

The background is a solid teal color. In the top-left corner, there is a large, light-teal circle with a smaller, darker-teal circle inside it. On the right side, there are several smaller, light-teal circles of varying sizes. Two horizontal white lines with circular endpoints at each end are positioned above and below the main text.

# Nicholas Holland

# BEHIND THE SCENES OF THE HUBSPOT PRODUCT

Nicholas Holland | VP of Marketing Products

# INBOUND

INTRODUCING  
CHRISTOPHER  
O'DONNELL









*Shhhhh!*

The catalyst for **change**  
is usually some sort of **signal**.

SIGNAL:

**60%**

**Of HubSpot customers have  
their websites built on Wordpress.**



# Why?

Missing some of the basics

Not enough differentiation

The Story wasn't there





**Decision  
Maker**



**Builder**



**Marketer**



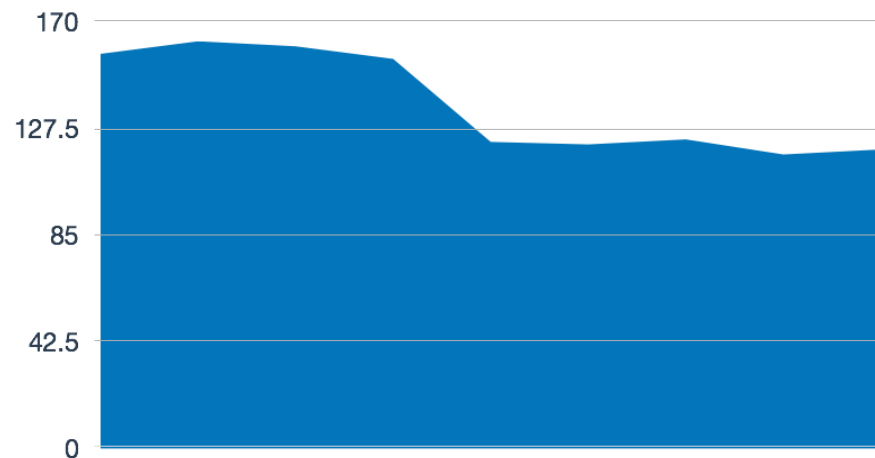




# Professional Marketer's CMS

## Fast, stable, and secure

- Huge improvements in speed across the board



**2X faster than the average North American CMS. Recent 20% load time decrease.**



## Fast, stable, and secure

- Huge improvements in speed across the board
- Achievement of 99.999% uptime

**99.999%  
uptime.**

**(yes, that's five nines.)**

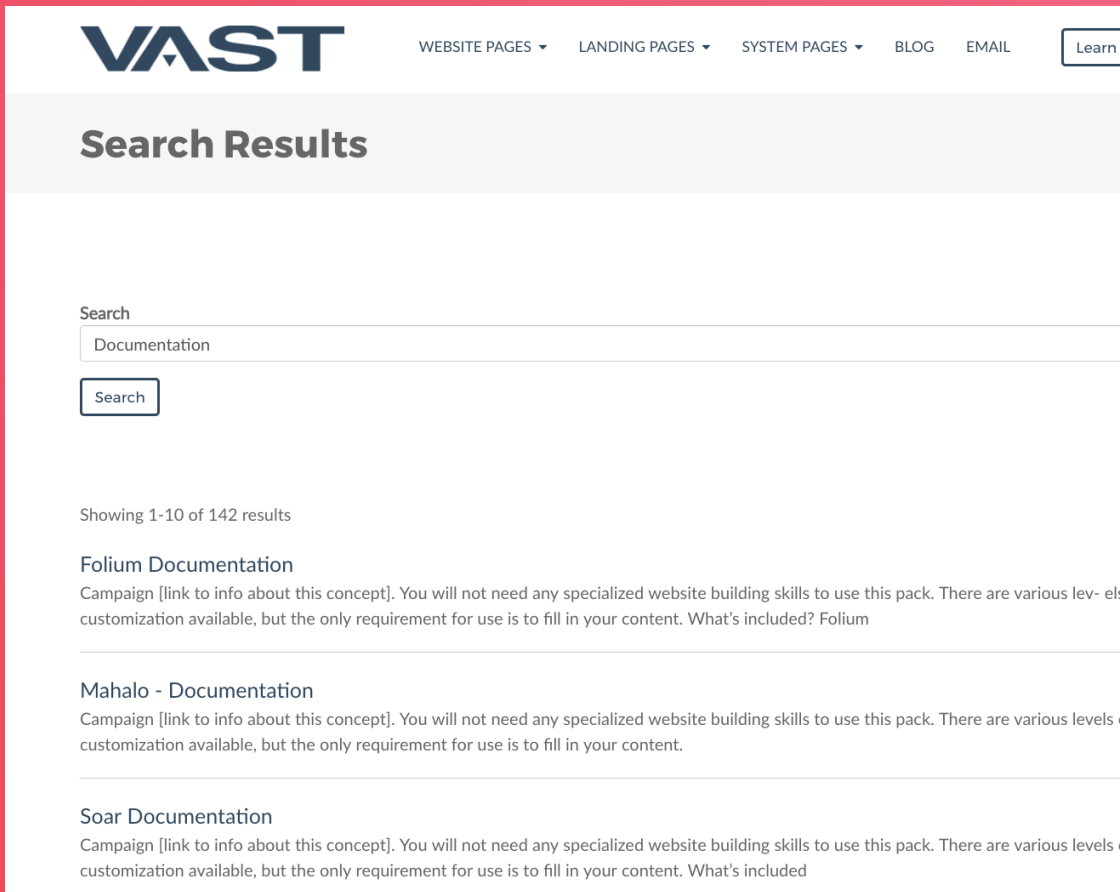
## Fast, stable, and secure

- Huge improvements in speed across the board
- Achievement of 99.999% uptime
- More secure than ever



# Built for marketers

- Native site search



The screenshot shows the VAST website's native search interface. At the top, the VAST logo is on the left, and navigation links for WEBSITE PAGES, LANDING PAGES, SYSTEM PAGES, BLOG, and EMAIL are on the right, along with a 'Learn' button. Below the navigation is a 'Search Results' header. The search input field contains the text 'Documentation', and a 'Search' button is positioned below it. The results section indicates 'Showing 1-10 of 142 results'. Three results are visible: 'Folium Documentation', 'Mahalo - Documentation', and 'Soar Documentation'. Each result includes a brief description: 'Campaign [link to info about this concept]. You will not need any specialized website building skills to use this pack. There are various levels of customization available, but the only requirement for use is to fill in your content. What's included? Folium'.

**VAST** WEBSITE PAGES ▾ LANDING PAGES ▾ SYSTEM PAGES ▾ BLOG EMAIL [Learn](#)

## Search Results

Search

Documentation

Search

Showing 1-10 of 142 results

### Folium Documentation

Campaign [\[link to info about this concept\]](#). You will not need any specialized website building skills to use this pack. There are various levels of customization available, but the only requirement for use is to fill in your content. What's included? Folium

---

### Mahalo - Documentation

Campaign [\[link to info about this concept\]](#). You will not need any specialized website building skills to use this pack. There are various levels of customization available, but the only requirement for use is to fill in your content.

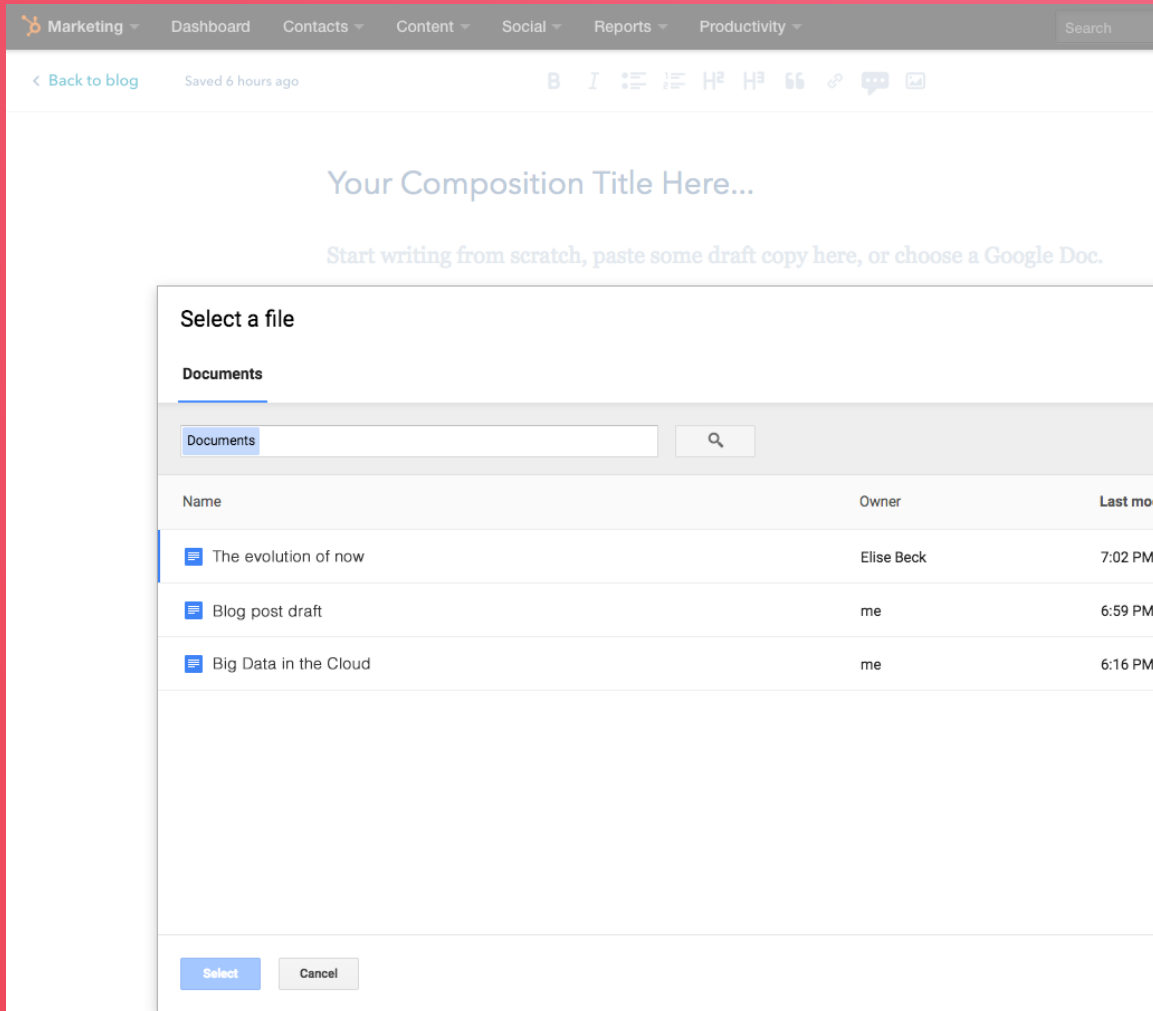
---

### Soar Documentation

Campaign [\[link to info about this concept\]](#). You will not need any specialized website building skills to use this pack. There are various levels of customization available, but the only requirement for use is to fill in your content. What's included

# Built for marketers

- Native site search
- Gdocs Integration



# Built for marketers

- Native site search
- Multi-language support
- HubSpot Collect

The screenshot shows a HubSpot blog post interface. At the top, there are links for 'English' and 'Contact Us'. The HubSpot logo is prominently displayed, followed by the category 'MARKETING' and a '9 MIN READ' indicator. The article title is 'What is SEO in 2017? How It's Changed, and Where We Are Now', written by Amanda Zantai-Wiener (@amanda\_zw). Below the title is a social sharing bar with icons for Twitter, Facebook, Email, LinkedIn, Messenger, and WhatsApp. The article text begins with: 'As marketers, we've gotten quite good at evolving our playbooks when it comes to SEO. But the changes we've seen to this point are nothing compared to what's coming next.' and 'We're no longer in the "early stages" of a new era of search -- we're here, now, witnessing new trends and best practices unfold in real time.' A 'HubSpot Collect' overlay is visible on the right side of the page. It features the Collect logo, a quote from the article: 'We're no longer in the "early stages" of a new era of search -- we're here, now, witnessing new trends and best practices unfold in real time.', the article title, the URL 'https://blog.hubspot.com/marketing/new-era-seo', and a note: 'This is a great point by Amanda. We're witnessing a new evolution of SEO and we should incorporate this into our Q4 content.' At the bottom of the overlay are buttons for 'Save to HubSpot' and 'Cancel', along with a help icon and a toggle switch.

