Platform

Help has moved to the top navigation

The link to HubSpot Help is moving from the bottom-right corner to a “?” icon in the top navigation menu.

Use Case

This change will enable you to find Help more easily and to solve your questions with our newly-expanded range of self-service resources.



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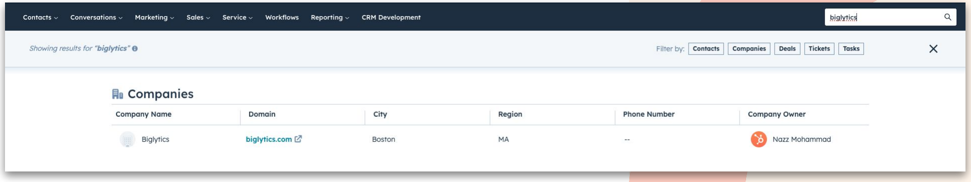
CRM Platform

Company Owner & Clickable Company Domains in Global Search

The Company Owner is now directly visible on every company returned as a Global Search result. If the company has a domain, you can directly click the domain in the search result to visit the domain.

Use Case

The new HubSpot Video feature allows you to upload a .vtt file to accompany video content, and it allows you to choose from several different languages in order to make sure your viewers are being served in the language they prefer.



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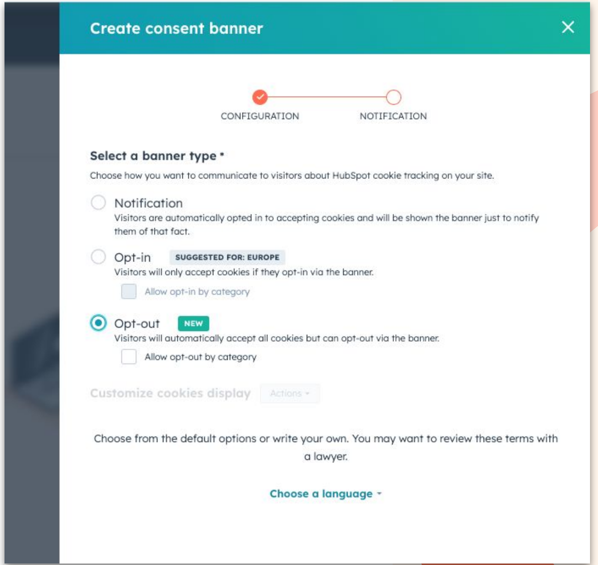
Opt-out Cookie Consent Banner Type

The new 'opt-out' banner broadens HubSpot's cookie management toolkit, specifically for areas with more lenient data privacy regulations compared to the EU. It permits cookies to track visitors by default, while still empowering them to opt out at any point.

Use Case

As cookie management regulations differ globally, HubSpot's 'opt-out' banner provides a flexible alternative to the 'opt-in' banners required in strict regions like the EU. This feature supports default user tracking with the ability to opt out, aligning with less stringent compliance standards and optimizing data collection in applicable regions.



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Launch region: Global

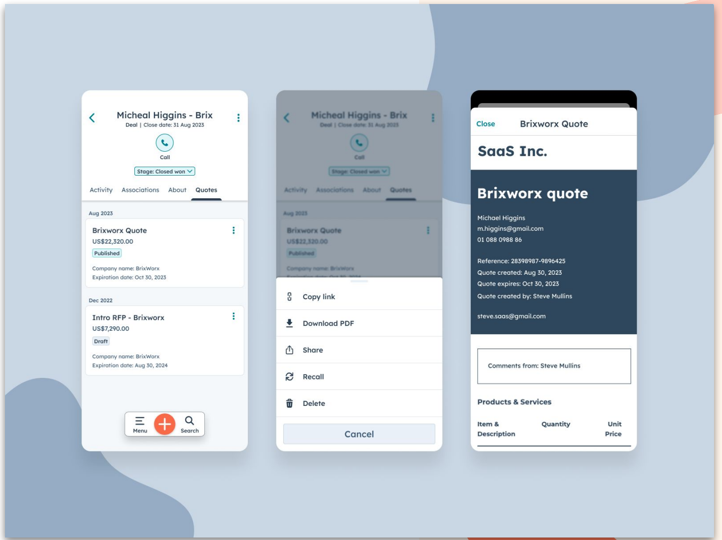
CRM Platform

View, Delete, Share and Recall Quotes on Mobile [iOS and Android]

Customers on mobile now have the ability to view, delete and recall quotes from the Hubspot Mobile apps. The feature can be accessed from the Deal record.

Use Case

Quotes fulfil a key part of this sales journey and with this update, you have access to all of the quotes that you have created on desktop visible on mobile for easy access.



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Launch region: Global

CRM Platform

Sort Contacts, Companies, Deals & Tickets by all properties on Android

You can now sort Contacts, Companies, Deals & Tickets by all properties in the HubSpot app for Android.

Use Case

Now, all properties are available for sorting, and in both directions (ascending and descending).

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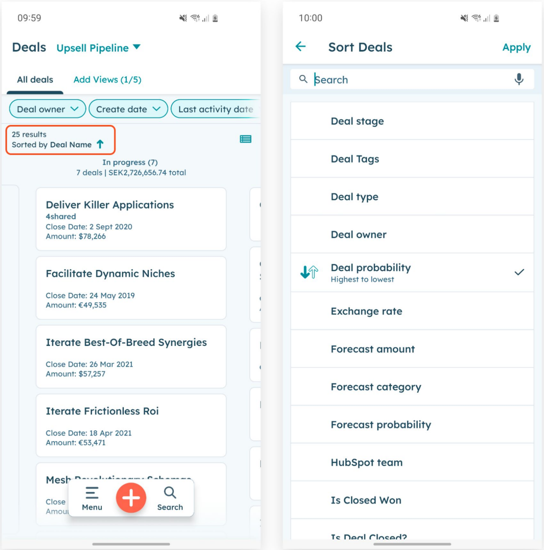


