HubSpot
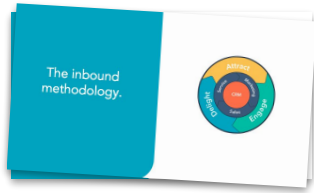
INBOUND 2019
PRODUCT ANNOUNCEMENTS

Learn everything you need to know about HubSpot

[Introduction to HubSpot](#)

The inbound methodology.
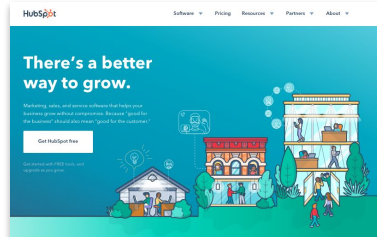
[HubSpot Platform Overview](#)

The HubSpot Growth Platform

[What's New in HubSpot](#)

(this presentation)

HubSpot
INBOUND 2019
PRODUCT ANNOUNCEMENTS

[Hubspot.com](#)

There's a better way to grow.

Get HubSpot Free

[Why Go HubSpot?](#)

Why Go HubSpot?
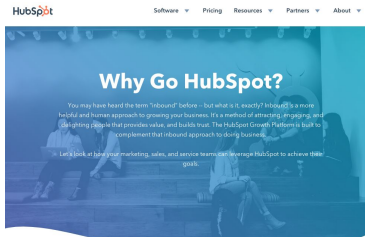
[Product Catalog](#) + [Pricing](#)

HubSpot MARKETING HUB

Index of Announcements

HubSpot is Growing Better For You, and With You

With success and sophistication often comes... more and more complication. More tools to manage. More people to coordinate. Less room for error.

At a certain point, you know you'll need to find tools that empower your team to grow everyday, while ensuring they fit the complexity and uniqueness of your business.

Fewer clicks, faster connections

This year, we've focused on improving the entire experience of the HubSpot Growth Platform. As HubSpot becomes more sophisticated, we're working to make sure they're easy for anyone to use.

CONTACT & COMPANY DE-DUPLICATION

Contact De-Dupe

Duplicate data stinks. Finding dupes manually is really hard. So we built a tool that uses AI to find duplicate contacts and companies for you; this tool makes merging them easy too.

Available Now | All Professional & Enterprise Products

Review your contacts

Which record would you like to keep?

Kyle Nichols ⬜
--

Email
knichols@hubspot.com

Phone
6034907868

Last Activity Date
Jun 14, 2019 8:00 AM

Kyle Nichols
--

Email
knichols+1@hubspot.com

Phone
--

Last Activity Date
Jun 29, 2018 12:00 AM

Once you merge contacts, this can't be undone.
- The final contact record will have "knichols@hubspot.com" as its primary email address.
- Timeline activity for both contact records will be available in the final record.
- The most recent value for each property (for example, "Kyle") will be used in the final record.

Read more: What happens when I merge two contacts? ⬀

Merge   Cancel

Company De-Dupe

Duplicate data stinks. Finding dupes manually is really hard. So we built a tool that uses AI to find duplicate contacts and companies for you; this tool makes merging them easy too.

Available Now | All Professional & Enterprise Products

Review your companies

Which record would you like to keep?

HubSpot
hubspot.com

Street Address
--

City
Cambridge

Associated Contacts
36

HubSpot
www.hubspot.com

Street Address
--

City
Cambridge

Associated Contacts
21

Once you merge companies, this can't be undone.

- The final company record will have "hubspot.com" as its primary domain name.
- Timeline activity for both company records will be available in the final record.
- The most recent value for each property (for example, "--") will be used in the final record.

Read more: What happens when I merge two companies?

Merge   Cancel

Additional Ways HubSpot Has Become Easier to Use

Workflow Management

Automation is central to gaining more efficiency, and building a better experience for your customers. Today, you can now organize workflows with folders and merge branches with "go to" actions.

