

The HubSpot logo, featuring the word "HubSpot" in a white, sans-serif font with a small robot head icon above the "o".

HubSpot

The text "INBOUND 2019" in a large, bold, white, sans-serif font.

INBOUND 2019

The text "PRODUCT ANNOUNCEMENTS" in a large, bold, white, sans-serif font.

PRODUCT ANNOUNCEMENTS

Learn everything you need to know about HubSpot

[Introduction to HubSpot](#)



[HubSpot Platform Overview](#)

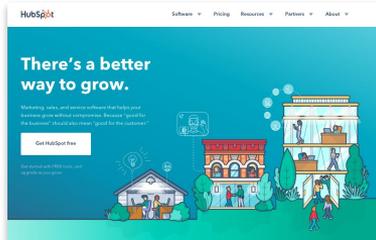


[What's New in HubSpot](#)

(this presentation)



[Hubspot.com](#)



[Why Go HubSpot?](#)



[Product Catalog + Pricing](#)

Product	Description	Basic \$50/mo	Professional \$800/mo	Enterprise \$3,000/mo
Marketing Hub	All Features of HubSpot CRM	●	●	●
Sales Hub	Marketing Hub is built on top of HubSpot CRM, giving you access to all the tools you need to succeed.	●	●	●
Service Hub	None	●	●	●
ADD-ONS	None	●	●	●
CRM	All Features of HubSpot CRM	●	●	●
Technical Support & Definitions	None	●	●	●
FAQs	None	●	●	●
Consulting Services	None	●	●	●
Collected Form*	Collected Form is a customizable form field that you can add to any web page to collect your marketing contact information. It's part of your marketing account and is not a separate HubSpot CRM license.	●	●	●
Native Form*	Native Form is a customizable form field that you can add to any web page to collect your marketing contact information. It's part of your marketing account and is not a separate HubSpot CRM license.	●	●	●

Index of Announcements

- Dear HubSpot, I need this to be easier...
 - [Contact De-duplication](#)
 - [Additional Enhancements](#)
- Dear HubSpot, I need to scale faster...
 - [All new App Marketplace](#)
 - [Sales Hub Professional & Marketing Hub Starter Pricing & Packaging](#)
 - [Facebook Messenger and Forms in Conversation Inbox](#)
 - [Additional Enhancements](#)
- Dear HubSpot, I'm tight on budget...
 - [Free Email & Ads](#)
- [Additional Resources](#)





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.



A vertical bar on the left side of the slide, transitioning from light orange at the top to dark red at the bottom. To the left of the bar are several circles of varying sizes and colors, including a small light orange circle, a medium light orange circle, a large light orange circle, and a large dark red circle.

Fewer clicks, faster connections

The HubSpot logo, a white stylized 'h' with three dots, is located in the bottom left corner of the slide.