English Contact Us

HubSpot

MARKETING | 9 MIN READ

What is SEO in 2017? How It's Changed, and Where We Are Now

Written by Amanda Zantai-Wiener @amanda\_zw

Twitter Facebook Email LinkedIn Messenger WhatsApp

As marketers, we've gotten quite good at evolving our playbooks when it comes to SEO. But the changes we've seen to this point are nothing compared to what's coming next.

We're no longer in the "early stages" of a new era of search -- we're here, now, witnessing new trends and best practices unfold in real time.

First, it was an era tied closely to patterns such as mobile, social, and voice search, among other things. But many marketers are past the point of being on the cutting-edge of those patterns, and want to know, "What now?"

COLLECT

We're no longer in the "early stages" of a new era of search -- we're here, now, witnessing new trends and best practices unfold in real time.

What is SEO in 2017? How It's Changed, and...  
<https://blog.hubspot.com/marketing/new-era-seo>

This is a great point by Amanda. We're witnessing a new evolution of SEO and we should incorporate this into our Q4 content.

Save to HubSpot Cancel ? [Toggle]





Help us spread the word.

**HubSpot is the professional marketer's CMS.**

SIGNAL:

Our biggest NPS detractors were

*CMS developers.*

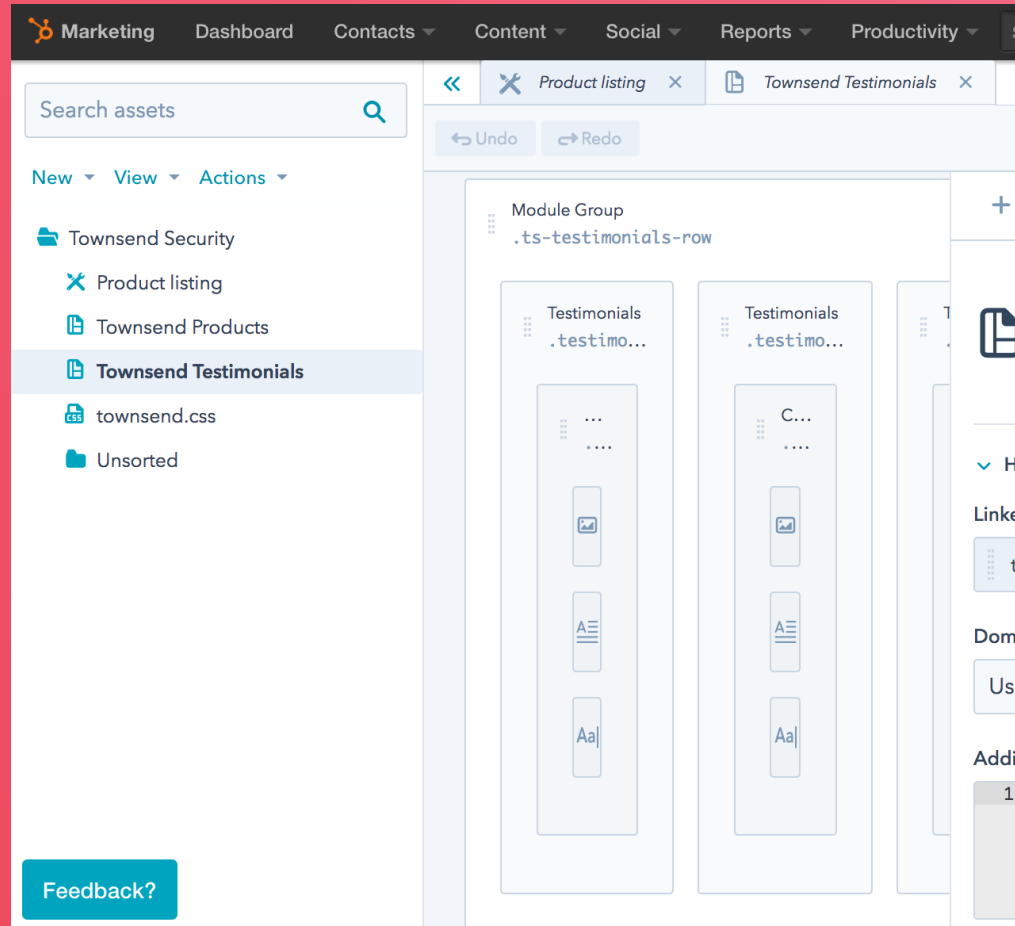


**Builder**

- Flexible
- Scalable
- A pleasure to build on

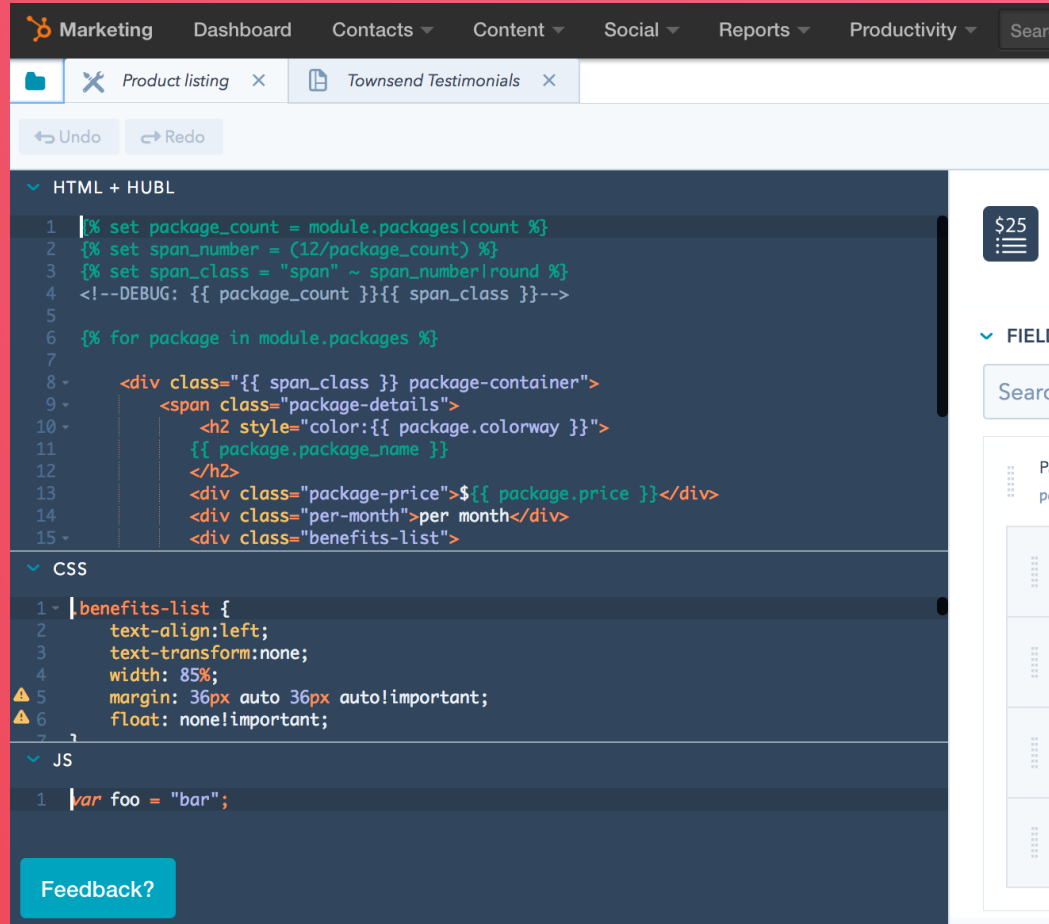
# Flexible, scalable, a pleasure to build on

- Custom Modules



# Flexible, scalable, a pleasure to build on

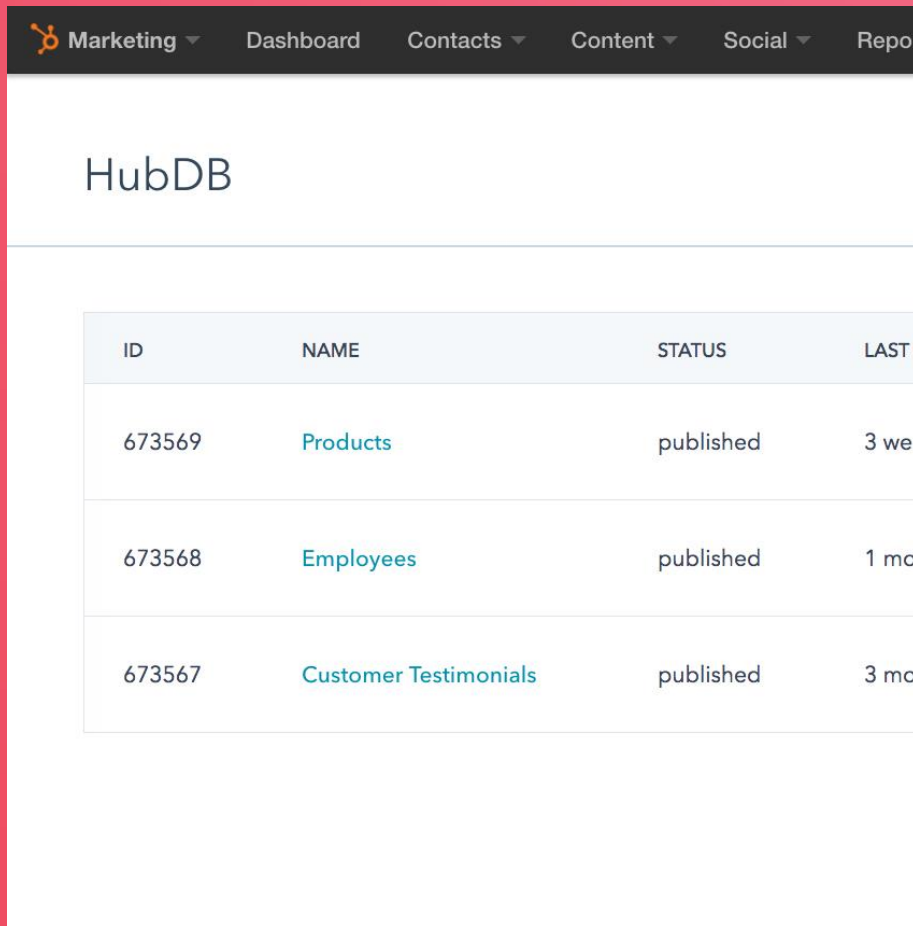
- Custom Modules
- Integrated Dev Environment





# Flexible, scalable, a pleasure to build on

- Custom Modules
- Integrated Dev Environment
- HubDB Pages & Modules



The screenshot displays the HubDB interface within a dashboard. At the top, a navigation bar includes links for Marketing, Dashboard, Contacts, Content, Social, and Reports. Below this, the 'HubDB' section is titled. A table lists three modules, each with an ID, a name (linked), a status, and a last updated time.

