





M O V E D

The people, places, and products that moved us ahead in 2015.

OUR FOUNDERS: ON MOVING MOMENTS

What a difference a year makes. Customers moved us with their success. HubSpotters moved to new offices (and we opened a few, too). New products helped tens of thousands of sales and marketing professionals move the needle. The past year was one of transformation for HubSpot and the global inbound community. As we take a moment to look back on our shared successes, we're even more jazzed about #MovingAhead, together.

"I find myself welling up time and time again during the INBOUND event every year. The personal stories of people whose careers and businesses that have transformed for the better after embracing inbound and HubSpot get me every time."

Brian Halligan, Co-founder and CEO

"I recall vividly the moment that I first heard that HubSpot had ranked #4 on Glassdoor's list of best places in the country to work. I recall thinking "holy crap!" We were rated right along with great companies like Google, Facebook, and LinkedIn. What I like most about this award is that it's not about the company's achievements, but is a testament to the amazing team and how much the people of HubSpot love and respect the other people at HubSpot.

Our culture is not about perks, it's about the connections people feel to their colleagues and to our cause."

Dharmesh Shah, Co-founder and CTO

MILESTONES

Oh, what a year! For HubSpot, 2015 was a year of moving the needle and being **moved** along the way. With new offices, new customers, and new employees, the inbound movement was stronger than ever. Here's a snapshot of some of our proudest moments.



OVER
18k
customers from
90+
countries

1,157
employees in
CAMBRIDGE
DUBLIN
PORTSMOUTH*
SINGAPORE*
SYDNEY
offices
*opened in 2015

14k
registered attendees
at INBOUND
from 73 countries



\$181.9
MILLION
total revenue
We increased annual revenue by
57%
in 2015 thanks to the success of
our customers, partners, and the
global inbound community.

2.5M
monthly blog visits and
5
new languages
launched

473k
downloads
The Growth Show podcast

MORE THAN
200
bananas
went into Ray's banana breads.
Countless HubSpotters were
happy about that.



HUBSTATS

In 2015 our content criss-crossed the globe. HubSpot launched blogs in five new languages with resounding success (our top blog post across all languages was in Portuguese!)



“When I started at HubSpot, I never dreamt I'd be able to help double blog traffic to nearly 2.5 million monthly visits in just 1.5 years.”

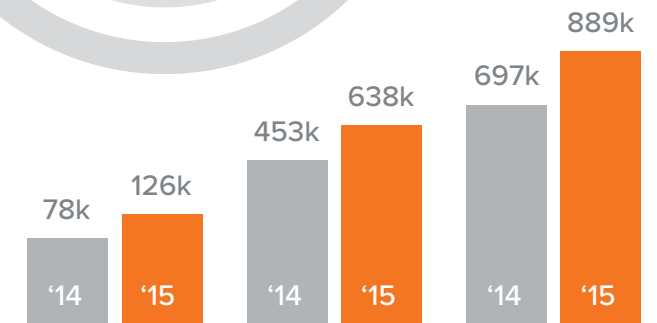
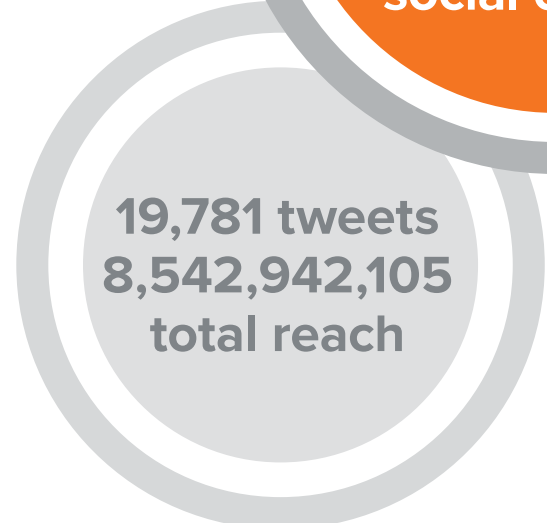
Lindsay Kolowich, Staff Writer



Tell us which of your stats have you #MovingAhead at HubSpot.com/move

Top 5 Blog Posts

- 1 253,672 VISITS**
80 Erros Gramaticais Que Ninguem Deveria Cometer [Infografico]
- 2 223,492 VISITS**
5 Quick Tips for Using Periscope, Twitter's Live Video Streaming App
- 3 138,586 VISITS**
38 Incredibly Amusing Twitter Bios
- 4 134,657 VISITS**
20 Facebook, Twitter, LinkedIn & Pinterest Features You Didn't Know Existed (But Totally Should)
- 5 133,978 VISITS**
15 Hilarious Office Pranks to Pull on Your Work Buddies (Now with 16 more pranks for 2016)



Blog in Six Languages

Six (okay, five) ways to say it in an inbound way.