NEW

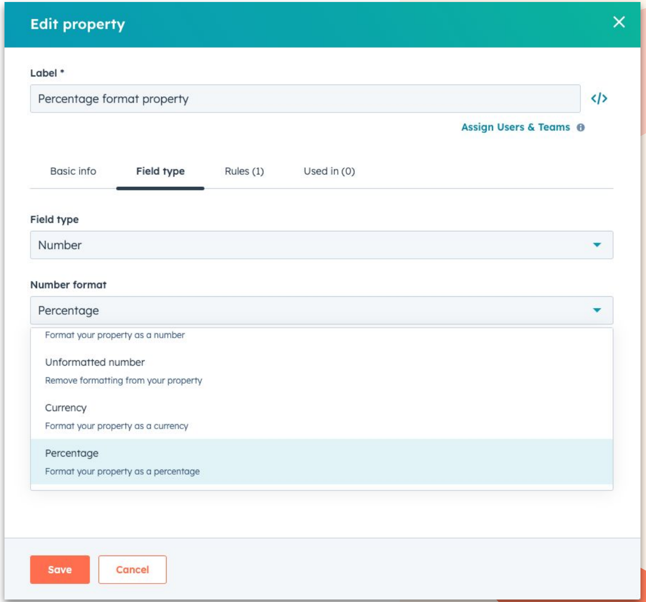
Sort Contacts, Companies, Deals and Tickets by any property on Android

CRM Platform

Percentage Format for Number Properties

Customers can now create custom number properties formatted as a percentage.

Use Case
This change will enable you to more accurately represent data in the CRM - for example, calculating sales commissions, or likelihood to close a deal.



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Launch region: Global

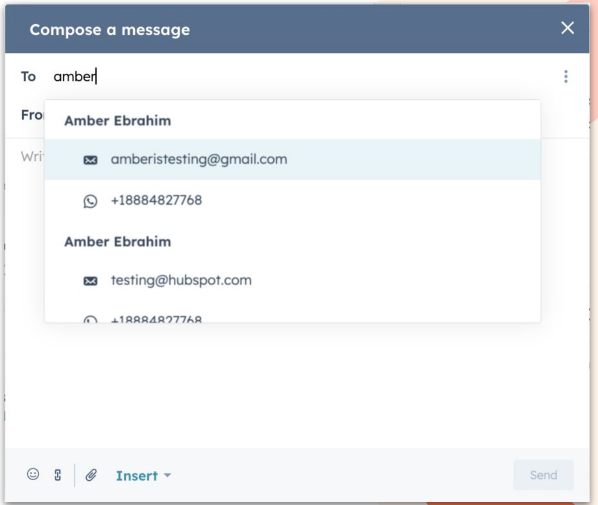
CRM Platform

Initiate WhatsApp and Email Conversations via Omnichannel Inbox Composer

Users can now initiate email and WhatsApp conversations via the "Compose" button in Conversations Inbox.

Use Case

In the past, users were able to initiate email conversations but would have to wait for their contacts to initiate conversations via WhatsApp to communicate via this channel. Moving forward, the ability to start communications via WhatsApp and email will be easily accessible from the unified omnichannel composer in Conversations Inbox.



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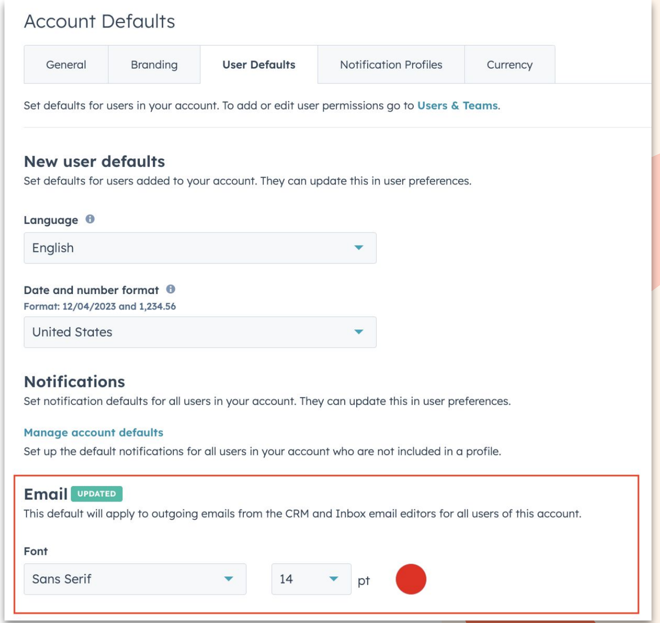
CRM Platform

Default Fonts in Conversations Inbox

Inbox users will be able to set a default font type, color, and size for all emails sent from Conversations Inbox.

Use Case

Today, sales and service reps can set a default font for emails sent from CRM records. Moving forward, these font settings will also apply when sending emails from Conversations Inbox, saving users valuable time spent on manually changing fonts to fit team preferences and align on branding.



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Launch region: Global

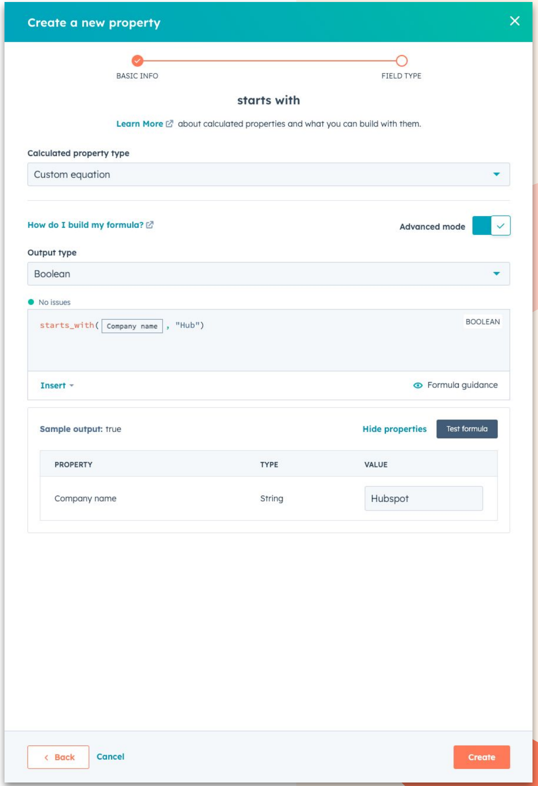
CRM Platform

Additional Text Comparison Functions for the Advanced Formula Editor

We have expanded our advanced formula editor to include even more advanced text comparison functions.