ID	NAME	STATUS	LAST
673569	<a href="#">Products</a>	published	3 we
673568	<a href="#">Employees</a>	published	1 mo
673567	<a href="#">Customer Testimonials</a>	published	3 mo

# DEVELOPER TOOLS

---

IDE, Custom Modules, and HubDB Available Q4



SIGNAL:

Marketers need the tools to do

*better targeting*

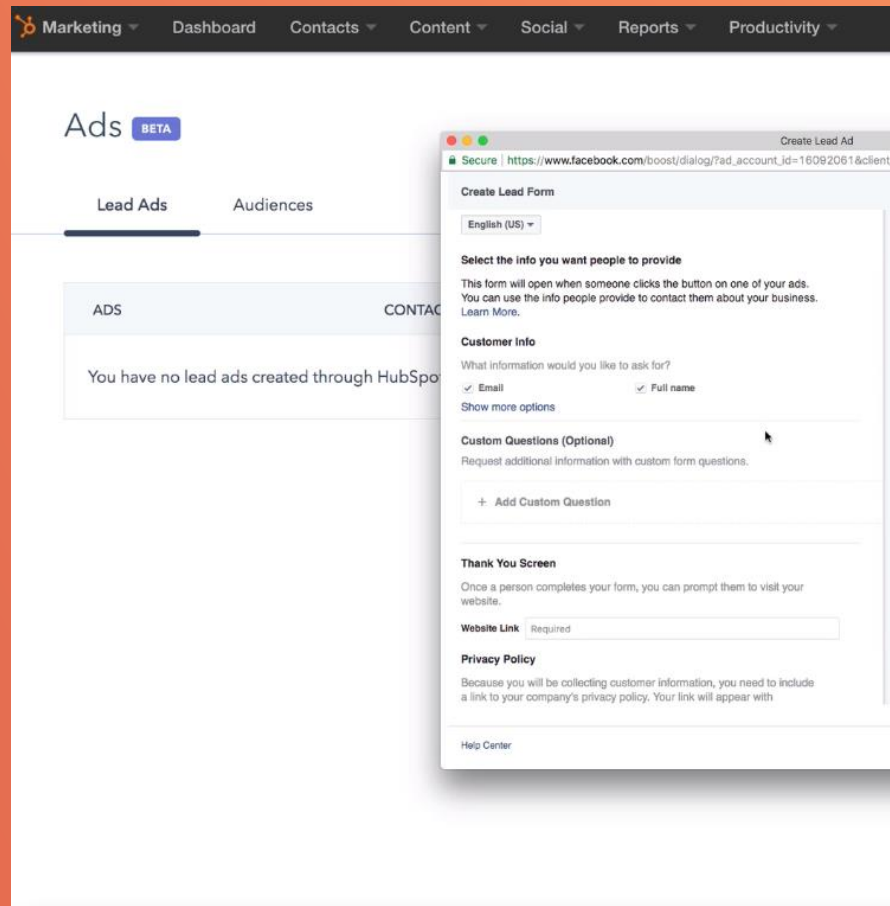




Facebook  
Lead Ads

# Facebook Lead Ads

- Create Lead Ads inside HubSpot



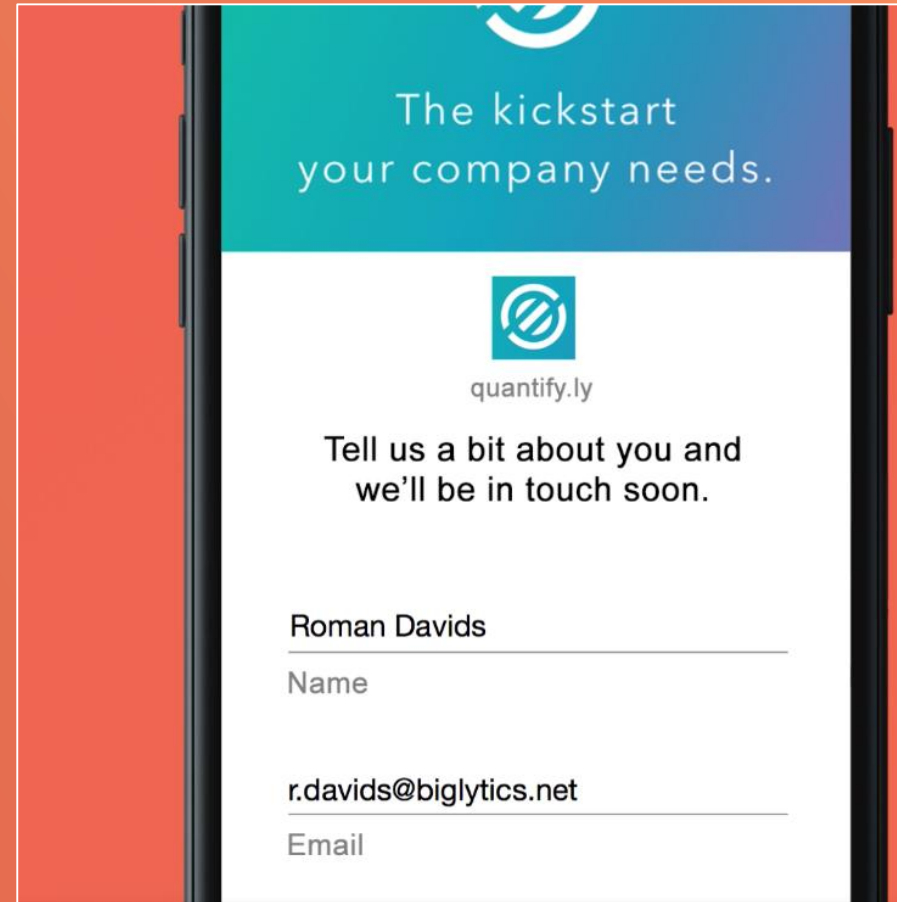
# Facebook Lead Ads

- Create Lead Ads inside HubSpot
- Automatically tracked & synced


<a href="#">← Back to all lead ads</a>	
Lead Ads Campaign - Lead Generation <span>Active</span>	
REACH	CONTACTS
11,968	96
NAME	
marcy.davis@quantify.ly	
pascal.m@qwerty.co	
bzhao@partina.com	
zkeller@biglytics.net	
<a href="#">← Prev</a> <a href="#">Next &gt;</a>	
Run length	

# Facebook Lead Ads

- Create Lead Ads inside HubSpot
- Automatically tracked & synced
- Get Leads Immediately



The kickstart  
your company needs.



quantify.ly

Tell us a bit about you and  
we'll be in touch soon.

Roman Davids

Name

r.davids@biglytics.net

Email







Facebook  
Audience Sync

# Facebook Audience Sync

- HubSpot lists – Facebook audiences

## Create contact list audience

[< Back](#)

Which list would you like to use to create your audience?

West Coast Customers ▼

Audience name

West Coast Customers - Facebook Audience

Create audience

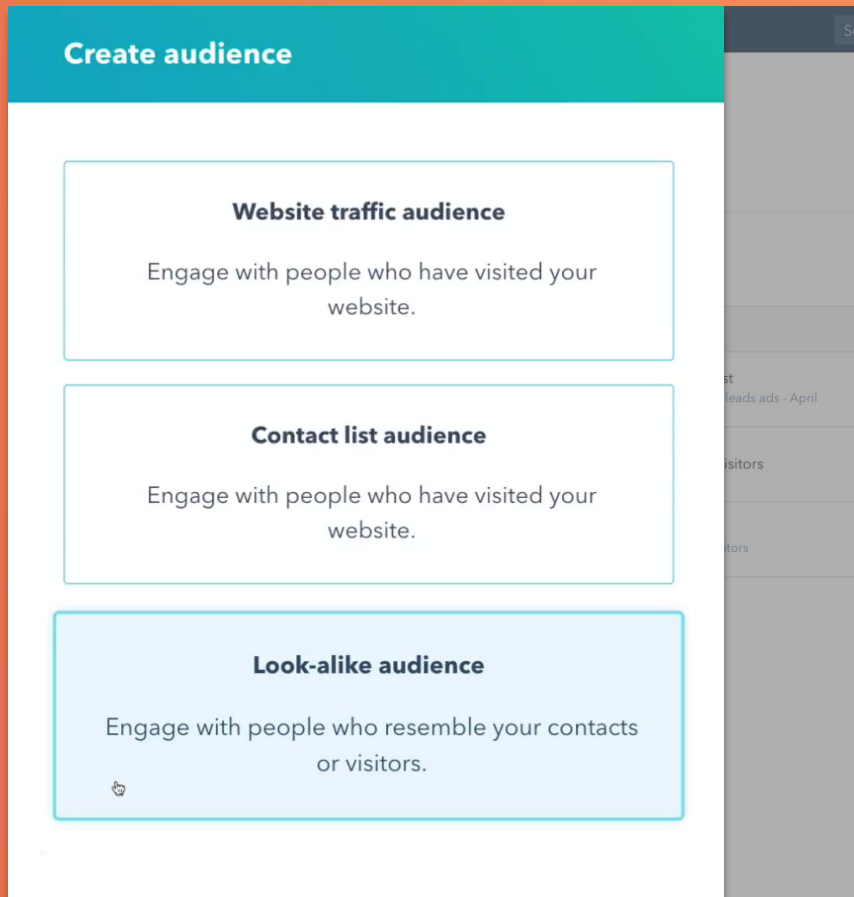
Cancel

Help

TYPE
Contact list Leads from leads ads - April
Website visitors
Lookalike Website visitors

# Facebook Audience Sync

- HubSpot lists – Facebook audiences
- Easily run lookalike campaigns



# Facebook Audience Sync

- HubSpot lists – Facebook audiences
- Easily run lookalike campaigns
- Continuous smart list syncing

The screenshot shows the HubSpot Marketing interface. The top navigation bar includes 'Marketing', 'Dashboard', 'Lead Flows', 'Ads', 'Collected Forms', and 'Settings'. The 'Ads' section is active, and the 'Audiences' tab is selected. Below the tabs, there is a filter for 'Type: All'. A table lists the following audiences:

NAME	TYPE
Hubspot - Leads from leads ads - April ● Ready - (80% matched)	Contact list Leads from leads ads - April
Website visitors ● Ready	Website visitors
Lookalike (CA, MD, MA, 1%) - Website visitors ● Ready	Lookalike Website visitors

# Account Based Marketing

---

*Taking a highly targeted approach toward named accounts, tailoring the experience at a 1:1 level.*

ADD NEW

Recommended

Top Content

Latest

Originals

Articles

Discussions

MEMBERS

JOBS

TOP RANKINGS ▾

IN THE COMMUNITY

## Can account-based marketing and inbound marketing co-exist?

Posted in: [Strategy](#) — 1 month ago from Kate Taylor Mighty • 958 views

There's a lot of chatter these days about account-based marketing (ABM), and the assumption tends to be that it doesn't mesh well with the inbound methodology. Kipp Bodnar from HubSpot and Sangram Vajre from Terminus are going to have live conversation about what ABM actually is and how and whether it can be done in an "inbound-y" way.

Knowing that inbound.org is one of the most engaged and curious communities out there, I want to invite folks here to set the tone of Kipp and Sangram's conversation.

Here's the ask:

1. Click on >> [this page here](#) << to upvote and prioritize the questions you want our guests to answer most. (Pro-tip: it's also the page where you sign up to attend the talk, too.)
2. Then please! Comment below with any further questions about ABM and inbound that we've missed, and Kipp and Sangram will do their best to get to them answered as we'll



## THE HUBSPOT USER BLOG

### USING HUBSPOT FOR AN ACCOUNT-BASED MARKETING STRATEGY [CUSTOMER STORY]

by [Randi Baxter](#)

March 22, 2017 at 12:00 PM

If you're in the B2B space, there's a good chance you've heard the buzz around account-based marketing. At [AlayaCare](#), a SaaS startup in the home healthcare industry, we've paired our inbound marketing efforts with an account-based marketing and sales strategy that involves prospecting, scoring, nurturing, and selling to multiple high-value targets and accounts.



HubSpot  
Academy

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the blog

EMAIL\*

NOTIFICATION FREQUENCY\*

☒ DAILY

☐ WEEKLY

SUBSCRIBE

MARKETING | 16 MIN READ

## How to Do ABM Without Selling Your Soul



Written by Ari Plaut

[@ariplaut](#)



Mayo on a sandwich. Hot sauce on a taco. Hot fudge on a sundae. All things that --- when used correctly --- make the thing they complement way better.

But if you use too much of any of them, or use them in the wrong context (hot sauce on a sundae? No thanks.), or simply use them wrong (gobs of mayo, instead of a thin layer), you've ruined a perfectly tasty snack.

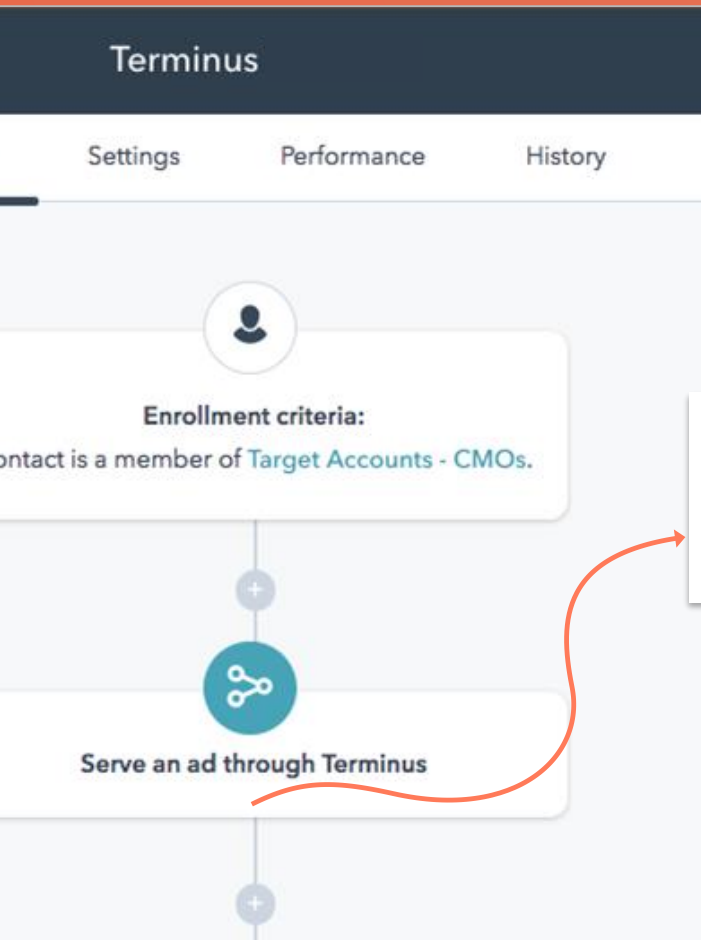
As a marketer, the same concept applies to everything you do. If used correctly, every technology and tactic has the power to create better connections with your potential customers. If done without care, it can drive a wedge between you and your buyers.

