August 2024 Product Updates

Marketing Hub™

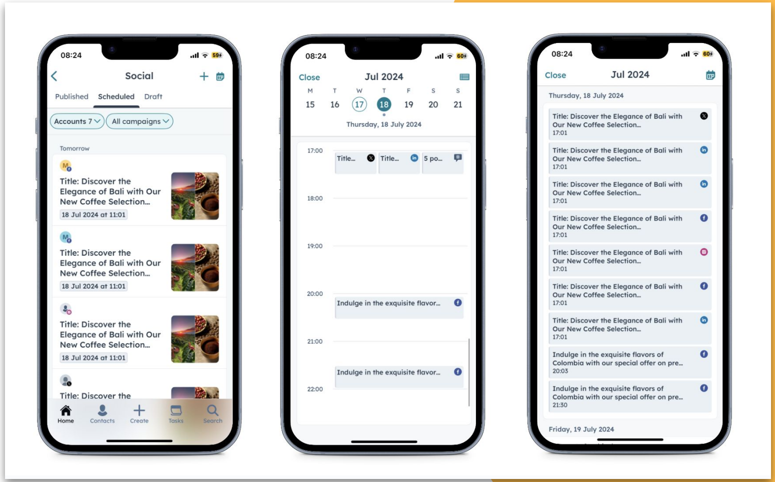
Marketing Hub™

Social Calendar on Mobile

Overseeing your social media strategy just got a whole lot easier! No more scrolling through endless lists. Just tap the calendar icon and jump into our all-new calendar view.

Use Case

We're excited to unveil the Mobile Social Calendar for iOS and Android, streamlining your social media management with a clear view of all posts and key dates. Simply tap the calendar icon in the HubSpot Mobile app to switch between 'List' and 'Day Picker' views for easy planning and editing.



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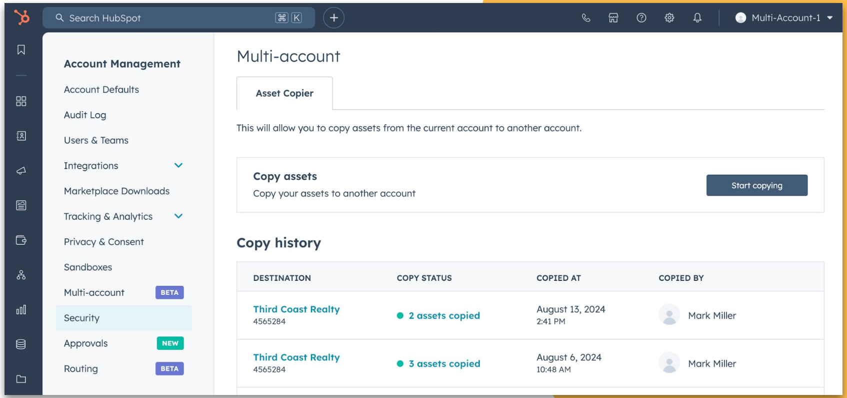
Marketing Hub™

Copy automated marketing emails from one HubSpot account to another

Automated Marketing Emails can now be copied from one Enterprise account to another, simplifying management across multiple HubSpot accounts.



Use Case

If you have multiple HubSpot accounts, you can now easily copy assets between accounts instead of recreating them from scratch. This reduces friction and saves valuable time when managing several accounts.

Learn More

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Launch region: Global

Marketing Hub™

New order- and cart-based workflow templates available

Three new order- and cart-based workflow templates are now available in beta in the workflow template library: Ecommerce Welcome Workflow, Abandoned Cart Workflow, and Re-engagement Workflow.

Use Case

If you're using HubSpot's orders and carts objects, you can now set up workflows using these out-of-the-box workflow templates to provide your ecommerce customers a seamless customer experience.

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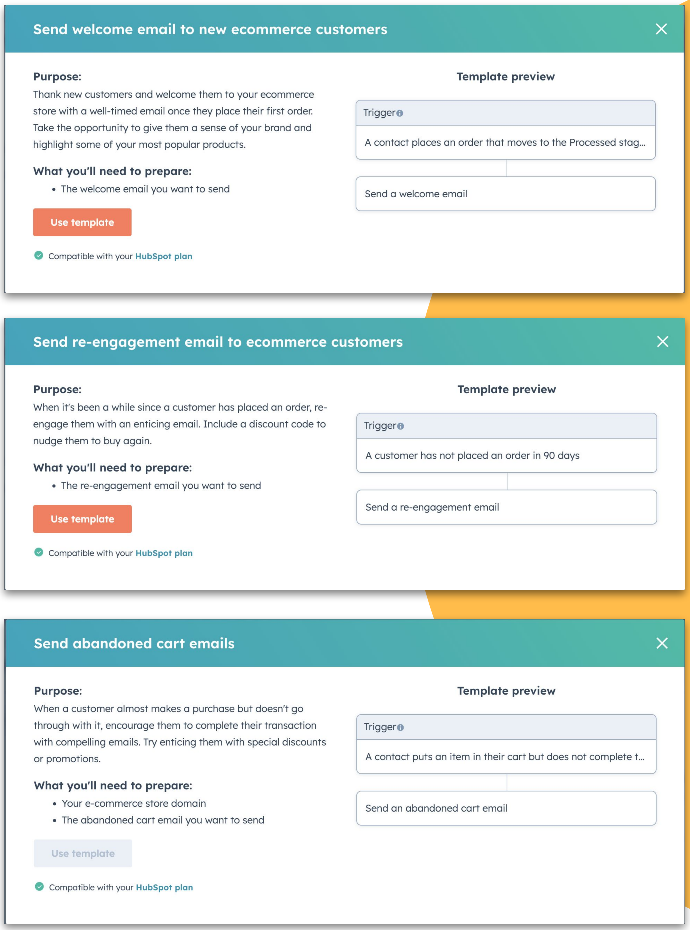

Marketing Hub™

Activity tab in Campaigns

The new "Activity" tab in the marketing campaigns tool now lets you visualize a timeline of all changes to your campaign. This feature provides a clear, chronological list of edits and updates, with options to view authors and filter by activity type for precise tracking.

Use Case

As marketing teams collaborate more in HubSpot, tracking recent changes becomes challenging due to limited visibility into updates and their authors. This update brings greater transparency to Marketing Campaigns, allowing marketers to see who made changes and what was updated, offering clearer insights into team activities and workloads.

[Learn More]

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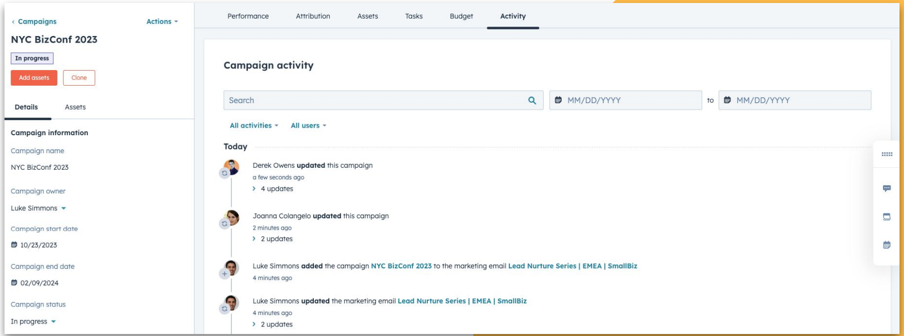

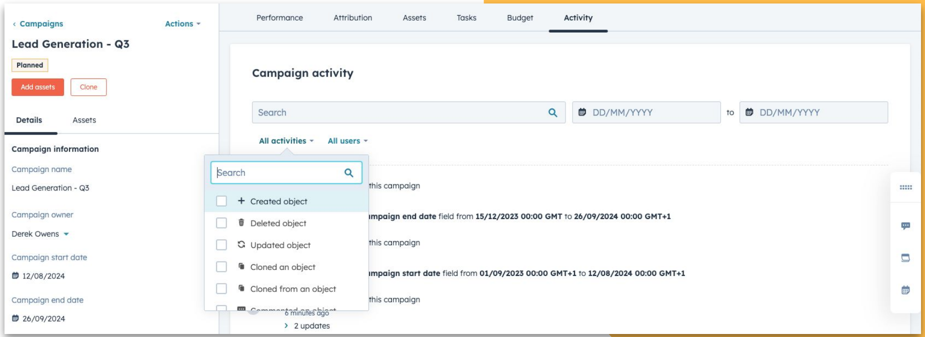

Marketing Hub™

Lead Scoring

Lead Scoring empowers you to build scores in order to easily identify and prioritize your most promising leads, at scale. It offers a flexible and powerful scoring solution to understand which leads are worth focusing on by your Marketing and Sales teams.

Use Case

Qualifying and prioritizing leads effectively is crucial as companies face declining conversion rates and longer sales cycles. An enhanced lead scoring solution can help you and sales teams focus on high-potential leads, improving conversion rates and optimizing resource use.

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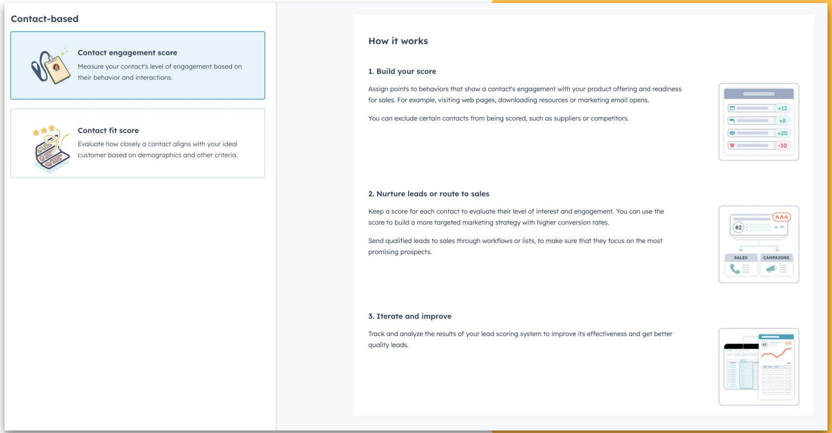
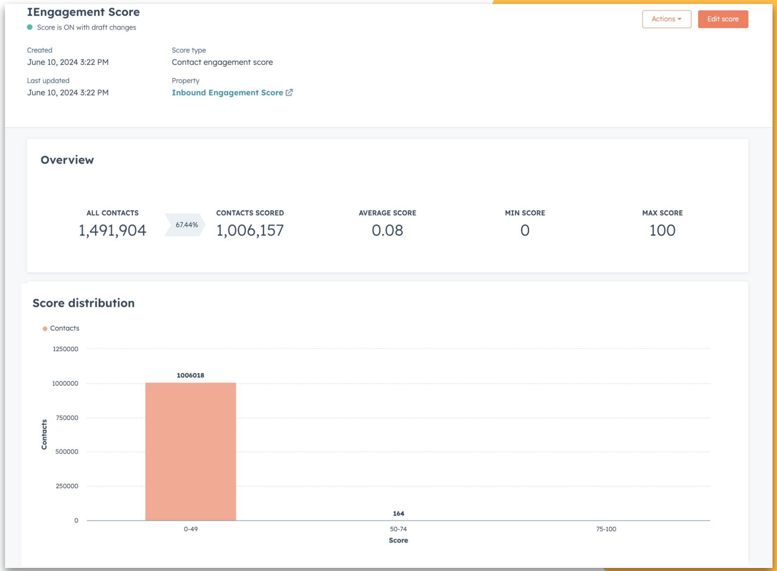


Marketing Hub™

Understand your Lead Score Performance

Lead Scoring now helps you quickly identify and prioritize your best leads with a blend of manual scoring and advanced AI recommendations. By analyzing past behavior, campaign interactions, and demographic data, you can pinpoint leads ready for sales outreach and monitor your scoring strategy's performance with built-in score reporting.



