

We'll get started shortly.
While we're waiting:

This has been a stressful week.
Let's get the positivity flowing.

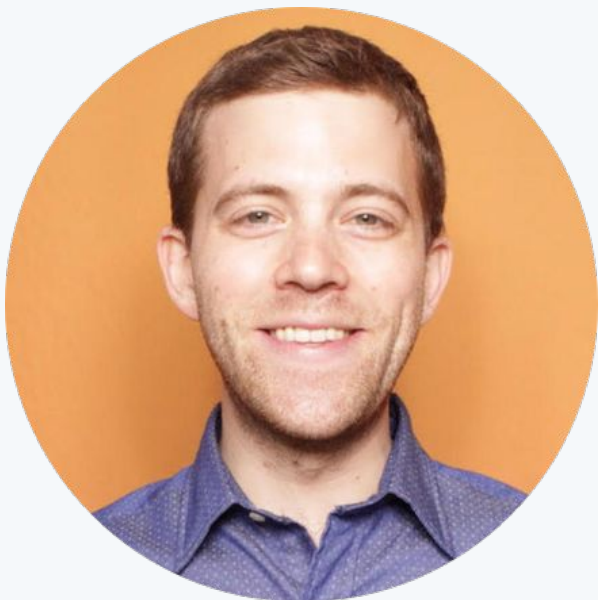
What's are you *most excited* about right now?
Drop your answer in the Zoom chat.



Attribution Reporting Fundamentals







Hi, I'm Ari.

Product Marketer

8 years at HubSpot

Just married

Moved to Ireland

Hiker

Biker

Knitter

Yogi





Hi, I'm Ari.

Product Marketer

8 years at HubSpot

Just married

Moved to Ireland

Hiker

Biker

Knitter

Yogi



The last time I was in London,
I looked like this.



I've been to various places in the UK, but not London.





I couldn't
make it
today.

Help me
plan my
next trip?





Every few slides
I'll ask for a
London
recommendation.

Email yours to
ari@hubspot.com

We'll pick a
couple winners
and send you
swag!





Best cafe?



Agenda

1. Attribution fundamentals
2. What else is new?
3. Questions?
 1. 🙌🍸



Icebreaker

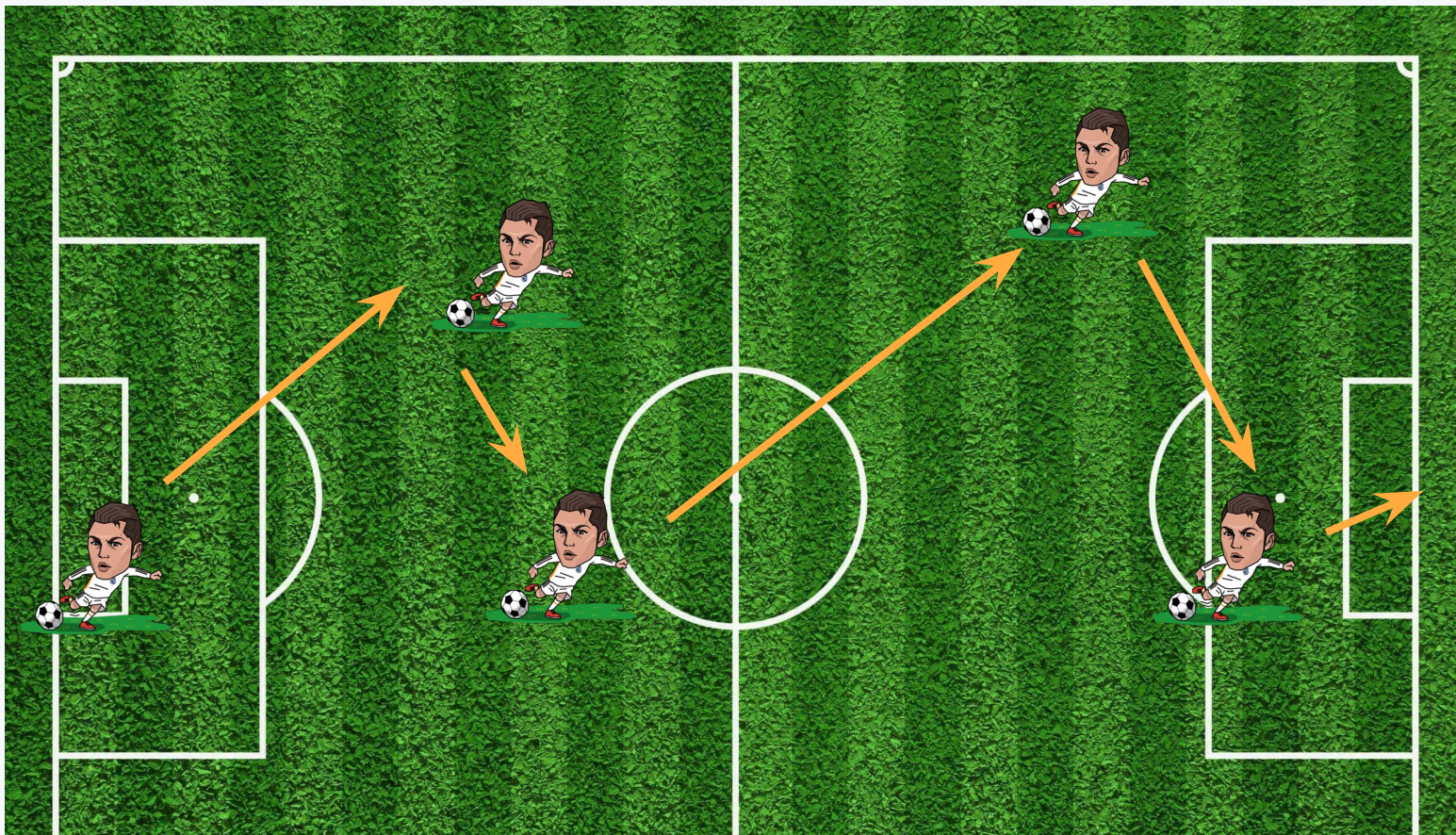
How familiar are you with attribution reporting?

- 1 - Is that the new Mission Impossible movie?
- 2 - I know enough to be dangerous...
- 3 - Pull over and let *me* drive this webinar

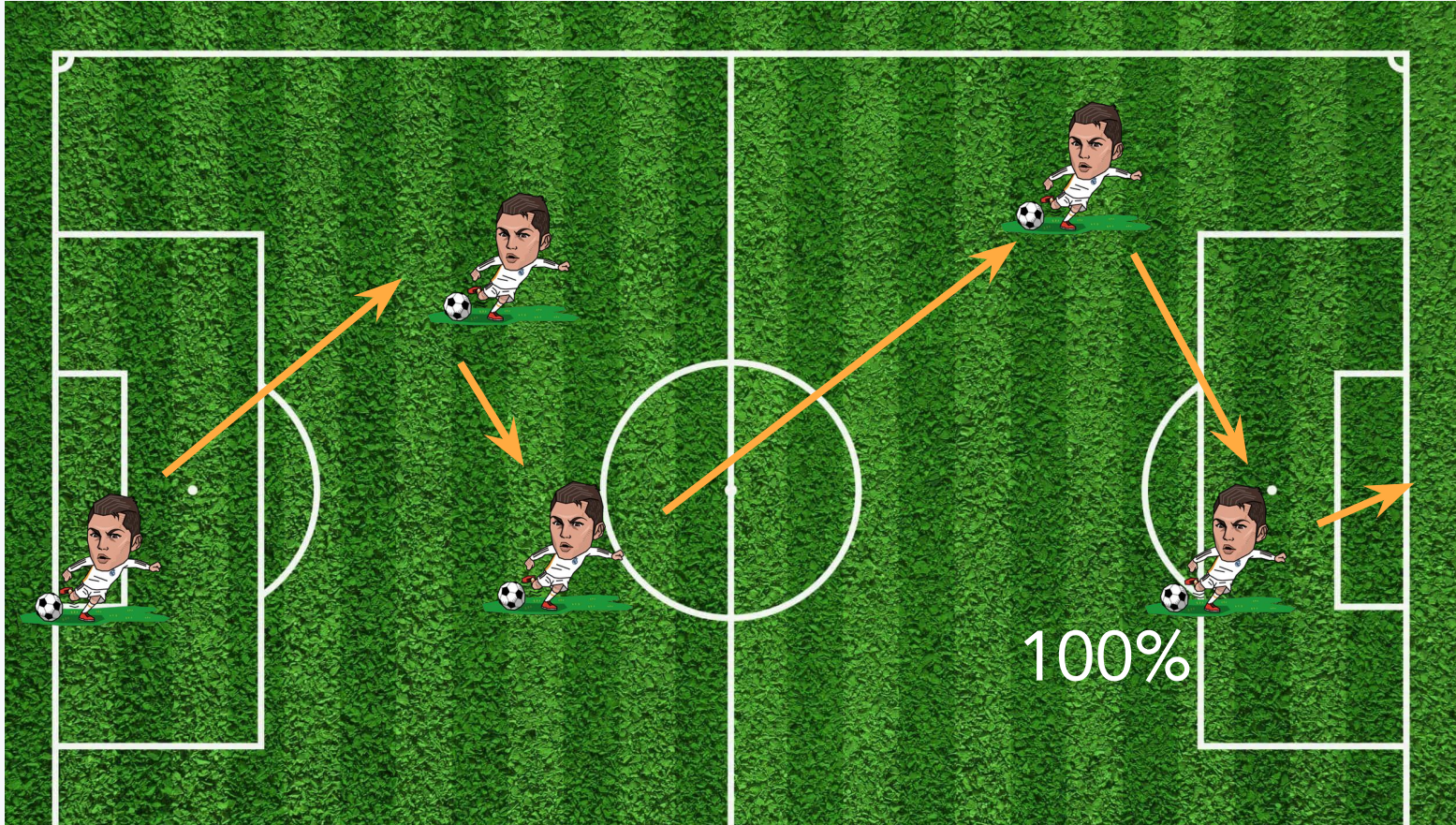




Who deserves credit for this goal?