Take social media. At HubSpot, people ask us all the time: "Will social media work for my business?" The answer? Yes, absolutely! But only if you do it in a way that fits in with the way your buyer wants to interact with you.

On social, people feel interrupted if you're just sending spammy mass messages. If you're not providing them with quality content that their mom, friend, or coworker could have sent them, you're just another brand in the crowd. Or worse, a brand annoying them in their personal space, where they don't expect to see brands interrupting. When you're cold, interruptive, and irrelevant, nobody wins.

## ACCOUNT-BASED MARKETING

...and how HubSpot can help bolster your ABM strategy.



Connect Integration





# FACEBOOK ADS & ABM

---

Lead Ads Available Now | Audience Sync Coming Soon

SIGNAL:

*Shopify*

has ascended to become a clear leader in the ecommerce space.



- **FOUNDED IN 2004**
- **500,000 CUSTOMERS**
- **175 COUNTRIES**
- **NYSE: SHOP**



HubSpot



# Native Shopify Integration

- Products sync to HubSpot

The screenshot displays the Shopify Settings interface. At the top, a navigation bar includes links for Marketing, Dashboard, Productivity, Content, Social, Contacts, Reports, and a Search bar. The 'Settings' page title is centered below the navigation bar. On the left, a sidebar lists various settings categories: Account Defaults, Analytics & Tracking, Contacts & Companies, Ecommerce (highlighted with a 'BETA' badge), Marketing, Properties, Sales (with a dropdown arrow), and Users & Teams. Under the 'Sales' category, sub-items include Deals, Product Library, Import and Export, Notifications, Email Integrations, Sales Tools, and Users & Teams. The main content area is titled 'Ecommerce' and features two key metrics: 'PRODUCTS' (150, with a note '14 added this week') and 'CUSTOMERS' (1,450, with a note '4% since last month'). Below these metrics, a section for 'Widget Sales' shows the store URL 'widget-sales-inc.myshopify.com' and a '+ Connect another store' button. The 'Automation' section is partially visible at the bottom, showing an 'Order confirmation' email template toggle and description.



Marketing ▾ Dashboard Productivity ▾ Content ▾ Social ▾ Contacts ▾ Reports ▾ Search

## Settings

- Account Defaults
- Analytics & Tracking
- Contacts & Companies
- Ecommerce** BETA
- Marketing
- Properties
- Sales ▾
  - Deals
  - Product Library
  - Import and Export
  - Notifications
  - Email Integrations
  - Sales Tools
  - Users & Teams

### Ecommerce

PRODUCTS	CUSTOMERS
Product Library	Customer contacts
150	1,450
14 added this week	▲ 4% since last month

 **Widget Sales**  
widget-sales-inc.myshopify.com   
[+ Connect another store](#)

### Automation

**Order confirmation** ☐  
This email will be sent from HubSpot whenever a customer completes an order.

**Shipping confir**  
This email will be s  
has completed pro

# Native Shopify Integration

- Products sync to HubSpot
- Purchases sync to HubSpot

The screenshot displays the Shopify 'Settings' interface. On the left, a sidebar lists various settings categories: Account Defaults, Analytics & Tracking, Contacts & Companies, Ecommerce (highlighted with a 'BETA' badge), Marketing, Properties, Sales (with a dropdown arrow), Deals, Product Library, Import and Export, Notifications, Email Integrations, Sales Tools, and Users & Teams. The main content area is titled 'Ecommerce' and shows a progress bar for 'Importing past data from ...'. Below the progress bar, a table displays the counts for 'PRODUCTS' (150) and 'CUSTOMERS' (1,450). A message at the bottom states: 'Your existing products, customers, and orders are being imported. You will be notified once everything is synced.'

PRODUCTS	CUSTOMERS
150	1,450

# Native Shopify Integration

- Products sync to HubSpot
- Purchases sync to HubSpot
- Leverage list segmentation, automation, email, and more

Save and go to module list

### Deal line item summary

Options

Maximum number of items to include

5

Item layout/style

EditInsertStyleTableTools

[[line-item.name]]

[[line-item.description]]

[[line-item.image]]

[[LINE-ITEM.QUANTITY]] @ [[LINE-ITEM.PRICE]] EACH

Reset

Add a web version

# VAST

## Order confirmation

FIRSTNAME

Thank you for your NAME order. Your This usually takes 3-4 business days.

Please review your order details, and [le](#)

### Order summary

**Widget A**  
Some details ab  
the variant here  
1 @ 15.99 EACH

**Widget B**  
Some details ab  
The variant here  
4 @ 5.50 EACH

**Widget C**  
Some details ab

#INBOUNDPARTNERDAY



**Wait – we don't use Shopify.**





Ecommerce Bridge

# SHOPIFY & ECOMMERCE BRIDGE

---

Both Coming Soon | More details at [hubspot.com/new](https://hubspot.com/new) after the announcement

A man with short dark hair and a beard is shown in profile, looking down at a smartphone he is holding in his right hand. The scene is dimly lit, with the primary light source being the screen of the phone, which casts a soft glow on his face and hand. The background is dark and out of focus.

SIGNAL:

***messaging***

is a trend that continues to spread everywhere.

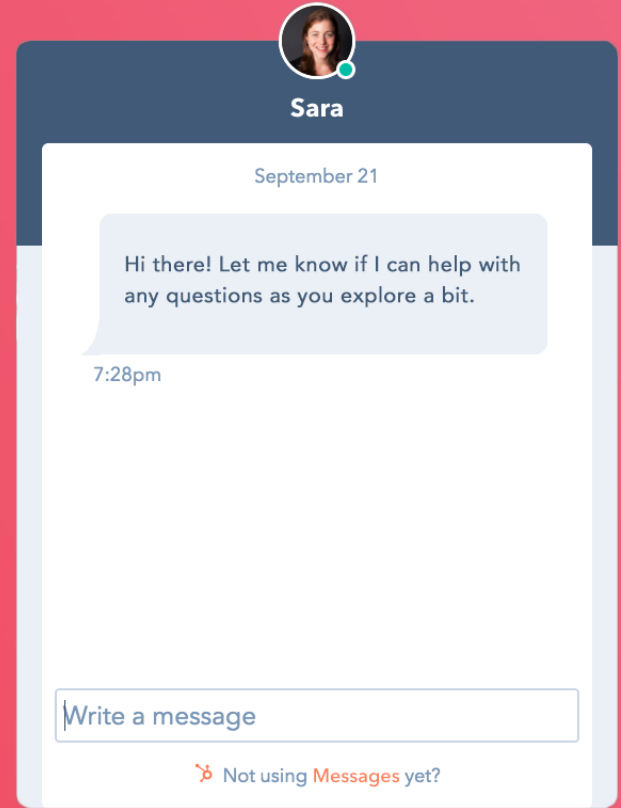






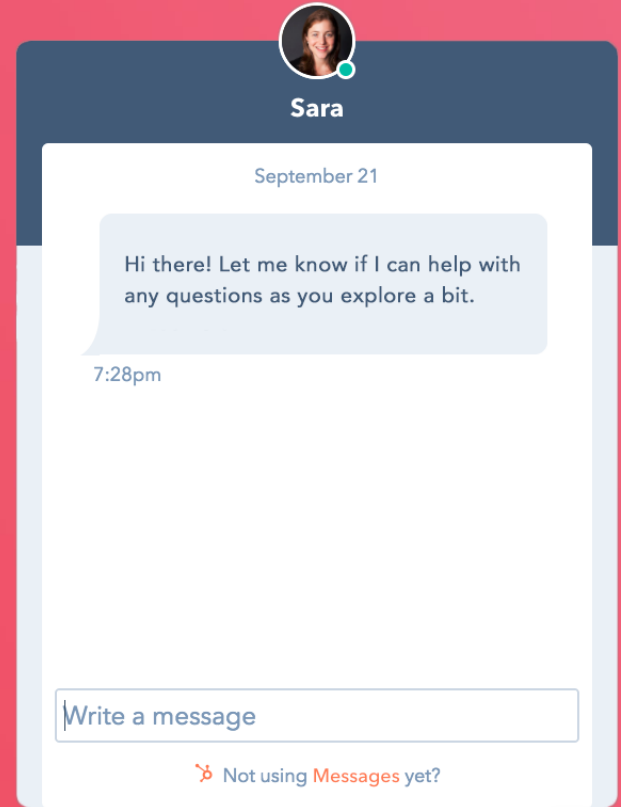
what comes  
**after email?**

#1 – It's not just live chat, it's **multi channel**.

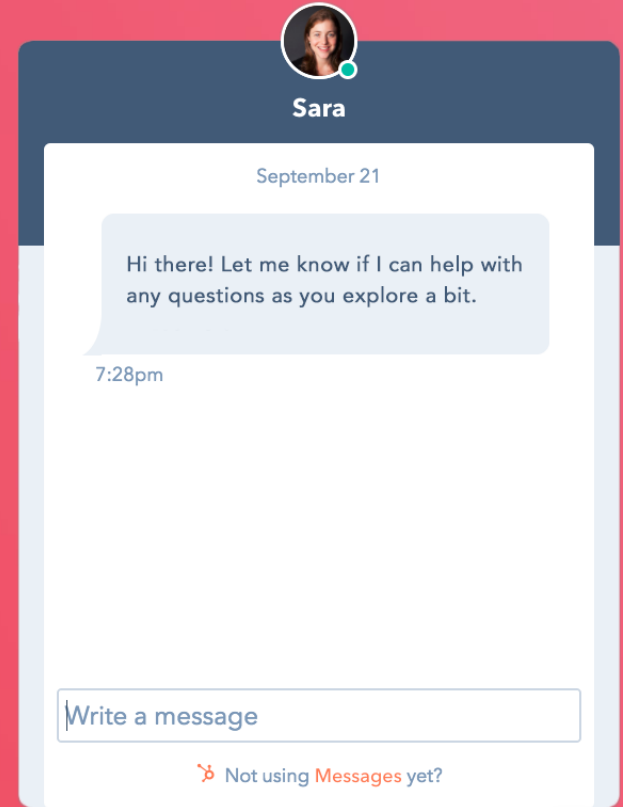




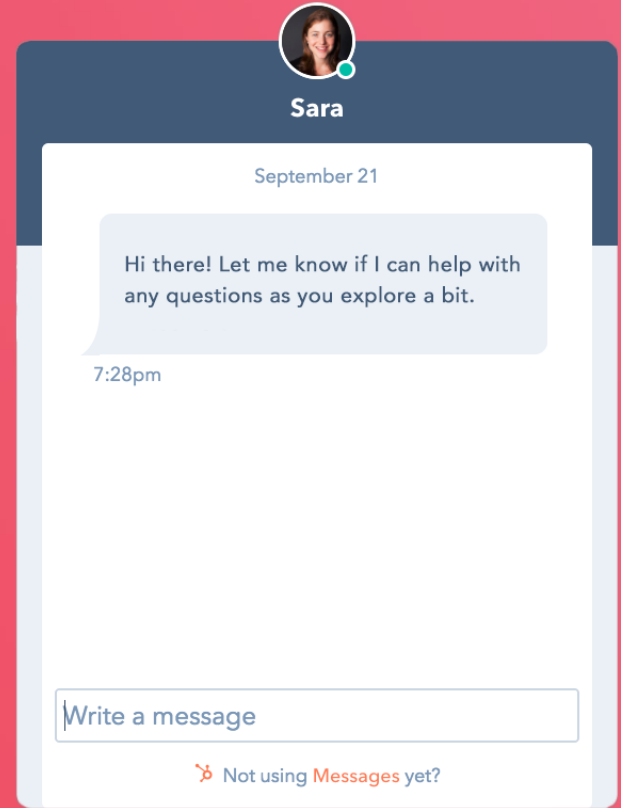
- #1 – It's not just live chat, it's **multi channel**.
- #2 – It's not just for sales, it's for **every team**.