Use Case

Setting up your score is just the first step; ensuring it's effective in identifying valuable leads is another. With built-in score reporting, you can now view insights on how your contacts are being scored and understand your score distribution. This visibility allows you to better understand how the score is performing and fine-tune it if needed.

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Launch region: Global

Marketing Hub™

Home for Marketers

The new Home for marketers centralizes all essential tools, data, and tasks, offering a personalized view tailored to each user's needs. This centralized hub ensures that users start their day with up-to-date insights and can effortlessly switch between tasks, staying informed and focused on their most important activities.

Use Case

Marketers often face the challenge of juggling scattered tools and data, leading to constant tab-switching and confusion. The new Home for marketers addresses this by centralizing essential tools and insights into one streamlined page, reducing distractions and enabling a more focused, efficient workflow.

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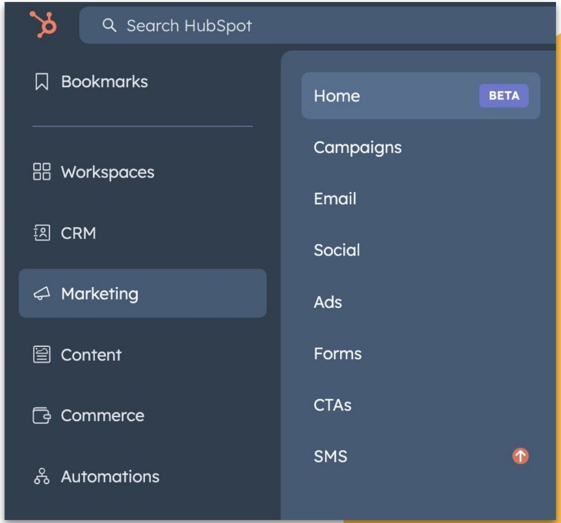
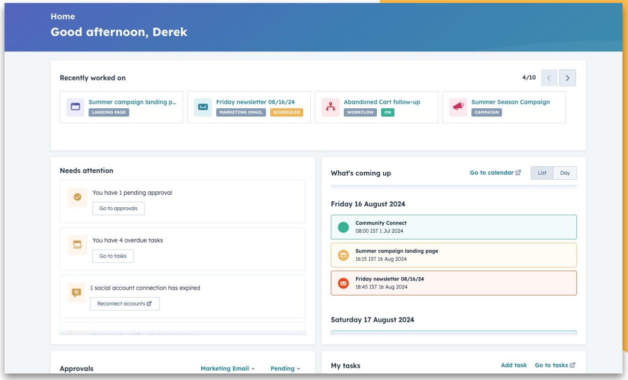
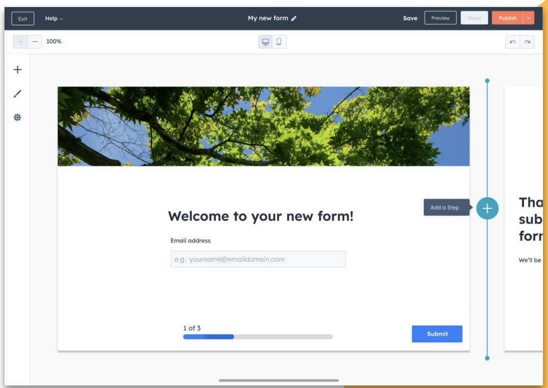




Marketing Hub™

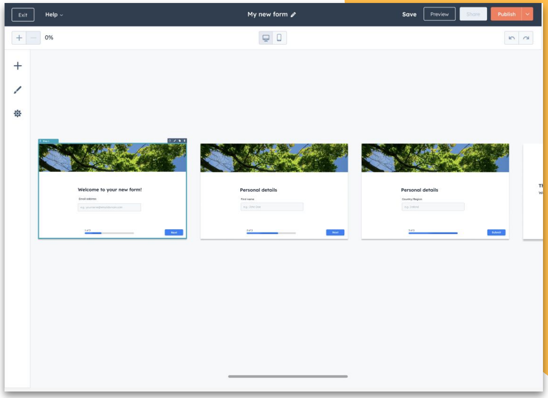
Multi-Step Forms

Multi-Step Forms tackles the problem of form abandonment by breaking down longer forms into manageable parts, providing visitors with a sense of accomplishment and encouraging completion.



Use Case

Website visitors are more likely to complete shorter segments of a form than a long, daunting single page. This incremental approach can significantly improve your conversion rates!



[Learn More]

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Launch region: Global

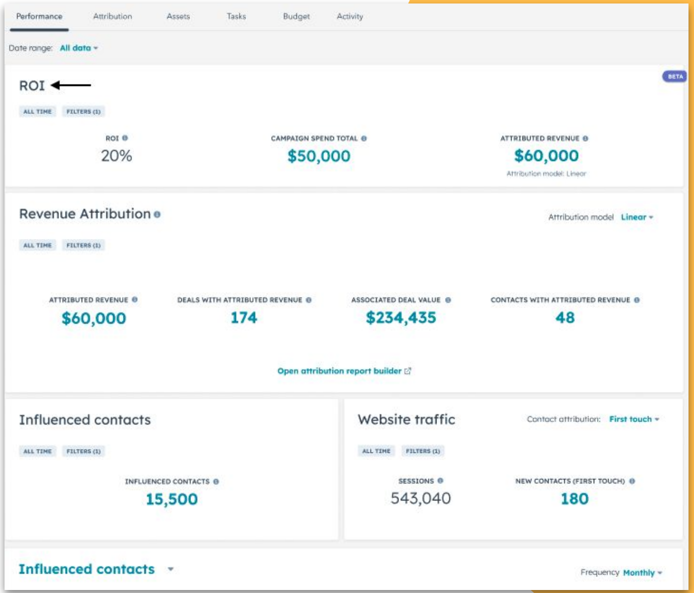
Marketing Hub™

Campaigns ROI reporting now available

Campaigns ROI reporting is now available, allowing you to easily evaluate the effectiveness of your marketing campaigns.

Use Case

ROI, or 'return on investment,' is crucial for evaluating your marketing efforts, but until now, assessing it required cumbersome workarounds. Understanding your campaign's ROI helps you gauge its success, adjust strategies, plan future tactics, and justify budget decisions.



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Launch region: Global

Marketing Hub™

Use Design Manager to customize Preference Page per Business Unit

You can now customize Preference Pages for each Business Unit using the Design Manager. Create or modify templates and assign them to specific Business Units, streamlining your customization process.

Use Case

Customize the Manage Preferences page for each Business Unit to reflect its unique branding! This allows for a more cohesive and personalized user experience across different units.

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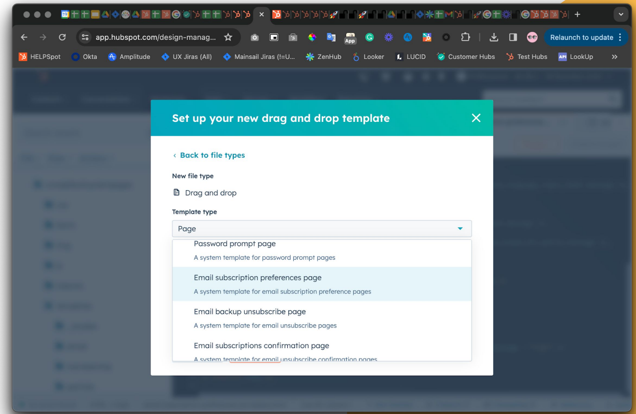
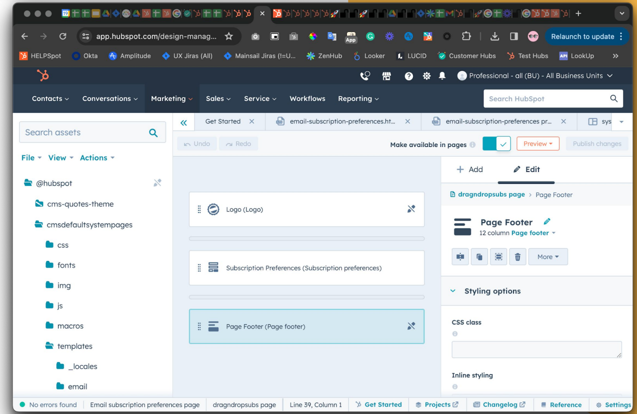




Marketing Hub™

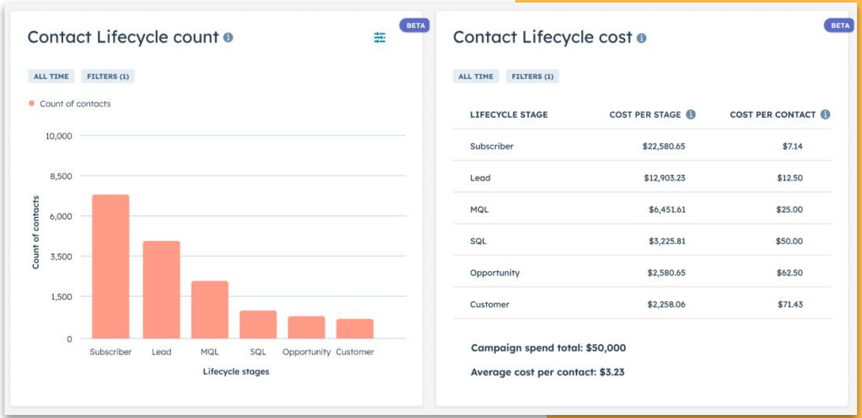
Contact lifecycle reporting now available

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

Use Case

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

Note: Reporting limits can apply.



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Launch region: Global

Marketing Hub™

Non-human interactions filtered out of email open and click analytics

HubSpot will now exclude open or click events for 1:1 emails from non-human sources. This ensures your email metrics are more accurate and reflective of genuine recipient interactions.

Use Case

Non-human interactions (NHI), or "bot activity," occur when security software scans an email for threats, often immediately after it's sent. While these interactions indicate robust security, they create noise in email metrics, making opens and clicks less reliable and notifications less actionable.

Learn More

Free Starter Pro Ent Live

Launch region: Global

Content Hub™

Content Hub™

Use Podcast Transcripts to Suggest Titles, Descriptions & Artwork

The Podcast Transcript Generation feature generates transcripts for both AI-generated audio and uploaded audio using the Apple-compatible VTT format. This new feature frees up time for what was one a very time consuming process and, with the help of AI, streamlines the transcription process.

Use Case

Manually transcribing podcast episodes takes a lot of time, but AI can now handle this for you. With AI, you can quickly transcribe episodes, generate title suggestions, write episode descriptions, and get prompt guidance for artwork, so you can focus on creating great content and growing your audience.