Available Now | All Professional & Enterprise Products
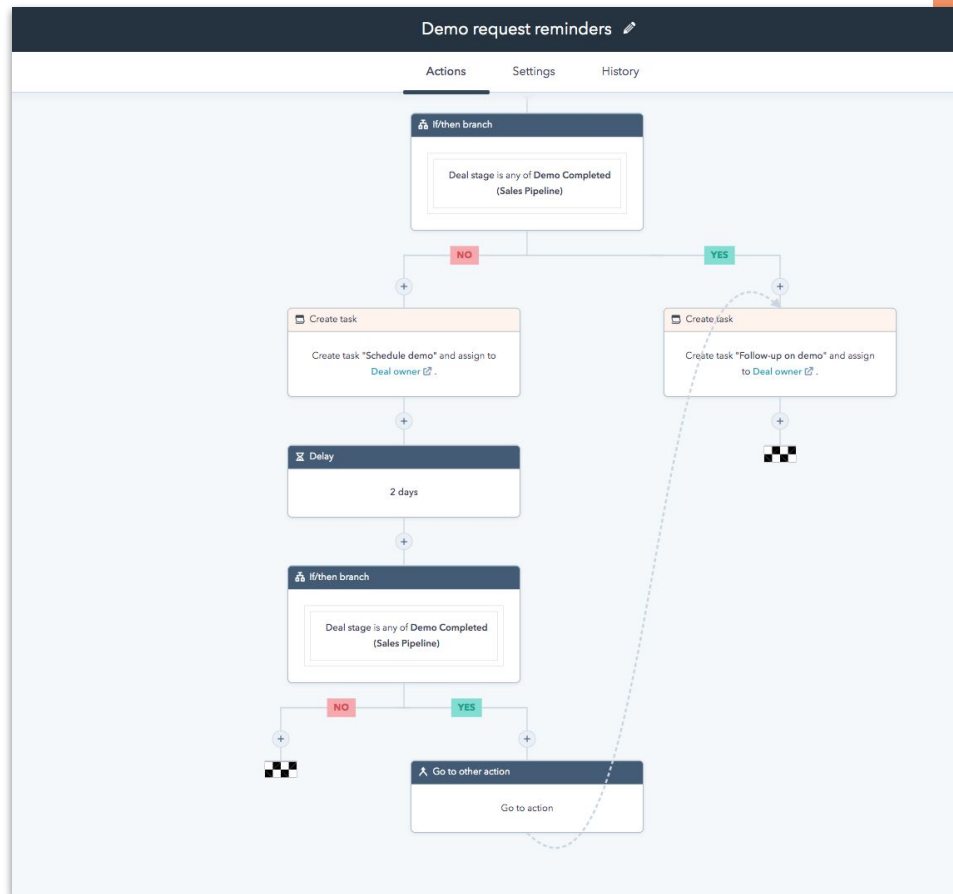
Native Lead Ad Creation

Create Facebook Lead Ads within the familiar HubSpot interface. Each step is clearly defined, making it easy to deploy ads, and quickly see a return on your investment.

Available Now | Free CRM

New Email Editor & Templates

Create beautiful emails that align with your brand, and customers can't help but click in just minutes. Choose from dozens of pre-made templates, or build your own.

