

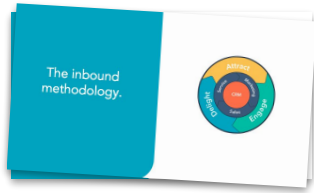


HubSpot

# INBOUND 2019 PRODUCT ANNOUNCEMENTS

# Learn everything you need to know about HubSpot

## Introduction to HubSpot



## HubSpot Platform Overview

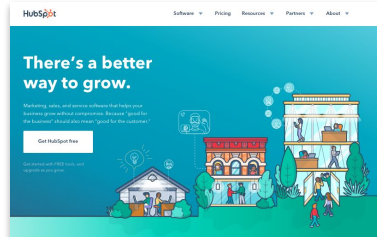


## What's New in HubSpot

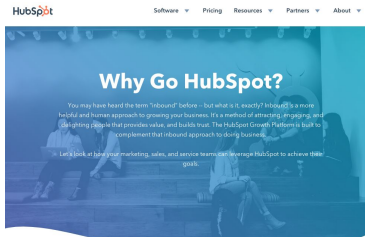
*(this presentation)*



## Hubspot.com



## Why Go HubSpot?



## Product Catalog + Pricing

CRM

Marketing Hub

Sales Hub

Service Hub

Additional

CRM

Technical Support & Training

FAQs

Consulting Services

HubSpot MARKETING HUB

HubSpot marketing software has everything you need to run successful inbound marketing campaigns that make buyers interested in your business and happy to be your customer. It's all your marketing tools, all in one place. Marketing Hub is available in three editions: Starter, Professional, and Enterprise.

	Description	Starter \$50/month	Professional \$800/month	Enterprise \$1,200/month
CRM	<p><b>All Features of HubSpot CRM</b></p> <p>Marketing Hub includes the full HubSpot CRM, giving you access to all the tools you need about.</p>			
Technical Support & Training				
FAQs	<p><b>Lead Finder*</b></p> <p>Multi-armed spider that crawls your website automatically from fields that you can identify on any web page to find new marketing prospects and convert them into HubSpot CRM leads and contacts from fields.</p>			
Consulting Services	<p><b>Collective Force*</b></p> <p>Collective Force is a collaboration and automation tool that lets the HubSpot marketing team work together to coordinate all your marketing efforts in a single dashboard, together with all other HubSpot marketing tools.</p>			
	<p><b>Native Forms*</b></p> <p>Native Forms is a tool that lets you create and manage forms that are built into your website, so you can capture leads and convert them into HubSpot CRM leads and contacts.</p>			

# 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

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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

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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.



The background features a dark, semi-transparent image of several people sitting at a long table, working on laptops. The scene is dimly lit, with the primary light source being the screens of the laptops. Overlaid on this image are several bright, solid-colored geometric shapes: a large teal triangle in the top right corner, a smaller orange circle in the top right, a pink circle in the top right, an orange circle in the middle right, a small orange circle in the bottom left, and a blue triangle in the bottom left corner.

# **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?

 <b>HubSpot</b>  hubspot.com <input checked="" type="radio"/>	 <b>HubSpot</b>  www.hubspot.com <input type="radio"/>
Street Address --	Street Address --
City Cambridge	City Cambridge
Associated Contacts 36	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