Who deserves credit for this goal?

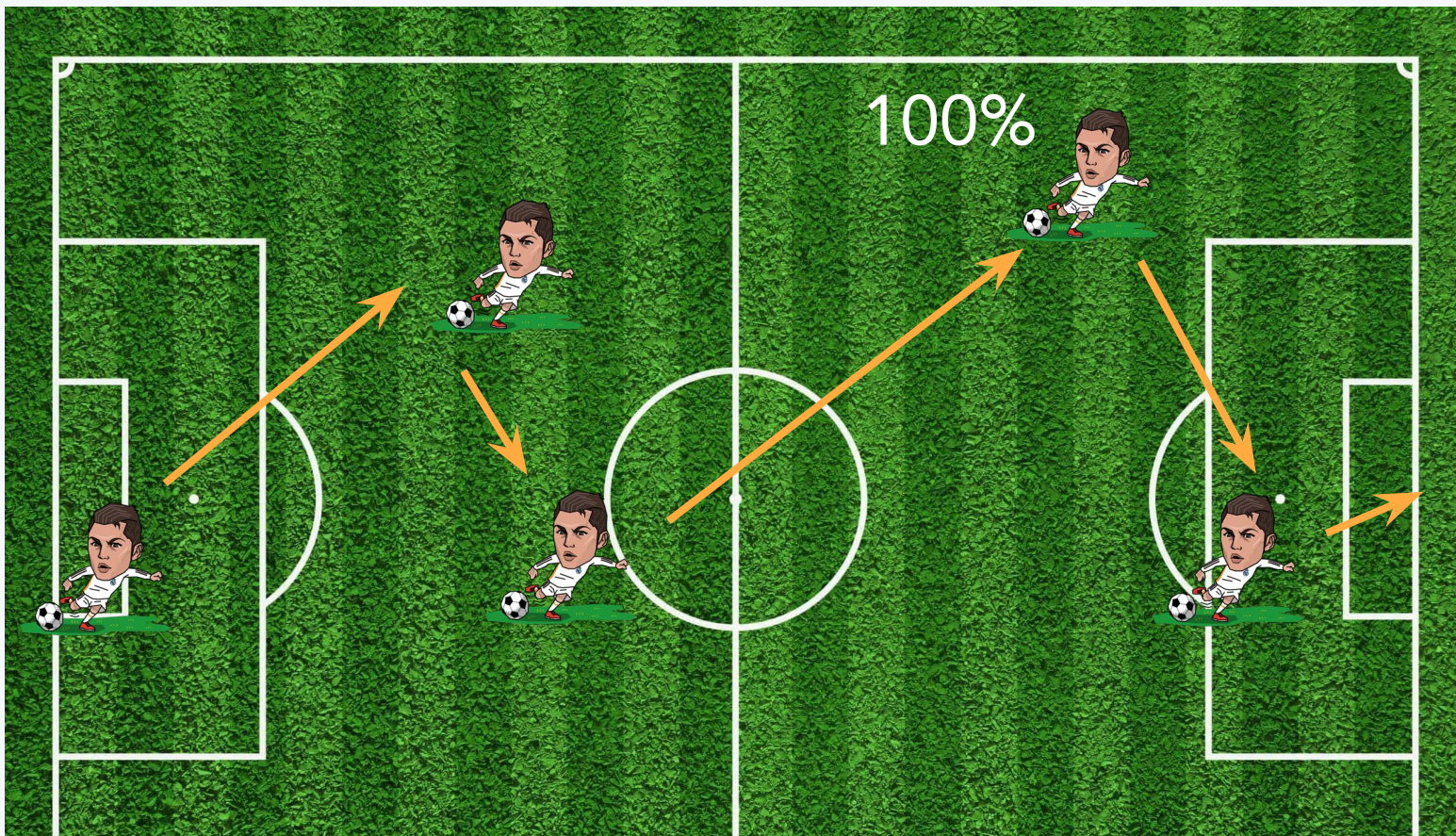




Who scored the
most **goals**?



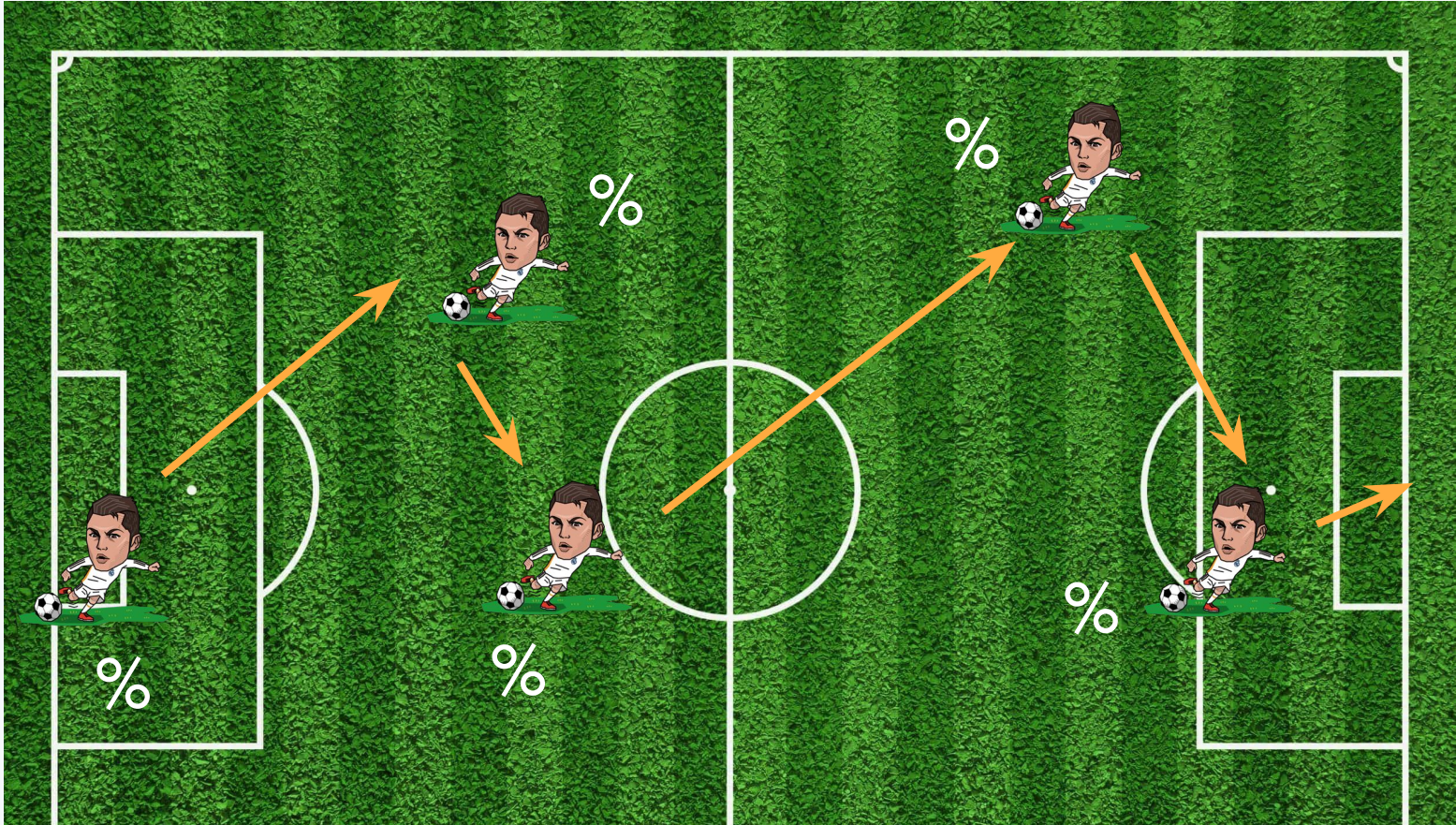
Who deserves credit for this goal?