Available Now | Free CRM & All Marketing Hub Tiers
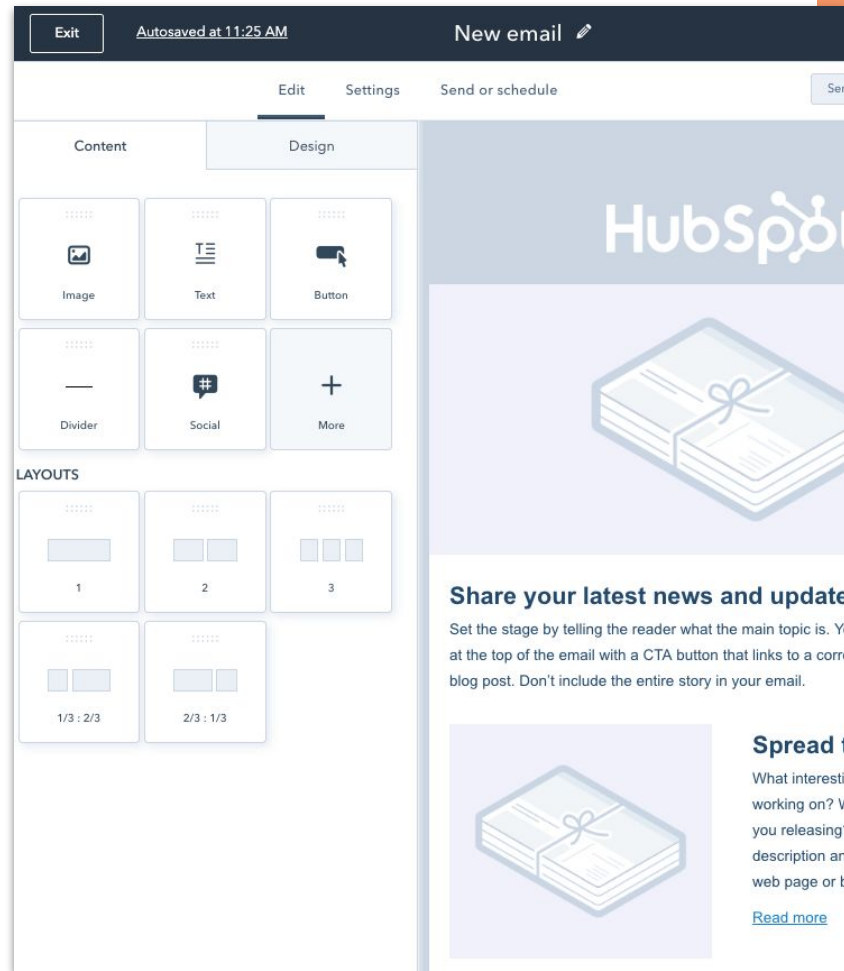
New Knowledge Base Editor & Templates

We've also updated the editing experience in your knowledge base and added new design templates, giving you the flexibility to make your knowledge base your own.

Available Now | Service Hub
Professional & Enterprise

Sales Automation Updates

Remove forms on meetings links for known contacts, empower reps with new question-and-answer fields for playbooks, and kick off a task queue from any saved task filter to power through your to-do list effortlessly.

Available Now | Sales Hub Professional & Enterprise?

Meeting your growing needs

As companies scale, it gets harder for different teams to work together as one. Gaps form in the customer experience, and growth eventually slows.

HubSpot gives your entire company a shared view of the customer. Today, you can extend HubSpot with new integrations and enhancements to do more than ever while maintaining a single view of the customer.
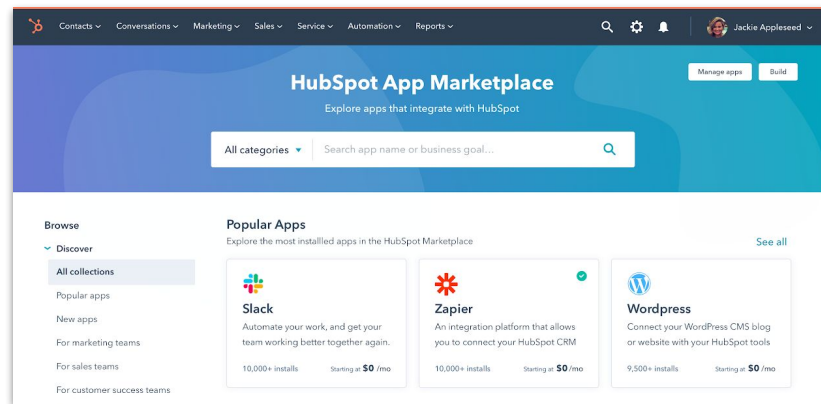
APP MARKETPLACE

App Marketplace

The new HubSpot app marketplace makes it easier to find, understand, and install app integrations for your HubSpot account, so you can connect your data and improve your customer experience.