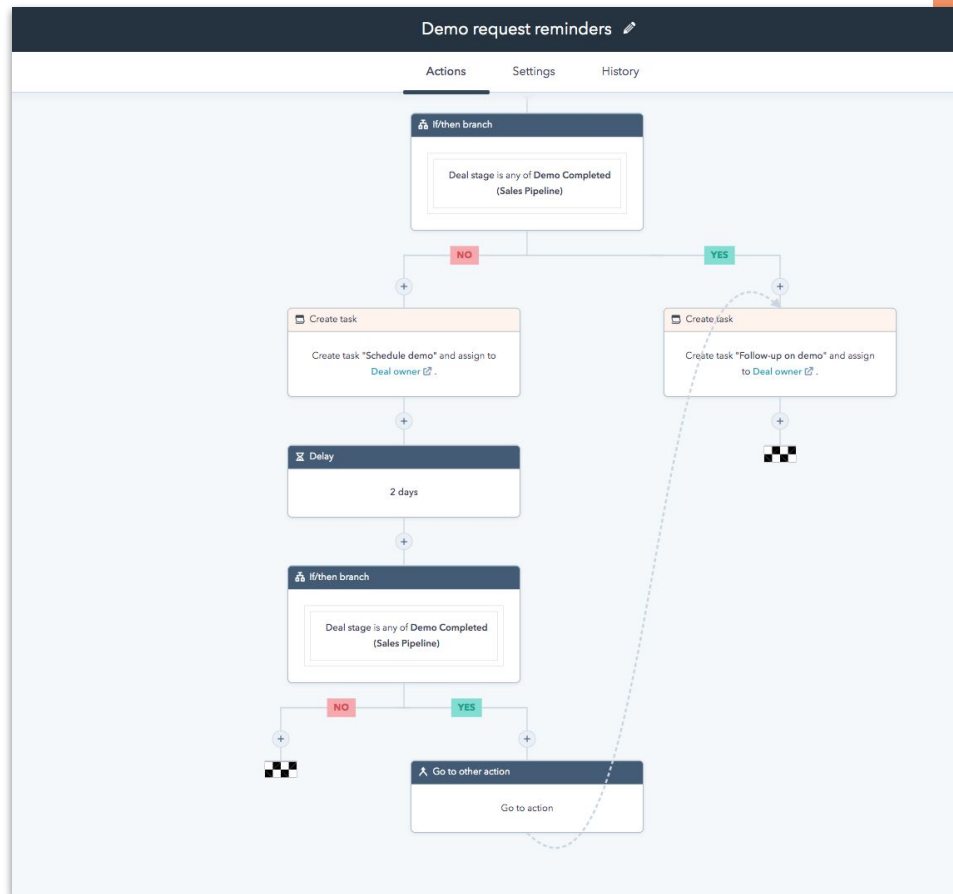


# Additional Ways HubSpot Has Become Easier to Use

# 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

AdTargetingBudget & ScheduleAutomation


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.