[Learn More]

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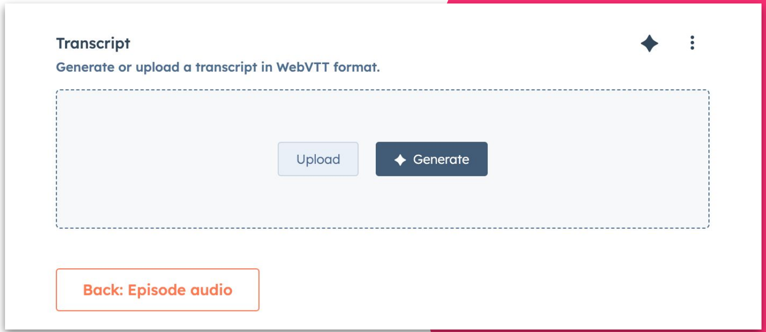


Content Hub™

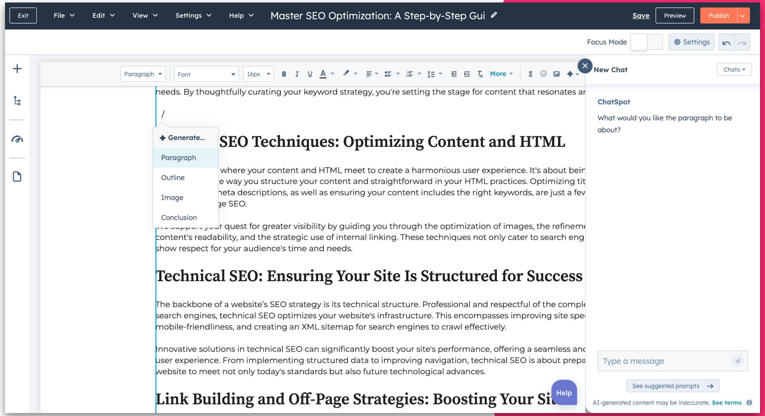
Collaborate mode in ChatSpot

We're thrilled to introduce Collaborate mode in ChatSpot, offering a more flexible and intuitive way to generate and edit text with AI for your blogs, website, and landing pages. Now, you can use open-ended prompts to draft and refine content conversationally, providing a more personalized content creation experience.

Use Case

Collaborate mode in ChatSpot enhances content creation and editing with interactive, flexible options, allowing you to compare text before and after changes without needing external tools.

Note: Collaborate mode in ChatSpot works best in English.



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Launch region: Global

Content Hub™

Google Sign-In for Private Content

Provide your members with more sign-in options. Leveraging Google Authentication can reduce the time-to-access and improve private content conversion rates.

Use Case

As a business, you aim to convert more contacts into members by reducing registration friction. As a contact, you want to minimize the number of credentials you need to create and manage. This update helps you do just that.

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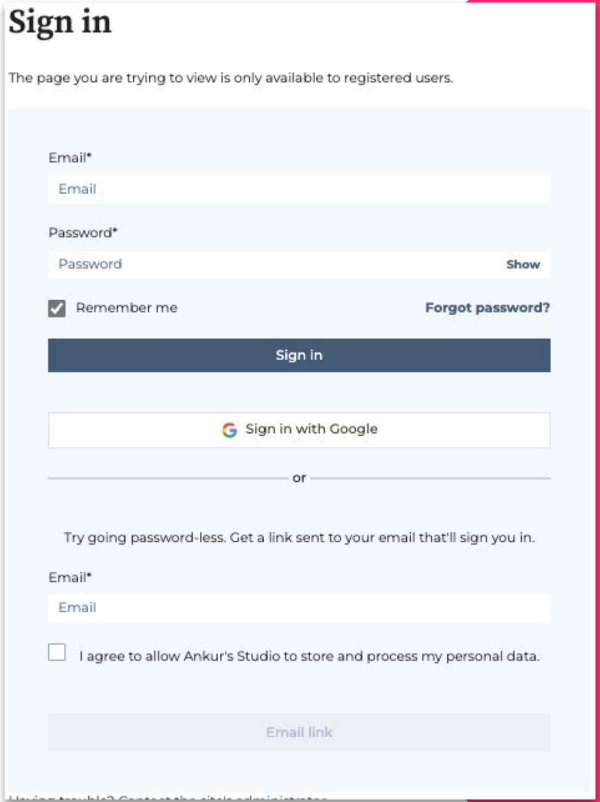


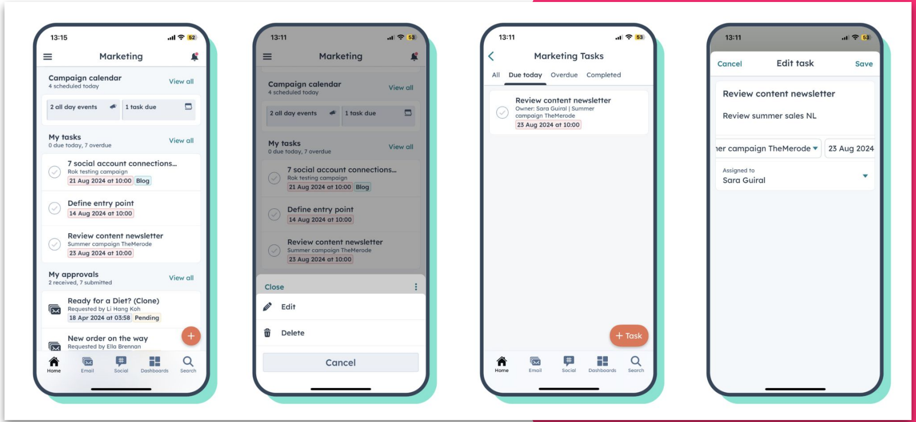
Content Hub™

Marketing Tasks on mobile

Exciting News for HubSpot Marketers on the Go! Introducing marketing tasks on mobile - your to-dos now conveniently in your pocket!

Use Case

With so many priorities and campaigns to manage, it's crucial for marketers to have a space to organize their tasks and connect them with their assets and campaigns. The new task feature in HubSpot helps you align on priorities and track progress more efficiently, boosting productivity and team coordination.



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Launch region: Global

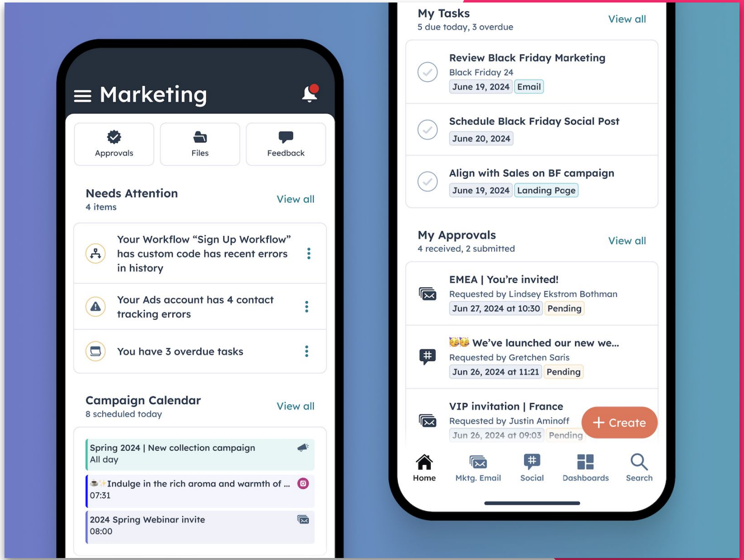
Content Hub™

Home for marketers, a new tailored mobile experience

Home for Marketers on mobile is a new, centralised space where you can access all your essential tools, data, and tasks across the HubSpot iOS app.

Use Case

The Home for Marketers on mobile is a fresh and opinionated page curated around the marketers' journey. By bringing these tools into one central place, you are freed from the feeling you're missing context and equipped to focus on becoming more effective than ever before when starting your day on the go.



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Launch region: Global

Marketing Hub™ + Content Hub™

Marketing Hub™ + Content Hub™

Memberships Workflow Templates

Exciting news! The workflow template library now features three new membership-specific templates: for emailing churned members, welcoming new members, and greeting them after their first login. Preview them if you have workflow access, and use them if your Hub/Tier and Memberships are activated.

Use Case

Membership administrators can now effortlessly engage new members and win back churned ones using workflows. Automate these actions to create a welcoming introduction for new members and rekindle connections with inactive ones.

Note: These workflows require access to Marketing Hub Pro/Enterprise and Content Hub Pro/Enterprise.

Learn More

Free Starter Pro Ent Live

Launch region: Global

Marketing Hub™ + Content Hub™

Conditional Logic in Forms

Say goodbye to clunky, lengthy forms that deter leads. With Conditional Logic, you can create dynamic forms that adapt to user responses, offering a more engaging and personalized experience that boosts completion rates.

Use Case

Conditional logic streamlines forms by displaying only relevant questions based on previous responses, making interactions more personalized and reducing time spent on irrelevant questions.

Learn More

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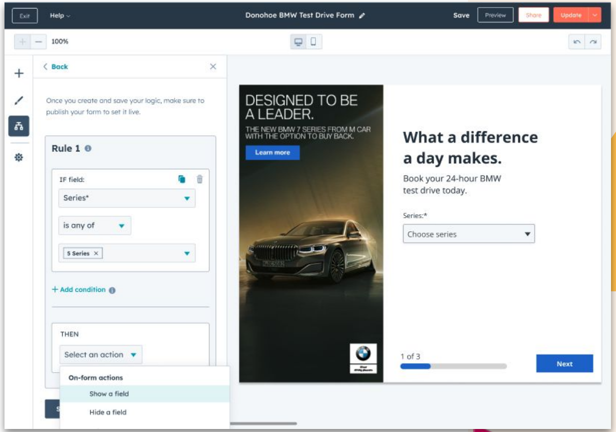
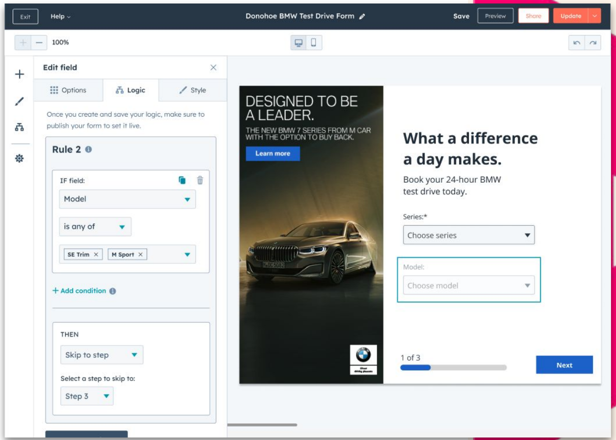
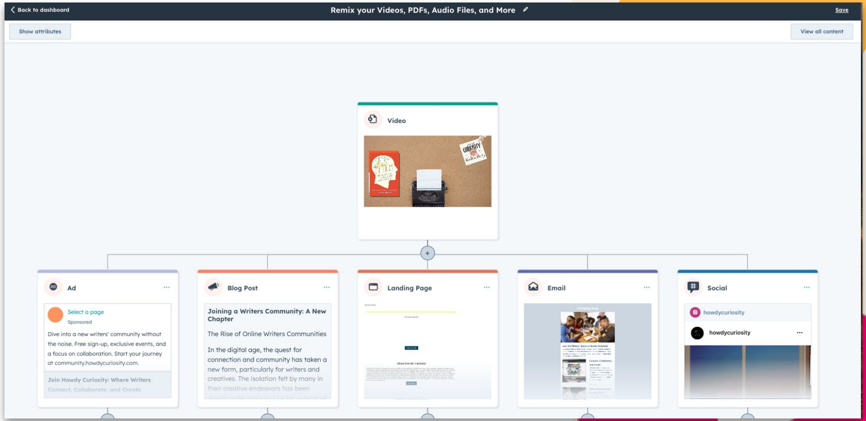
Launch region: Global





Marketing Hub™ + Content Hub™

Repurpose PDFs, Audio Files, and Video Files with Content Remix



You can now start a Content Remix with a wider range of source materials, including files from your file manager or newly uploaded content.