Available Now | All Products

Additional Enhancements to Grow with HubSpot

FB Messenger with Chatflows

With Messenger now in Conversations, you can meet your buyers where they are. With Messenger and HubSpot, you'll have more personal conversations, build stronger relationships, and remove friction from your customer's experience.

Beta | Conversations

Support From in Inbox Conversations

Now live in the Conversation inbox, you can add your support form as a channel. This allows you to help customers directly from the inbox where you're already chatting with customers.

Live | Conversations

Advocacy Automation

Now live in Service Hub is advocacy automation, new workflows that trigger customer outreach based on survey data. So you can help any detractors and empower your promoters.

Now Live | Service Hub Pro and Enterprise

Post-NPS Customer Advocacy & Testimonial Proce

Sales ˅   Service ˅   Automation ˅   Reports ˅

Actions   Settings   Performance   History

Enrollment triggers:

Last NPS survey rating is any of **9** or **10**

and

Last NPS survey comment is known

Delay the next action

for 10 minutes.

0 contacts

Enrollment triggers

Trigger   Re-enrollment

Trigger workflow:

◉ Automatically   ◯ Manually

Trigger workflow when:

‹ Back

Last NPS survey rating ✎
Last NPS survey rating that this contact g

See details ⬈

◉ is any of

9 ×   10 ×

◯ is none of

◯ is known

◯ is unknown

◯ has ever been any of

◯ has never been any of

◯ is equal to all of

Inbox Improvements

Sending emails from the Conversations inbox is about to get a lot more intuitive. Take actions on multiple conversations at once, use custom email signatures, and more.

Available Now | Service Hub
Professional & Enterprise

Chatbot Improvements

With custom availability settings for chatbots and advanced targeting for chatbots and live chat, these two new beta features are here to help you grow your conversational strategy and grow better.