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

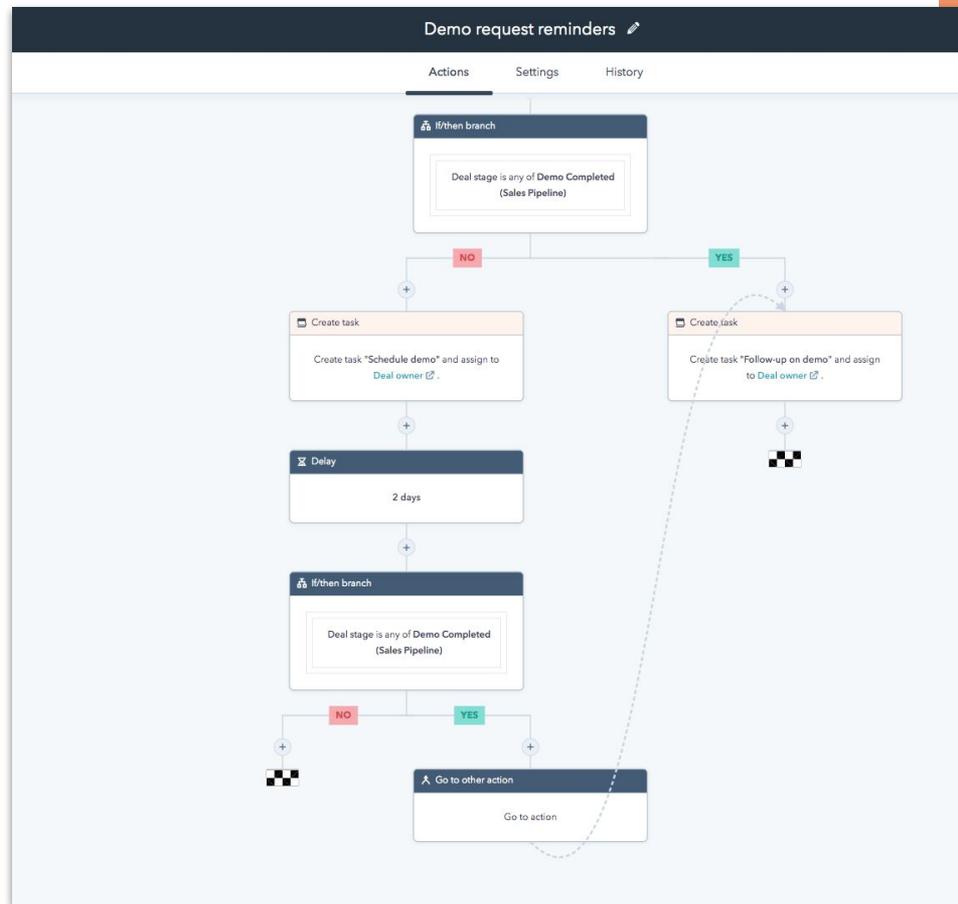


Additional Ways HubSpot Has Become Easier to Use

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

← Back FB Lead Ad | Big Data | 2019

Ad Targeting Budget & Schedule Automation

Ad account *
Biglytics Ad Account

Facebook page * ⓘ
Biglytics

Image/Video * ⓘ
 880x640

Text/Body copy * ⓘ
Write a message that clearly tells people about what you're promoting.

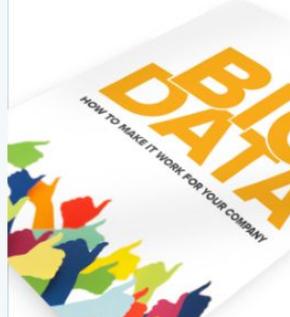
Headline * ⓘ
Learn How Big Data Can Work For Your Business!

Call to action *
Get Offer

Facebook form *
Biglytics Form

Biglytics
Sponsored

Write a message that clearly tells people about what you're promoting.

 **BIG DATA**
HOW TO MAKE IT WORK FOR YOUR COMPANY

Learn How Big Data Can Work For Your Business!

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

The screenshot displays the HubSpot 'New email' editor interface. At the top, there's a dark header with 'Exit', 'Autosaved at 11:25 AM', and 'New email' with an edit icon. Below this is a navigation bar with 'Edit', 'Settings', and 'Send or schedule'. The main workspace is divided into two panels: 'Content' and 'Design'. The 'Content' panel contains a grid of widgets: Image, Text, Button, Divider, Social, and More. The 'Design' panel shows 'LAYOUTS' with five preview cards labeled 1, 2, 3, 1/3 : 2/3, and 2/3 : 1/3. To the right, a preview of the email design is shown, featuring the HubSpot logo, a stack of books icon, and a section titled 'Share your latest news and updates' with a CTA button and a 'Read more' link.

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?

The screenshot displays the Salesforce Sales Automation interface. At the top, there is a navigation bar with a back arrow and the text "Back to Sequences" on the left, and "Recent Conversion" on the right. The main content area is divided into two columns. The left column, titled "Start with a pre-made sequence", contains several options: "Start from scratch" (with an icon of a pencil, eraser, and ruler) with the description "Start with a blank sequence and add your own emails and tasks."; "Recent Conversion" (highlighted with a blue border) with the description "A prospect has downloaded content from your website and you want to reach out."; "Trade Show or Conference Follow Up" with the description "A sequence designed to follow-up with a prospect you met at a trade show or conference."; "Product or Demo Request" with the description "A prospect has indicated that they want to learn more about your product."; "Post call/meeting follow up Sequence" with the description "Follow up email with your prospect after initial discovery meeting has been completed."; and "Prospecting". The right column, titled "Preview", shows a sequence of three steps. Step 1 is titled "Step 1" and contains the text "What did you think?" followed by a placeholder "Hey **Contact: First name**," and "I saw you downloaded X CONTENT from our website and I'm curious what you thought about it." Below this is a note: "We're currently building a ton of new content, so you may be able to provide would be greatly appreciated." Step 2 is titled "Step 2" and contains a task creation dropdown "Create task if no action within" with a value of "1" and a task title "Call contact to follow up". Step 3 is titled "Step 3" and contains a task creation dropdown "Send email if no action within" with a value of "3".