Who had the
most **assists**?





Why even count?

Why do these metrics matter for the players?

Why do these metrics matter for the manager?

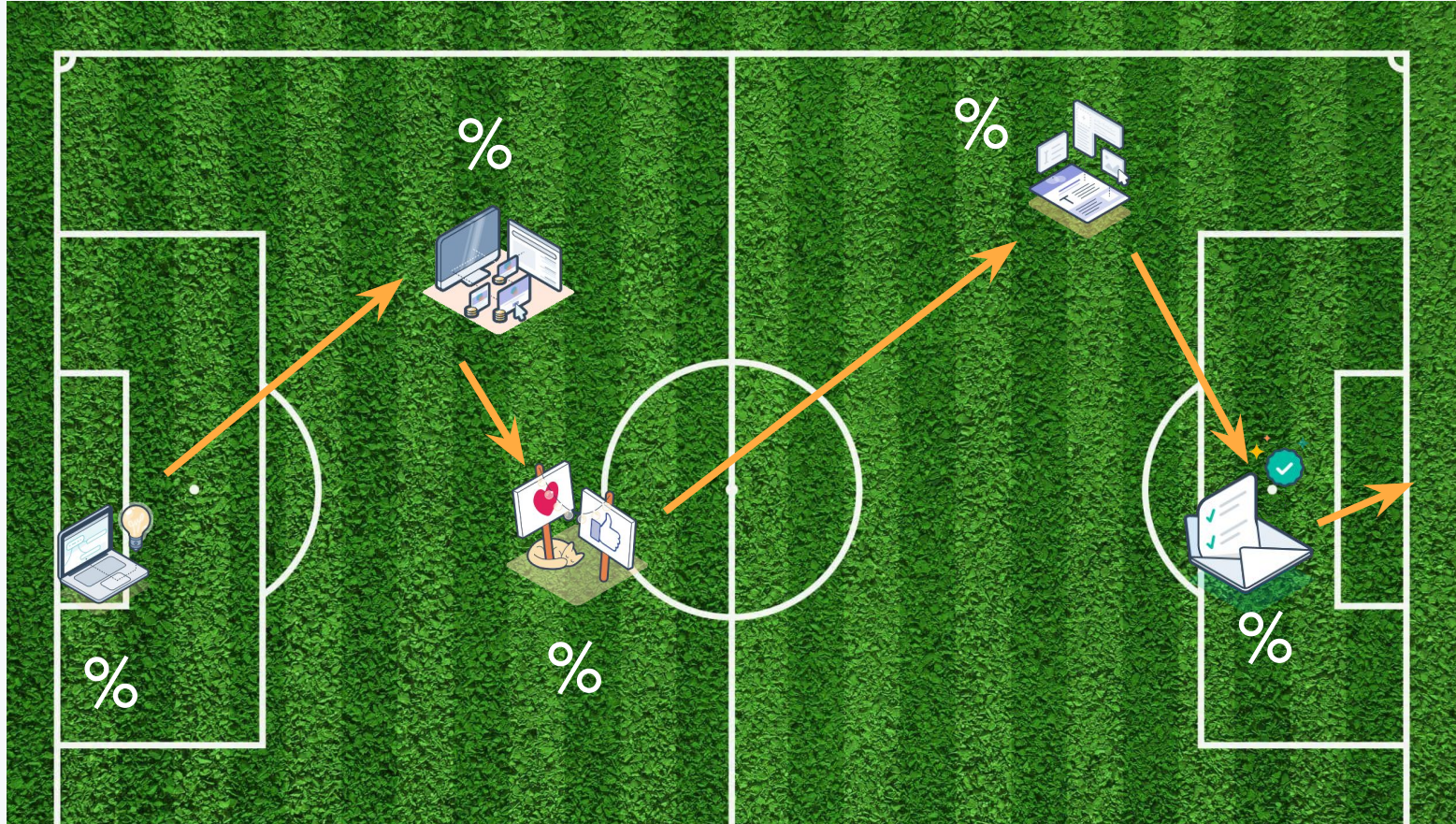


For the players: Recognition
For the manager: Optimisation

For both: Leverage



Now, apply that to your customer's journey



If you can identify what drives impact...

Why does that matter **for marketers?**

Why does that matter **for marketing leaders?**



For the marketer: Recognition
For the marketing leader: Optimisation

For both: Leverage





Best
sporting
venue?





Music • Tech • Culture





Meet
Bethany



FIRST INTERACTION

Googled it



things to do in georgia in october



Volume: 70/mo | CPC: \$2.99 | Competition: 0.16 ★ 📄

Georgia Fall Bucket List | Official Georgia Tourism & Travel Websit...

<https://www.exploregeorgia.org> › [things-to-do](#) › [blog](#) › [georgia-fall-bucke...](#) ▾

From leaf watching to apple picking, here are seven things you absolutely must do to fully experience fall in Georgia. Admire the fall foliage at Georgia State Parks. Rent a cabin for the weekend. Cheer on your favorite football team. Find the perfect pumpkin at a Georgia patch. Get lost in a corn maze.

18 Can't-Miss Fall Events for Family Fun | Official Georgia Tourism ...

<https://www.exploregeorgia.org> › [things-to-do](#) › [list](#) › [18-cant-miss-fall-ev...](#) ▾

Fall beckons families outdoors to enjoy Georgia's festivals, fairs and crisp weather ... Each October, the nine-day Georgia Mountain Fall Festival features exciting ...

Cool Things To Do In Atlanta In October - Atlanta Insiders Blog

<https://www.atlanta.net> › [Blog](#) › [Cool-Things-To-Do-In-Atlanta-In-October](#) ▾

Sep 21, 2018 - How about scaring up some October fun with these cool things to do? ... Fright Fest at Six Flags over Georgia has plenty of tricks and treats ...

Atlanta Fall Festivals - Things to Do in September, October & Nove...

<https://www.atlanta.net> › [events](#) › [festivals](#) › [fall](#) ▾

Explore Atlanta fall festivals taking place in September, October and November such as Dragoncon, Music Midtown, TomorrowWorld, Taste of Atlanta and more.

FIRST INTERACTION

Googled it



 **A3C Festival & Conference**
Sponsored

A3C Festival & Conference engages and inspires the artists, entrepreneurs and creatives that shape culture. Founded in 2005, A3C has grown from a local hip-hop showcase to become one of the most important music, tech & culture events of the year.



FADER + A3C FESTIVAL

FORT

OCTOBER 8 - 10
CENTER STAGE | 1374 W PEACHTREE ST NW | ATL

TUESDAY | PINK SWEATS

WEDNESDAY | MEGAN THEE STALLION

THURSDAY | LIL KEEB + LIL GOTIT

+ MORE!

A3CFESTIVAL.COM/TICKETS

Fader Fort @ A3C!
A3C Festival & Conference engages and inspires the artists, entrepreneurs and creatives that shape culture. Founded in...
[A3CCONFERENCE.COM](https://www.a3cconference.com)

Learn More



FIRST
INTERACTION →
Googled it

LEAD
CREATED
Clicked an ad



Conference Hubs



The Studio

presented by ACID Pro Next

Network and learn from hip-hop's most influential music industry professionals and producers. Create, collaborate and experiment with the newest hardware, software and technology in music.

[Find out more](#)



The Artist Center

presented by Symphonic Distribution

A space for artists and music makers to connect, learn and develop their careers through a series of panels, workshops, mixers, mentorship and listening session.

[Find out more](#)



The Creator Center

presented by Q

Connect music makers with creative professionals to create valuable digital assets and promote their work.