- ENGLISH: I speak Inbound.
- SPANISH: Yo hablo Inbound.
- FRENCH: Je parle l'inbound.
- GERMAN: Ich spreche Inbound.
- PORTUGUESE: Eu falo Inbound.
- JAPANESE: I speak Inbound.*

*Our friends in Japan say it's better said in English.

Top Tweet of 2015
“Believe it or not, Lady Gaga is one of the best marketers of our time.”

Lady Gaga Retweeted!

HubSpot Video Team created

734

videos and increased engagement 5x

YouTube.com/HubSpot

COMMUNITY



HubSpot would be nothing without the incredible global inbound community. With our 18,116 customers, more than 2,900 agency partners, and 150 HubSpot User Groups (HUGs) worldwide, we're lucky enough to have built a company and a community that is ambitious, crazy focused, and talented enough to transform how the world's organizations do business every day.

The HubSpot hive was abuzz

12,719,613

social posts
through Social Inbox

744,346

blog posts
published on the HubSpot COS

130,000

websites
graded
by Website Grader



150

HUGs
worldwide

49 international

422

total meetups

88 international

24

Grow With
HubSpot

global events

From Boston to Brisbane,
Amsterdam to Auckland.

Partner Agencies

Thanks to the power of inbound, HubSpot's Partner Program helps more than 2,900 agencies around the world market, sell, and deliver remarkable results to their clients while growing their own businesses exponentially.

“As we've grown, we've become wiser about what a good client is like. We interview the client to ensure we can help them.”

Platinum Partner, Chris Fell, Australia
Founder & CEO, g2m Solutions

145k



36k

'14

'15

Inbound.org
members

Find the world's best marketing content, develop your career, and create lifelong connections.

27k

professionals trained and certified through

HubSpot
Academy

Our free online education program allows professionals to take their career to the next level.



CUSTOMER GROWTH

How do you celebrate a major customer milestone? You drop 15,000 orange ping pong balls over a balcony, naturally. Representing each of our then-15,000 HubSpot marketing customers, the balls were displayed at INBOUND in September. But our growth didn't stop there. By year end, we added another 3,116 customers!



See the stories behind our customers' success at HubSpot.com/move

CUSTOMER SUCCESS

The past year saw our customers grow by leaps and (in)bounds.



“I'm moved by how fast commerce is changing and how quickly mobile is eating the world. In 10 years, the way we buy things will look nothing like it does today. That's crazy.”

Loren Padelford, Canada
GM & Chief Sales Scientist
Shopify

Moved Moment: Shopify went public on the NYSE & TSE



“HubSpot Marketing and CRM make it really easy and effective to plan and deliver end-to-end campaigns, measure results, make improvements, and of course, follow up with leads effectively.”

Emma Jones, UK
Business Development Manager
Katapult

Moved Moment: Attending INBOUND in Boston for the first time. It was a fantastic experience and extremely valuable for my own personal knowledge and development.

Partner since 2013

“HubSpot CRM has allowed us to track, manage, and organize our sales pipeline in a more efficient way than we ever thought possible.”

Mark Wallace, US
Owner/Manager
Parlor Skis

Moved Moment: Hearing the stories from customers who became friends on the mountain because they were both skiing on Parlors.

Customer since 2015



INBOUND.

INBOUND 2015 was our biggest and best event yet, bringing together more than 14,000 business professionals in Boston to advance the inbound movement. With 250+ inspiring speakers and impressive headliners including Seth Godin, Brené Brown, and Aziz Ansari, there was no shortage of ways to learn from the industry's best. And, of course, remarkable entertainment from Amy Schumer made the experience unforgettable.



14K

registered attendees



Seth Godin



“We are not thinking beings who occasionally feel. We are feeling beings who occasionally think.”

Brené Brown at #INBOUND15

Social Stats

INBOUND attendees are a social bunch! Don't believe us? Check out these Twitter stats:

123,440

mentions of the #INBOUND15 hashtag which trended worldwide for

TWO

of the four days

Delight & Inspire

INBOUND educates and unites a community of inbound superfans. The four-day event mixes inspiring keynotes and educational breakout sessions with fun, interactive networking spaces (including unlimited coffee and free chair massages).