- #1 – It's not just live chat, it's **multi channel**.
- #2 – It's not just for sales, it's for **every team**.
- #3 – It's not just real-time, it's **any time**.



- #1 – It's not just live chat, it's **multi channel**.
- #2 – It's not just for sales, it's for **every team**.
- #3 – It's not just real-time, it's **all-the-time**.
- #4 – It's not just humans, it's about **scaling with the help of bots**.



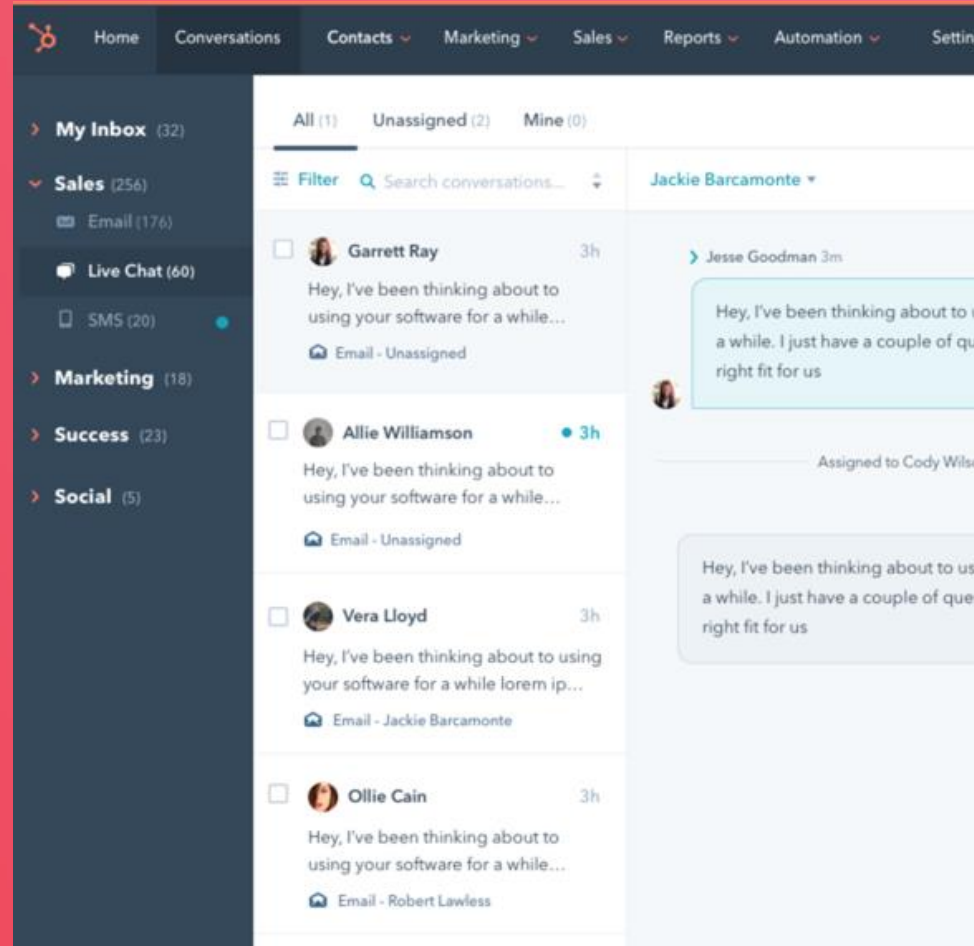




**Conversations**

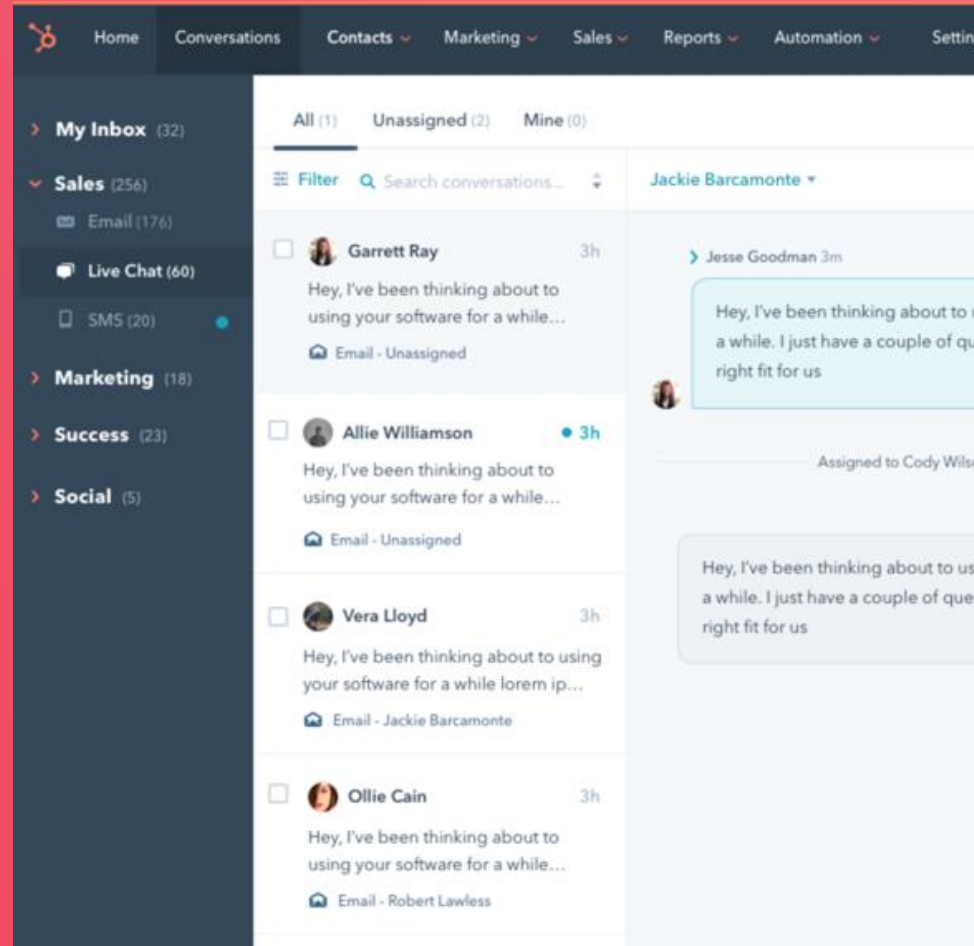
# Conversations

- Every channel in one place



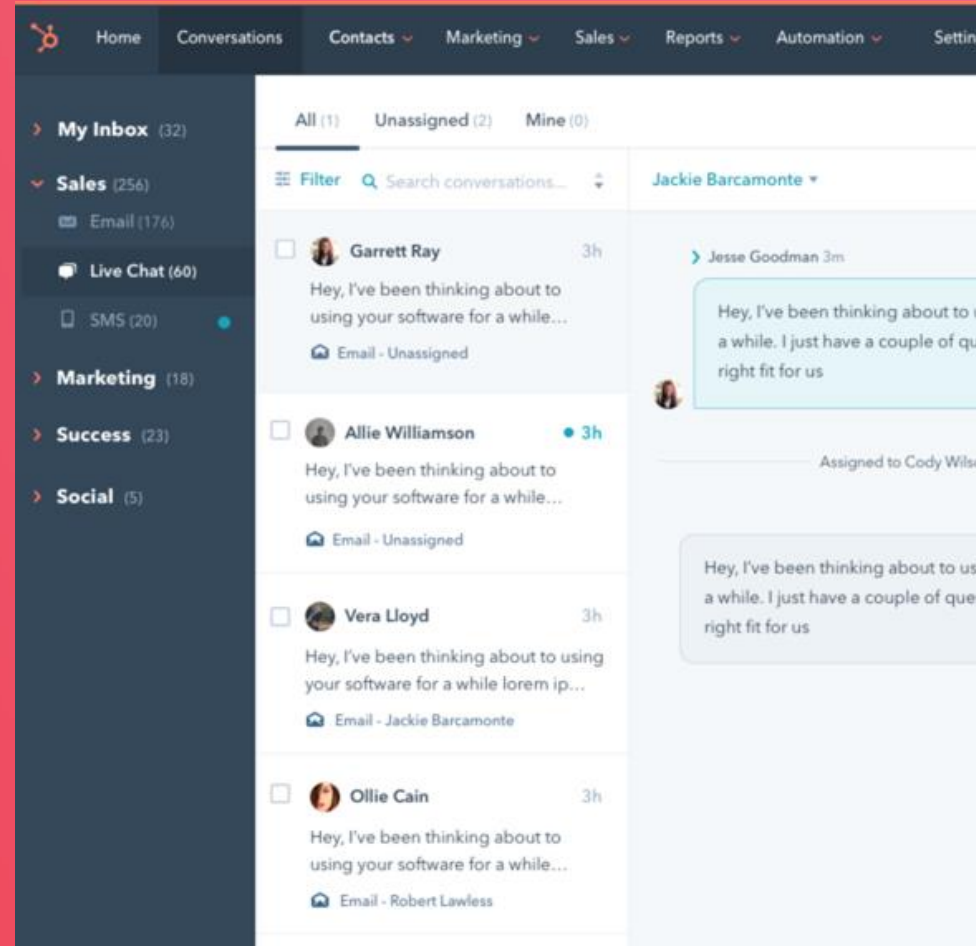
# Conversations

- Every channel in one place
- Everyone on your team



# Conversations

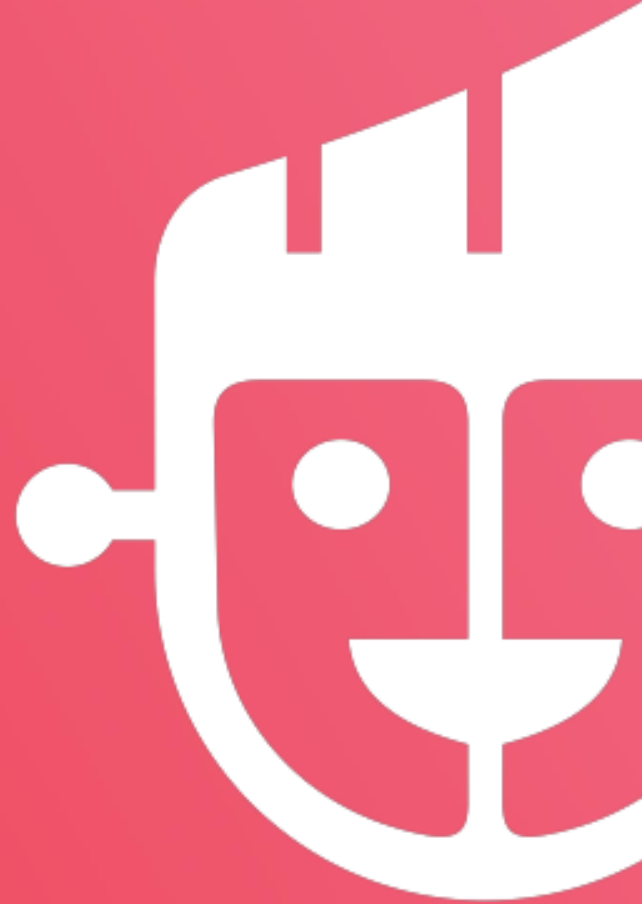
- Every channel in one place
- Everyone on your team
- Right inside HubSpot CRM Free





What about **scale?**

A clear, practical  
application for **chatbots**.



You'd like to book a meeting. I can help!

Hang on – I'll connect you with your account manager.

Can you tell me what industry you are in?



Sprockets unite.

HubSpot +  ***motion.ai***

# MESSAGING & CONVERSATIONS

---

Conversations & Motion.ai coming to HubSpot CRM Free in 2018

A scenic landscape featuring a stone path that leads from the foreground into a lush green field. In the background, there are rolling hills and mountains partially shrouded in mist or low clouds. The overall atmosphere is serene and somewhat somber due to the muted colors and soft lighting.

SIGNAL:

*the customer experience*

across our two product lines was disjointed.