[Find out more](#)

Signup for More Info

Subscribe with your email*

Email Address

[Sign Up](#)

Partner with us

[Download the Partner Deck](#)

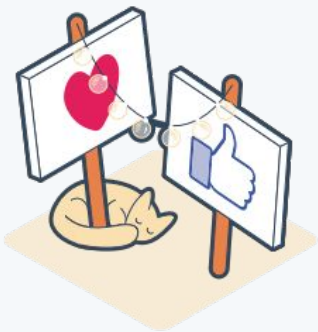
FIRST INTERACTION
Googled it



LEAD CREATED
Clicked an ad



DEAL CREATED
Clicked a Tweet



HOME PARTNER PERFORM **OCT 8-13, 2019** BLOG [BUY TICKETS](#)

THIS IS MY YEAR
at **A3C19**
Your favorite who performs at #A3C19
Each week, discover & interview hip-hop artists and send your favorite to A3C Festival & Conference from Oct 8-13, 2019.
VOTE DAILY

6 dope new hip-hop artists. Who do you want to see LIVE at #A3C19?
by The Blog Team posted at 8/19/19 1:00 PM

The FADER FORT at A3C
headlined by Megan Thee Stallion, Pink Sweat\$, Lil Keed, Lil Gotit + more!
by The Blog Team posted at 8/18/19 12:25 PM

E-40 joins Lil Jon, Rakim & Big Daddy Kane on the Hip-Hop Trailblazer series at A3C 2019
by The Blog Team posted at 8/16/19 12:28 PM

Subscribe to Email Updates
Subscribe with your email*
Email Address
[Sign Up](#)

15 YEARS
A3C
ATL
OCT 8 - 13, 2019

Featured Posts
The FADER FORT at A3C
headlined by Megan Thee

FIRST
INTERACTION
Googled it



LEAD
CREATED
Clicked an ad



DEAL
CREATED
Clicked a
Tweet



CLOSED WON
Clicked an
email



HOME PARTNER PERFORM **OCT 8-13, 2019** BLOG **BUY TICKETS**
\$999.00 0

GA Limited Number Available Provides Access to A3C Festival & Conference from More info	\$399.00	0
Conference Limited Number Available Provides Access to A3C Conference from October 10-12, More info	\$199.00	0
GA (20% Group Discount) 20% off for groups of 3 or more Limited Number Available Provides Access to A3C More info	\$319.00	0
Conference (20% Group Discount) Limited Number Available Provides Access to A3C Conference from October 10-12, More info	\$159.00	0

Powered by **universe**

GET TICKETS

Ticket Types

VIP
\$999

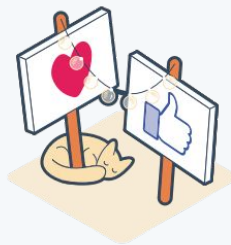
GA
\$399

CON
\$

Total
Purchase

€800





FIRST INTERACTION
Googled it



LEAD CREATED
Clicked an ad

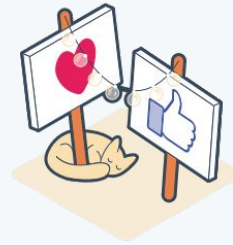


DEAL CREATED
Clicked a
Tweet



CLOSED WON
Clicked an
email





**FIRST
INTERACTION**
Organic
Search



**LEAD
CREATED**
Paid Social



**DEAL
CREATED**
Organic Social

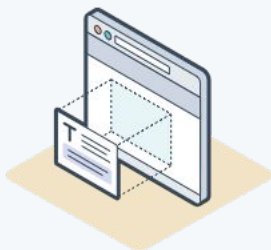
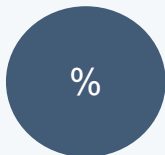


CLOSED WON
Email

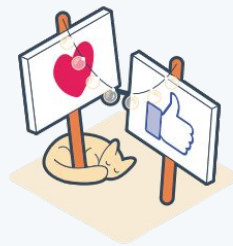
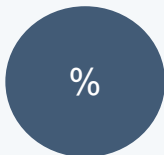




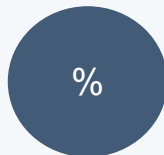
FIRST
INTERACTION



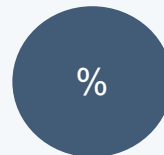
LEAD
CREATED



DEAL
CREATED



CLOSED WON



Attribution Models

First touch model

Last touch model

Linear model

Full path model

U-model

W-model



“How are paying customers first finding out about us?”



First Interaction

Single touch

Gives all the credit to the first touch point someone has with your brand on the way to becoming a customer.

100%





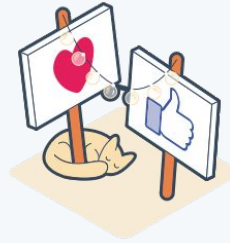
Organic Search

FIRST
INTERACTION



Paid Social

LEAD
CREATED



Organic Social

DEAL
CREATED



Email

CLOSED WON



First Interaction Attribution



Organic Search

100%
CREDIT

€800
REVENUE



[Back](#)**First interaction**

Gives 100% of credit to the first interaction.

**Last interaction**

Gives 100% of credit to the last interaction (deal closed won).

**Full-path**

Gives 22.5% of credit to the first, lead created, deal created, and deal closed won interactions. The remaining 10% is split equally among the middle interactions.

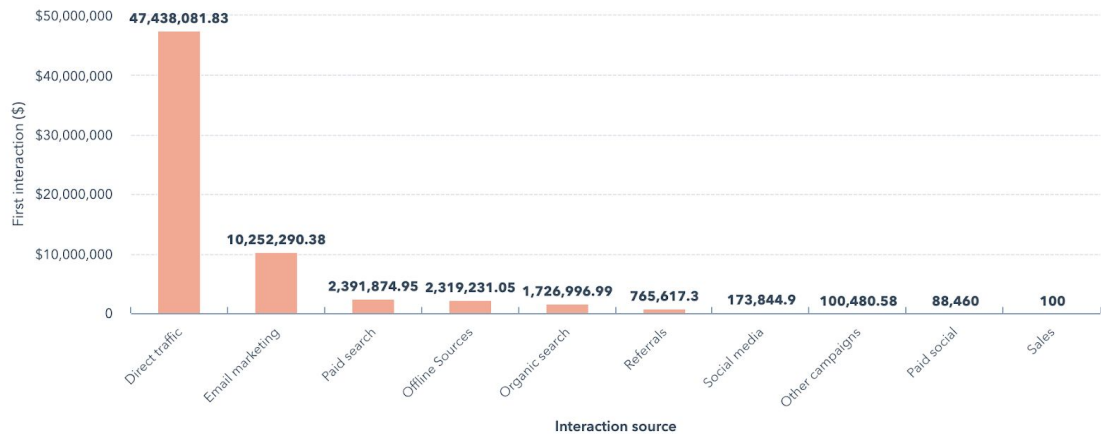
**Linear**

Splits credit equally across all interactions.

**U-shaped**

Gives 40% of credit to the first and lead created interactions. The remaining 20% is split equally among all other interactions between first interaction and lead creation.

● First interaction



INTERACTION SOURCE

FIRST INTERACTION 

Direct traffic

\$47,438,081.83

Email marketing

\$10,252,290.38

Paid search

\$2,391,874.95

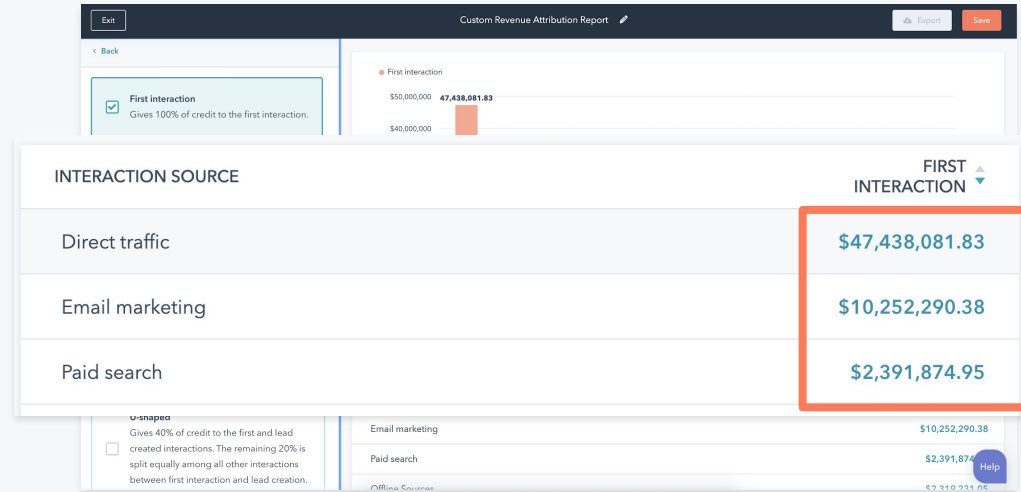
Offline Sources

\$2,319,231.05

Help 

Analyze the Results

Direct Traffic is #1. Email marketing and paid search are also great at bringing new business in.



“What is influencing customers across the whole journey?”



Full Path Attribution

Multi-touch

Gives all the credit to the first touch point someone has with your brand on the way to becoming a customer.

First interaction

Lead created

Deal created

Closed won

All other interactions

90%

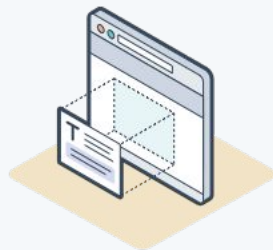
10%



FIRST
INTERACTION

22.5%
CREDIT

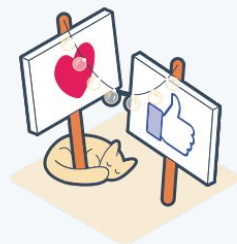
€180



LEAD
CREATED

22.5%
CREDIT

€180



DEAL
CREATED

22.5%
CREDIT

€180



10%
CREDIT

€80



CLOSED WON

22.5%
CREDIT

€180



Analyze the Results

Paid social is highly impactful later in the process.