Use Case

The advanced formula editor for calculated properties is a powerful tool that just got more powerful. You can now perform text comparisons using STARTS_WITH and CONTAINS helping you to filter your data quickly using a calculated property.



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Launch region: Global

CRM Platform

New Custom object actions on Android

Users can now perform several actions with Custom objects, which were previously not possible on Android. Those include:

- Create Custom objects from the Associations picker
- Add Association labels to Custom objects
- Associate multiple Companies to a Custom object

Use Case

The ability to perform these actions on Android enables users to keep records up to date without having to switch to desktop.

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Launch region: Global

Conditional Property Options

You can now define conditional property options that will be reflected across the CRM. This will enable you to filter down the options that can be selected for a given property based on the value of another property.

For example: If Department = Engineering, then for Role show only Engineering Manager, Engineer, and and Director of Engineering.

Use Case

This feature improves the data-entry experience by allowing admins to surface only the relevant property options to a user. This feature also gives admins greater control over data quality by letting users know when there are mismatched options, and preventing them from saving incorrect options.

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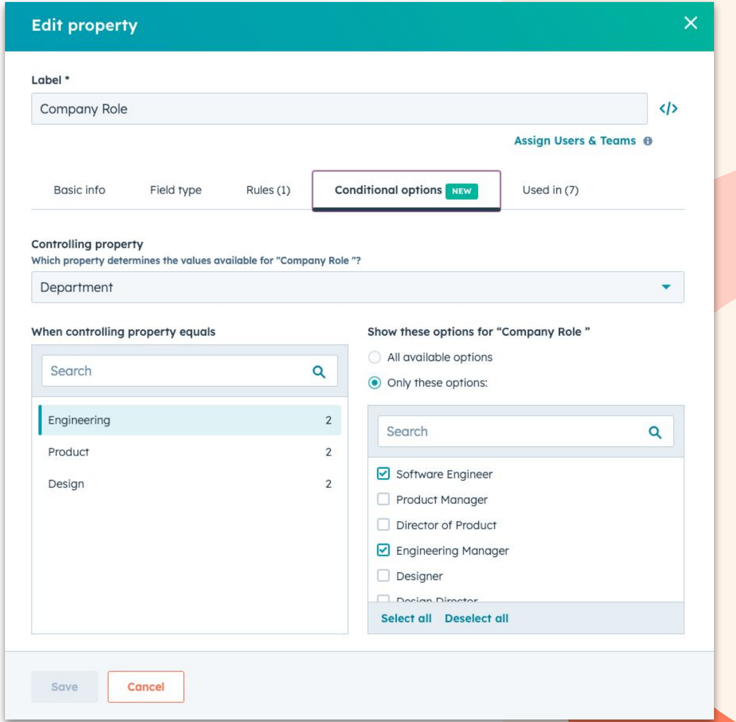


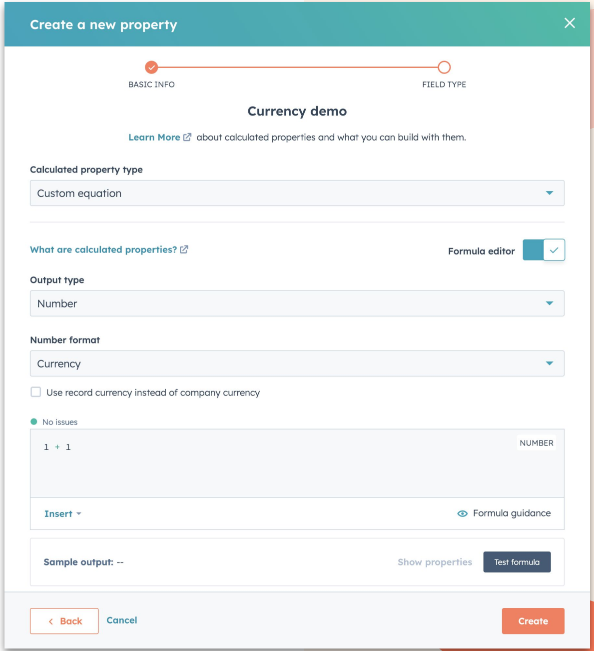
CRM Platform

Set the Currency Type for Custom Calculated Deal Properties to use Record Currency

Admins now have the option to set the currency type for custom calculated deal properties to match the currency of the record.

Use Case

With today's release of giving admins the option of setting their currency type to that of the record, customers will be able to better represent their currency data on records.



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CRM Platform

New Custom Object Actions on iOS

Users can now perform several actions with Custom objects, which were previously not possible on iOS. Those include:

- Edit and delete Custom objects
- Add Associations to Custom objects
- Create and delete Notes and Activities on Custom objects
- Add Association labels (flexible association) to a Custom object

Use Case

The ability to perform these actions on iOS enables users to keep records up to date without having to switch to desktop.

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Launch region: Global

CRM Platform

A simpler way to add new Meetings on Mobile

Mobile Calendar delivered an easier way to view your schedule on the go. Now you can create new meetings too wherever, whenever.

Use Case

Creating meetings on mobile used to be a tricky task. Under contact records, the option to create new events existed, but didn't provide scheduling visibility. To see this, you would need to exit the contact record and go back to the calendar from the home screen. We've now tied the journey together and made the calendar viewable from the same screen — i.e the create meeting flow under contact record.