A vertical orange bar on the left side of the slide, with several circles of varying sizes and colors (white, light orange, dark orange) arranged vertically along it.

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.



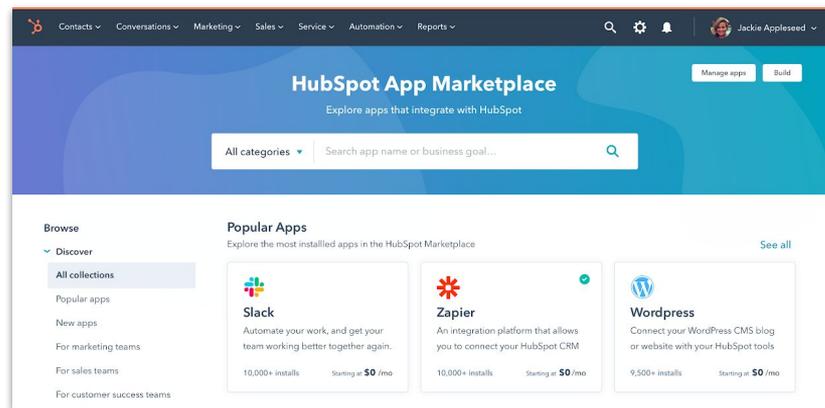


APP MARKETPLACE

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

The screenshot displays the HubSpot interface for managing Messenger conversations. At the top, navigation tabs include 'Contacts', 'Conversations', 'Marketing', 'Sales', 'Service', and 'Automation'. The main interface is divided into three sections:

- Left Sidebar:** Features a 'Compose' button and a list of conversation categories with counts: All conversations (766), Assigned to me (0), Unassigned (98), Email (115), Chat (641), Messenger (10), Forms (2), Bots (1056), Filtered (246), and Trash. At the bottom, there is an 'Away' status indicator and 'Inbox Settings'.
- Central List:** Shows a list of conversations with details such as contact name, date, and a 'MESSENGER' button. The list includes:
 - Daniel Palacios Godoy (Jul 29): Cuéntame que dudas tienes
 - Johanna Hernández (Jul 23): escribo de nuevo
 - Tomas Jensen (Jul 18): Tomas test
 - Cristiano Fortest (Jul 16): hola soy Diego
 - Unknown Visitor (May 31): Hi Jessie
 - Unknown Visitor (May 30): Token
- Right Chat Window:** Shows a conversation with 'Karla Bohan'. It includes a 'Get Started from' button and a 'Tomas test' message with a timestamp of 11:41 AM. At the bottom, there is a 'Write a message' input field and a 'Reply' button.

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

The screenshot displays a CRM interface with a dark navigation bar at the top containing icons and menu items: Contacts, Conversations, Marketing, Sales, Service, and Automation. The main area is divided into three sections:

- Left Sidebar:** A list of conversation categories with counts: All conversations (766), Assigned to me (0), Unassigned (98), Email (115), Chat (641), Messenger (10), Forms (2), Bots (1056), Filtered (246), and Trash. At the bottom, there is an 'Away' status indicator and an 'Inbox Settings' link.
- Center Panel:** A list of conversations. Two are visible: 'Roger Stawler' (dated Jul 23) and 'Cambria Davies' (dated Jun 20). Each entry includes a profile picture, name, and an 'EMAIL' button.
- Right Panel:** A detailed view of a message. It shows the assignee as 'Unassigned'. A notification bubble states 'New email auto my password by cou'. The message content includes: 'First Name: Roge', 'Last Name: Staw', 'Email: rstawler@', 'Issue: Having issu', 'couldn't get back', and 'Details: please re'. The time '2:37 PM' is shown. At the bottom, there are 'Reply' and 'Com' buttons, a 'Write a message' input field, and a rich text editor with icons for bold (A), link, and insert.

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

The screenshot displays the 'Automation' section of the Service Hub interface, specifically for a workflow titled 'Post-NPS Customer Advocacy & Testimonial Process'. The workflow is configured in the 'Actions' tab and consists of two steps:

- Enrollment triggers:** A box containing two conditions: 'Last NPS survey rating is any of 9 or 10' and 'Last NPS survey comment is known', connected by the word 'and'.
- Delay the next action:** A box with a clock icon, set to 'for 10 minutes' and '0 contacts'.