The screenshot shows the Attribution Builder interface. At the top, there is a navigation bar with a back arrow and the text "Back to report types", and the title "Attribution Builder" with an "ALPHA" badge. Below this is a "Configure" section with a "Chart type" dropdown. The main area displays a table of attribution models for "Paid Social". The table has four columns: "ASSET TYPE", "AMOUNT - W MODEL", "AMOUNT - FULL-PATH MODEL", and "AMOUNT - FIRST-TOUCH MODEL". The "Paid Social" row shows values of \$412,379.01, \$299,366.89, and \$738,325. The "AMOUNT - FULL-PATH MODEL" cell is highlighted with a red border. Below the table, there is a "Metrics" section with a dropdown menu showing "Amount - W Model", "Amount - Full-Path Model", and "Amount - First-Touch Model". The "Amount - W Model" is selected. Below the dropdown, there is a description: "Amount - W Model Gives 30% of the credits to each of the first touch, lead conversion, and opportunity creation touches". To the right of the metrics section is a table of metrics for "Paid Social".

ASSET TYPE	AMOUNT - W MODEL	AMOUNT - FULL-PATH MODEL	AMOUNT - FIRST-TOUCH MODEL
Paid Social	\$412,379.01	\$299,366.89	\$738,325

Metric	Amount - W Model	Amount - Full-Path Model
Misc HubSpot page	\$7,888.98	\$5,458.00
Social post	\$134.15	\$120.12
Listing page	\$30.61	\$25.42
Meeting	\$0	\$95,857.80
Sales email	\$0	\$59,349.41



Attribution Models

First touch model

Last touch model

Linear model

Full path model

U-model

W-model





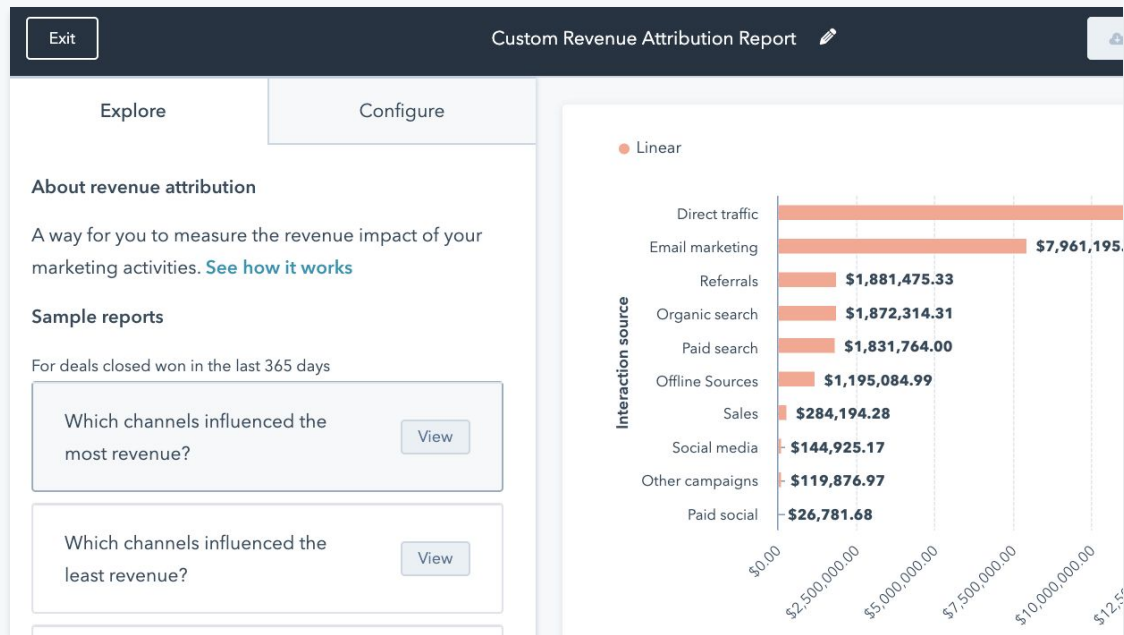
Best place
for music?



Start small

Some answers > No answers

- Pick one model
- Find one takeaway
- Make one strategic change



Own a Revenue Number

It's the only way to get sales' ear.

- Assign each team member a channel
- Assign each team member a goal
- Set up an SLA with sales to ensure prompt follow-up on leads.



NEW BREED +

84%

Increase

Revenue from
marketing emails

33%

Increase

Team size

71%

Increase

Marketing team
budget



Process first

Data integrity before reporting.

- Sales using CRM?
- Agreed-upon deal statuses/process
- Tracking codes on all pages
- Naming conventions

The screenshot shows a CRM interface for managing deals. The top navigation bar includes: Contacts, Conversations, Marketing, Sales, Service, Automation, and Reports. The main header shows 'Deals' with 'Table' and 'Board' views, a search bar, and buttons for 'Actions', 'Import', and 'Create deal'. The pipeline is divided into four stages:

STAGE	COUNT
FIRST CONTACT	1,221
CHECKOUT PENDING	1
CHECKOUT COMPLETED	188
PROCESSED	

Deal cards in the pipeline include:

- FIRST CONTACT:**
 - \$3,000.00 Joe Schmeler - SF (Close date: March 31, 2020)
 - \$300.00 ibar.az credit car registration (Close date: February 29, 2020)
 - \$2.00 HubSpot - New Deal (Close date: February 29, 2020)
 - \$100.00 Mollie Veum - New Deal (Close date: February 1, 2020)
- CHECKOUT PENDING:**
 - \$3,600.00 Redu (Close date: February 14, 2020)
- CHECKOUT COMPLETED:**
 - \$5,940.00 Fairmont - New Deal (Close date: January 31, 2020)
 - \$100.00 Hubspot Deal (Close date: January 31, 2020)
- PROCESSED:**
 - \$524,000.00 MK Freight 1 New Deal (Close date: January 31, 2020)
 - \$2,425.00 HubSpot - New Deal (Close date: January 30, 2020)
 - \$10,000.00 Exa (Close date: January 28, 2020)
 - \$500.00 ESSO - New Deal (Close date: Decen...)

Summary Totals at the bottom of the pipeline:

- FIRST CONTACT: Total: \$2,254,701,849.56
- CHECKOUT PENDING: Total: \$3,600
- CHECKOUT COMPLETED: Total: \$15,574,981.91
- PROCESSED: Total: \$13,635,000.00

Manage your stakeholders

Communication is 90% of the battle.

- Tell teams what to expect beforehand.
- Create dashboards ahead of time.
- Set cadence for email sends and meetings
- Get a permanent spot in exec meeting

Share dashboard ✕

Is this a recurring email?

No, this email will only be sent once

Yes, this is a recurring email

Email nickname * recipients won't see this name

Revenue Attribution

Recipients *

Ari Plaut (aplaut@hubspot.com) ✕

Email subject

Weekly Campaign Snapshot

Message

Here's how much revenue marketing generated last week...

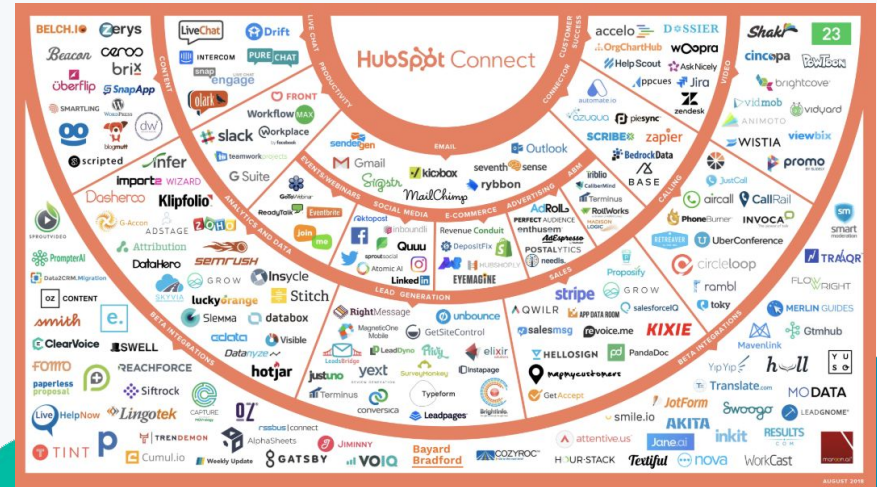
Delivery frequency

Weekly

Connect your data

Work through a single platform

- Find the ever-elusive single contact record
- Use tools like PieSync and Zapier



Interested in attribution reporting?

- 1) If you already have Marketing Hub Enterprise, attribution is included.
- 2) If you don't, you can [sign up](#) for a trial.