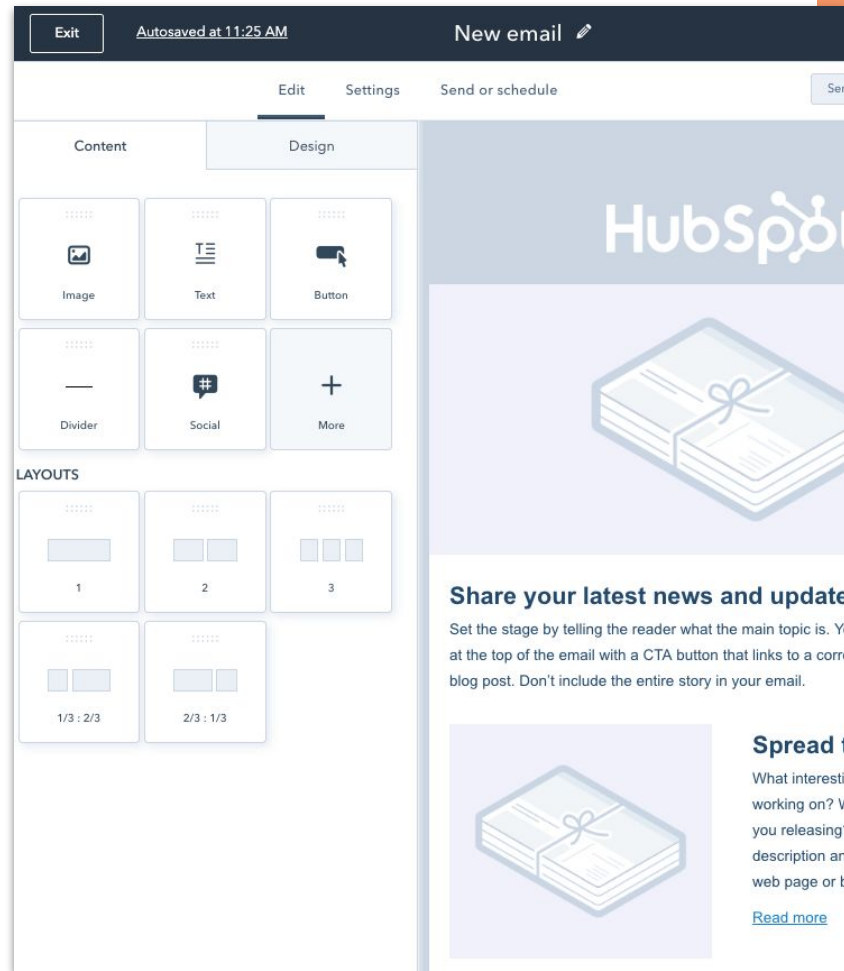


Learn How Big Data Can Work For Your Business!

# 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



# 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?

Back to Sequences

Recent Conversion



**Start from scratch**  
Start with a blank sequence and add your own emails and tasks.

**Start with a pre-made sequence**

**Recent Conversion**  
A prospect has downloaded content from your website and you want to reach out.

**Trade Show or Conference Follow Up**  
A sequence designed to follow-up with a prospect you met at a trade show or conference.

**Product or Demo Request**  
A prospect has indicated that they want to learn more about your product.

**Post call/meeting follow up Sequence**  
Follow up email with your prospect after initial discovery meeting has been completed.

**Prospecting**

**Preview**

4 steps | 7 days to complete  
A contact will be unenrolled from this sequence email or book a meeting.

Step 1

What did you think?  
  
Hey Contact: First name,  
  
I saw you downloaded X CONTENT from our website. I'm curious what you thought about it.  
  
We're currently building a ton of new content, so you may be able to provide feedback that would be greatly appreciated.

Step 2

Create task if no action within 1  
  
Task title  
Call contact to follow up

Step 3

Send email if no action within 3  
  
Thought you might find this interesting.



# Meeting your growing needs

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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.





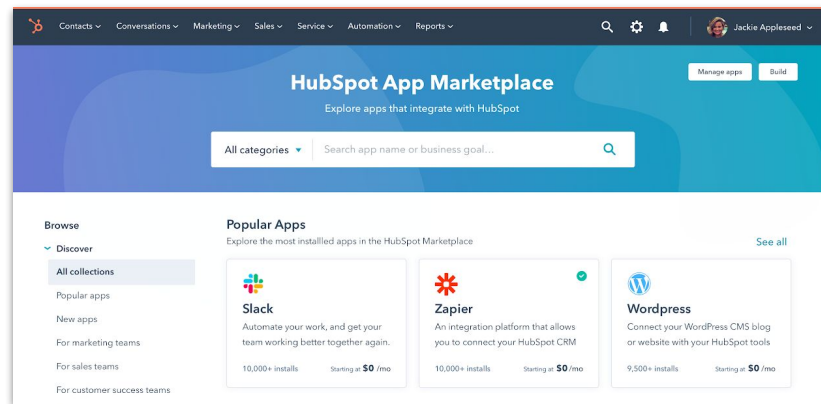
# APP MARKETPLACE



# 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



The background features a dark, semi-transparent image of three people sitting at a desk, working on laptops. The image is overlaid with several colorful geometric shapes: a large teal triangle in the top right corner, a blue triangle in the bottom left corner, and five circles in yellow, pink, and orange scattered across the right side and bottom left.

# **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 with a top navigation bar containing links for Contacts, Conversations, Marketing, Sales, Service, and Automation. The main area is divided into three panels. The left panel shows a sidebar with a 'Compose' button and a list of conversation categories: 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 of the sidebar is an 'Away' status indicator and an 'Inbox Settings' link. The middle panel is a list of conversations, each with a profile picture, name, last message, date, and a 'MESSENGER' tag. The right panel shows a detailed view of a conversation with a message bubble and a 'Reply' button.