**HubSpot Marketing:  
Org-Level Tools**



**HubSpot Sales:  
Rep-Level Tools**



**HubSpot CRM  
wasn't ready for  
the big leagues.**



Better team support



Multiple deal pipelines



Robu



More consulting & support  
on HubSpot CRM



Required fields



Mana



Task automation



Adv

Oh, and the names didn't really make sense either.

MARKETING

SALES







Introducing the massively improved

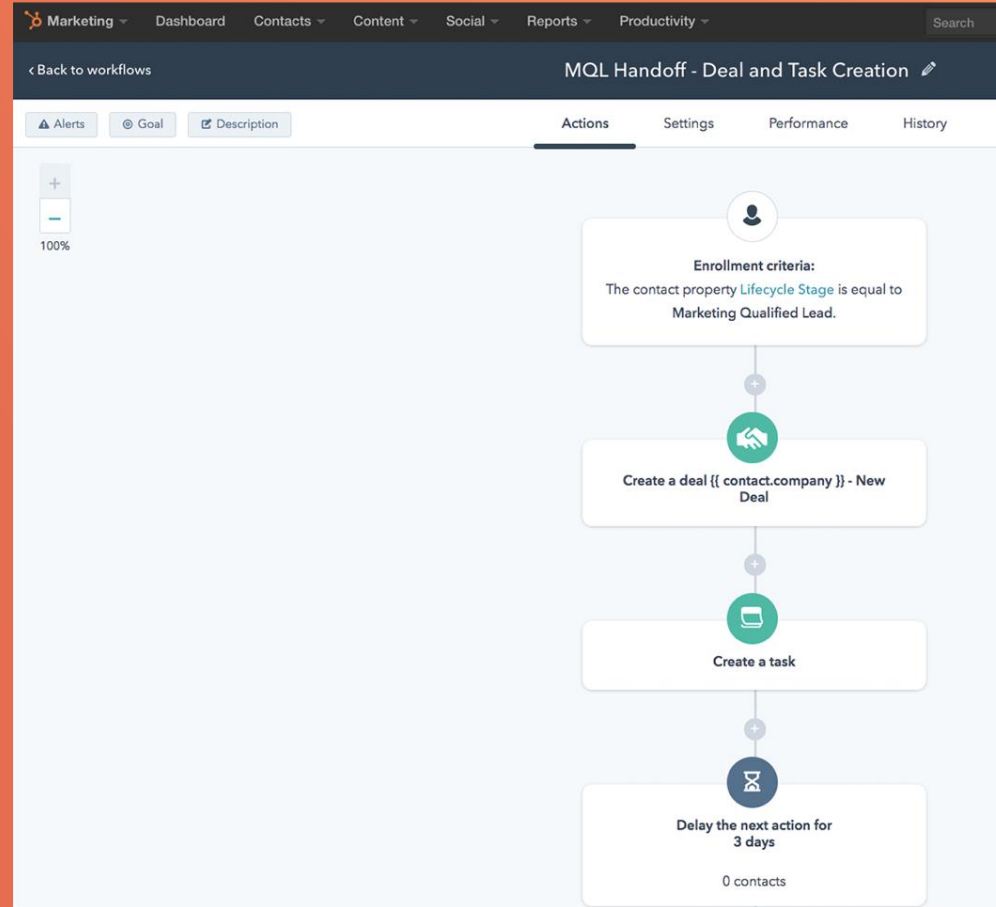
**Sales Professional**

Sales Professional makes HubSpot a

# Professional Grade CRM

# Powerful Automation

- Deal Automation



# Powerful Automation

- Deal Automation
- Task Automation

The image shows a 'Create a task' dialog box in the foreground, which is a white panel with a teal header. The header contains a back arrow, the text 'Create a task', and a close 'X' button. The dialog box contains the following fields and options:

- Title:** A text input field with the text 'Read' and a dropdown menu labeled 'Insert contact token'.
- Due date:** Two radio button options: 'Immediately' (selected) and 'At a set date'.
- Email reminder:** Two radio button options: 'None' (selected) and 'At a set date'.
- Notes:** A text input field with a dropdown menu labeled 'Insert contact token'.
- Type:** A dropdown menu with 'Email' selected.
- Assign Task to:** Two radio button options: 'Contact's existing HubSpot owner' (selected) and 'Specify a HubSpot owner'.

In the background, a workflow diagram is visible, showing a sequence of steps: 'Enrollment criteria: The contact property Lifecycle Stage is equal to Marketing Qualified Lead.', 'Create a deal {{ contact.company }} - New Deal', 'Create a task', and 'Delay the next action for 3 days'. The 'Create a task' step is highlighted, indicating it is the current step in the workflow.

# Powerful Automation

- Deal Automation
- Task Automation
- Lead Rotation

< Rotate leads ×

Select two or more HubSpot owners to evenly distribute contacts to as they enter the workflow.

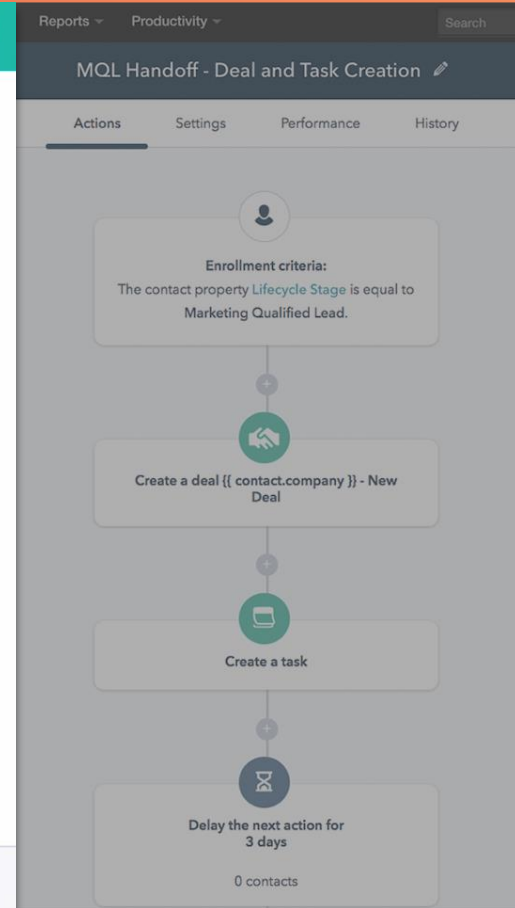
HubSpot Owners

Kevin Kupillas (kkupillas@hubspot.com)\* ▼

Jarobi White (jarobi@hubspot.com) × ▼

Assign a HubSpot owner ▼


Save Cancel





# CRM Customization

- Products

 Sales ▾

Dashboard

Contacts

Companies

Deals

Tasks

Sales Tools ▾

Settings

## Settings

Account Defaults

Analytics & Tracking

Contacts & Companies

Marketing ▾

Properties

Sales ▾

Deals

Tasks

Import and Export

Notifications

Email Integrations


BCC & forwarding

Sales Tools

Meetings

Users & Teams

## Product Library



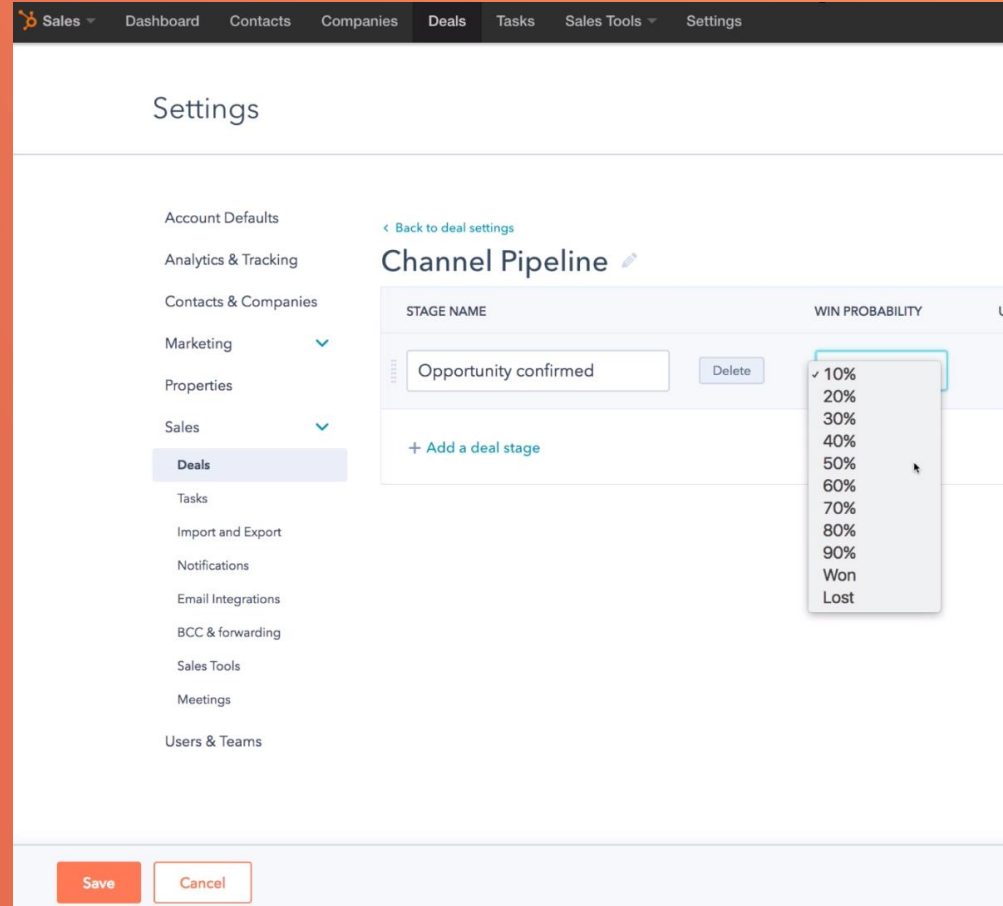
### Know what sells and close deals faster

Products can be added to deals so you can track sales performance and easily send

Create my first product

# CRM Customization

- Products
- Multiple Pipelines



The screenshot shows the 'Settings' page in a CRM application. The left sidebar contains a list of settings categories: Account Defaults, Analytics & Tracking, Contacts & Companies, Marketing, Properties, Sales, Deals (highlighted), Tasks, Import and Export, Notifications, Email Integrations, BCC & forwarding, Sales Tools, Meetings, and Users & Teams. The main content area is titled 'Channel Pipeline' and includes a 'Back to deal settings' link. Below this is a table with columns 'STAGE NAME' and 'WIN PROBABILITY'. The table contains one row with the stage name 'Opportunity confirmed' and a win probability of 10%. A 'Delete' button is next to the stage name. Below the table is a '+ Add a deal stage' link. A dropdown menu is open next to the '10%' win probability, showing a list of percentages from 10% to 90%, followed by 'Won' and 'Lost'. The '10%' option is selected. At the bottom of the page are 'Save' and 'Cancel' buttons.