The screenshot shows the HubSpot Marketing Dashboard. At the top, there is a navigation bar with the HubSpot logo and several menu items: Contacts, Conversations, Marketing, Sales, Service, Automation, and Reports. The user's account name, 'Ari's Account', is visible in the top right corner. Below the navigation bar, the main content area is titled 'Marketing Dashboard'. A 'Filter dashboard' button is located on the left. The main content area displays a 'Funnel of New Contacts' report for the date range 'This week so far'. The report shows a funnel with five stages: Created, Lead, Marketing qualified lead, Opportunity, and Customer. The 'Created' and 'Lead' stages both have a count of 5 contacts. The 'Conversion' column shows a 100% conversion rate for the 'Created' stage. A circular callout highlights the 'Add report' button and the 'Create dashboard' button. A 'Help' button is located in the bottom right corner of the dashboard.

Lifecycle Stage	Count of Contacts	Conversion
Created	5	100%
Lead	5	
Marketing qualified lead	-	
Opportunity	-	
Customer	-	

Step 1

Get to the builder

From any HubSpot dashboard or from your Reports screen, click *Add report* then *Create custom report*.



What do you want to report on?

Single object

Report on a single object such as your contacts.

Cross-object

Report across two different objects such as your contacts and deals, or deals and products.

Funnels

Show progress through contact or deal stages that you define.

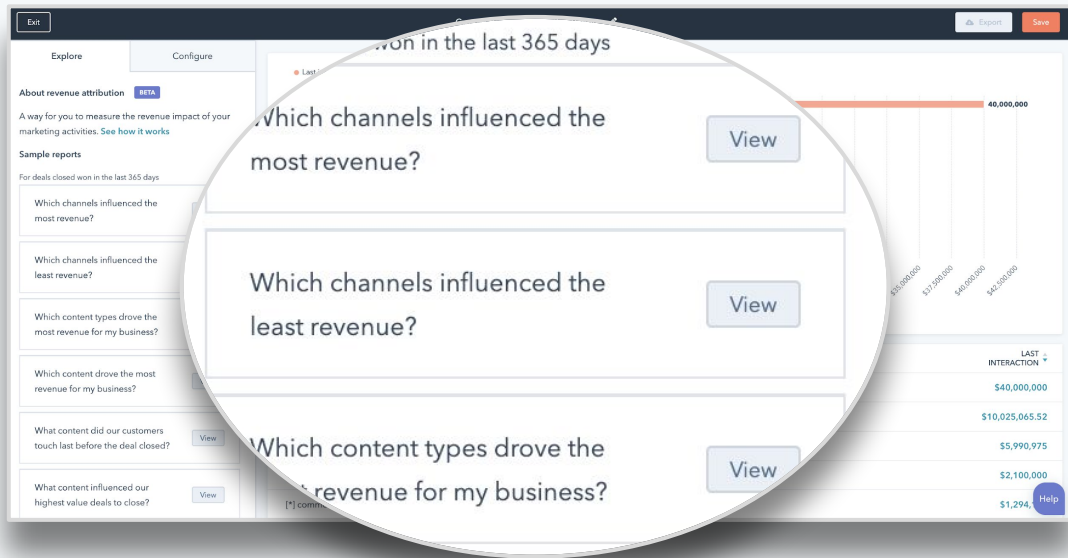
Attribution NEW

See what interactions or activities drove conversions and revenue.

Step 2

Choose "Attribution"





Step 3

Start with the templates
They're best-practice recipes
to get you off the ground.



Explore Configure

Chart type

Bar

Deal close date

Rolling date range

Last 365 days

Deal pipeline

All pipelines

Deal type

All types

Dimensions

Content title

+ Add another dimension

Attribution Models Choose

Last interaction
Gives 100% of credit to the last interaction (deal closed won).

Step 4

Or build something custom...

Choose your deals, your dimension, and your model.



Save report ✕

This report will be saved to your reports. You can also add it to a dashboard.

Report name

Add this report to a dashboard?

Don't add to dashboard

Add to existing dashboard

Choose a dashboard ▾

🔍

Recently viewed

- [*] Multi-Touch Revenue Attribution Reports
- EVP Dashboard

HubSpot Dashboards

- Marketing Dashboard
- Sales Dashboard

Step 5

Save your report.

Click *Save*, and decide whether you'd like to add your report to a dashboard, or have it live on its own.





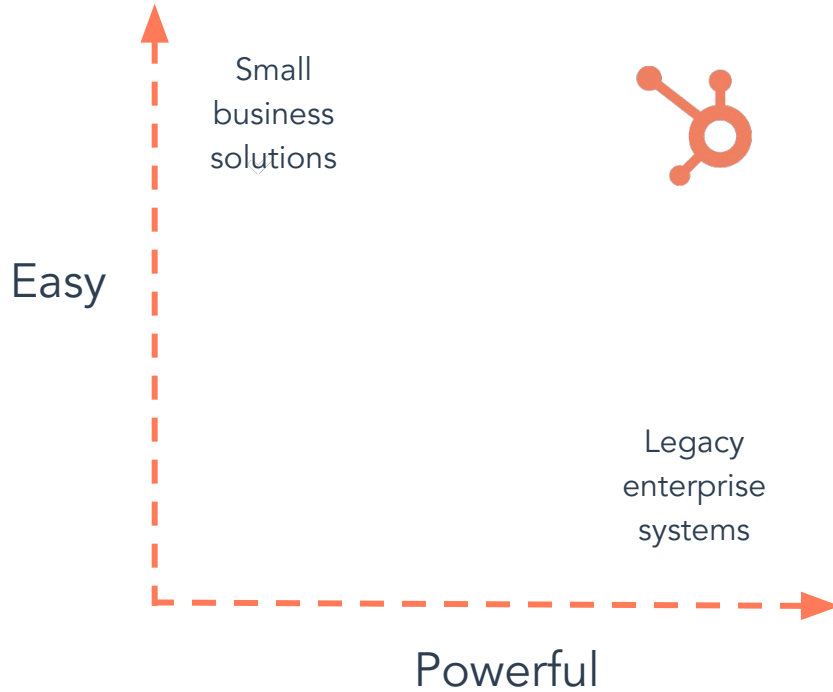
Best
bang-for-buck
dinner out?



What else is new?



The HubSpot Advantage



Scales with the Best

Marketing Hub Enterprise offers ultimate security, reliability, performance, usability, and value.

It's used by some of the world's largest and most successful companies. Public companies, governments, hyper-growth unicorns, B2C brands, regulated industries, and much more.



Beta - Marketing Hub Enterprise

Partitioning

Partitioning takes the pain out of staying organized. Separate your marketing assets by team, so every user has access to the right content. You'll have a cleaner, better-organized database across all your teams, brands, and regions.

Assign users & teams

Choose which users and teams have access to this content.

If nobody is chosen, access is open to all in this account. This could affect access to content, such as lists and workflows.

Teams Users

- Renewal Team
- Directors
 - Managers
 - ICs
- New Biz Sales



Live - Marketing Hub Enterprise

Adaptive Testing

Optimize your conversion paths using artificial intelligence. Create up to five variations of a page. Then, over time, HubSpot sends more traffic to the best-performing versions, and ultimately picks a winner for you. Less busy work for you and better performance for your pages.

The screenshot shows the HubSpot Marketing Hub interface for a 'Demo Offer Landing Page'. The page is published and was published on August 2, 2019, at 8:52 AM. The URL is https://biglytics.net/free-demo. The page details show it was active from August 19, 2019, to November 22, 2019. The table below displays the performance of five different versions of the landing page, including views, total submissions, and view-to-submission rates.

Perf	LANDING PAGE	VIEWS	TOTAL SUBMISSIONS	VIEW TO SUBMISSION RATE	VIEW TO CUSTOMER RATE	AVERAGE BOUNCING RATE
	Version 1 - Red Background ● Published	2,574	817	31.74%		
	Version 2 - Blue Background ○ Archived	3,087	846	27.41%		
	Version 3 - Orange Background ○ Archived	551	132	23.96%	0.23%	83.6%
	Version 4 - Pink Background ○ Archived	491	117	23.83%	0.32%	84.6%
	Version 3 - Orange Background ○ Archived	225	52	23.11%	0%	86.6%
	Version 4 - Pink Background ○ Archived	491	117	23.83%	0.2%	94.1%
	Version 5 - White Background ○ Archived	225	52	23.11%	0%	86.6%
	Total	6,928	1,964	28.35%	25.78%	84.8%



Beta - Professional and Enterprise

Account-based Marketing

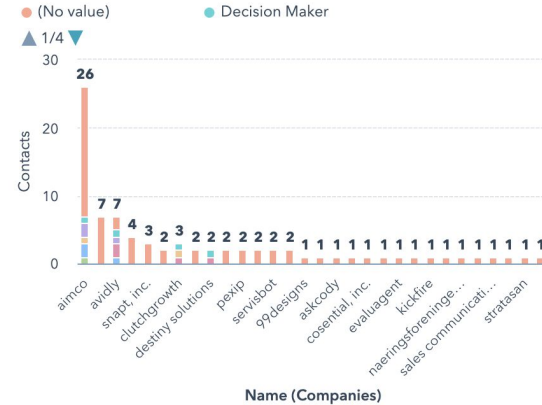
Run a powerful ABM program in Marketing Hub. New properties and templates, company scoring, and out-of-the-box ABM reporting make ABM in HubSpot quick and effective.