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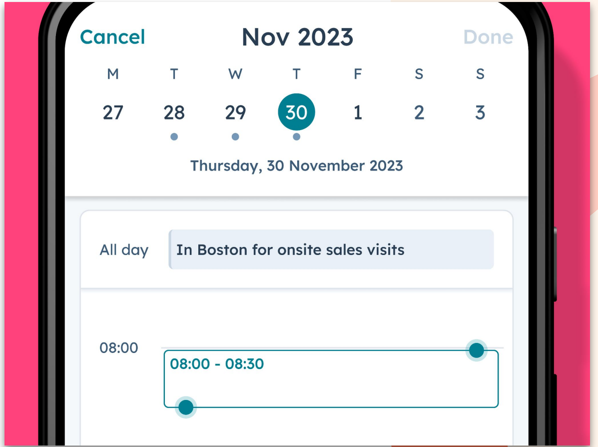


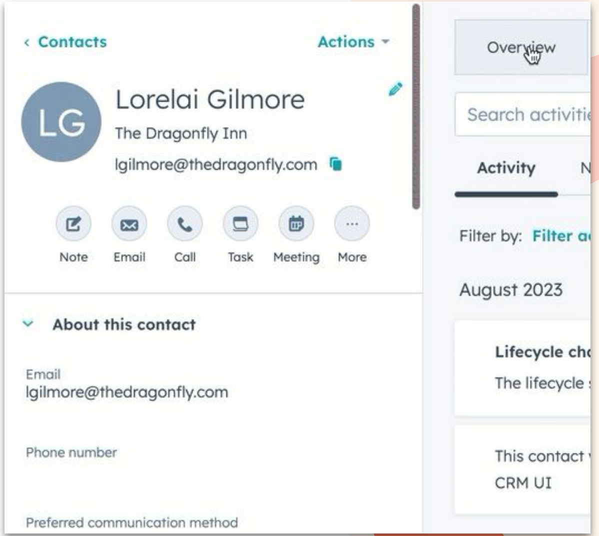
CRM Platform

Summarize a Record in HubSpot

You can now access CRM record summaries for companies, contacts, deals and tickets while viewing these records in HubSpot. Record summaries are powered by ChatSpot AI and include a list of top properties and a summary of associated notes, emails, calls, meetings and tasks.

Use Case

You can now access a quick but rich summary of your companies, contacts, deals and tickets directly from these record pages. This will give you more time to do your core jobs instead of scrolling and searching for key nuggets of information on records.



[Learn More]

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Launch region: Global

Make Call Outcomes Required for Mobile

The thread toolbar and preview cards in the Conversations Inbox are getting a refresh! The changes we are making focus on foregrounding important ticket and conversation information, making it easier for users to quickly gather context and update key properties like owner, status, and ticket priority.

Use Case

Having accurate data is key for understanding and optimizing customers call patterns and workflows. To best understand sales/service reps' performance, it's crucial to capture calling data when engaging with prospects and customers. This creates consistency in logged calls across the entire sales teams. Additionally, it provides Admins and Managers the ability to gather extra levels of detail on call logging. This will empower teams to gain a deeper understanding of calling engagement efficiency through enhanced reporting, ultimately leading to more informed data-based decisions.

[Learn More]

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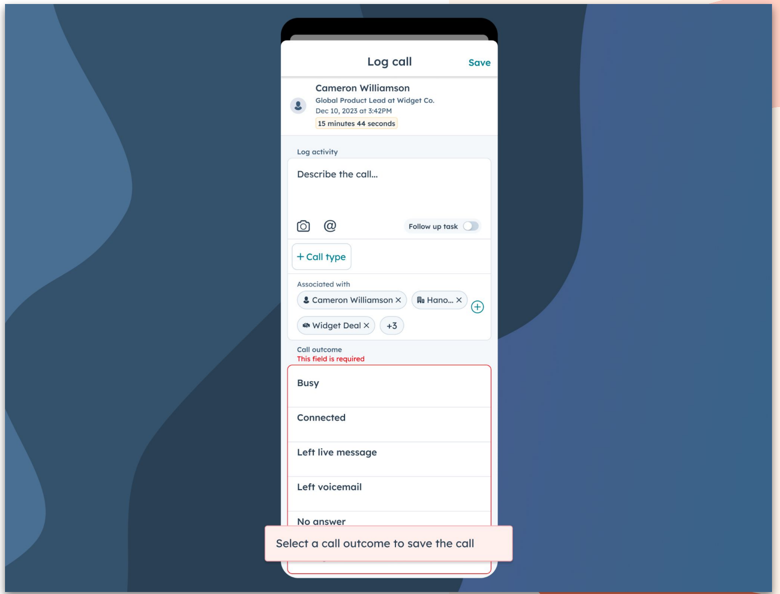
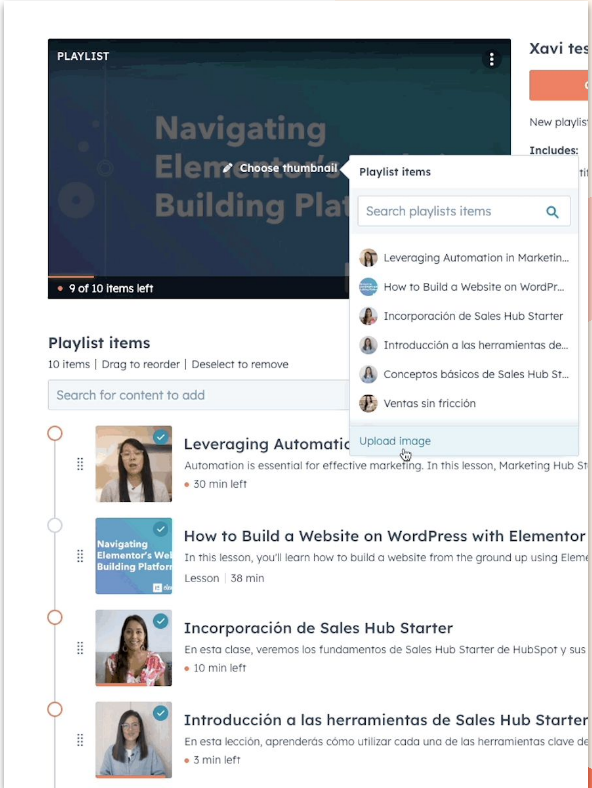


Custom Thumbnail Images for Academy Playlists

This iteration of Academy Playlists allows you, the creator, to upload and update cover and thumbnail images for your playlists.

Use Case

As we continue to evolve Academy Playlists for our internal and external stakeholders, we wanted to drive engagement to user-created playlists. Allowing custom images allows you to confidently promote your content and communicate the playlist's value.