Use Case

Plenty of organizations have valuable assets—whitepapers, reports, interviews, webinar recordings, and more—living in their file managers as PDFs, audio files, and video recordings. Even though a lot of work goes into creating these assets, they're often underutilized. Now, however, they can be repurposed into diverse content types via AI in Content Remix to support all of your organization's content marketing efforts.

Free Starter Pro Ent Public Beta

Launch region: Global

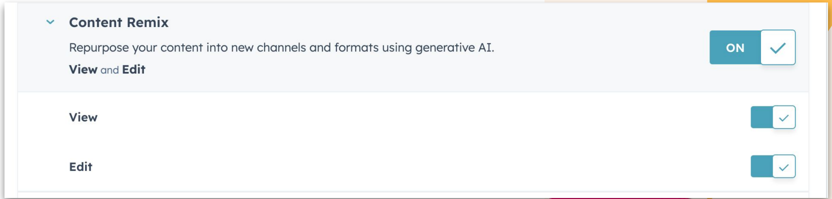
Marketing Hub™ + Content Hub™

Content Remix permissions

Content Remix permissions now offer more granular control, allowing you to specify who can create content with the tool.

Use Case

The new Content Remix permission lets you easily manage who can view and edit Content Remixes, giving you better control over your content creation process. Unlike before, when all marketing users had access, this update improves governance by providing more precise control over content creation.



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Launch region: Global

Sales Hub™

Sales Hub™

Renewal Center Redesign

The renewal center has been revamped with a new design, providing a comprehensive overview of your renewal process.

Use Case

The old renewal center was confusing and lacked key details like changes, savings, and quote comparisons. The redesigned renewal center now offers a streamlined experience, aligning with the checkout process and providing a clear view of your renewal details.

Learn More

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Launch region: Global

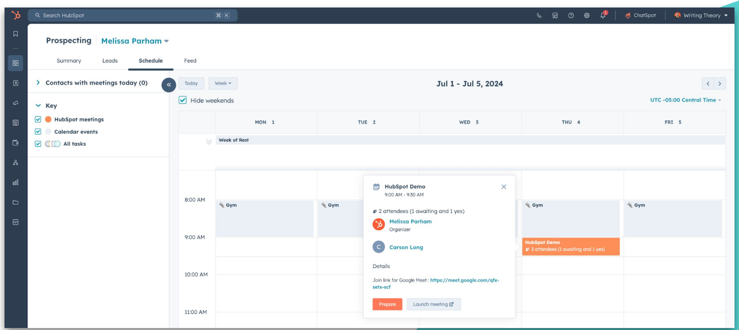
Sales Hub™

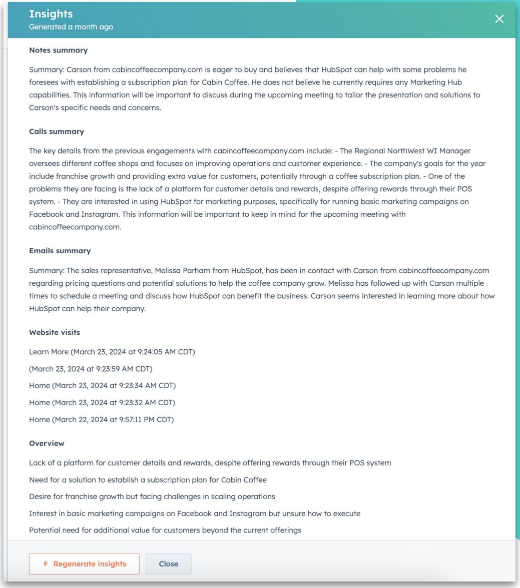
Meeting Assistant

The new Meeting Assistant within the Prospecting Workspace helps you save time with more efficient meeting prep and follow-up powered by AI.

Use Case

Being prepared for a meeting is crucial but can feel overwhelming. The HubSpot Meeting Assistant simplifies this by using CRM and pipeline data to help reps get ready for conversations and streamline follow-up, making both preparation and post-meeting tasks more manageable.





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Launch region: Global

Service Hub™

Service Hub™

View Other Tickets from the Same Contact in Help Desk

The new “Other tickets” card shows you any tickets that are associated with the same contact. This provides more context allowing you to provide better personalized, high-quality, and effective support.

Use Case

For agents to offer the best support, having context is crucial. Knowing if the contact who submitted a ticket has other recent or open tickets can be especially valuable for effective troubleshooting.

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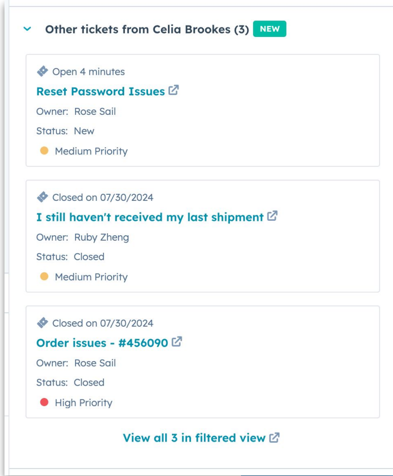
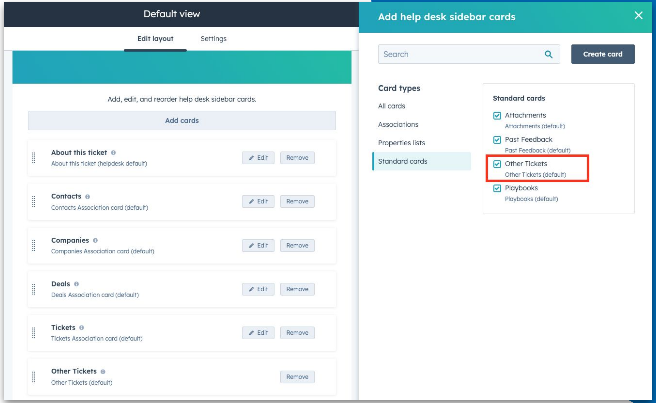




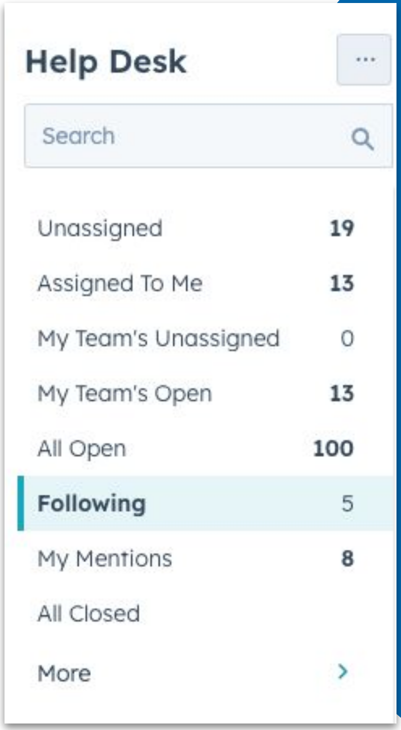
Service Hub™

Default View for Followed Tickets

You can now access tickets you've followed via the new "Following" default view in the help desk!

Use Case

Follows help agents get timely updates on monitored tickets, but before, you could only view followed tickets individually. The new "Following" default view now centralizes all your followed tickets, making it easy to access relevant issues without repeated manual searches.



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Launch region: Global

Service Hub™

Pre-fill forms using membership cookie

This feature will allow you to develop custom account management experiences using the form editor.

Use Case

Updating or submitting new profile information is now quicker and more reliable for you.

Free Starter Pro Ent Live

Launch region: Global

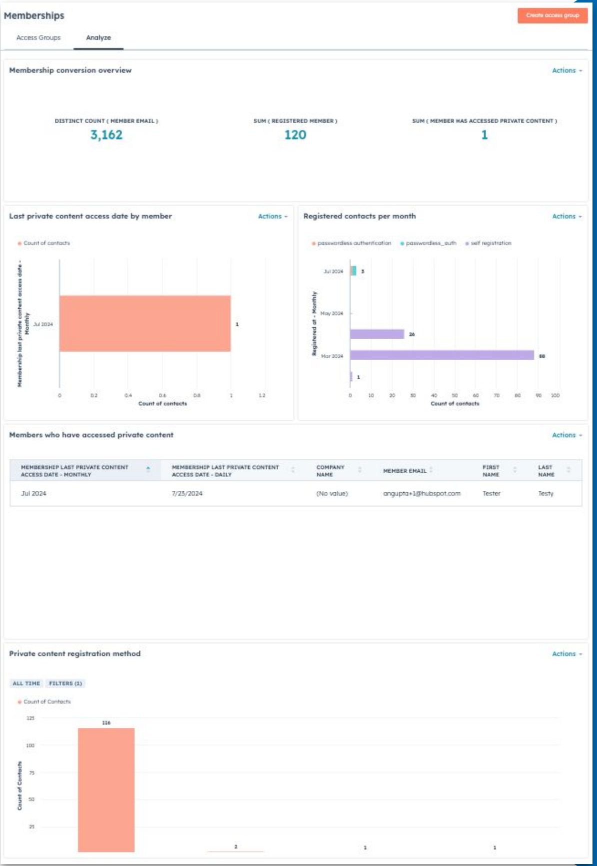
Service Hub™

Memberships Reporting

Memberships reporting allows you to track your contacts' registration completion rates and private content access performance.

Use Case

Memberships reporting now features four new contact properties: Registration method, Member has accessed private content, Membership last private content access date, and Registered member. These updates help you track user registration and private content access more effectively.



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Launch region: Global

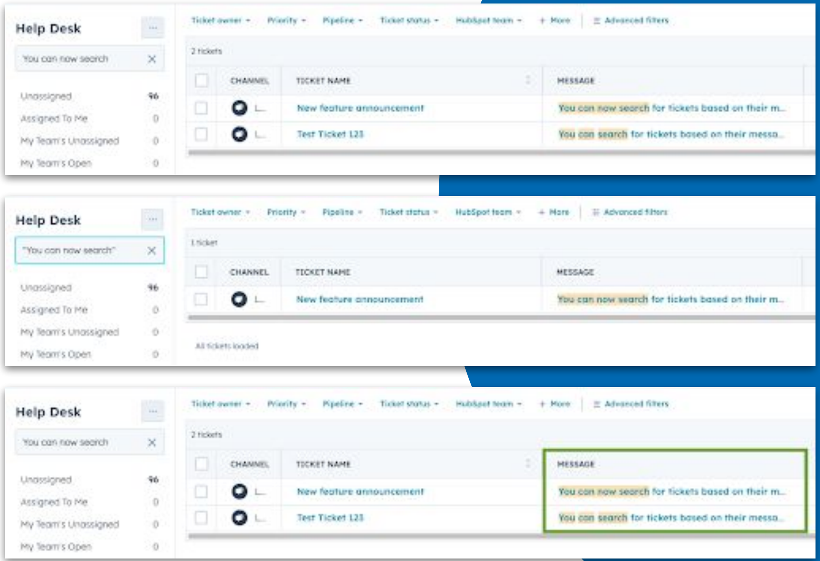
Service Hub™

Search on Ticket Message and Comment Keywords

Search for tickets in the help desk using message and comment keywords! Find relevant tickets by searching for keywords or phrases, view snippets of matching messages, and perform exact searches for precise results.