Account Based Marketing ▾

Filter dashboard

Buying Role by Target Account ⓘ

This report is using cross-object filters



Live - Marketing Hub Enterprise

Advanced Conversational Marketing

Customize chats with code snippets and trigger webhooks in chat and Facebook Messenger. Plus, use Advanced Targeting to trigger unique chat widgets based on a visitor's location, page scroll behavior, referral source, and more.

The result: a best-in-class conversational experience that's highly targeted, personalized, and feeds data back to the contact record.

Target
Set rules to decide which web pages your chatflow shows up on. You can also choose to show your chatflow only to specific visitors based on their identity or actions.

Website URL
Target your visitors by choosing the web pages where you'd like your chatflow to appear.

SHOW CHAT

WHEN Website URL contains products

+ Add rule + Add exclusion rule

Visitor information and behavior (Optional)
Have more control over who sees your chatflow by adding rules based on your visitors' identity or behavior

SHOW CHAT

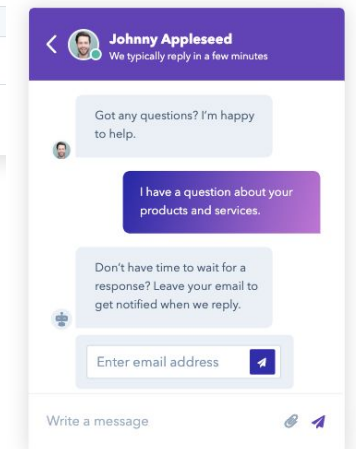
WHEN Segmented lists Contacts from Vermont

OR Device type Smartphone

OR Session count is more than 5

+ Add rule + Add exclusion rule


Add filter group




Available as an add-on

PieSync

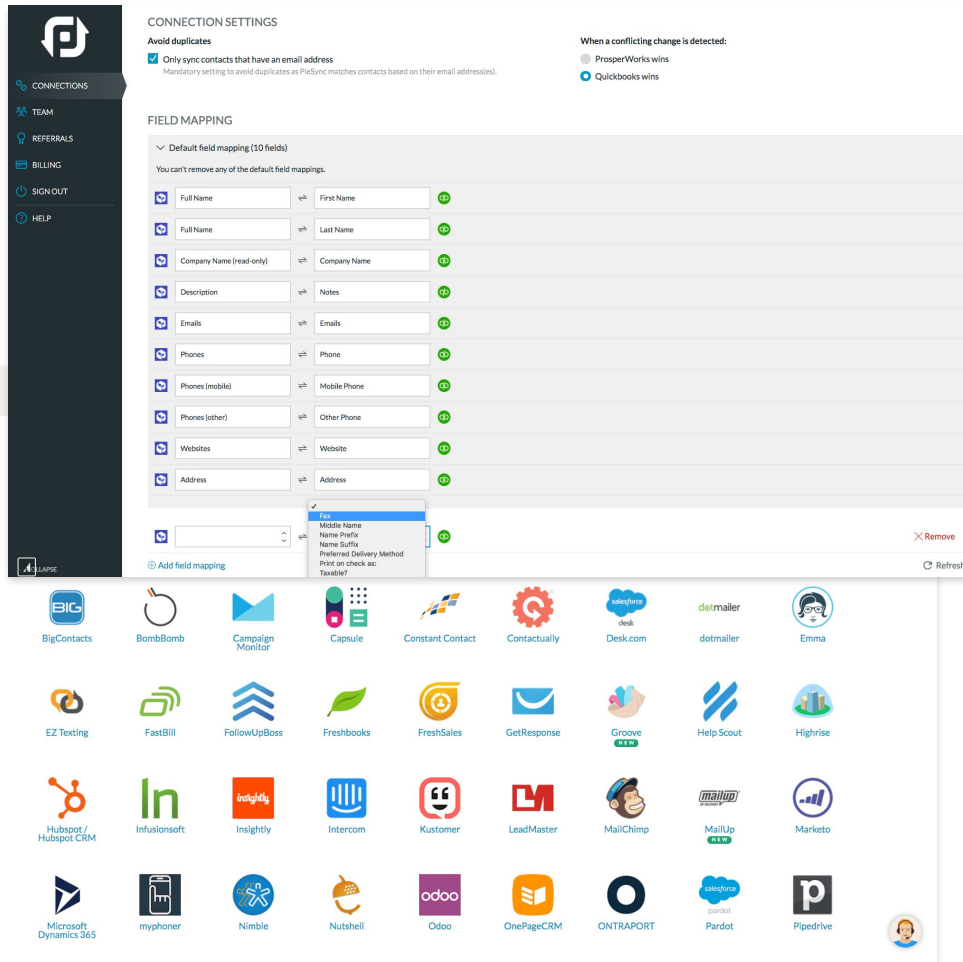
Sync HubSpot with over 200 other apps with a few clicks.



- CONNECTIONS
- TEAM
- REFERRALS
- BILLING
- SIGN OUT
- HELP



LAUSE



CONNECTION SETTINGS

Avoid duplicates

Only sync contacts that have an email address
Mandatory setting to avoid duplicates as PieSync matches contacts based on their email addresses!

When a conflicting change is detected:

ProsperWorks wins

Quickbooks wins

FIELD MAPPING

▼ Default field mapping (10 fields)

You can't remove any of the default field mappings.

Full Name	↔	First Name	✓
Full Name	↔	Last Name	✓
Company Name (read-only)	↔	Company Name	✓
Description	↔	Notes	✓
Emails	↔	Emails	✓
Phones	↔	Phone	✓
Phones (mobile)	↔	Mobile Phone	✓
Phones (other)	↔	Other Phone	✓
Websites	↔	Website	✓
Address	↔	Address	✓

⊕ Add field mapping

⊕ Add field mapping

- Fax
- Middle Name
- Name Prefix
- Name Suffix
- Preferred Delivery Method
- Print on check as Taxable?

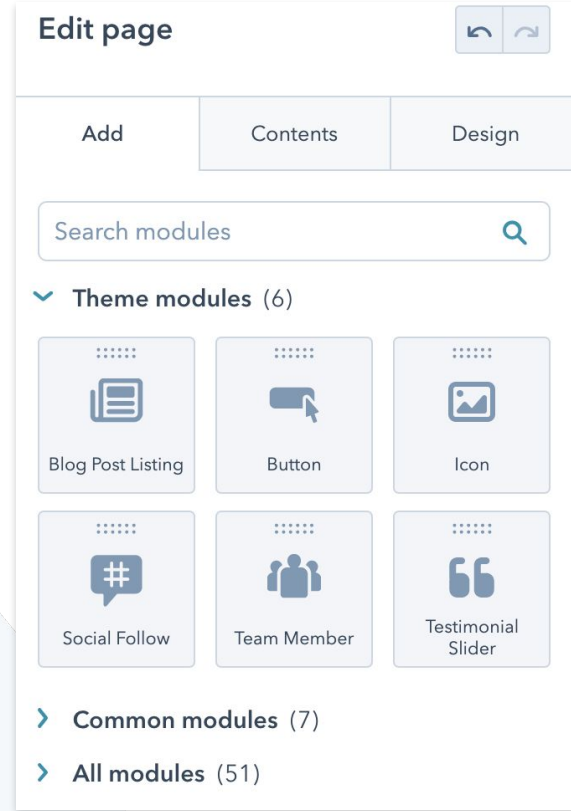
App Marketplace:

- BigContacts
- BombBomb
- Campaign Monitor
- Capsule
- Constant Contact
- Contactually
- Desk.com
- dotmailer
- Emma
- EZ Texting
- FastBill
- FollowUpBoss
- Freshbooks
- FreshSales
- GetResponse
- Groove
- Help Scout
- Highrise
- Hubspot / Hubspot CRM
- Infusionsoft
- Insightly
- Intercom
- Kustomer
- LeadMaster
- MailChimp
- MailUp
- Marketo
- Microsoft Dynamics 365
- myphoner
- Nimble
- Nutshell
- Odoo
- OnePageCRM
- ONTRAPORT
- pardot
- Pardot
- Pipedrive

Live - MH Starter +

Drag and drop page editing

Building pages in HubSpot is as easy as drag and drop. No code required, no design manager needed.