Aziz Ansari



Jonah Peretti



Daniel Pink



Amy Schumer

2,500

gallons of Dunkin' Donuts® coffee

9

celebrity meet & greets

250+

speakers

PRODUCTS

At the heart of the inbound movement sits a suite of marketing and sales products that have helped to transform the way businesses connect with consumers. Our growing, global team is dedicated to making software that solves for the customer in a helpful, personable, human way.



HUBSPOT CRM & LEADIN

2015 was the year to get free and get growing. From our award-winning CRM to Leadin, HubSpot unleashed powerful, free software to help thousands of individuals transform their businesses.



**CRM. LEADIN.
BOTH ARE FREE AS FREE CAN BE.
ARE YOU KIDDING ME?**

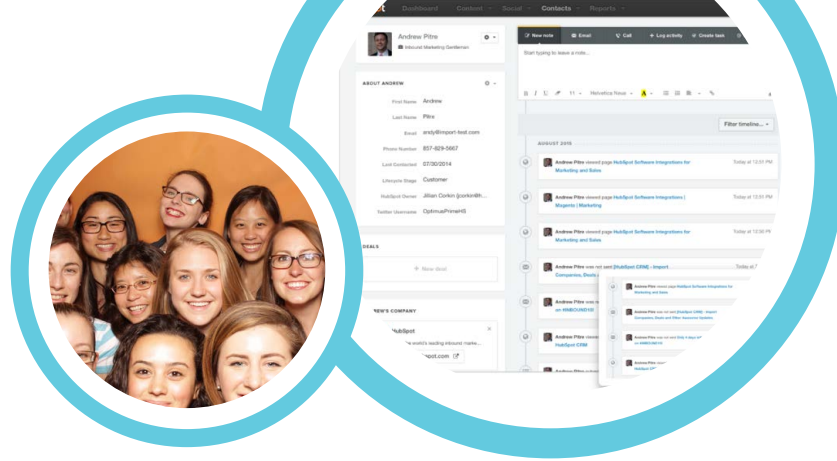
Hey,
we're free,
too(ls)!

salary.grader.com
website.grader.com

PRODUCTS

We're always looking to make our technology better, and in 2015 we took that mantra to a new level. From updates and improvements to brand-new releases, our products are helping sales and marketing professionals do business better.

We made
322,883
 changes to the code,
59,574
 deploys to production,
 conducted
480
 user tests,
 and added
FIVE
 new languages.



HubSpot Sales Platform

Last year was a big one for HubSpot's sales products. Our team was laser-focused on finding new ways to make the sales process better for the buyer, and the sales rep. At the same time, thousands of new teams chose HubSpot CRM as their system of record.

Sequences

Sequences saves sales teams time and gives reps a new way to follow up with their prospects in a more personal, relevant way.

@ Mentions

Working with your team in HubSpot CRM? Now, you can mention other members of your team on any contact, company, deal, or task to start a conversation.

Meetings

Booking a meeting shouldn't require five emails back and forth. Meetings gives your sales team personalized booking links, and a new way to keep their calendars full.

With the new Reporting Add-on, marketers and salespeople can see all of their reports and dashboards in one simple interface.



Moved by new products;
 Moved by customers' success;
 Wait, who moved my desk?

JD Sherman
 President, COO & Haiku Aficionado



HubSpot Marketing Platform

In 2015, we made our software lighter, faster, and easier. In no way was it easy to do. But we thought it was the right thing to do.

The Ads Add-on

About 50% of HubSpot customers use targeted online ads, and we wanted to help them make those ads smarter and more inbound.

Predictive Lead Scoring

New for our enterprise customers, Predictive Lead Scoring saves marketers time by doing the lead scoring legwork for them.

HubSpot Connect

This new program brought 52 integration partners* into the fold enabling our customers to seamlessly unify their marketing and sales efforts. ***25 of them shared the stage with Brian Halligan at INBOUND.**



G2 Crowd Distinctions

Marketing Automation Leader



overall and #1 in satisfaction

CRM Leader



overall

Web Content Management Leader



in satisfaction with 99/100 and #2 overall

CULTURE



When we hire at HubSpot, we look for people who've got HEART: Humble, Effective, Adaptable, Remarkable, Transparent. While we're exceptionally picky, it has paid off in spades. In HubSpot's nine short years, our employees have built an awesome company with an extraordinary culture, ultimately earning us Glassdoor's #4 Best Places to Work ranking.