Use Case

Finding the right ticket used to be like searching for a needle in a haystack, as you couldn't search by message or comment content. Now, with keyword search, you can quickly locate tickets by message and comment keywords, saving valuable time and streamlining your search process.



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Launch region: Global

Service Hub™

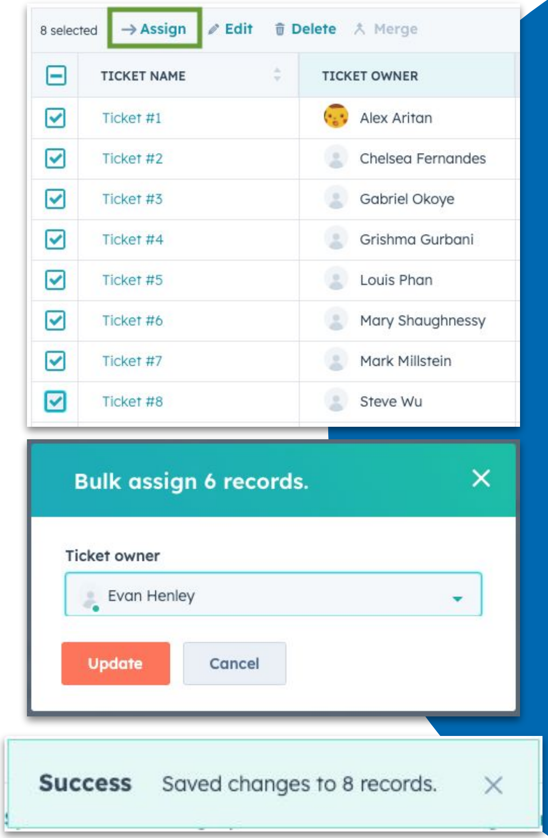
Bulk Assign Tickets

Bulk assign enables you to update the owner property on tickets simultaneously.

Use Case

Manually assigning tickets one by one is time-consuming and inefficient, especially for scaling support teams handling large volumes of tickets. Bulk assign allows you to quickly assign multiple tickets in a single action, reducing the time to first response.

Note: You must have CRM ticket permission to edit tickets



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Service Hub™

New Company Property: Recent Ticket Sentiment

A new company property, Recent Ticket Sentiment, aggregates sentiment from all open tickets and those opened in the last 7 days. This property displays the overall sentiment based on these tickets.

Use Case

Customer success teams need insight into customer experiences and satisfaction but can't monitor every interaction themselves. The new Recent Ticket Sentiment property offers CSMs a way to proactively track and understand customer support interactions and potential issues.

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Launch region: Global

Sales Hub™ + Service Hub™

Sales Hub™ + Service Hub™

Transfer Calls Inbound Calls in Inbox & Help Desk

If you are assigned to the same calling channel in Inbox or Help Desk, you can now easily transfer inbound calls to each other.

Use Case

Enhance your call management by seamlessly transferring inbound calls within the same calling channel in Help Desk or Inbox. Simply put the caller on hold, choose an available rep from the list, and initiate the transfer. The new rep can then pick up where you left off, ensuring a smooth and efficient customer experience. Transfers are available for inbound calls only and within the same phone number channel, streamlining your support process.

[Learn More]

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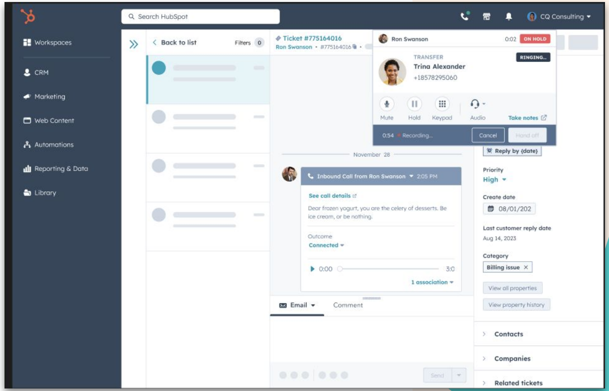
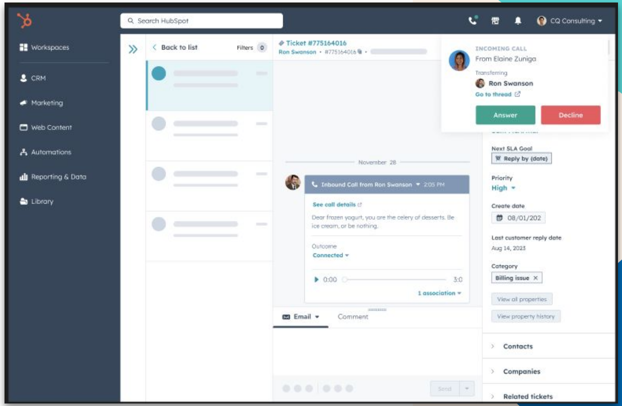




HubSpot

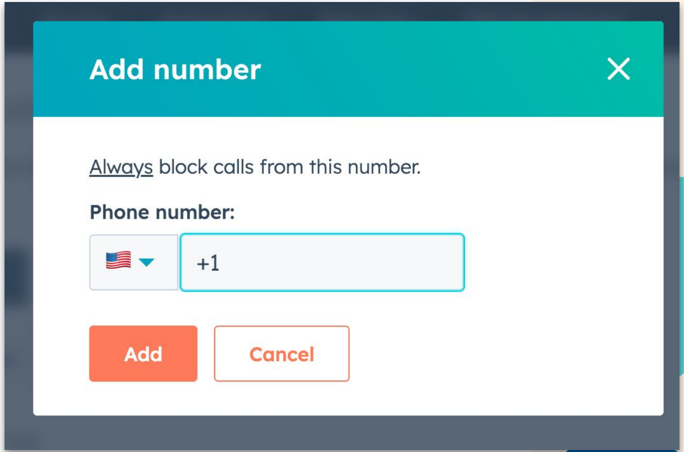
Sales Hub™ + Service Hub™

Blocked Numbers List

Safeguarding your calling reps from spam and fraudulent callers bolsters your company's security and reputation. With Blocked Numbers List, Managers and Admins can protect their teams from potential spam and calling breaches, while maintaining the highest level of inbound calling accuracy.

Use Case

Since the launch of Inbound browser calling in March 2023, HubSpot users have gained more ways to accept calls. To improve call management and security, you can now block high-risk or non-compliant phone numbers.



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Launch region: Global

Operations Hub™

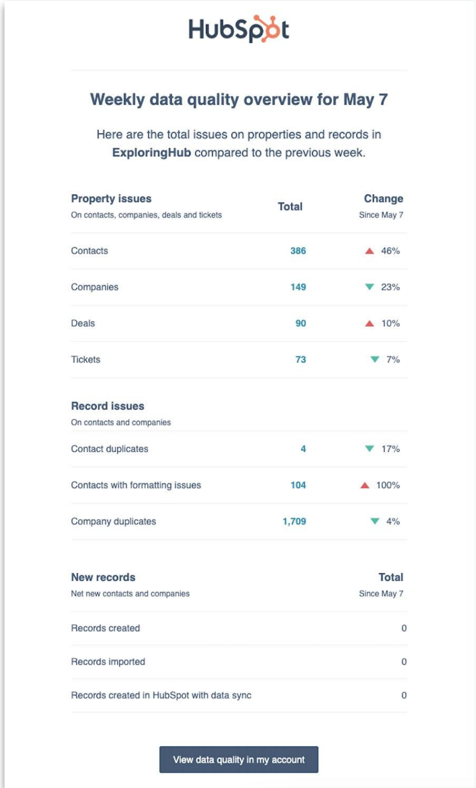
Operations Hub™

Data Quality Weekly Digest

Introducing the Data Quality Digest, providing you with a weekly summary of your account's data health, highlighting changes in issue volume and maintenance needs to address data inconsistencies proactively.

Use Case

The Data Quality Digest engages you by delivering integrated insights where you are, reinforcing the value of HubSpot's robust data quality ecosystem. This solution proactively identifies data issues before they impact downstream processes, addressing the challenge of maintaining accurate data without laborious manual checks. The new weekly notification highlights changes in data health, empowering you to prevent data problems before they cause harm.



HubSpot

Weekly data quality overview for May 7

Here are the total issues on properties and records in **ExploringHub** compared to the previous week.

Property issues On contacts, companies, deals and tickets	Total	Change Since May 7
Contacts	386	▲ 46%
Companies	149	▼ 23%
Deals	90	▲ 10%
Tickets	73	▼ 7%

Record issues On contacts and companies		
Contact duplicates	4	▼ 17%
Contacts with formatting issues	104	▲ 100%
Company duplicates	1,709	▼ 4%

New records Net new contacts and companies	Total Since May 7
Records created	0
Records imported	0
Records created in HubSpot with data sync	0

View data quality in my account

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

Launch region: Global

Commerce Hub™

Commerce Hub™

Two-Way Invoice Sync for Quickbooks Online

Experience seamless two-way invoice synchronization between HubSpot and Quickbooks Online (QBO) with our new feature in Public Beta. Sync invoices and payments bidirectionally, enabling enhanced accounting accuracy and efficiency for Commerce Hub users to streamline their financial processes.

Use Case

Until now, HubSpot's QBO integration only supported one-way syncing of invoices from Quickbooks → HubSpot. With this new functionality, users of the integration can use invoice sync to send invoices both from Quickbooks → HubSpot, and HubSpot → Quickbooks.

This update is critically important for Commerce Hub users who are looking to reflect invoices and payments in their accounting system.

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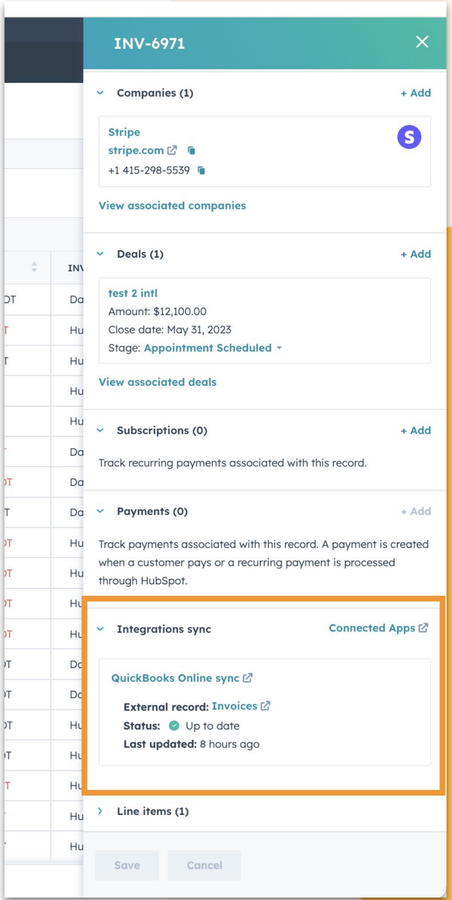


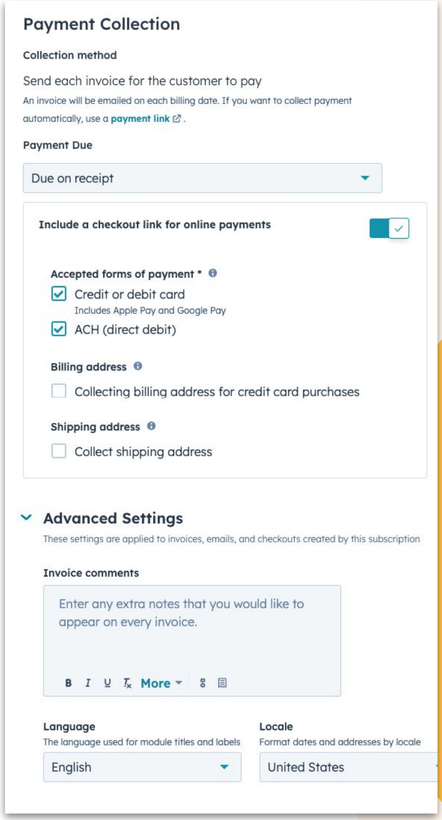
Commerce Hub™

Billing for Subscriptions

Automate subscription management and recurring billing from the CRM. You can now leverage subscriptions to automatically create and send recurring invoices to buyers.