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Launch region: Global

Default Fonts in Conversations Inbox

Inbox users will be able to set a default font type, color, and size for all emails sent from Conversations Inbox.

Use Case

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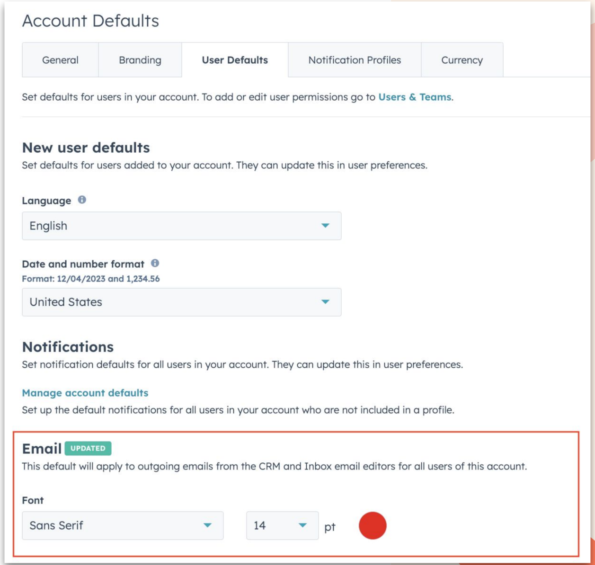

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Launch region: Global

Asset Level Comment Notification Preferences

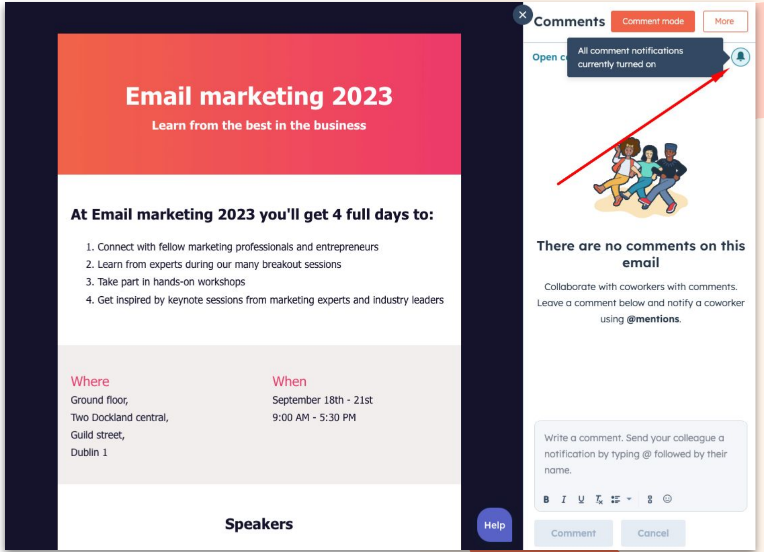
You can now control exactly what comments they are notified about for each asset. Previously, these could only be managed on a global level, meaning you had very limited flexibility in deciding what you are notified about.

Use Case

This gives more control over commenting and the flow of information to our customers.

Visibility: allow you to see who is going to be notified when you post a new comment on a thread. Previously, you would need to at-mention colleagues in every comment to feel confident a notification would be received.

Flexibility: allow you to decide what assets they want to be notified about. You may wish to stop being notified about new comments on certain assets where you are no longer involved. On the other hand, there may be assets you have not directly commented on, but would like to be notified about.



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Launch region: Global

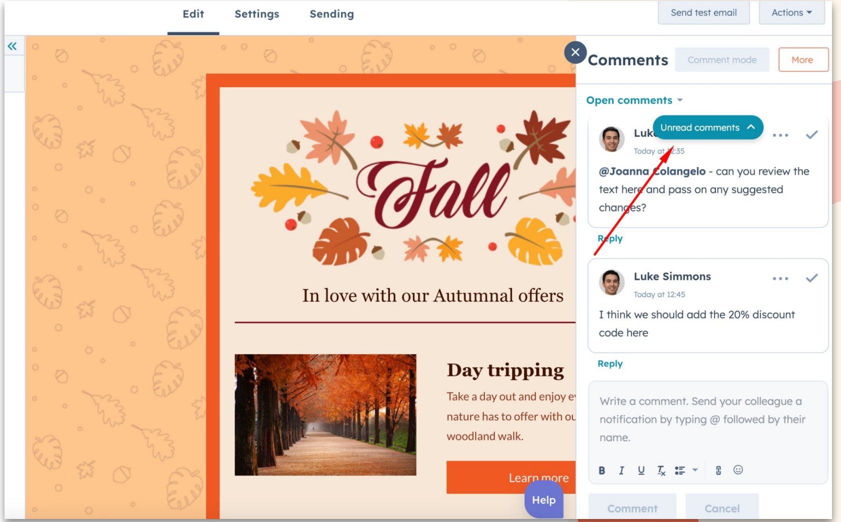
CRM Platform

Live Updates to Commenting

New comments now load in real-time meaning you no longer need to refresh your browser to see the latest updates when collaborating with your team.

Use Case

The ability to instantly load new messages ensures colleagues get access to important updates immediately and helps facilitate real-time conversations through HubSpot's collaboration tools.



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Launch region: Global

CRM Platform

New Tracking Domains for Connected Email

We are migrating away from the "sidekick" domains used for open and click tracking on sales and service email sends. The new domains specify the email type and are unique to your account to give you more control over your deliverability.

Use Case

This new domain system enables email service providers to protect their users while avoiding damage to unrelated HubSpot customers.