Category	Count
All conversations	766
Assigned to me	0
Unassigned	98
Email	115
Chat	641
Messenger	10
Forms	2
Bots	1056
Filtered	246
Trash	

Name	Last Message	Date	Tag
Daniel Palacios Godoy	Cuéntame que dudas tienes	Jul 29	MESSENGER
Johanna Hernández	escribo de nuevo	Jul 23	MESSENGER
Tomas Jensen	Tomas test	Jul 18	MESSENGER
Cristiano Forrest	hola soy Diego	Jul 16	MESSENGER
Unknown Visitor	Hi Jessie	May 31	MESSENGER
Unknown Visitor	Token	May 30	MESSENGER

# 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 the Microsoft Dynamics 365 Conversation inbox interface. At the top, a dark navigation bar contains the Dynamics 365 logo and several menu items: 'Contacts', 'Conversations', 'Marketing', 'Sales', 'Service', and 'Automation'. Below this, the main interface is divided into three vertical sections. The leftmost section is a sidebar with a 'Compose' button at the top. Below it, a list of conversation categories is shown with their respective counts: 'All conversations' (766), 'Assigned to me' (0), 'Unassigned' (98), 'Email' (115), 'Chat' (641), and 'Messenger' (10). A 'Forms' section is highlighted with a count of 2, followed by 'Bots' (1056), 'Filtered' (246), and 'Trash'. At the bottom of the sidebar is an 'Inbox Settings' link. The middle section shows a list of conversations. The top conversation is from 'Roger Stawler' (initials RS) dated 'Jul 23', with a preview of 'First Name: Roger Last Name: Sta...' and an 'EMAIL' button. Below it is a conversation from 'Cambria Davies' (initials CD) dated 'Jun 20', with a preview of 'First Name: Cambria Last Name: ...' and an 'EMAIL' button. The rightmost section shows the details of the selected conversation. It includes an 'Assignee' dropdown set to 'Unassigned'. Below this, a 'New email auto' notification states 'my password by cou...'. The conversation history shows a message from the customer at 2:37 PM with the text: 'First Name: Roge', 'Last Name: Staw', 'Email: rstawler@', 'Issue: Having iss', 'couldn't get back', and 'Details: please re'. At the bottom of this section, 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 Service Hub interface for configuring an advocacy automation workflow. The top navigation bar includes tabs for Sales, Service, Automation, and Reports. The main header reads "Post-NPS Customer Advocacy & Testimonial Process". Below this, there are tabs for Actions, Settings, Performance, and History. The central workspace shows a workflow diagram with two steps: "Enrollment triggers" and "Delay the next action". The "Enrollment triggers" step is expanded, showing two conditions: "Last NPS survey rating is any of 9 or 10" and "Last NPS survey comment is known", connected by an "and" operator. The "Delay the next action" step is set to "for 10 minutes" and "0 contacts". On the right, the "Enrollment triggers" sidebar is visible, showing the "Trigger" tab selected. It includes options for "Trigger workflow" (Automatically selected, Manually) and "Trigger workflow when" (is any of selected, with input fields for 9 and 10, and other options like is none of, is known, is unknown, has ever been any of, has never been any of, is equal to all of).

Sales Service Automation Reports

Post-NPS Customer Advocacy & Testimonial Process

Actions Settings Performance History

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 x 10 x

☐ is none of

☐ is known

☐ is unknown

☐ has ever been any of

☐ has never been any of

☐ is equal to all of

Enrollment triggers:

Last NPS survey rating is any of 9 or 10

and

Last NPS survey comment is known

Delay the next action

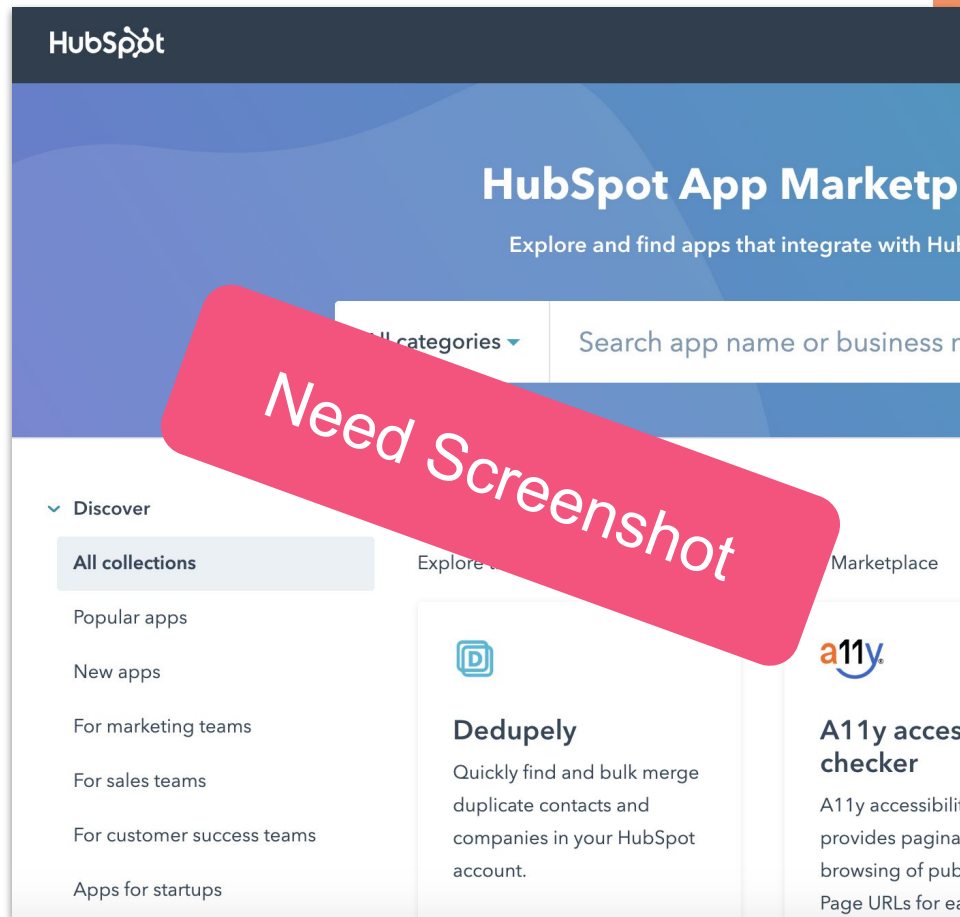
for 10 minutes.