Use Case

Manage recurring retainers and customer renewals through Commerce Hub Subscriptions. You have had the ability to automatically collect recurring payments and you can now use subscriptions to create and manage recurring billing.



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Launch region: Global

Developer Platform

HubSpot

Generic Webhook Subscriptions

You can now use more CRM object types with webhook subscriptions, which are moving to a generic "object.*" format. Update your endpoints to the new format or create new ones, and both the old and new formats can be used during the transition.

Use Case

Private and public app developers can now add webhook subscriptions for a broader range of CRM object types, including Cart, Commerce payment, Contact, Deal, and more. This update simplifies integrating various objects by transitioning to a generic "object.*" format.

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Launch region: Global

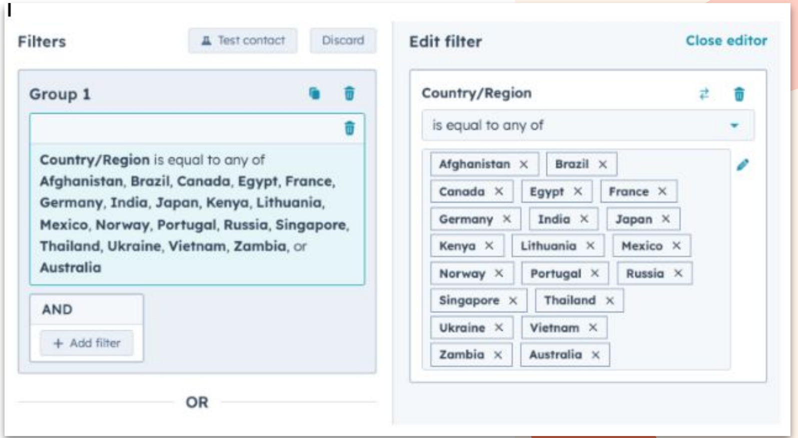
CRM Platform

Streamlined filter editing in lists, workflows and views

Previously, when filtering on a set of values, you would need to format your data and then manually enter each value into the filter editor. Now, when you need to enter a set of values, you can directly paste them into the input field and see your values automatically sorted for supported formats!

Use Case

Many filters in lists and contact views now allow you to input multiple values for text strings, enhancing your segmentation. Previously, you had to manually format and enter each value, which was tedious and confusing—this update makes the process seamless and user-friendly.



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Launch region: Global

CRM Platform

Pipeline Rules for Custom Objects

With this new update you can set and manage guardrails for your Custom Object Pipelines. This ability allows you to get more accurate data to glean the insights you need to make informed decisions for your business.

Use Case

With the ability to set and manage guardrails for your Custom Object pipelines, you'll get more accurate data to glean the insights you need to make informed decisions for your business.

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Launch region: Global

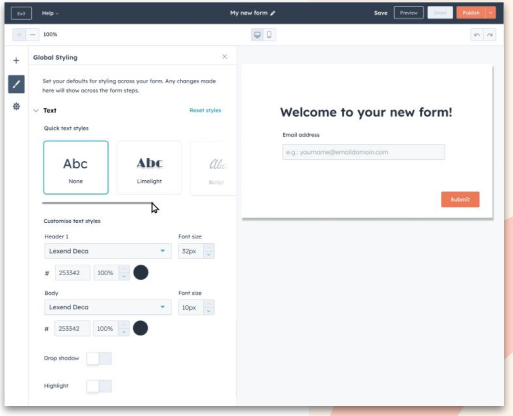
CRM Platform

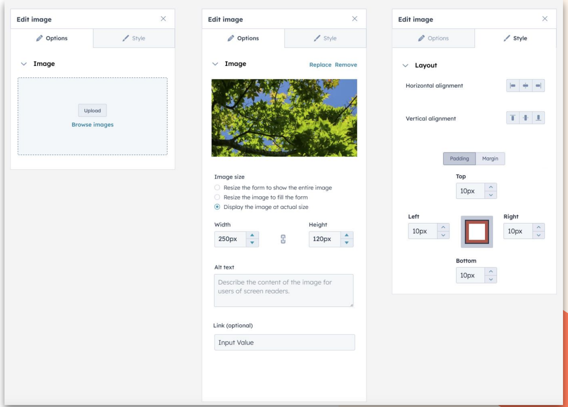
Forms Styling & Layout Customization

You now have greater control over styling your form, which makes it easier to match the design with your visual identity.

Use Case

HubSpot Forms now offers improved customization and styling tools, making it simple to align your forms with your brand's visual identity. This enhancement ensures a cohesive and engaging experience for every visitor, all while being easy to learn and use.





[Learn More]

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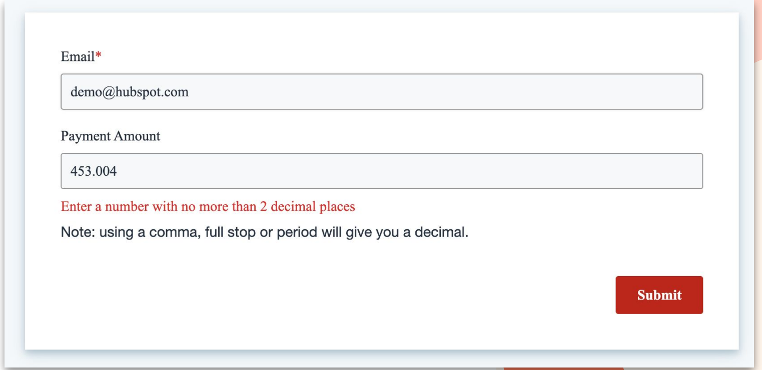
Launch region: Global

CRM & Live Validation on Forms

Validation rules for custom text and number properties are now available in HubSpot Forms to ensure data consistency.

Use Case

To keep your HubSpot data consistent and accurate, you can now set rules for custom text and number properties. Live Validation on Forms gives visitors real-time feedback, allowing them to correct issues immediately as they fill out the form.



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Launch region: Global

Colored Object Tags: New limits and new custom object tags

This change offers more flexibility to you to create colored tags in a way that meets your visual prioritization needs that are unique to your business, across any mix of objects.

Use Case

You're no longer restricted to just 10 deal and 10 ticket tags! Enjoy greater flexibility with unlimited colored tags, allowing you to customize and prioritize visually for any object type in a way that perfectly fits your business's needs.

Learn More

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Launch region: Global

CRM Platform

CRM Data Backup

CRM Data Backup introduces an important mechanism to protect your data. You now can take a manual export of all contacts, companies, deals, tickets, custom objects, products, calls, tasks, and conversations in a CSV zip file.

Use Case

While you could export objects individually, a full data backup option was previously missing. Regular backups now provide business continuity and peace of mind, ensuring you can easily restore your data if integrations or automations make unwanted changes.

Note: Enterprise tier can create a backup every 24 hours, while other tiers can create a weekly backup.

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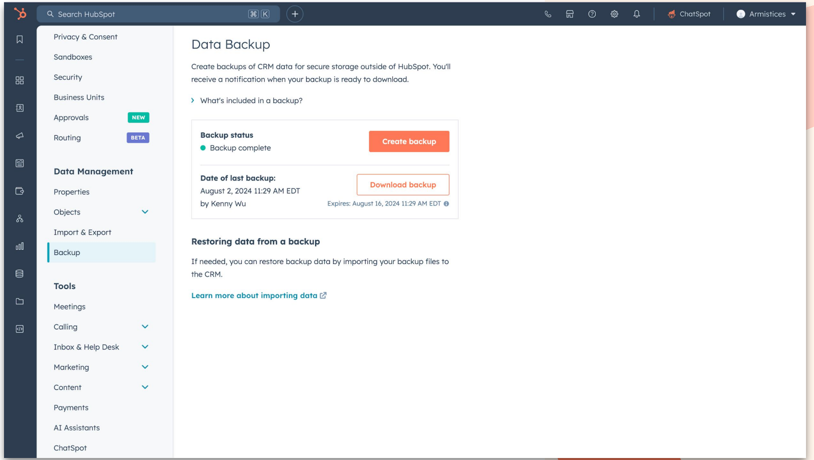

Email reply logging when the original sender is no longer on the thread

Email replies will now log to existing threads even if the original sender is no longer on the chain, provided a user with a connected email receives the reply.

Use Case

Email threads often involve multiple users and contacts, and it's crucial for the entire thread to log correctly in the CRM. Previously, if a sales rep handed off a contact to an account executive (AE), replies from the AE wouldn't log if the original rep was no longer included. Now, emails and all future communications on the same thread will log to the CRM as long as the AE has a connected email inbox.

Learn More

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Launch region: Global

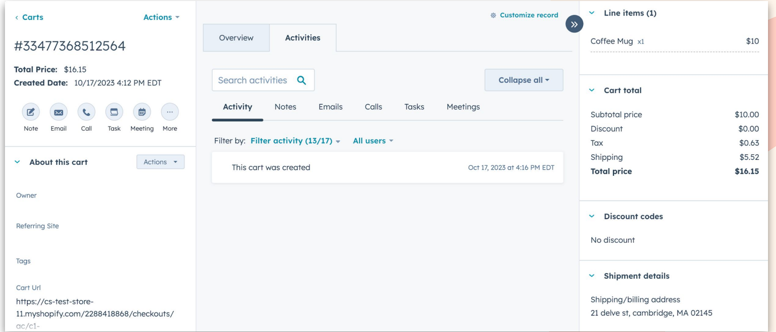
CRM Platform

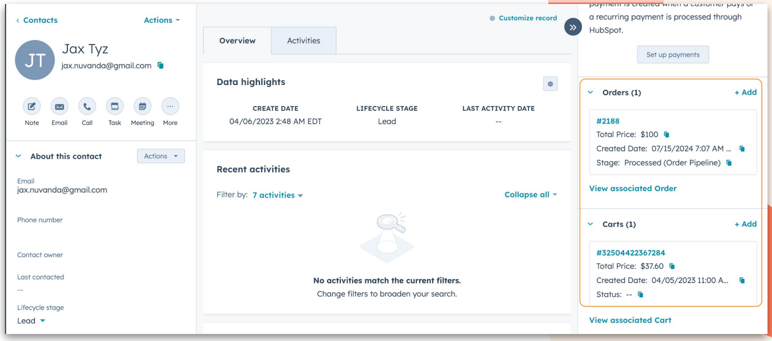
Enhancements to orders and carts objects

New features for carts and orders in HubSpot include record pages for these objects, association cards to view related orders and carts on record pages like deals and contacts, and enhanced object data management accessible from the settings tab.

Use Case

Previously, orders and carts lacked parity with other CRM objects, limiting ecommerce data management. These improvements now enhance data management, allowing you to integrate order and cart data into marketing campaigns and reports.