Learn More

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Launch region: Global

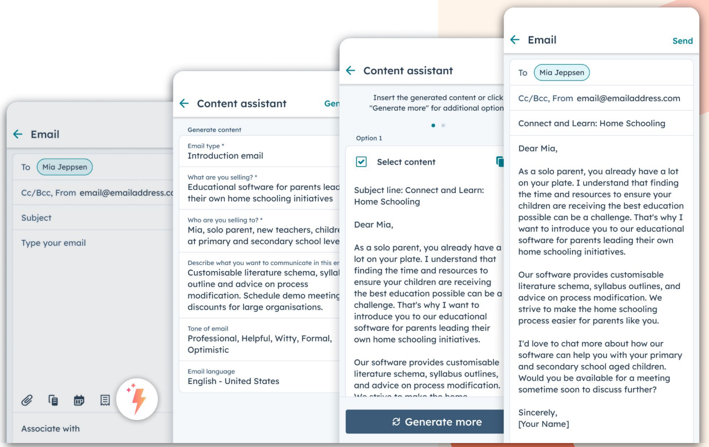
CRM Platform

AI Assistant Mobile Sales Email Generation for Android

AI Assistant for mobile sales email generation is now available for Android users. Emailing from mobile has never been so easy! Following iOS release, Android users can now boost their communications efficiency when prospecting or selling on the go by leveraging AI to help them compose emails easier and faster.

Use Case

Here is where our AI content assistant for Sales Email comes in! Sales reps now move from being producers to becoming editors and reviewers of AI-generated content. They can now focus their efforts on editing any AI output and tweaking the email draft to make it more relevant for each customer and prospect.



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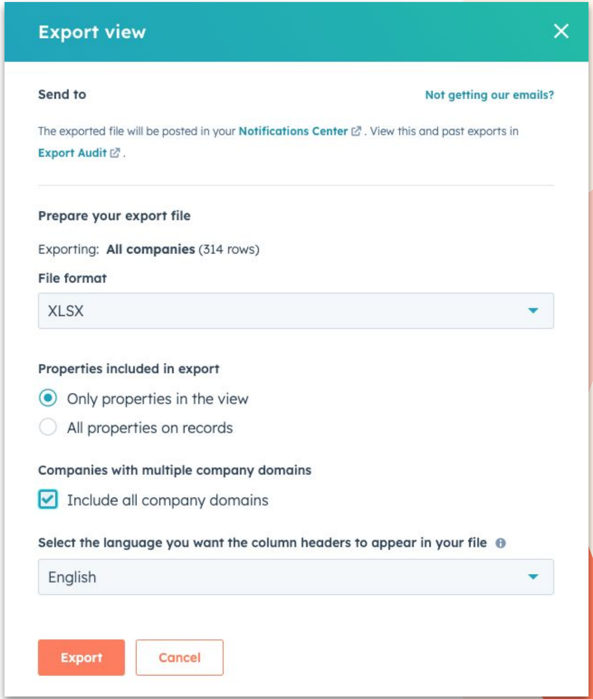
Launch region: Global

Add Additional Emails and Domains in Bulk via Import

Users can now include columns in their import files for "additional domains" or "additional email addresses." You can also add multiple secondary emails or domains per record by simply separating each value with a semicolon.

Use Case

With bulk import of secondary domains and email addresses, we're enabling users to get their data into HubSpot quickly, and focus on more mission critical tasks.



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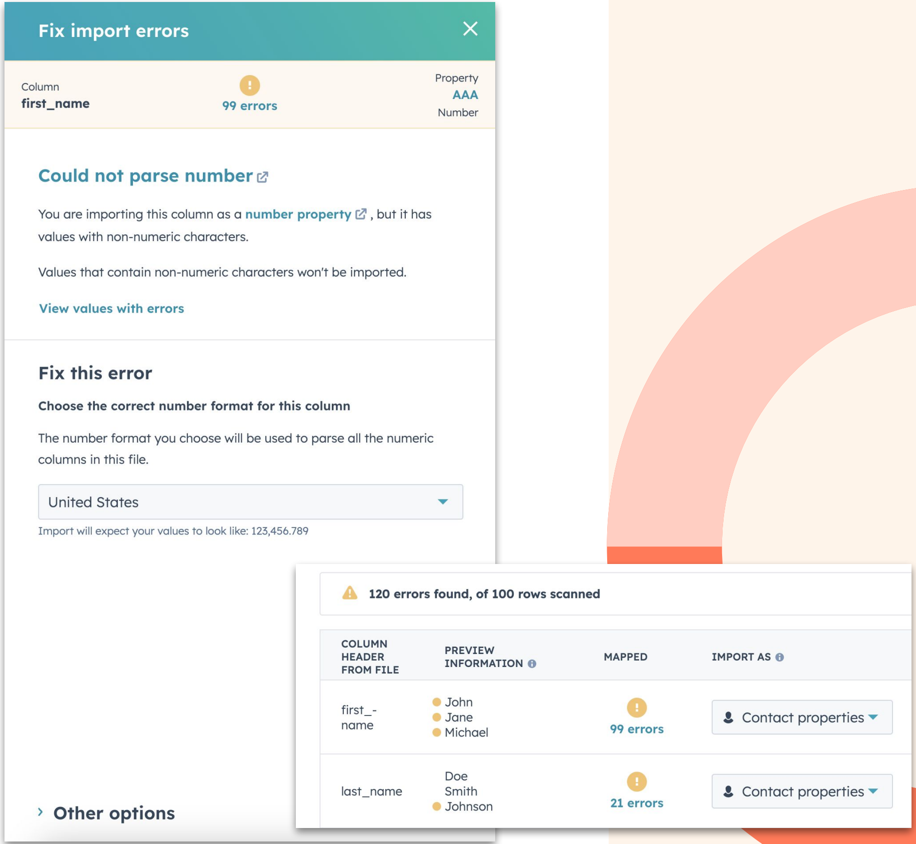
CRM Platform

A Visual Refresh of Preview Validation in Import

- We've replaced the temporary notifications we surfaced upon initially scanning your file for errors with a progress bar located directly below the mapping guide. This progress bar will show you when we're scanning your file for errors, and also tell you how many rows we scanned, and how many errors we found.
- We now show you exactly how many errors are present for each property under the "mapped" column of the mapping table.
- The preview validation side-panel has been refreshed -- giving you more information on what error is present, and making it easier for you to resolve these errors.