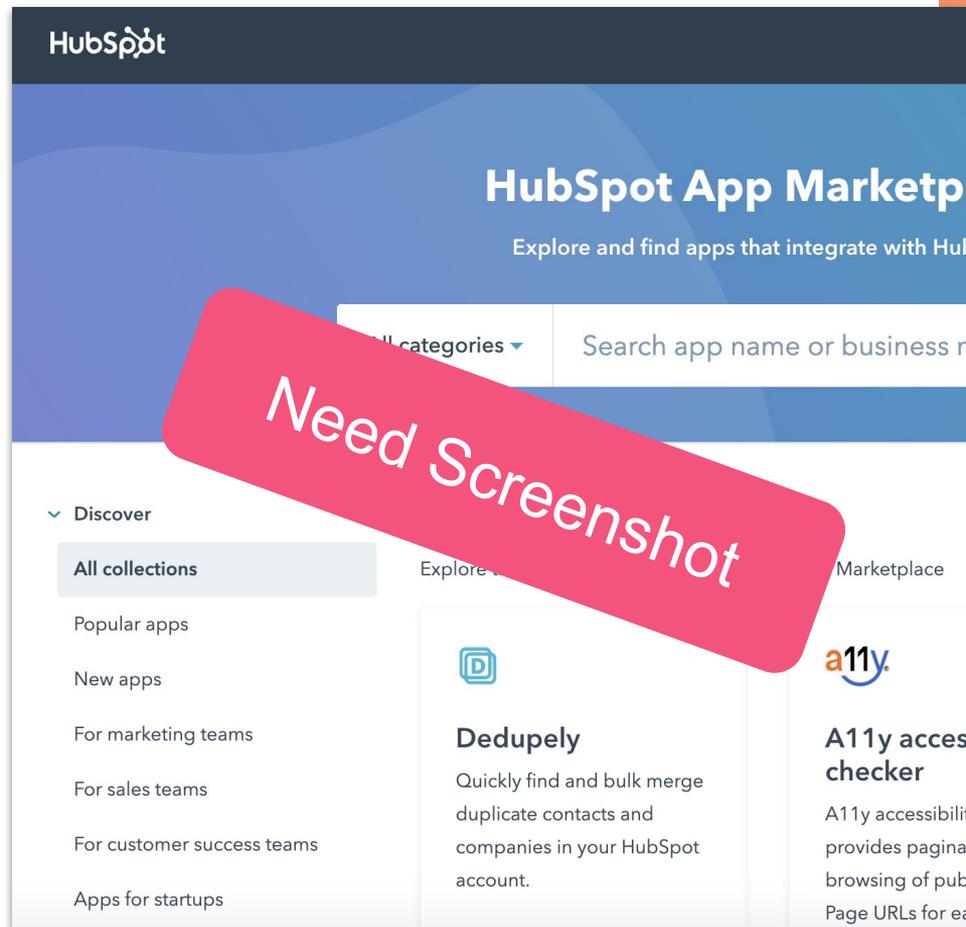
On the right side, the 'Enrollment triggers' configuration panel is visible, showing the following options:

- Trigger:** Re-enrollment
- Trigger workflow:** Automatically Manually
- Trigger workflow when:** is any of
- Condition:** Last NPS survey rating (with a dropdown menu showing '9 x' and '10 x')
- Other options:** 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

The screenshot shows the configuration interface for a chatbot named "Biglytics bot". The interface is divided into a left sidebar with four main sections and a main content area on the right.

- 1 Build:** Create new chatflow actions and organize your actions into paths.
- 2 Target:** Decide when to show the chatflow on your site.
- 3 Display:** Set a display name for your chatflow and when your chatflow should show.
- 4 Options:** Set your language preferences, availability and data privacy options.

