

Brand Domains in HubSpot

Partner Use Only

What is a brand domain?

Definition: A brand domain is a root domain, like "hubspot.com" or "inbound.com."

On 11/1, HubSpot is launching a product that enables the following, for an additional brand domain:

- Hosting content. E.g. creating pages on "inbound.com," in addition to "hubspot.com."
- Reporting. E.g. separating traffic analytics for "inbound.com" vs "hubspot.com."
- Domain permissions. E.g. Team X can publish pages on "hubspot.com," but not "inbound.com"

What is a Brand Domain *not*?

Enterprise includes these things out of the box - *without the need to purchase Brand Domains*:

- Team-based content permissions (also known as content partitioning)
 - Example: Give team X (but not team Y) access to blog post Z.
 - Available in Enterprise, with or without brand domains, on 11/1
- Team-based CRM permissions.
 - Example: Give user X permission to view/edit her team's records.
 - Available in Professional and Enterprise, with or without brand domains.
- Subdomain and domain extension hosting
 - Example 1: Host content on both blog.hubspot.com and offers.hubspot.com.
 - Example 2: Host content on both hubspot.es and hubspot.fr.
 - Available in Professional and Enterprise.
- Subdomain and domain extension reporting
 - Example: Create an analytics view that shows a traffic report for blog.hubspot.com.
 - Available in Professional and Enterprise

Grandparenting

All existing Enterprise portals will get full brand domain functionality for domains connected (via DNS) by 11/1/18.

There is a charge for *additional* brand domains after 11/1/18.

This means Enterprise portals that buy before 11/1/18 *will* be able to (without buying brand domains):

- Host content on separate top-level domains--- *as long as those domains are connected by 11/1*
- Report on separate top-level domains --- *as long as those domains are connected by 11/1/18*
- Permission around top-level domains --- *as long as those domains are connected by 11/1/18*

Pricing

Brand domains cost \$700/month each

At this time, they can only be paired with Marketing Hub Enterprise.