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Launch region: Global

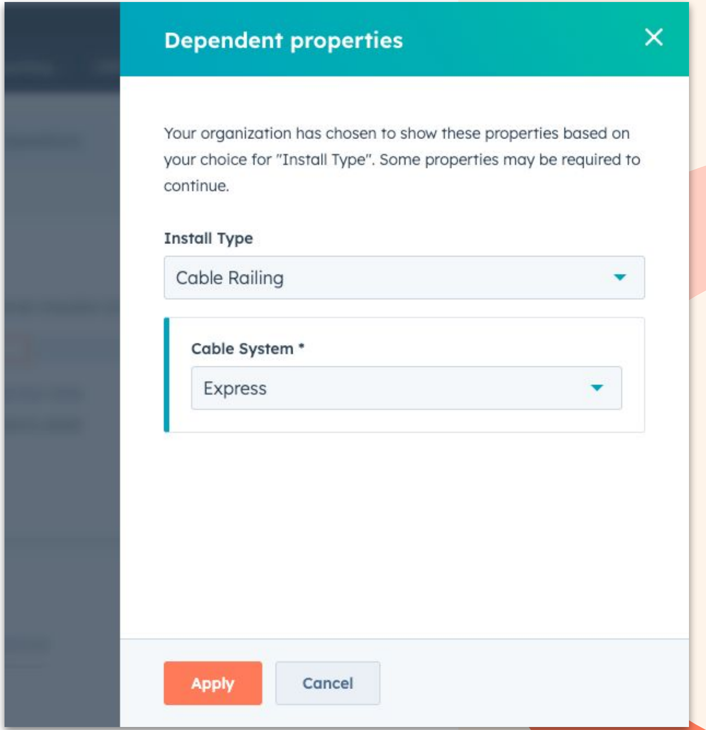
CRM Platform

Edit and Auto-Save Properties in Record Middle Column Cards

You can now edit and automatically save changes to properties in record middle column cards, including property list, stage tracker, and association property list cards. This makes it easy to quickly update properties without needing to search for the property in the left sidebar.

Use Case

Users want to be able to edit properties for middle column cards on record pages.



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CRM Platform

Connect.com Upgraded Community Experience

Connect.com communities have been upgraded to:

- Help you write more useful and engaging posts through the introduction of hyperlinks, images, and emojis
- Make it easier for you to connect with fellow members through the introduction of @mentions

Use Case

Enabling meaningful conversations is at the core of Connect.com's mission and our members need more options to express their views and opinions than just text. Introducing hyperlinks, images and emojis expands our content options, enabling members to create richer, more engaging posts for their communities.

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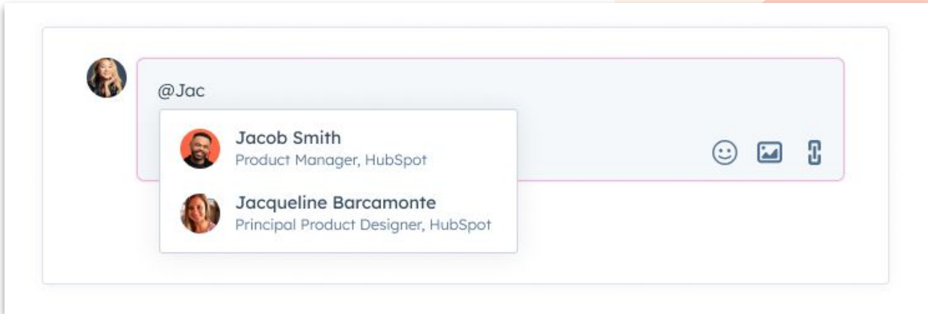
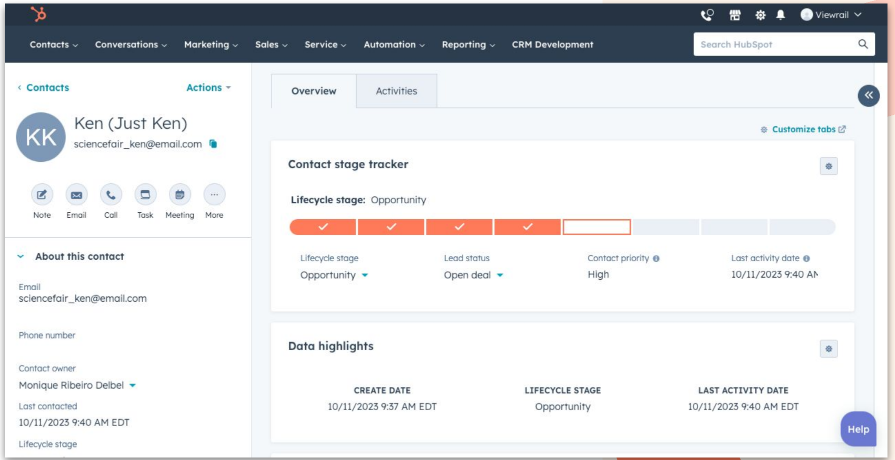


Create customizable stage tracker card on all CRM objects

You can now create a stage tracker card on all CRM object types to display pipeline or lifecycle stage progress for contacts, deals, tickets, companies, and custom objects. Additionally, you can customize the properties displayed within the card.



Use Case

Users want to create a stage tracker on all CRM objects including contacts, companies, and custom objects. This visualization offers a quick and easy way to see how an account is progressing. You can also customize up to four important properties.

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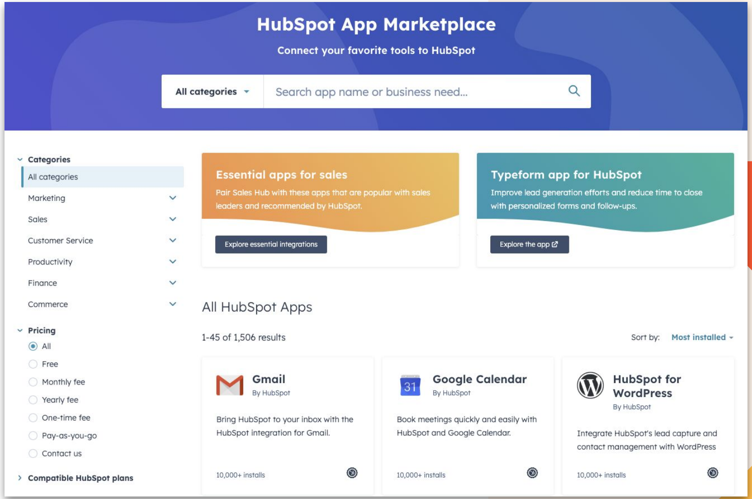
Launch region: Global

App Marketplace & Integrations

App Marketplace & Integrations

56+ New and 20+ Updated Apps in the App Marketplace

56+ new integrations–including a new Teamwork.com integration to generate tasks or projects from HubSpot workflows – recently joined HubSpot's App Marketplace. Additionally, 20+ integrations were recently updated with new feature



Use Case

HubSpot's App Marketplace has 1,500+ integrations, with new integrations being added and improvements to existing integrations being made every day. Utilizing these new and updated integrations help customers grow better with HubSpot.