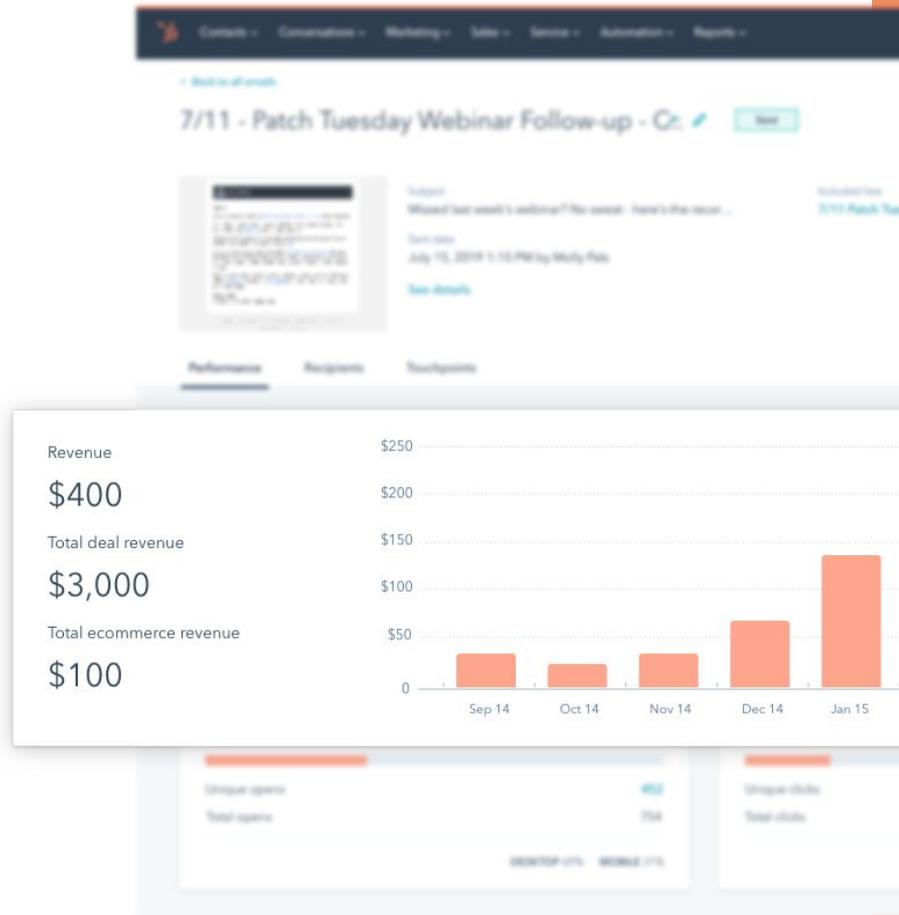
The main content area is titled "Display" and includes the following settings:

- Chat heading:** A dropdown menu set to "Specific users and teams".
- Targeting:** A dropdown menu showing "Cassie Dewey" with a close button (X).
- Chat display behavior:** Control how you engage with your visitors using the chat widget. There are two tabs: "Desktop" and "Mobile". Under "Desktop", three radio button options are visible:
 - Pop open the welcome message as a prompt
 - Only show the chat launcher
 - Open the chat widget
- Chat display triggers:** Decide when the welcome message should show. There are three checkbox options:
 - On exit intent
 - Time on page in seconds = 7
 - Percentage of the page scrolled = 50%