Sales ▾ Dashboard Contacts Companies Deals Tasks Sales Tools ▾ Settings

## Settings

Account Defaults

Analytics & Tracking

Contacts & Companies

Marketing ▾

Properties

Sales ▾

**Deals**

Tasks

Import and Export

Notifications

Email Integrations

BCC & forwarding


Sales Tools

Meetings

Users & Teams

[Back to deal settings](#)

### Channel Pipeline

STAGE NAME	WIN PROBABILITY
Opportunity confirmed 	✓ 10%
<a href="#">+ Add a deal stage</a>	

Save Cancel

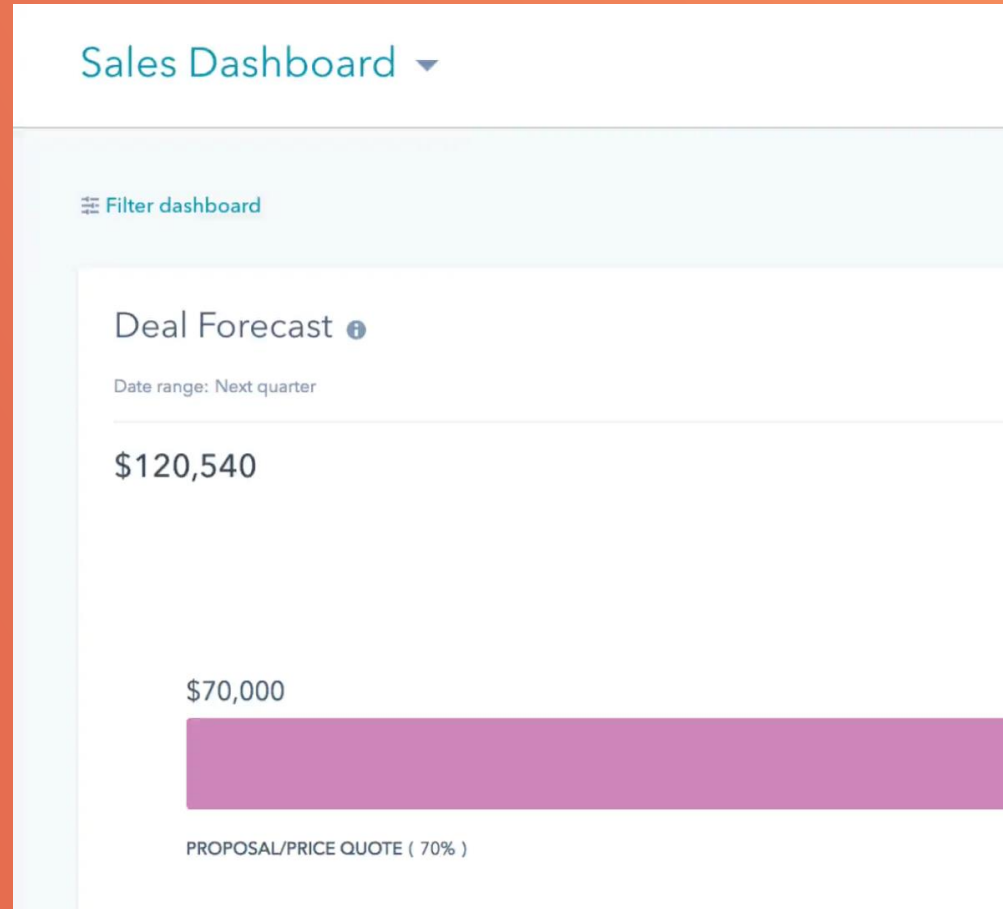
# CRM Customization

- Products
- Multiple Pipelines
- Required Fields

The screenshot shows a CRM interface with a top navigation bar containing links for Dashboard, Contacts, Companies, Deals, Tasks, Sales Tools, and Settings. A modal window titled "Deal creator properties" is open, featuring a search bar labeled "Search properties..." with a magnifying glass icon. Below the search bar, the "Deal Information" section lists various fields with checkboxes: Amount (checked), Close Date (checked), Closed Lost Reason (unchecked), Closed Won Reason (unchecked), Create Date (unchecked), Custom Deal Type (unchecked), Deal Description (unchecked), and Deal Name (checked). At the bottom of the modal are "Save" and "Cancel" buttons. To the right of the modal, a "SELECTED P" section shows a list of selected properties: Deal Name, Pipeline, Deal Stage, Amount, Close Date, and HubSpot.

# Sales Reporting

- Pipeline Tracking



# Sales Reporting

- Pipeline Tracking
- Sales Activity Tracking

## Total Calls ⓘ

Date range: This entire month

● Count of Engagements



## Team Activity ⓘ

# Team Management

- Team Permissions

Create a team

Team name

West Coast Sal

Add team members

Search

☐ Matt Schnitt

☐ Nick Aldwin

☐ Elise Beck

☐ Matt Schnitt

☐ Paul Schwarz

☐ Magdalena Georgieva

☐ Jackie Barcamonte

☐ Kyle Alpert

☐ Magdalena Georgieva

☐ schnitty@sidekick.engineering

☐ Trevor Burnham

# Team Management

- Team Permissions
- Shared Views

Marketing ▾ Dashboard ▾ Contacts ▾ Content ▾ Social ▾ Reports ▾ Productivity ▾

[\*] Account Based Marketing (ABM) ▾

Filter dashboard

Company Report

Date range: This year so far

COMPANY NAME

(No Value)			
hubspot	1,114	-7,116	43
idea agency	2	-20	1
6033296760	1	-10	0
<b>Totals</b>	<b>118,150</b>	<b>708,476</b>	<b>303</b>

HUBSPOT DASHBOARDS

- Marketing Dashboard
- Sales Dashboard
- Web Analytics Dashboard

MY DASHBOARDS

- ABM - Account: HubSpot
- ABM - Companies
- Sales Team Comparison

[\*] Deal S

[\*] FR an

[\*] HSMF

[\*] Lead

[\*] Sales

< Prev 1 2 3 4 5

# Artificial Intelligence

- Priority Notifications

The screenshot shows a CRM interface with a top navigation bar containing 'Sales', 'Dashboard', 'Contacts', 'Companies', 'Deals', 'Tasks', 'Sales Tools', and 'Settings'. A search bar is on the right. The main section is titled 'Notifications' with a 'Display All activity' dropdown and a search input. The notifications are categorized into 'Priority', 'Today', and 'Older'.

**Priority**

- Stephen Miller**  
Opened email  
1 open  
• Stephen Miller opened the email "Following Up" at 4:15pm  
[OPEN]
- Kara Williams**  
Revisited website  
3 pageviews  
• Kara Williams visited "Pricing" at 1:47pm  
• Kara Williams visited "Products" at 1:30pm  
• Kara Williams visited "Home" at 1:23pm  
[REVISIT]

**Today**

- Jeffrey Russo**  
Opened email  
1 open  
[OPEN]

**Older**

- Matthew Barber**  
Opened email Re: API limit temporary increase  
12 opens  
[OPEN]



# Artificial Intelligence

- Priority Notifications
- Predictive Lead Scoring

The screenshot displays the HubSpot CRM interface for a contact named Pitre Andy. The top navigation bar includes links for Sales, Dashboard, Contacts, Companies, Deals, Tasks, Sales Tools, and Settings. A 'View all properties' button is visible in the top right. The main content area is divided into several sections:

- Powered by HubSpot Insights®**: A section indicating the use of AI-powered insights.
- Predictive Lead Scoring**: A section showing a score of 78. It lists positive factors (Emails Opened is 1 - 3, Region is North America) and negative factors (Original Source is Social Media, Industry is Biotech). A link to 'Learn more about your model' is provided.
- List memberships**: A section stating that Pitre Andy is a member of 33 lists, with a 'Manage list memberships' button.

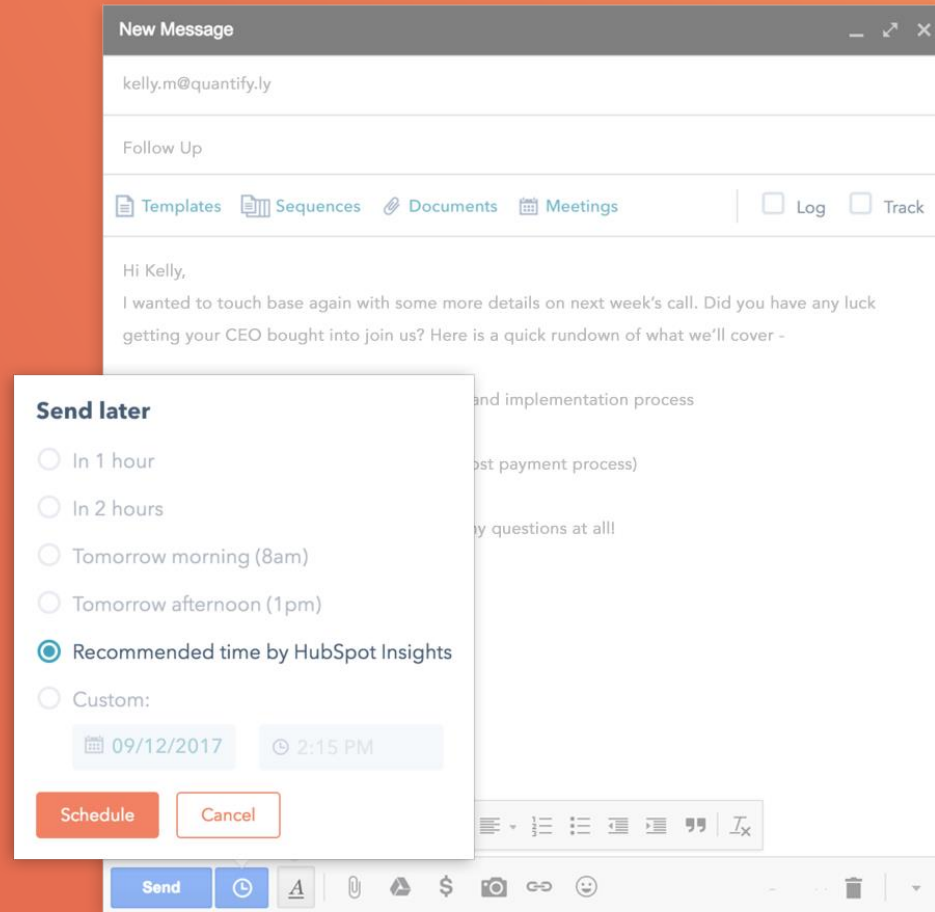
On the right side, there is a vertical timeline of activities for Pitre Andy, each with a profile picture icon and a timestamp of 'February 27th at 4:00 pm':

- Pitre Andy completed [INT] B
- Pitre Andy contact property o
- Pitre Andy [INT] Biglytics Cor
- Pitre Andy [INT] Biglytics Cor smiles@hubspot.com"
- Pitre Andy enrolled in [INT] B

Below the timeline, there are calendar views for January 2017 and December 2016, both showing 'No events matching current filters for January'.

# Artificial Intelligence

- Priority Notifications
- Predictive Lead Scoring
- Send Time Optimization



## SALES STARTER

---

Templates

Sequences

Documents

Messages

Calling

Prospects

Notifications

---

**\$50** per user

## SALES PROFESSIONAL

---

Templates

Sequences

Documents

Messages

Calling

Prospects

Notifications

Automation

CRM Customization

Sales Reporting

Team Management

Artificial Intelligence

---

**\$400** to start, up to 5 users

*Keep your existing price if  
you bought before Nov 1*



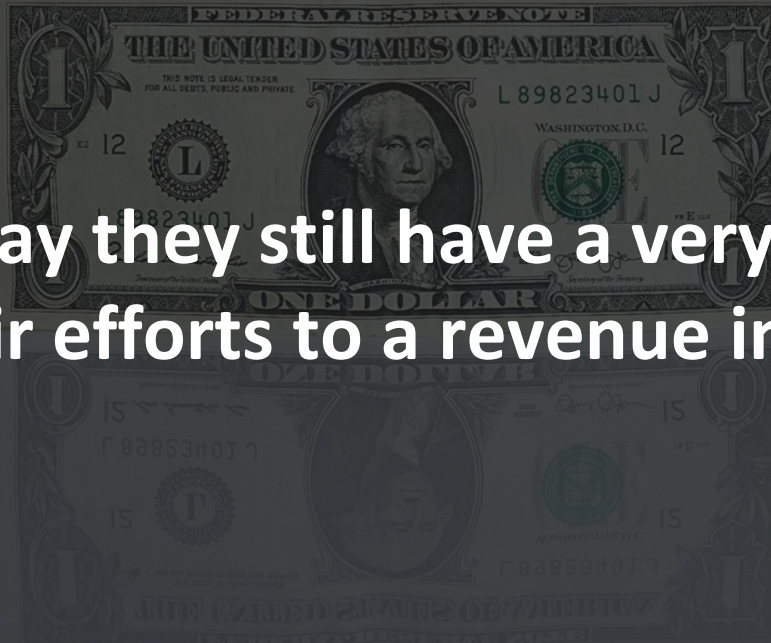
Buy Sales Professional today to  
**Lock in at \$50 before November 1**

LIVE ON [HUBSPOT.COM/NEW](https://HUBSPOT.COM/NEW) AFTER THE ANNOUNCEMENT

SIGNAL:

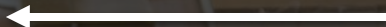
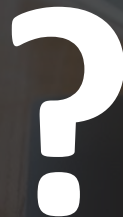
60%

of marketers say they still have a very difficult time tying their efforts to a revenue impact.