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Launch region: Global

Integrations Sync Card for Data Sync

The Integration Sync card is rolling out to 5 more Data Sync Integrations:

- Outreach
- Salesloft
- Active Campaign
- Intercom
- Zendesk
- Xero

This is already live for NetSuite, Microsoft Dynamics 365, and 5 other Data Sync integrations.

Use Case

- Is this record syncing?
- When's the last time this record synced?
- Which 3rd party application record is this HubSpot record syncing with?

Learn More

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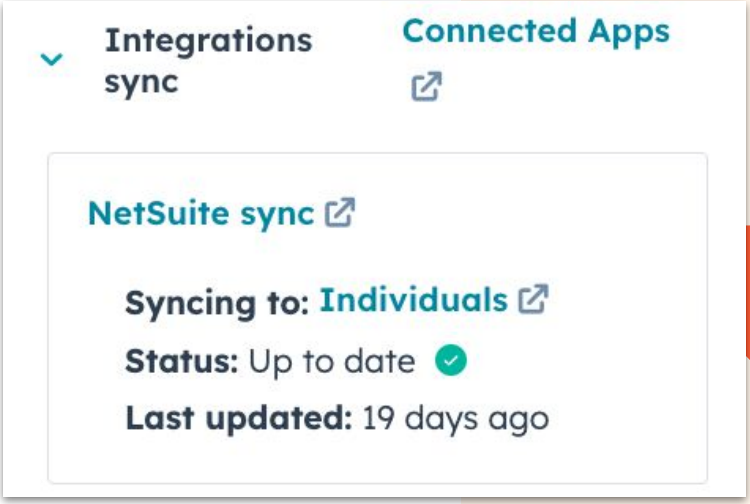

App Marketplace & Integrations

New Shopify Integration, with New Orders and Carts Objects, Powered by Data Sync

The new Shopify integration–along with the new orders and carts objects–is now available in HubSpot's App Marketplace. Powered by data sync, the two-way syncing engine behind Operations Hub, this integration offers:

- Two-way contact sync
- Two-way product sync
- One-way order sync
- One-way cart sync
- Advanced sync settings
- Sync insights including: in sync, failing, and excluded records

Use Case

With this new integration your ecommerce team can conveniently build powerful order and cart based marketing campaigns and reporting dashboards in HubSpot.

Learn More

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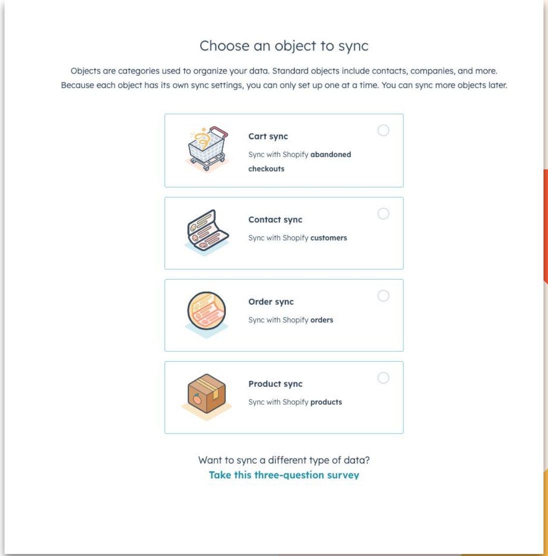

App Marketplace & Integrations

New Order and Cart based eCommerce reporting dashboard

You now have access to the orders and cart-based reporting dashboard in the new Shopify integration powered by data sync. This dashboard includes 7 new reports specifically designed to track important metrics for your ecommerce businesses.

Use Case

Now, with the new Shopify integration powered by data sync syncs Shopify orders and abandoned checkouts to the new orders and cart objects in HubSpot – which were specifically designed to showcase ecommerce data. This creates a more complete representation of your Shopify data in HubSpot. Also there are now 7 new reports in a new dashboard specifically designed to showcase ecommerce data for customers using the new Shopify integration. This will enable you to easily begin generating reports and gain valuable insights from your synced Shopify data.

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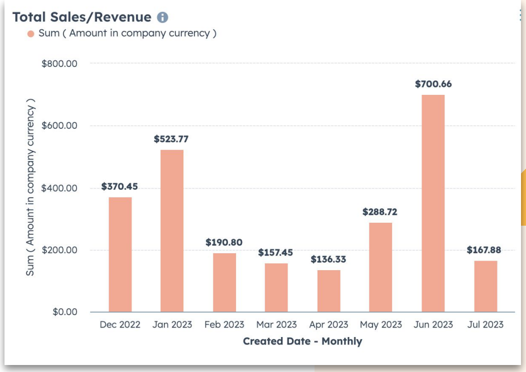
Launch region: Global



HubSpot

Airtable Workflow Integration Authentication Update

Attention: Those who have connected to the Airtable Workflow Integration in your HubSpot portal.

Starting on February 1st, 2024, Airtable is requiring all users to use their email instead of API keys during authentication.

By January 31st, 2024, you will need to reconnect your Airtable workflow integration in your portal's Settings > Integrations > Connected Apps. Once reconnected, your integration will be updated to use the email method. Your workflows should not be affected and will continue to run as normal. **If you do not update your integration, workflows using the Airtable workflow action will produce errors after January 31st.**

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Thank you