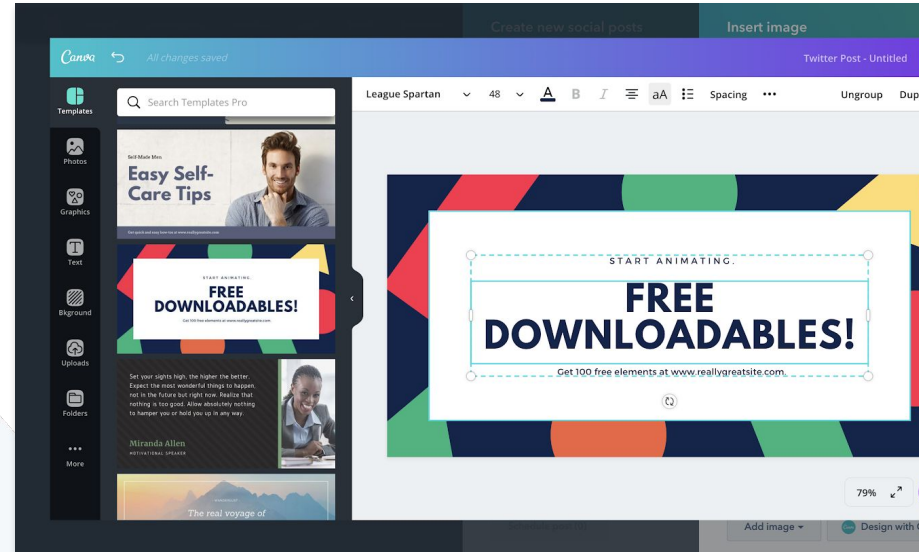
The screenshot shows the 'Edit page' interface in HubSpot. At the top, there are navigation icons for back and forward. Below that, there are three tabs: 'Add', 'Contents', and 'Design'. A search bar labeled 'Search modules' is positioned below the tabs. Underneath the search bar, there is a section titled 'Theme modules (6)' with a downward arrow. This section contains six module cards, each with a grid icon at the top, an icon representing the module, and a label: 'Blog Post Listing', 'Button', 'Icon', 'Social Follow', 'Team Member', and 'Testimonial Slider'. Below the 'Theme modules' section, there are two more sections: 'Common modules (7)' and 'All modules (51)', both with right-pointing chevrons.



Live - All accounts

Canva Button

Building pages in HubSpot is as easy as drag and drop. No code required, no design manager needed.



Live - Professional and Enterprise

Workflow updates

Now, with workflows:

- Merge branches
- Copy contact properties to other objects
- Combine conditions
- Create folders
- View revisions

The screenshot displays a workflow editor interface. At the top, a dark header contains the title "Set a lifecycle stage to MQL" and a pencil icon. Below the header, a navigation bar includes tabs for "Actions", "Settings", "Performance", and "History". The main workspace shows a vertical flow of steps:

- Contacts enrollment trigger:** A box with a person icon and the text "How do you want to trigger this contact-based automation?". A red button labeled "Set enrollment triggers" is positioned below the text.
- Set property value:** A box with a checkmark icon and the text "Set contact property Lifecycle stage to Marketing Qualified Lead".
- New action:** A box with a plus icon and the text "New action".

Each step is connected to the next by a vertical line with a small icon (a plus sign between the first two, and an 'X' between the second and third). At the bottom of the workflow, there is a black and white checkerboard icon. On the right side, a teal sidebar titled "Choose an action" lists various available actions under different categories:

- Available actions:** Search actions, Connect.
- Workflow:** Delay, If/then branch, Go to other action, Enroll in another workflow, Trigger webhook.
- Internal communication:** Send internal email notification, Send internal SMS, Send in-app notification.
- External communication:** Send email.
- Slack:** Send Slack notification.
- Salesforce:** (Category header).

A "Cancel" button is located at the bottom of the sidebar.



Live - All accounts

Forecasting Property

Previously, sales forecast reports pulled from deal stage percentages.

Now, you can use a more qualitative measure that's easier for sales reps to understand.

<input type="checkbox"/>	LABEL	INTERNAL VALUE ⓘ	WITH VALUE
<input type="checkbox"/>	Omit	OMIT	
<input type="checkbox"/>	Pipeline	PIPELINE	
<input type="checkbox"/>	Best case	BEST_CASE	
<input type="checkbox"/>	Most likely	MOST_LIKELY	
<input type="checkbox"/>	Commit	COMMIT	
<input type="checkbox"/>	Closed	CLOSED	

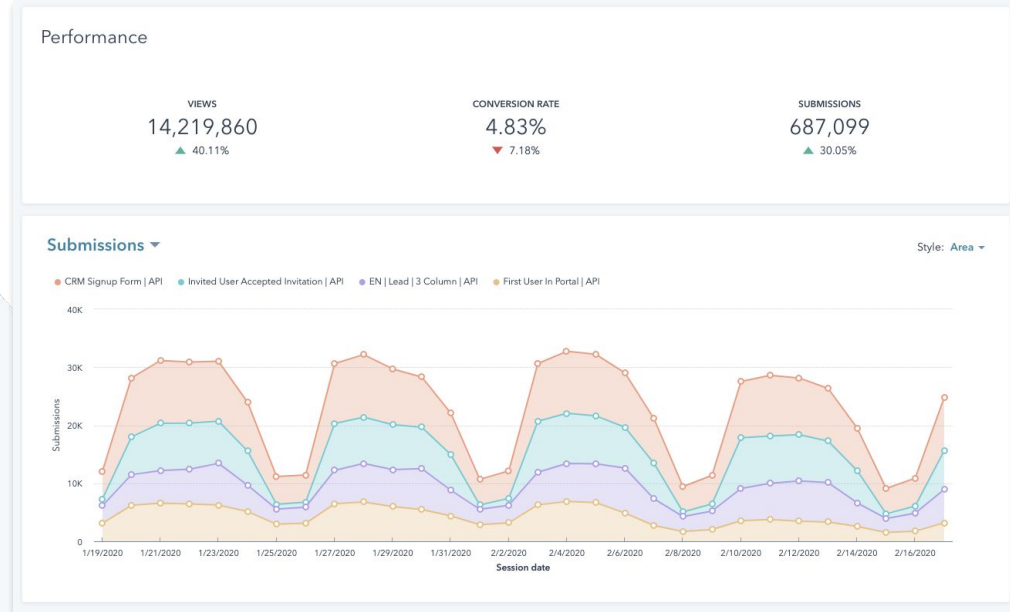
+ Add an option ≡ Load options... 🗑 Clear all



Live - MH Professional and Enterprise

Form Analytics

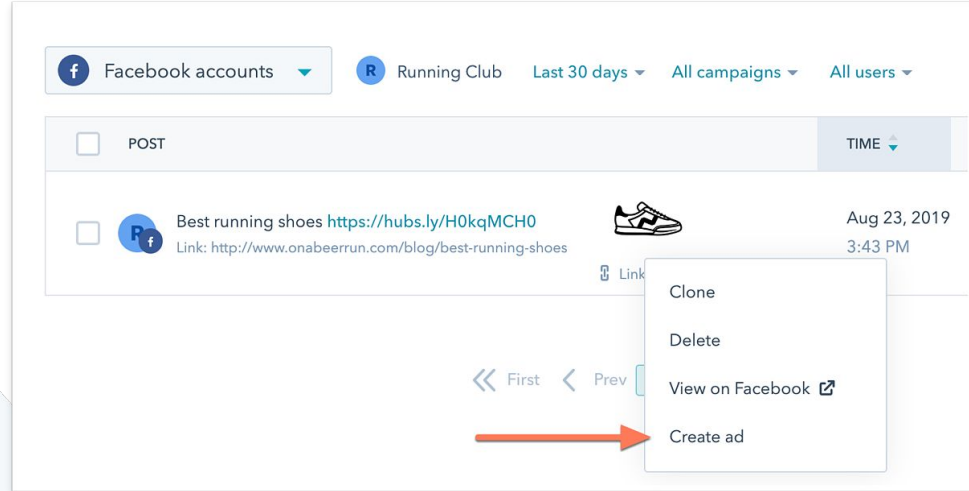
Finally, a place to compare form performance & export your form data.



Live - MH Professional and Enterprise

Social Post Boosting

Give an “organic” post a spark with a bit of paid budget.



The screenshot displays the Facebook Ads Manager interface. At the top, there are filters for 'Facebook accounts' (selected), 'Running Club', 'Last 30 days', 'All campaigns', and 'All users'. Below this is a table with a 'POST' column and a 'TIME' column. A row is visible with a checkbox, a Facebook profile icon, the text 'Best running shoes https://hubs.ly/H0kqMCH0', a link 'Link: http://www.onabeerrun.com/blog/best-running-shoes', a shoe icon, and the date 'Aug 23, 2019 3:43 PM'. A context menu is open over the post, showing options: 'Clone', 'Delete', 'View on Facebook', and 'Create ad'. A red arrow points to the 'Create ad' option.



Live - Service Hub Enterprise

Password-protected Knowledge Articles

Control the audience for a certain article by protecting it via password or list.

Content Settings Publish or schedule

Advanced Options

Expire page on a specific date

Control audience access for page

Control the privacy of this page and how visitors can access it

Public (default)

Private - Password required ⓘ

Private - Registration required ⓘ

Wills ×

This will send a registration email to any contacts on these lists who haven't already registered



Thanks