Beta | All Products
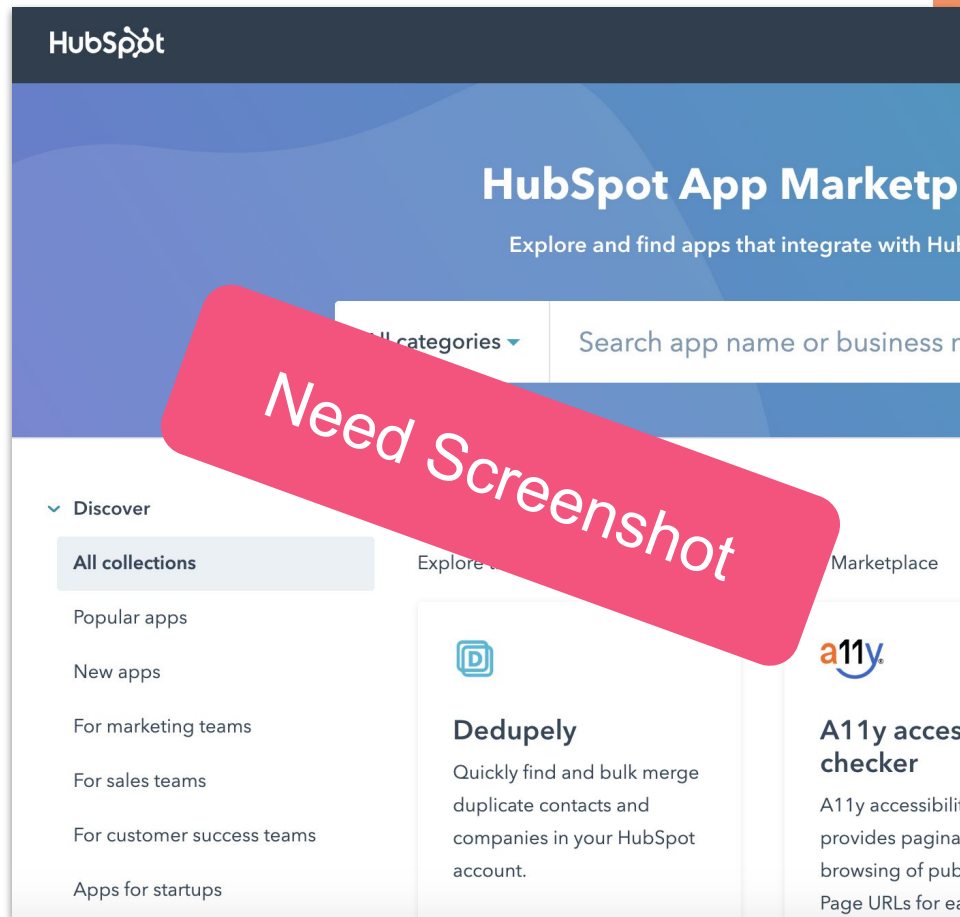
Attribution Reporting
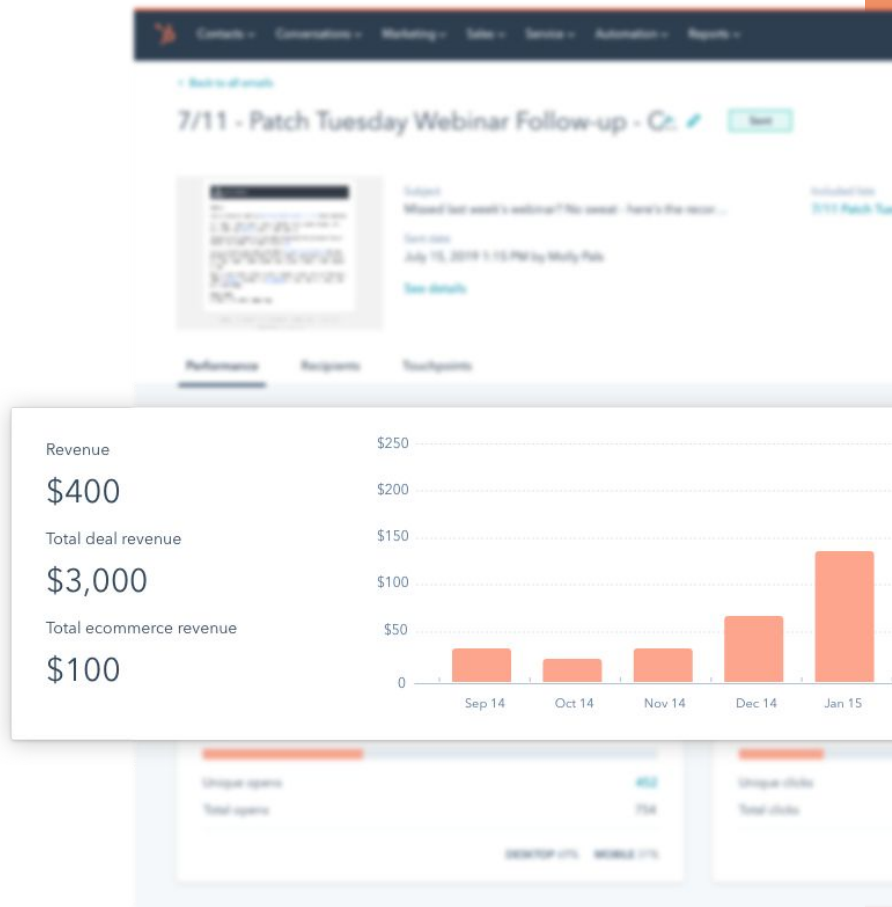
Sending emails from the Conversations inbox is about to get a lot more intuitive. Take actions on multiple conversations at once, use custom email signatures, and more.

Beta | Marketing Hub Enterprise

PRICING & PACKAGING

Sales Hub Professional Packaging Updates

We're bringing all-new features to Sales Hub Professional to help you grow better.

- Sequences Improvements
- "Buy Now" Button
- eSignature
- Calculated Properties

Coming Soon | $500/mo with 5 seats
Sales Hub Professional

Marketing Hub Starter Packaging Updates

We're bringing all-new features to Marketing Hub Starter to help you grow better.