0 contacts

# 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

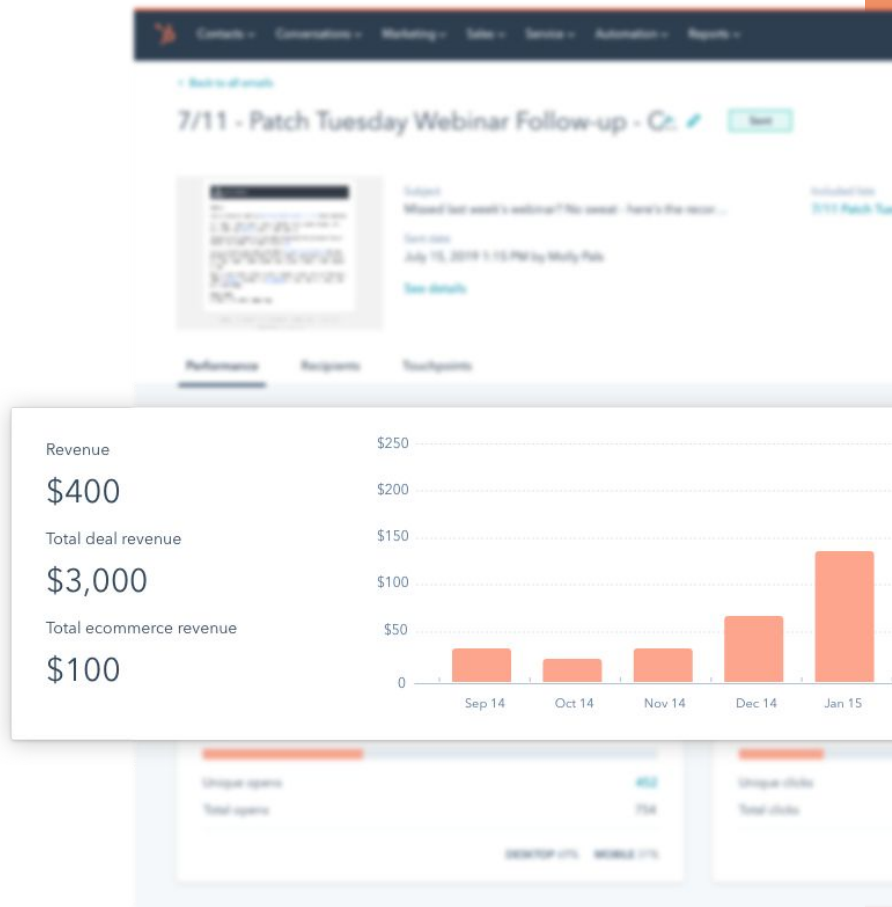




# Attribution Reporting

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

## Buy now link



**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

#### Quantity

#### Checkout success redirect URL

#### Shipping address

☒ Require shipping address[Preview](#)[Copy link](#)[Close](#)

# 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

CalloutFormThank 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****U**

POLITICO, LLC

1000 Wilson Blvd

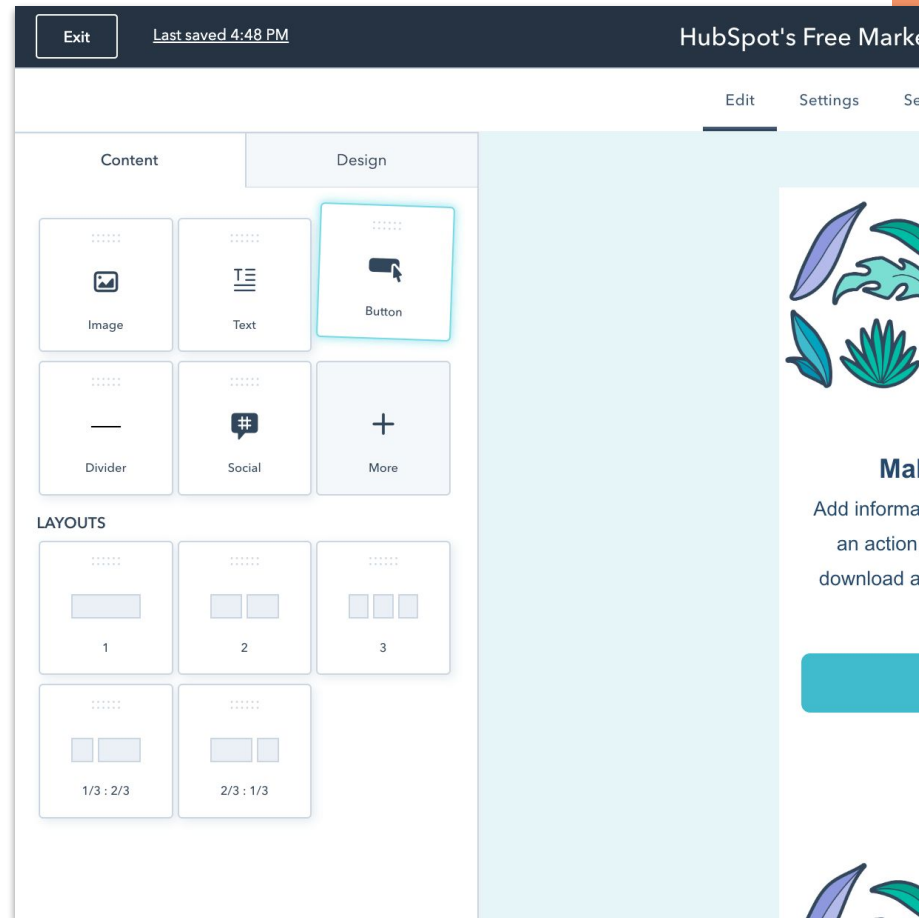
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**FREE EMAIL & ADS**

# 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](#)