EMPLOYEE GROWTH

None of our growth in 2015 could have happened without the team. That's why we were excited to celebrate the 1000-employee milestone in 2015, adding hundreds of new stars to HubSpot offices across the globe. P.S. We're hiring!



2006 **3**
2007 **15**
2008 **42**
2009 **96**
2010 **176**
2011 **304**

2012 **429**
2013 **668**
2014 **785**
2015 **1,157**

BENEFITS

Tuition reimbursement, unlimited vacation, an in-office gym, and neverending gumballs—just a few of the many benefits that make HubSpot a great place to work.

1,330

books fulfilled through the Free Books Program

\$135k

paid in tuition reimbursement

52

kids attended Take Your Child to Work Day

290

official dog visits

1,450

pizzas ordered for end-of-month celebrations

33

Tech Talks given



1 in 6
HubSpotters
works outside the
United States.



40%
of HubSpotters
are afraid of
spiders.

24

languages
spoken by
HubSpotters

Q&A:

What were the three most popular Master Classes taught by HubSpotters for HubSpotters?

Giving Back

Whether local or international, we kept charity top of mind by working with BUILD Boston, United Way Youth Venture, and the Malala Fund.

Twelve people from the product team rode in the Pan-Mass Challenge this year, raising

\$110,000

HubSpot's 6th Annual Charity Auction raised

\$47,365

Glassdoor
BEST
Places
to Work

Fortune
BEST
Medium
Workplaces

Entrepreneur
TOP
Company
Cultures

Boston Globe
TOP
Place
to Work

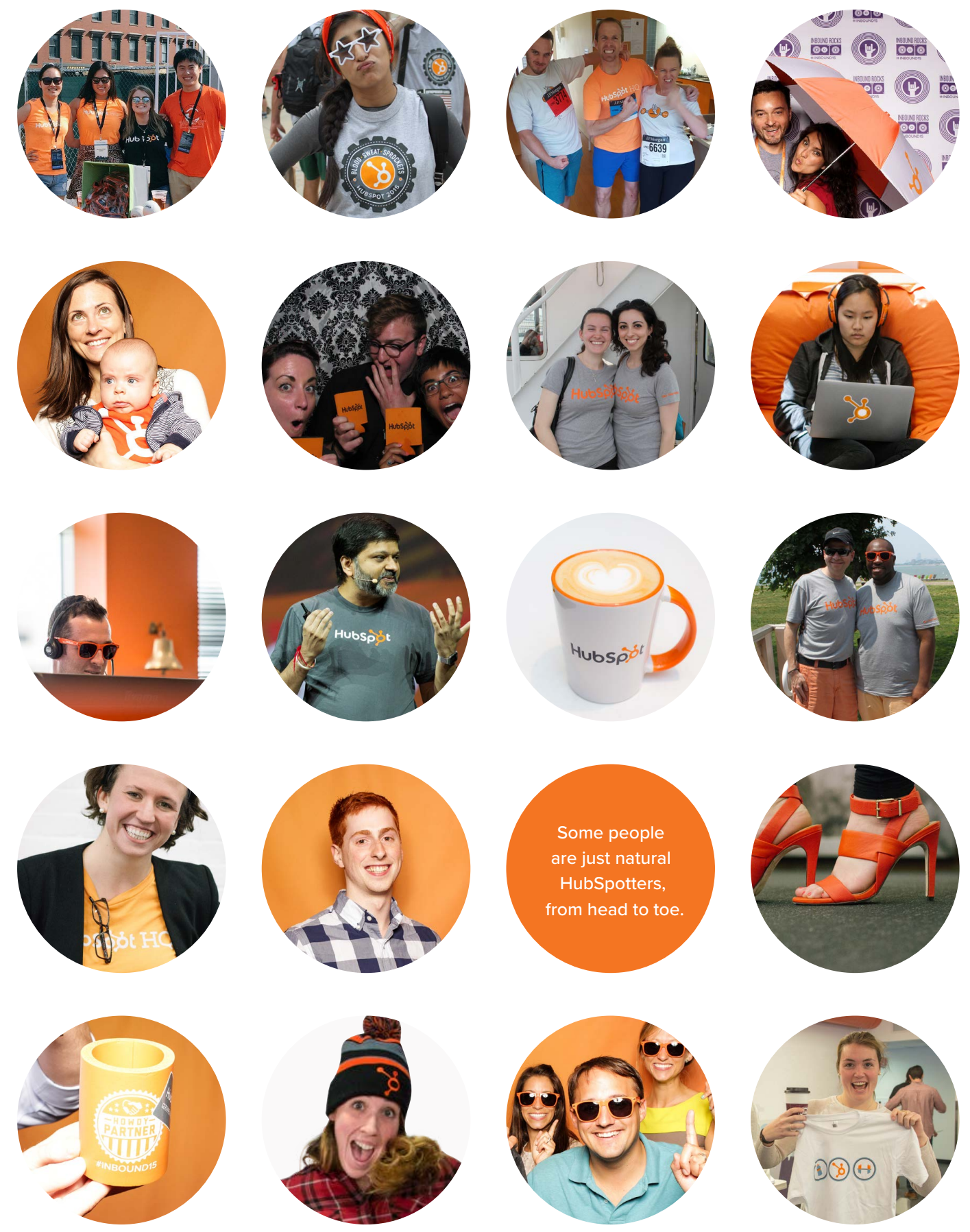


What moves you ahead? Tell us at HubSpot.com/move



A: Excel for Marketers, Hip Hop Dance, and Negotiation

Every shirt needs a sprocket. Every mug, too, for that matter. At HubSpot, we love our SWAG and wear, use, and share it with pride.



Some people are just natural HubSpotters, from head to toe.

FREEDOM TO MOVE

Whether it's for a vacation, five-year sabbatical, or an opportunity of a lifetime, HubSpot encourages employees to pursue their personal goals, realize their dreams, or just catch a flight to somewhere new.

4,605
Minutes
Water Time
Logged

62
Surf
Sessions

556
Total
Waves
Ridden

141
Total
Miles
Paddled

Having 30 days to focus on family and fun was naturally something to look forward to for quite some time. It led to a world of possibilities but we decided to rent a house in Costa Rica and live the surfing life for a month.

As a way of showing thanks for a lifetime of memories (and keeping it HubSpotty) we sketched out a plan to pay it back to the local community in Costa Rica. A portion of the sabbatical funds provided by HubSpot was donated to enhance a local school where we stayed. We also made friends with a local stray dog who ended up coming home with us and was adopted by another HubSpotter. **+1 for dogs in the office policy!**