- Landing Pages
- Kickback Emails

Coming Soon | $50/mo
Marketing Hub Starter

E-Book Download Delivery ✏️

Callout   Form   Thank you   **Follow-up**   Options

✉️ **E-Book Download Delivery: Follow-up email 1**

Sender: Alexandre Girard (agirard@hubspot.com) ▾

To add new sender details, create a user in your settings area.

Subject:

B *I* U̲   ☰ ▾   ☰ ▾   ☰ ▾   T̲ₓ   🔗   ☺

POLITICO, LLC

1000 Wilson Blvd

FREE EMAIL & ADS

Free Email

Create, personalize, and optimize your marketing emails without waiting on designers or IT.

Available Now | All Products
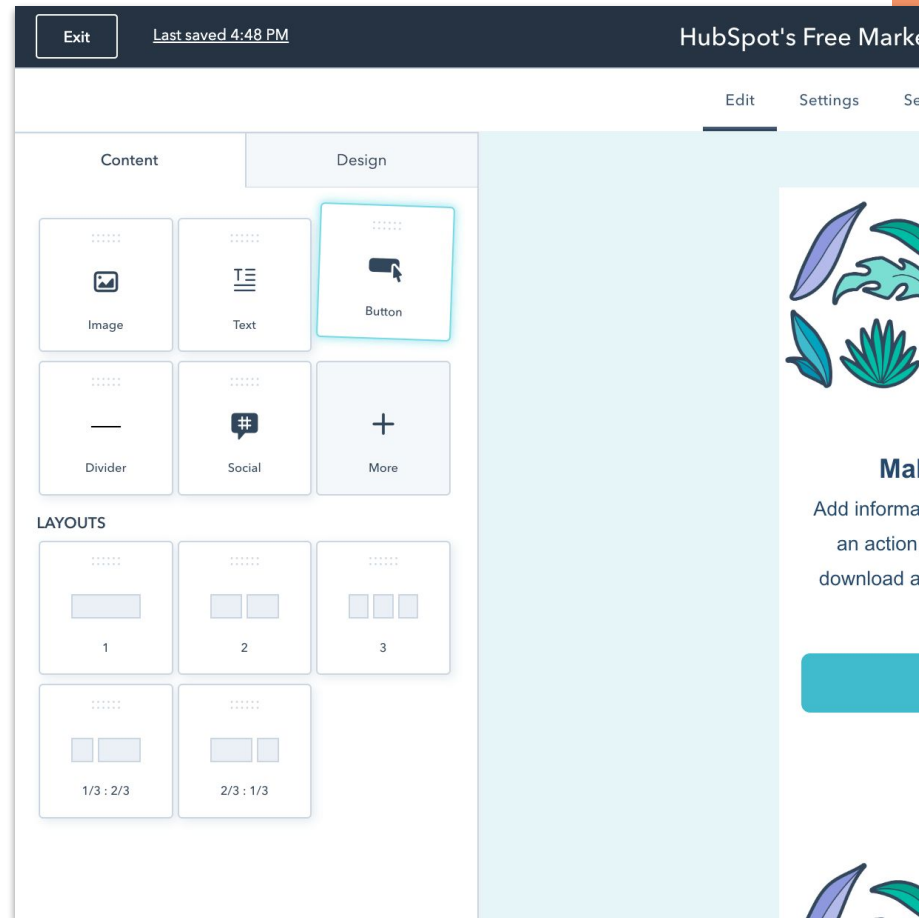
Free Ads

Use CRM and web analytics data to inform your ad campaigns and see exactly which ads are turning prospects into loyal customers.

Available Now | All Products

Create Lead Ad

CAMPAIGN ———— LEAD

Automate

Receive a notification whenever you get a new contact.

agirard@hubspot.com ✕

Create list of lead ad contacts ⓘ

October Lead Gen Webinar Attendees

Create List   Cancel

For more automation options create a workflow ↗

< Back   Cancel

ADDITIONAL RESOURCES

Additional Resources

- [Wiki] INBOUND 2019 Product Launches & Announcements

- [Service Hub] INBOUND 2019 Product Updates