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Launch region: Global

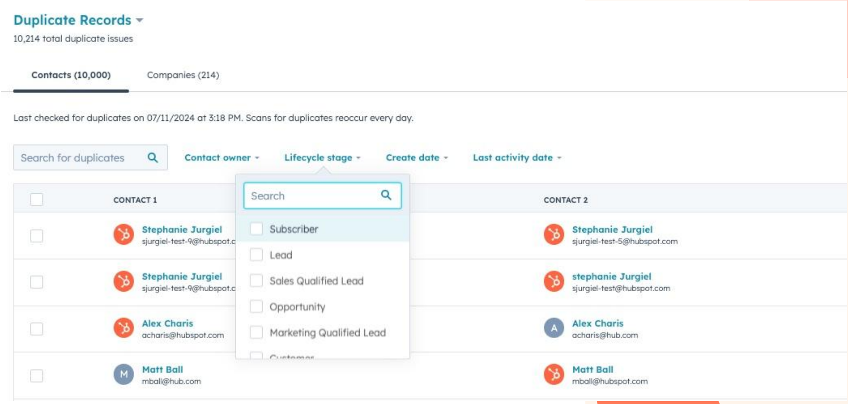
CRM Platform

Search & Filter Duplicate Records

Our duplicate management tool now features advanced search and filtering options, allowing you to target duplicates by attributes like contact owner, lifecycle stage, and company creation date. These enhancements streamline data cleansing and make it easier to find specific records quickly.

Use Case

The new search and filtering features transform duplicate management, allowing you to quickly focus on the most relevant duplicates. This boost in efficiency and accuracy saves time, enhances data quality, and optimizes workflows for better decision-making and productivity.



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Launch region: Global

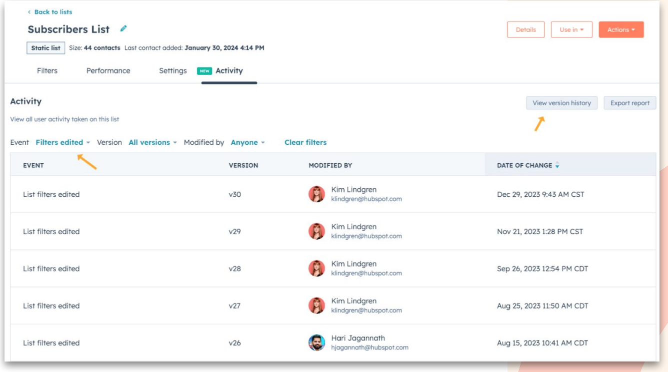
CRM Platform

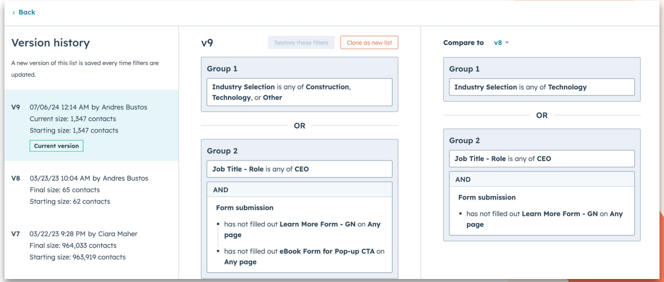
List Filters History

Two key features now enhance list management: you can compare current and previous versions to see filter changes and their impact on list size, and you can restore or clone previous list versions.

Use Case

Previously, you couldn't track specific modifications to a list's criteria, which was challenging for teams and admins managing critical lists with unexpected membership changes. The new features now allow you to see exactly what changes were made and restore or clone previous list versions for better control and accuracy.





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Launch region: Global

CRM Platform

Updates to data formatting in report exports

Report exports now feature four key updates: aggregation labels use the new format, timezone data reflects the portal's timezone, date-based formula fields are consistently formatted as dates, and pipeline stage exports include the pipeline name. These changes enhance consistency and clarity across all report exports.

Use Case

When exporting data from a report, users expect it to match what they see in HubSpot. This update ensures consistency, eliminating discrepancies between the report and the export file.

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Launch region: Global

CRM Platform

Email reply logging improvements: Reply from unknown address

Email replies will now log to existing threads when the email address that replied does not match the address of the associated contact record.

Use Case

It's challenging to know the exact email configuration of every contact, as they might use aliases or distribution groups. Now, emails from aliases or forwarded addresses will log correctly in HubSpot, ensuring that replies are tracked and any automated sequences are updated accordingly.

Learn More

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Launch region: Global

Improved text string filtering on CRM index pages

The updates gives you the ability to perform exact text string comparisons when filtering your CRM index views using the new “is equal to any of” and “is not equal to any of” operators.

Use Case

Previously, text string filters returned results containing the input text but not necessarily an exact match, causing confusion. The update now allows for precise filtering with the "is equal to any of" option, ensuring you get exact matches for text strings like 'Sales Manager.'

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Launch region: Global

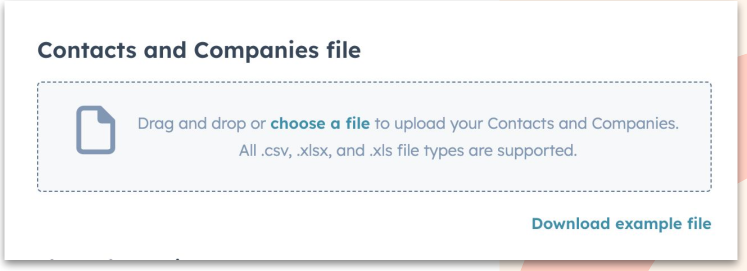
CRM Platform

Dynamic Example Files in Import

Import will now give you the option to download an example file that includes the necessary properties to complete your import based on the objects you're importing.

Use Case

Importing records into the CRM involves many specific requirements for each object, making it challenging to track all necessary properties and column headers. Dynamic example files now offer tailored examples for your specific import, ensuring you receive the exact headers needed for a seamless import process.



	A	B	C	D	E	F	G	H	I	J
1	Email <CONTACT email>	First Name <	Last Name <(	Company Do	Company name <COMPANY name>					
2										
3	DELETE THIS ROW BEFOR	To create Contact records in HubSpot, include values for at least ONE of the <CONTACT> columns listed above.								
4	DELETE THIS ROW BEFOR	To create Company records in HubSpot, include values for at least ONE of the <COMPANY> columns listed above.								
5	DELETE THIS ROW BEFOR	DON'T REMOVE the <text>, this is to help the import system map these columns for you.								
6	DELETE THIS ROW BEFOR	Feel free to add more columns as needed.								
7										
8										
9										
10										
11										
12										

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Launch region: Global

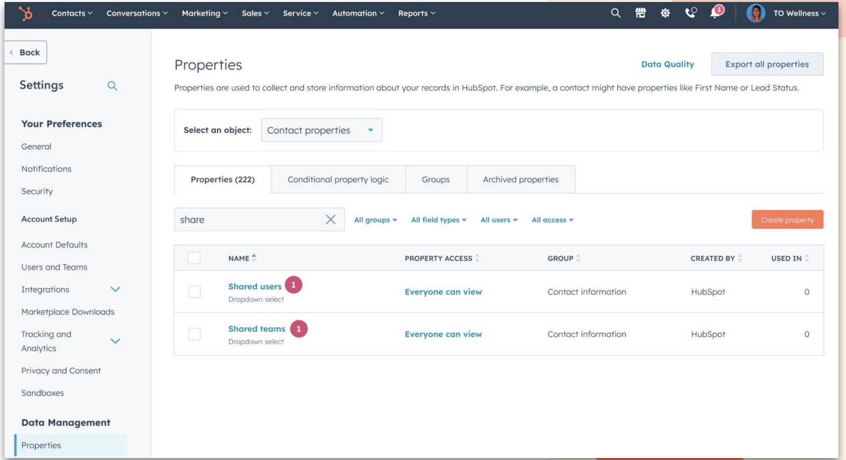
CRM Platform

Share Contact, Company, Deal, Tickets, and Custom Object Records

Sharing Records now allows admins to grant access to specific Contacts, Companies, Deals, Tickets, and Custom Objects for designated users and teams. Records can be shared directly from the object index page, individual record pages, Workflows, or via API.

Use Case

While current access controls like User Permissions, Teams, and Custom User Properties manage CRM Record access, we've heard that these options can be limiting. To address this, we're introducing more customizable sharing options, allowing precise control over who can access and manage each CRM Record.



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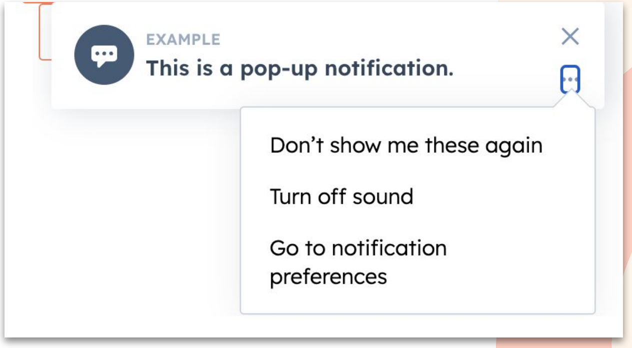
Launch region: Global

Contextually turn off pop-up notifications

You can now turn off unwanted pop-up notifications from the notification itself.

Use Case
Managing notifications can be overwhelming, and you might not always have time to adjust preferences on a separate page. With this update, you can now turn off unwanted notifications directly from the pop-up, simplifying the process and giving you more control over your alerts.

Note: This option is available for user-settable notifications. Non-optional notifications cannot be turned off.



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Launch region: Global

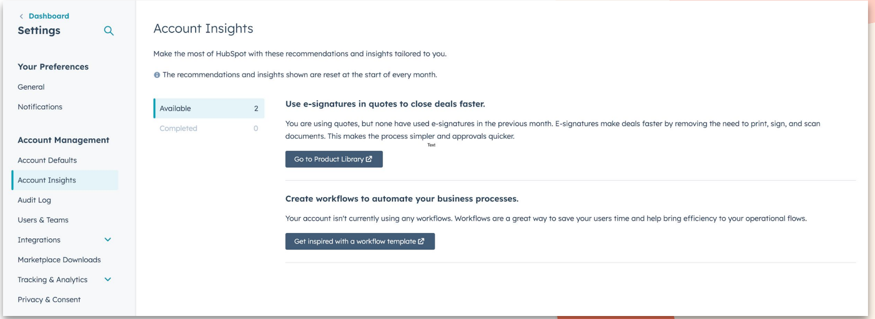
CRM Platform

Get more value out of your account with Insights and Recommendations

The new Account Insights page under Settings provides you with actionable recommendations and insights to maximize the value of their HubSpot account.

Use Case

The Account Insights page makes it easy for you to identify under-utilized features in your HubSpot account. This streamlined approach helps you quickly boost feature activation and get more value out of your account.



