



FACT SHEET

Contact

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On the Web

- HubSpot Website: <http://www.hubspot.com>
- HubSpot Internet Marketing Blog: <http://blog.hubspot.com>
- HubSpot Company & Product News Blog: <http://www.hubspot.com/blog>

Overview

HubSpot is an Internet marketing startup whose software helps businesses get found online, generate more inbound leads and convert a higher percentage of those leads into paying customers. HubSpot's software platform includes tools that allow professional marketers and small business owners to manage search engine optimization, blogging and social media, as well as landing pages, lead intelligence and marketing analytics.

- HubSpot was founded in 2006 by CEO Brian Halligan and CTO Dharmesh Shah and is based in Cambridge, MA across the street from MIT where the company was conceived.
- General Catalyst provided \$5 million in VC funding in 2007.
- Matrix Partners provided \$12 million in VC funding in 2008.
- Venture Scale Partners (with participation from General Catalyst & Matrix Partners) provided \$16 million in VC funding in 2009.

Products

- HubSpot offers inbound marketing software that allows you to:
 - Generate more qualified traffic to your website
 - Capture more visitors as qualified leads
 - Convert more leads into paying customers
 - Analyze and optimize every step of the process
- With the HubSpot inbound marketing software, you can:
 - Quickly and easily edit your website
 - Generate traffic by adding a business blog
 - Improve search engine relevance, ranking and traffic
 - Collect intelligence on prospects
 - Analyze your lead generation trends, search terms and traffic referrals
- HubSpot requires no technical background or IT support, allowing everyday business and marketing people to easily generate leads and take advantage of Web 2.0 Internet marketing techniques. HubSpot's integrated approach allows for a more efficient way of tracking/measuring the success of your online marketing programs.

Resources

- HubSpot is a leader in all topics inbound marketing and regularly provides free resources such as webinars, whitepapers, eBooks, marketing tools, videos, communities, blog articles, studies and reports, etc.
- HubSpot offers free online tools at Grader.com that measure a variety of marketing initiatives' effectiveness.
- HubSpot manages an inbound marketing community at InboundMarketing.com.
- HubSpot offers an ongoing marketing retraining program called Inbound Marketing University at InboundMarketing.com/University.
- HubSpot produces a weekly Internet marketing video podcast called HubSpot TV at <http://hubspot.tv>.

Events, Accolades & Coverage

- HubSpot regularly speaks at, sponsors and participates in industry conferences and events such as OMMA Global, PubCon, Business of Software, Search Engine Strategies, SMX, Venture Summit, IMS, etc.
- HubSpot has won awards and been recognized by a number of organizations such as NEDMA, Mass High Tech, MassTLC, AlwaysOn, Red Herring, MITX, ad:Tech, etc.
- HubSpot has been featured in various media and publications including *The Wall Street Journal*, *Boston Globe*, *The New York Times*, *ABC News*, *Mashable*, *TechCrunch*, etc.