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





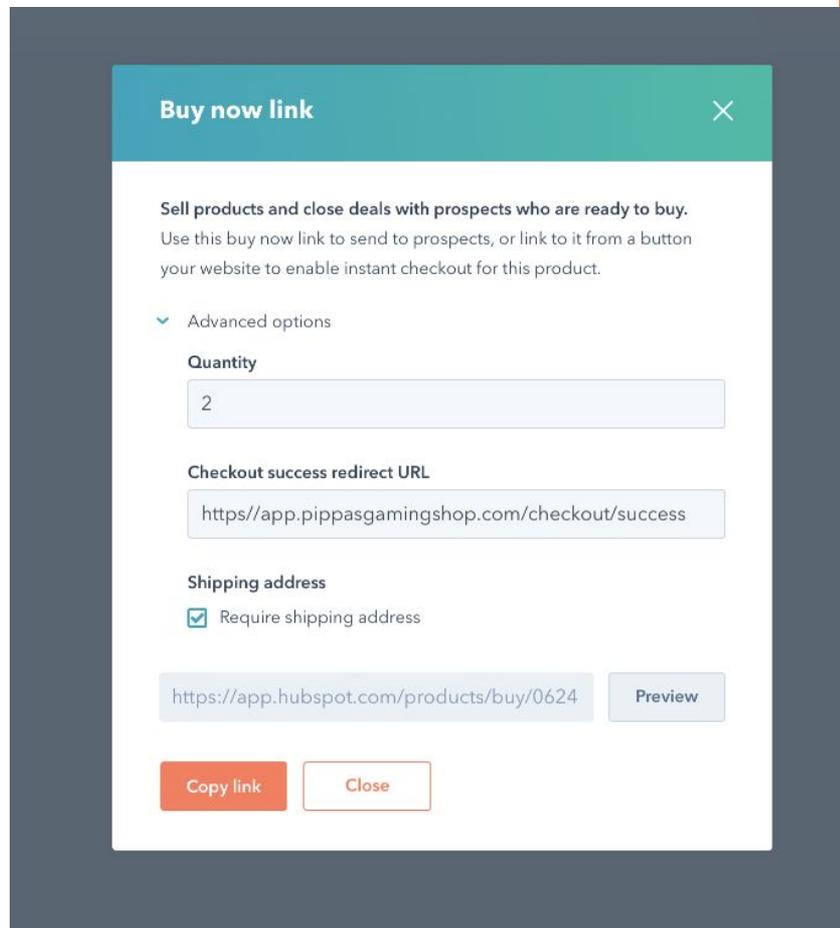
PRICING & PACKAGING

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



The screenshot shows a modal window titled "Buy now link" with a close button (X) in the top right corner. The modal contains the following text and form elements:

- Sell products and close deals with prospects who are ready to buy.**
Use this buy now link to send to prospects, or link to it from a button on your website to enable instant checkout for this product.
- Advanced options** (expanded):
 - Quantity:** A text input field containing the number "2".
 - Checkout success redirect URL:** A text input field containing the URL "https://app.pippasgamingshop.com/checkout/success".
 - Shipping address:** A section with a checked checkbox labeled "Require shipping address".
- Preview URL:** A text input field containing "https://app.hubspot.com/products/buy/0624" and a "Preview" button to its right.
- Buttons:** At the bottom, there are two buttons: "Copy link" (orange) and "Close" (white with orange border).

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

The screenshot shows the HubSpot email editor interface. At the top, there's a dark header with the title "E-Book Download Delivery" and an edit icon. Below the header is a navigation bar with tabs: "Callout", "Form", "Thank you", "Follow-up" (which is selected and underlined), and "Options". The main content area has a teal header with an envelope icon and the title "E-Book Download Delivery: Follow-up email 1". Below this is the "Sender" field, which is set to "Alexandre Girard (agirard@hubspot.com)". A note below the sender field says "To add new sender details, create a user in your settings area." The "Subject" field is currently empty. Below the subject field is a rich text editor toolbar with icons for bold (B), italic (I), underline (U), bulleted list, numbered list, link, and image. The bottom of the editor shows the recipient address: "POLITICO, LLC" and "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

The screenshot shows the HubSpot Free Marketing Email Editor interface. At the top, there is a dark header with "Exit" and "Last saved 4:48 PM" on the left, and "HubSpot's Free Marketing" on the right. Below the header, there are tabs for "Edit" and "Settings". The main workspace is divided into two panels: "Content" and "Design". The "Content" panel contains several widgets: "Image", "Text", "Button" (highlighted with a red border), "Divider", "Social", and "More". The "Design" panel shows a preview of the email layout. Below the "Content" panel, there is a "LAYOUTS" section with five pre-designed email templates labeled 1, 2, 3, 1/3 : 2/3, and 2/3 : 1/3. On the right side of the editor, there is a sidebar with decorative leaf icons and text that reads "Add information" and "an action" followed by "download a".

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

The screenshot displays the Facebook 'Create Lead Ad' interface. At the top left is the Facebook logo and the text 'Create Lead Ad'. A progress bar at the top right shows two steps: 'CAMPAIGN' and 'LEAD', both with red checkmarks. The main heading is 'Automate'. Below this, there is a notification setting: 'Receive a notification whenever you get a new contact.' with an input field containing 'agirard@hubspot.com' and a close button 'x'. Underneath is the section 'Create list of lead ad contacts' with a help icon. An input field contains 'October Lead Gen Webinar Attendees'. Below this are two buttons: 'Create List' (dark blue) and 'Cancel' (light blue). At the bottom, there is a footer with a '< Back' button and a 'Cancel' link. A link 'For more automation options create a workflow' with an external link icon is also present.



ADDITIONAL RESOURCES

Additional Resources

- [\[Wiki\] INBOUND 2019 Product Launches & Announcements](#)
- [\[Service Hub\] INBOUND 2019 Product Updates](#)