Corey Beale
Senior Director of Sales, Industries



After working at HubSpot for six years, I got to take advantage of the HubSpot sabbatical. It is a truly magical benefit where you get to take a month off to go do something enriching. Oh yeah, and you also get \$5,000 to fund that experience. I decided to go to a guitar-building school in Portland, Oregon and build an electric guitar from scratch. **I never thought I'd have a chance to do something like that and HubSpot helped make it a reality for me. I learned a whole new set of skills and walked away with a high-quality instrument I actually built myself.** Thanks, HubSpot!

Andrew Quinn
Vice President, Learning & Development



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Corey Beale
Senior Director of Sales, Industries

40
five-year
sabbaticals.
40
wildly different
experiences.



In 2015, a six-month stint at HubSpot's Sydney office was up for grabs. My long-time, long-distance boyfriend and I were both stoked about the prospect of living abroad. After much discussion, we decided I'd apply and if I got the job, we'd get married three months earlier than we planned and move to the other side of the world. Much to our delight, I got the job! **So, we planned a wedding, he finished his doctorate, we got married, and moved to another hemisphere.** This experience has enriched our lives beyond what we could have imagined and we couldn't have done it without this awesome company.

Lauren Hintz
Sr. Marketing Manager, Sales Products

In 2014, I joined the LatAm sales team as their fourth member and first business development rep. One of the reasons I joined the team is because of the opportunity to build something from the ground level. In 2015, I was lucky enough to see success on that front and experience things in my career that I hadn't realized were possible. **I was able to travel to Mexico to spend quality time with HubSpot customers, speak at a partner event in Ecuador, and visit family in Colombia.** Seldom do you get the opportunity to say, okay, I'm going to take a risk, but also have the safety net to make that decision. HubSpot is a special place in that way.

David Torres
Channel Account Manager, LatAm Sales





Thank you to all the partners, customers, HubSpotters, and fans who helped grow the inbound movement in 2015. Join us as we take a look at the past, and into the future, at HubSpot.com/move

“Innovation:
Imagine the
future and fill
in the gaps.”

Brian Halligan