If it don't make dollars,  
**it don't make sense.**

**Website**  
**Social**  
**Email**  
**Blog**  
**Offers**  
**Live Chat**  
**Video**  
**Events**  
**Tradeshows**









# Campaign Reporting

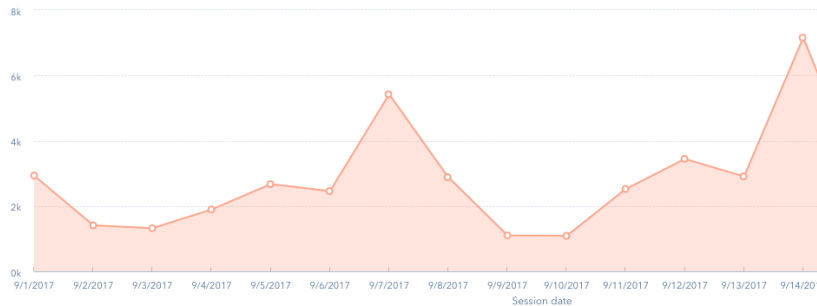
# The All New Campaign Reporting

- Easy tagging of HubSpot assets

Campaign Analytics BETA Date range: This month ▾ Frequency: Daily ▾

Sessions ▾

● Sessions



CAMPAIGN		SESSIONS ▾	NEW CONTACTS ▾	INFLUENCE CO
<input type="checkbox"/>	HSCM GLOBAL   30 Days of Instagram   Iconosquare Adobe Spark	12,729	1,476	
<input type="checkbox"/>	Prospect Tool - Blog Ideas Generator	10,695	183	
<input type="checkbox"/>	CERT - Offer - Daysha V. Edewi Crafting Viral Media Master Class	6,589	163	
<input type="checkbox"/>	GLOBAL Acq Team [en]   Offer - Blog Design 2017 Revamp [Ebook]	5,454	108	
<input type="checkbox"/>	Offer/Cert - Eric Enge Video SEO Master Class	3,217	36	
<input type="checkbox"/>	HSFS   Global   2017 Website Redesign	1,774	28	

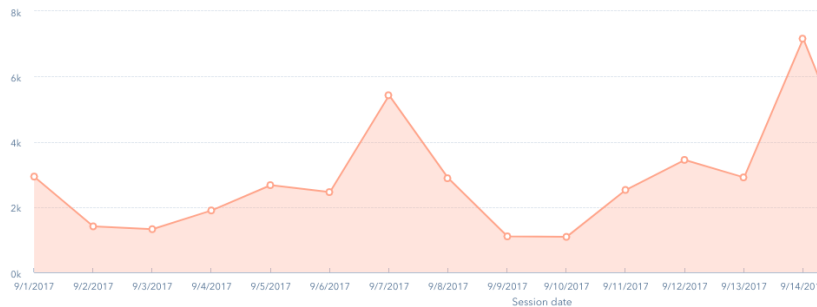
# The All New Campaign Reporting

- Easy tagging of HubSpot assets
- Contacts created & influenced

Campaign Analytics BETA Date range: This month Frequency: Daily

Sessions

Sessions



CAMPAIGN		SESSIONS	NEW CONTACTS	INFLUENCED CONTACTS
<input type="checkbox"/>	HSCM GLOBAL   30 Days of Instagram   Iconosquare Adobe Spark	12,729	1,476	
<input type="checkbox"/>	Prospect Tool - Blog Ideas Generator	10,695	183	
<input type="checkbox"/>	CERT - Offer - Daysha V. Edewi Crafting Viral Media Master Class	6,589	163	
<input type="checkbox"/>	GLOBAL Acq Team [en]   Offer - Blog Design 2017 Revamp [Ebook]	5,454	108	
<input type="checkbox"/>	Offer/Cert - Eric Enge Video SEO Master Class	3,217	36	
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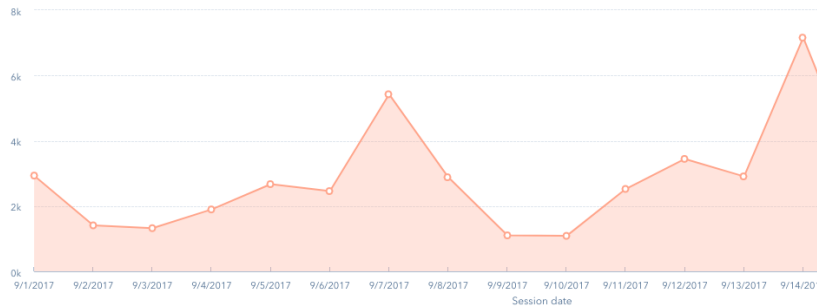
# The All New Campaign Reporting

- Easy tagging of HubSpot assets
- Contacts created & influenced
- Revenue influenced by a campaign

Campaign Analytics BETA Date range: This month Frequency: Daily

Sessions

Sessions



CAMPAIGN		SESSIONS	NEW CONTACTS	INFLUENCED CONTACTS
<input type="checkbox"/>	HSCM GLOBAL   30 Days of Instagram   Iconosquare Adobe Spark	12,729	1,476	
<input type="checkbox"/>	Prospect Tool - Blog Ideas Generator	10,695	183	
<input type="checkbox"/>	CERT - Offer - Daysha V. Edewi Crafting Viral Media Master Class	6,589	163	
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<input type="checkbox"/>	Offer/Cert - Eric Enge Video SEO Master Class	3,217	36	
<input type="checkbox"/>	HSFS   Global   2017 Website Redesign	1,774	28	

The background is a solid teal color. In the top-left corner, there is a large, light-teal circle with a smaller, darker-teal circle inside it. On the right side, there are several other circles of varying sizes and shades of teal, including a medium-sized one and a small one, and a large, light-teal arc at the bottom right.

# THE ALL NEW CAMPAIGN REPORTING


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EARLY ACCESS AVAILABLE



Sign up for the beta at  
**[hubspot.com/new](https://hubspot.com/new)**

LIVE TUESDAY AFTER THE ANNOUNCEMENT



SIGNAL:

the opinions of your existing

*customers*

are one of the most important factors  
in a buyer's decision making process.

## What sources of information do you rely on when making a purchase decision?

*C-Level Executives*









**HubSpot**

**Customer Hub**

# Customer Hub

- Contextual Case Management
- Knowledge Center on HubSpot CMS
- Reporting & Feedback Collection

# THE HUBSPOT CUSTOMER HUB

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Coming in 2018





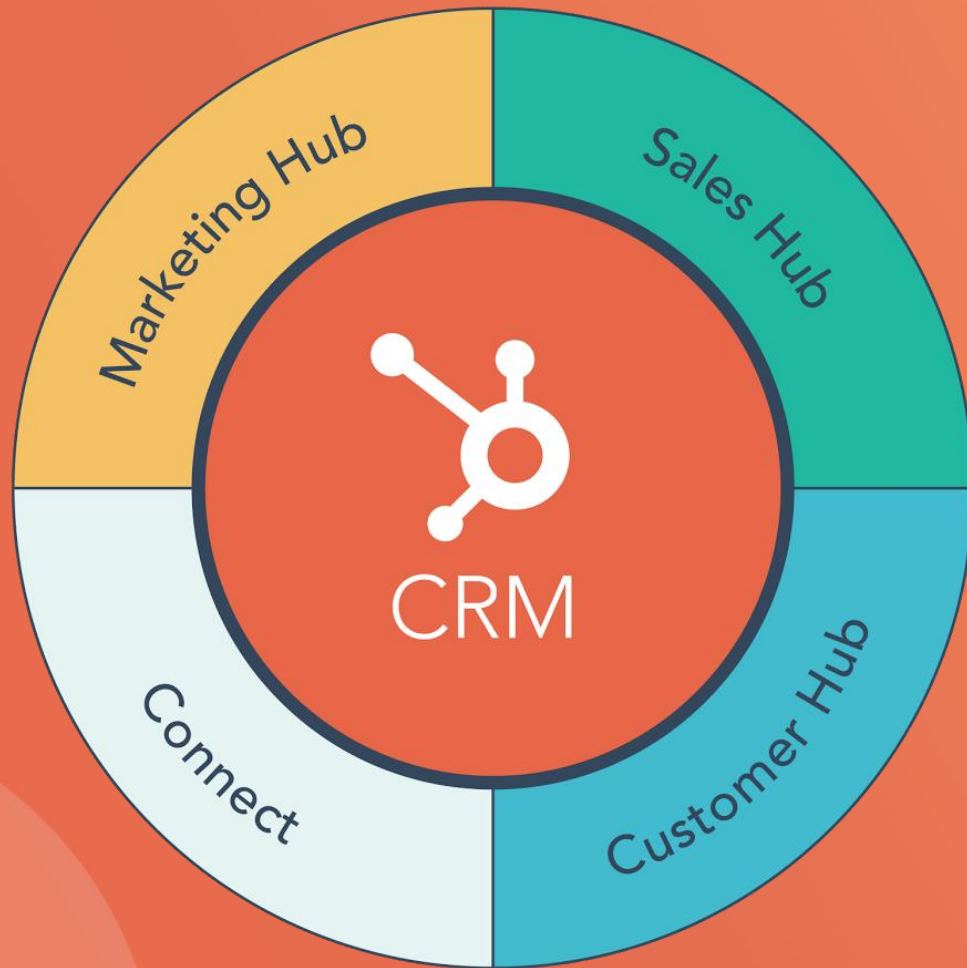


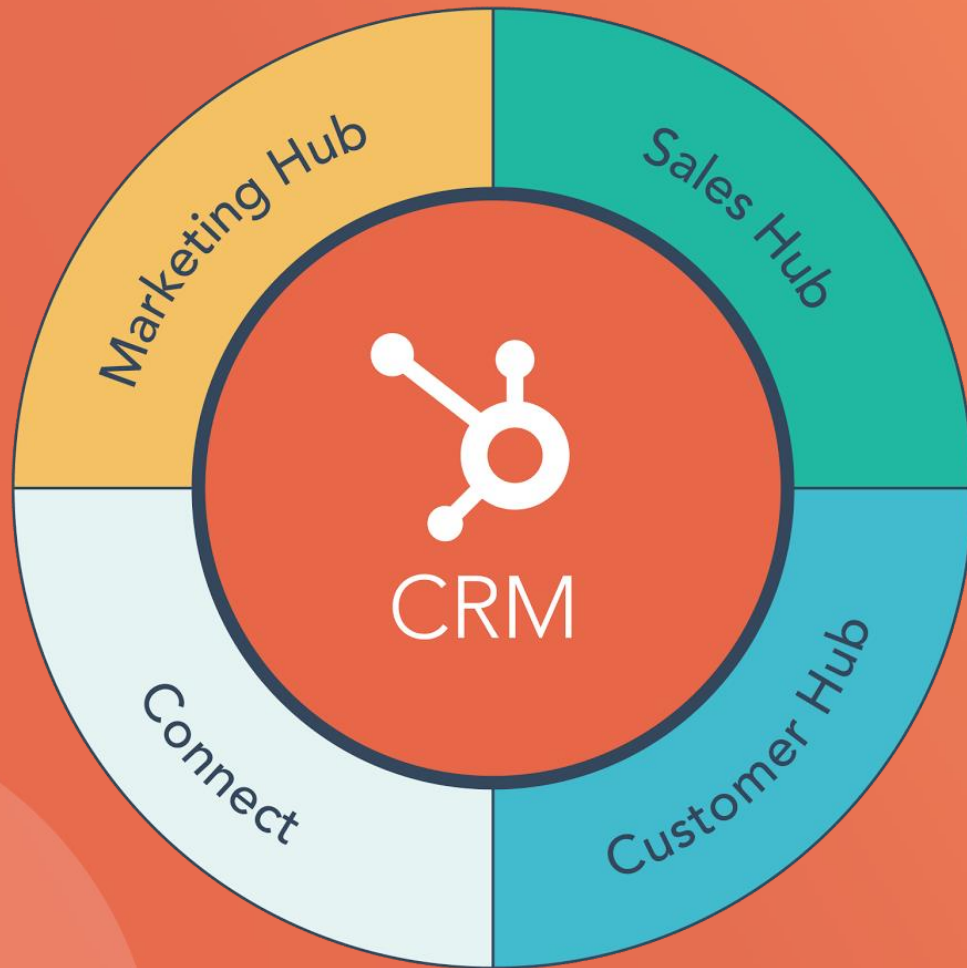












## Marketing Hub

Enterprise

Professional

Basic

Starter

## Sales Hub

Professional

Starter

## Customer Hub

HubSpot CRM



# Join us for the Product Spotlight

Tomorrow | 4:15pm | Christopher O'Donnell, VP of Product

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**Visit [hubspot.com/new](https://hubspot.com/new) to learn more**

Live after the Product Spotlight | [sign up for betas](#)



**THANK YOU**