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Launch region: Global

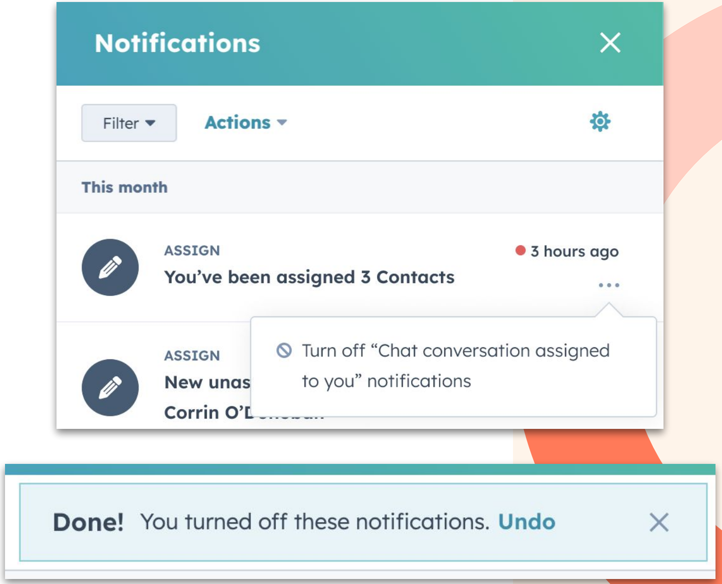
Contextually turn off bell notifications

You can now turn off unwanted bell notifications from the notification itself, without going to the notifications preferences page.

Use Case

You receive numerous notifications and may not always have the time to visit the notification preferences page to disable specific ones, or you might not even know it exists. Now, you can easily turn off unwanted notifications directly from the notification itself, simplifying the process.

Note: This option is available for user-settable notifications. Non-optional notifications cannot be turned off.



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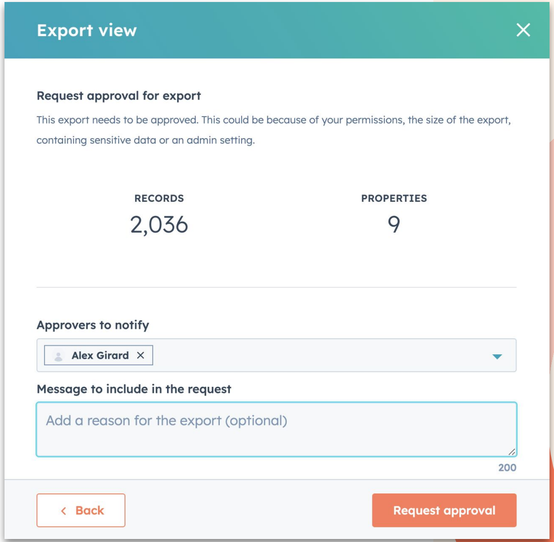
Launch region: Global

Export Approvals

You can now set up an approvals system for CRM exports. Once it's in place, you'll need an "export approver" to approve your export before the file is delivered to you.

Use Case

When we launched large export notifications last year, you told us that retroactive alerts weren't enough. With export approvals, you now have full control over how data is exported from your portal, ensuring the security of both your data and your customers' data.



[Learn More]

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Launch region: Global

Translate custom CRM data

Import translations for custom properties (including custom pipelines and custom pipeline stages) and custom object labels in HubSpot-supported languages.

Use Case

Need to ensure that users in multiple countries are seeing the correct translations on custom data? Instead of creating multiple properties in each language to represent a single data point, you can now can create a single property and use this feature to ensure that the property is translated into multiple languages

Learn More

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Launch region: Global

CRM Platform

Auto-remapping, Owner Remapping, and Association Label Remapping in Import

You now have more power to remap errors in your import file that previously would require you to close out of import and handle them in your file.

Use Case

A minor typo in your import file can turn into a major headache, but our new remapping tools are here to save you time and hassle. Fix errors directly within HubSpot and watch your data quality soar, with tools that cut import errors in half and streamline your workflow.

Learn More

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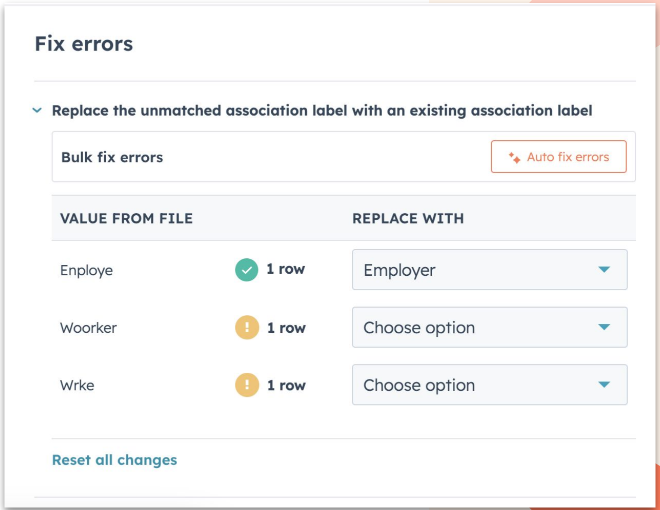

App Marketplace

App Marketplace & Integrations

Attachment + Link Sharing now supported in Slack Integration

Use HubSpot's Slack app to easily share attachments and links between HubSpot and Slack for better communication with customers and better collaboration with teammates.

Use Case

Previously, you couldn't send attachments or links between Slack and HubSpot in scenarios like replying to inbox messages or syncing help desk ticket comments. Now, you can seamlessly share files and links between the two, ensuring you have all the context needed for top-notch customer interactions.

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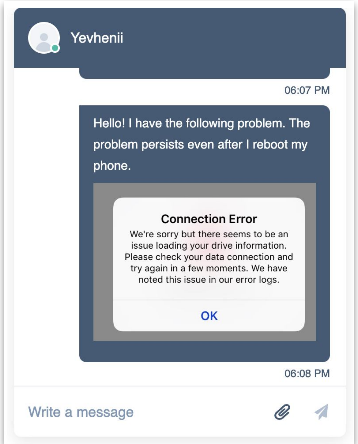

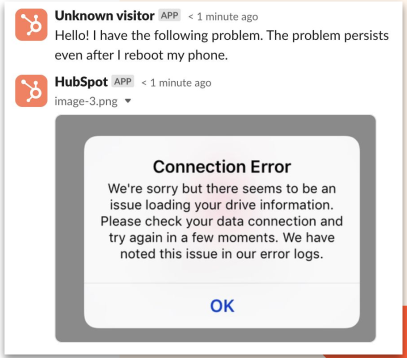

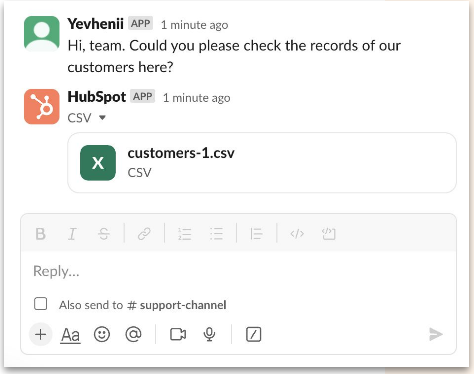

Snowflake data ingestion

You can now seamlessly integrate Snowflake data into HubSpot, enabling you to create and update standard HubSpot objects with ease.

Use Case

As your business scales, integrating Snowflake data into HubSpot just got easier! With our expanded functionality, you can now bring Snowflake data directly into HubSpot, boosting personalized marketing, enriching sales outreach, and creating powerful reports—all with a quick setup.

Learn More

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

Launch region: Global

Sync deals and more for Airtable, Kintone, Smartsheet (no associations yet)

The data sync engine now enhances object syncability for over 110+ HubSpot integrations, including Airtable, Smartsheet, and Kintone, which structure their data flexibly.

Use Case

Previously, the data sync engine only supported syncing specific CRM objects in limited combinations. Now, you can sync any sheet from flexible apps like Airtable with any standard HubSpot object, including deals! While association mapping is coming later, you can already sync existing HubSpot deals to Airtable for enhanced reporting.

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Launch region: Global

Sales Hub Everywhere with the HubSpot Sales Chrome Extension

Sales teams can now use the HubSpot Sales Chrome extension and ChatSpot from anywhere on the web. You can research prospects, enroll contacts in sequences, send emails, make calls, and view CRM records, while ChatSpot provides additional insights into companies and contacts.

Use Case

To build pipeline and drive revenue, salespeople need to start contextual conversations efficiently and at scale. The enhanced HubSpot Sales Chrome extension now lets you research prospects and use Sales Hub's engagement tools directly from their websites, eliminating the need to switch between windows for research and CRM tasks.

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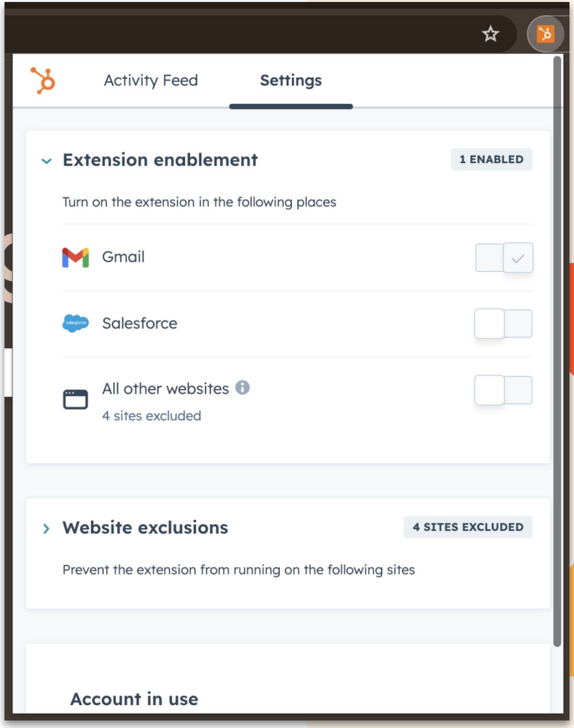
Launch region: Global



New App Feature Discovery & Compatibility Details

Starting today, new tools enhance app feature discovery in HubSpot. App Marketplace listing pages now display app features and compatibility details, and Feature Discovery Cards on the Connected Apps page provide additional support post-install.

Use Case

To help your customers get set up and succeed with your app, we're providing enhanced tools. Clear feature details on the App Marketplace and Feature Discovery Cards on the Connected Apps page ensure users understand compatibility and receive guidance post-install, boosting adoption and retention.

Free | Starter | Pro | Ent | Public Beta

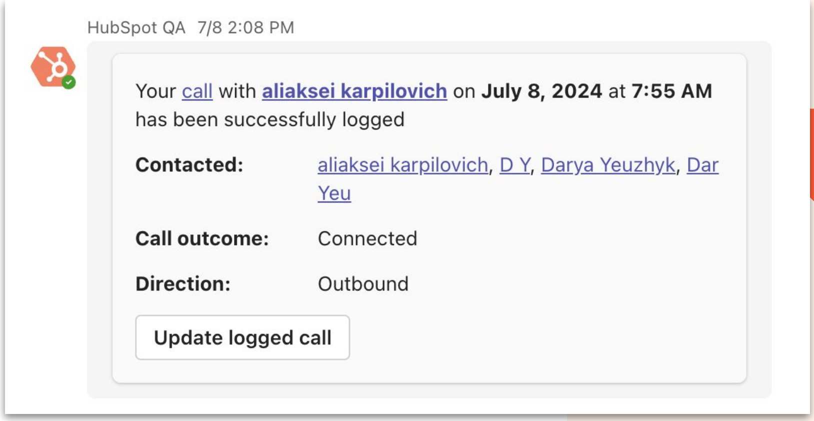
Launch region: Global

Log Microsoft Teams phone calls in HubSpot

If you use Microsoft Teams Phone as your telephony solution, you can now automatically log phone calls to the relevant HubSpot records.

Use Case

Previously, logging Microsoft Teams phone call activity in HubSpot was manual and inefficient, leading to gaps in timelines. Now, calls are automatically captured in HubSpot, and you can initiate calls and be routed to contact pages directly from Teams, streamlining your workflow.



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Thank you